

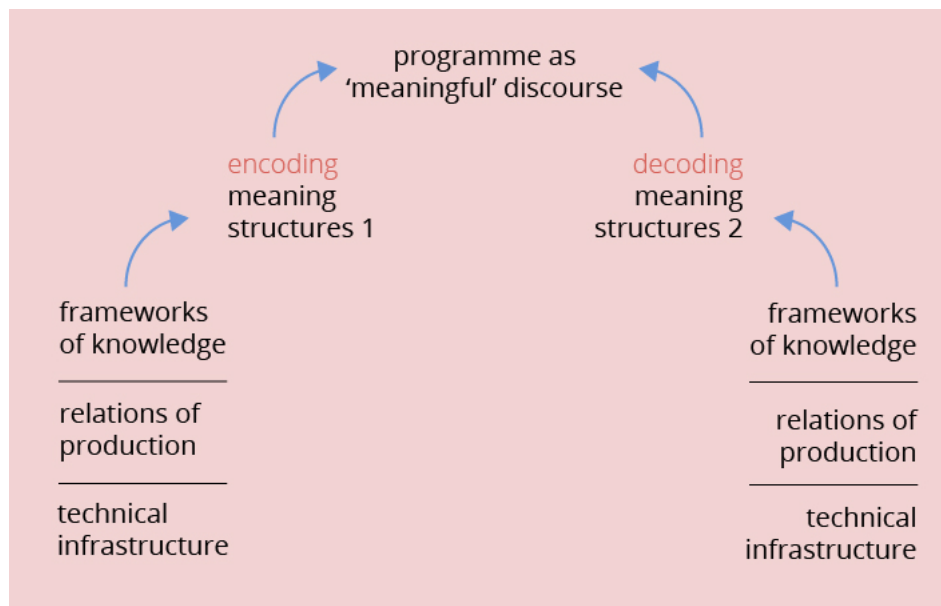


## Stuart Hall

In Encoding/Decoding, Hall (1980) proposed a model of mass communication that highlights the importance of active interpretation within relevant codes.

### Hall's model:

- Moment of encoding, when the 'institutional practices and organizational conditions and practices of production' take place.
- Moment of text: 'the symbolic construction, arrangement, and perhaps performance. The form and content of what is published or broadcast'.
- Moment of decoding: 'the moment of reception or consumption'.



Because of the active role of the audience, decoding may well be different to the encoder's intended meaning. In this way then, he proposed three positions for the reader of a text:

- Dominant reading: the reader fully shares the text's code and accepts and reproduces the preferred reading.
- Negotiated reading: the reader partly shares the text's code and broadly accepts the preferred reading, but sometimes resists and modifies it in a way that reflects his own position, experiences, and interests.
- Oppositional reading: the reader is in a social situation that places him or her in direct opposition to the dominant code. The reader understands the preferred reading but does not share the text's code and rejects the reading, bringing to bear an alternative frame of reference.

With reference to Hall, consider one of the pages from each of your three chosen magazines and answer the following:

- What do you believe was being encoded by the producers?



When decoding:

- What do you think is the dominant reading?
- What might be a negotiated reading?
- What might be an oppositional reading?