

*Bio.....*



## Prof. Jaime López

He is a film scholar and Associate Professor at Complutense University of Madrid (Spain). His main field of research is cognitive film studies. His doctoral thesis focused on the emotion of surprise and its effectiveness in enhancing recall, comprehension, and emotional intensity in audiovisual narratives. Within this framework, he has also explored other viewer responses, such as engagement and curiosity in audiovisual storytelling. He is currently researching film style. He has also worked as a journalist in the Culture and Society sections of Spanish television and press for over 25 years.