



- b. Perhaps communication is ALWAYS miscommunication
 - Communication/understanding is the rare occurrence
 - Is it even the goal?
 - * New ideas produced in “misunderstanding or reinterpretation?”
 - * Value of culture is in specific experience, not in overwhelming sameness?
 - * There is no guarantee that the intended message will be received (understood successfully)

1. Encoding/ Decoding Model (Hall)

Sender → Message Structure 1 (Encoding) → Coded Text → (Decoding) → Message Structure 2 → Receiver

- *Note: Messages 1 &2 are never identical
- * There is a framework of knowledge, relations of production, and technical infrastructure involved on both sender and receiver ends.
- * Constraints to coded text: linguistic codes, narrative structures, visual conventions

2. Interpretation and Social Structure

- Can we make any meaning we want?
- Are our particular interpretations unique to each of us?
- a. Findings: structural social position matters- why??
 - We draw intellectual resources from social experience
 - We’re spoken to as members of social groups
 - Some subcultures form around particular views of media
- b. Morley (From last night’s reading assignment):
 - Different interpretations patterned by CLASS
 - Viewers of similar class to TV producers tended to read show as intended; working class viewers more often produced meanings that differed
 - Uses Hall’s 3 reading positions: (1) dominant/preferred, (2) negotiated, (3) oppositional/resistant

Discussion: John Fiske: Die Hard article (Homeless Shelter audience)- making the film you want out of the film that’s available (men in the shelter turned off the movie before it ended so that they “change the ending” and let the robbers who beat the rich businessmen get away)

c. (Review) Press:

- Women use soap operas to carve out leisure time, and connect with female friends
- Men often dismiss this as frivolous though they do similar things with sports