

接收理論

Reception theory

理論核心：主動讀者會自行解譯

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理論內容：閱聽人得到訊息後可能有不同的解碼方式

理論應用：訊息設計



Decoding by Audience

Decoding

**Dominant,
or Preferred**



Negotiated



Oppositional



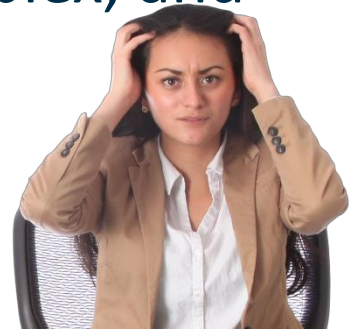
Dominant, or Preferred Reading

Dominant, or Preferred Reading - how the producer wants the audience to view the media text. Audience members will take this position if the messages are **clear** and if the audience member **is the same age and culture**; if it has an easy to follow narrative and if it deals with themes that are relevant to the audience.



Negotiated Reading

Negotiated Reading - a compromise between the dominant and oppositional readings, where the audience accepts parts of the producer's views, but has their own views on parts as well. This can occur if there is a combination of some of the above e.g., audience member likes the media, is of the same age as you and understands some of the messages, but the narrative is complex, and this inhibits full understanding.



Oppositional Reading

Oppositional Reading - when the audience rejects the preferred reading and creates their own meaning for the text. This can happen if the media contains controversial themes that the audience member disagrees with. It can also arise when the media has a complex narrative structure perhaps not dealing with themes in modern society. Oppositional reading can also occur if the audience member has **different beliefs** or is of a different age or a different culture.



解碼過程分析

	特點	效果
主導 - 霸權的符碼 (Dominant – Hegemonic)	解碼者用資訊編碼的參照符碼將資訊解碼，在主導符碼範圍內進行操作	完全明晰的傳播
協調的符碼 Negotiated code	在協調的看法內解碼包含著相容因素與對抗因素的混合	某種程度上的誤解
對抗的符碼 Oppositional code	解碼者雖然理解話語的字面和內涵意義的曲折變化，但是以一種全然相反的方式去解碼	對抗的“意義的政治策略”或者“話語鬥爭

Encoding to Decoding

<https://youtu.be/G3ZTOS7YFgE?t=15>