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Do you like scary movies? If so, there's a good chance you prefer one of two schools of horror: social-political oriented thrillers or more concrete and violent gorefests. Both schools exist for one purpose—to terrify audiences—but why is there such a divide between approaches? To understand, we'll dive into topics like why audiences enjoy horror and how cinematic horror provokes a fear response. But in addition, we will examine how real-world influences like evolving genre expectations and the rise of the news media have affected the dominant horror that’s produced. Using this information, we will critically analyze how horror reflects our society and try and predict what form of horror might come next.