

Encoding & Decoding

Communications & Media

A message is made with one meaning and read with the reader's own.

Hall's three reading positions.

Dominant reading

Accepts the preferred meaning as offered

Shares the code the producer used

Negotiated reading

Accepts the broad frame

Rejects parts that clash with lived experience

Oppositional reading

Understands the intended meaning fully

Rejects it and reads against the grain

Encoding and decoding are separate practices. The gap between them is not audience failure; it is where meaning is actually made.