

ZUR 393k: Effects of Mass Media

Outline: Reader-Response Theory (Lewis & Ang)

1. historical background
2. FIVE key questions (R.Allen)
3. Reception Theory



return to audiences

1. more careful definition of “active” audiences
2. direct focus on media CONTENT
3. examine interplay between texts and audiences in the creation of MEANING

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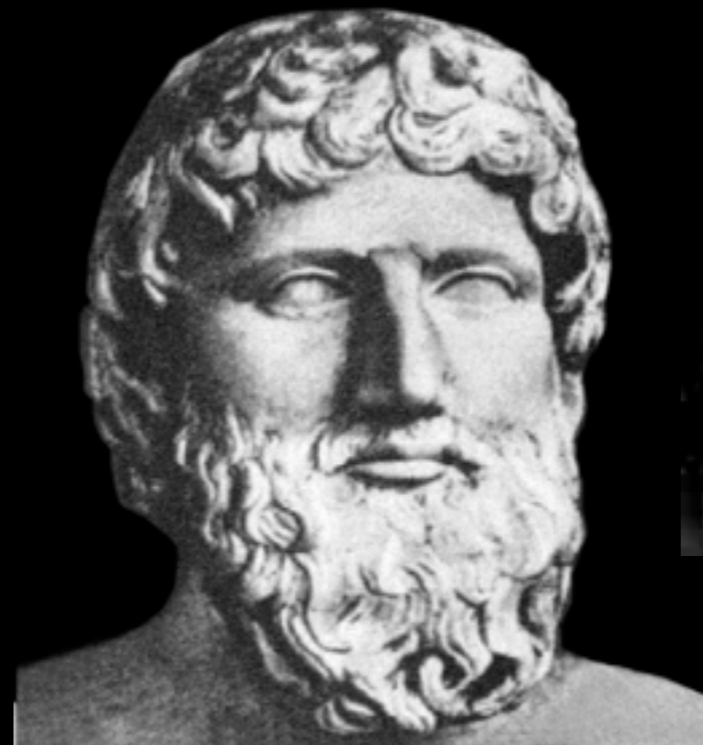
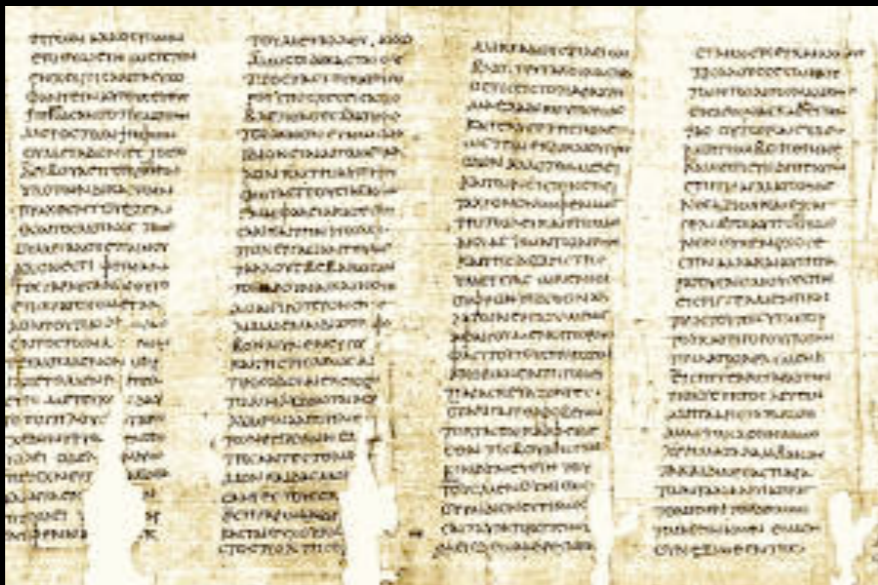
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Historical traditions

- Theorizing texts/textual meaning
 - Plato and Aristotle
 - divine inspiration of author and text



New Criticism (1920s-1950s)

I. works of art are unique and possess value



New Criticism (1920s-1950s)

2. meaning is contained solely in the words on the page (or image on the screen and dialogue spoken)

“intentional fallacy”



New Criticism (1920s-1950s)

3. “close reading” means the reader sublimates the self in order to release the meaning held entirely in the text

“affective fallacy”



New Criticism (1920s-1950s)

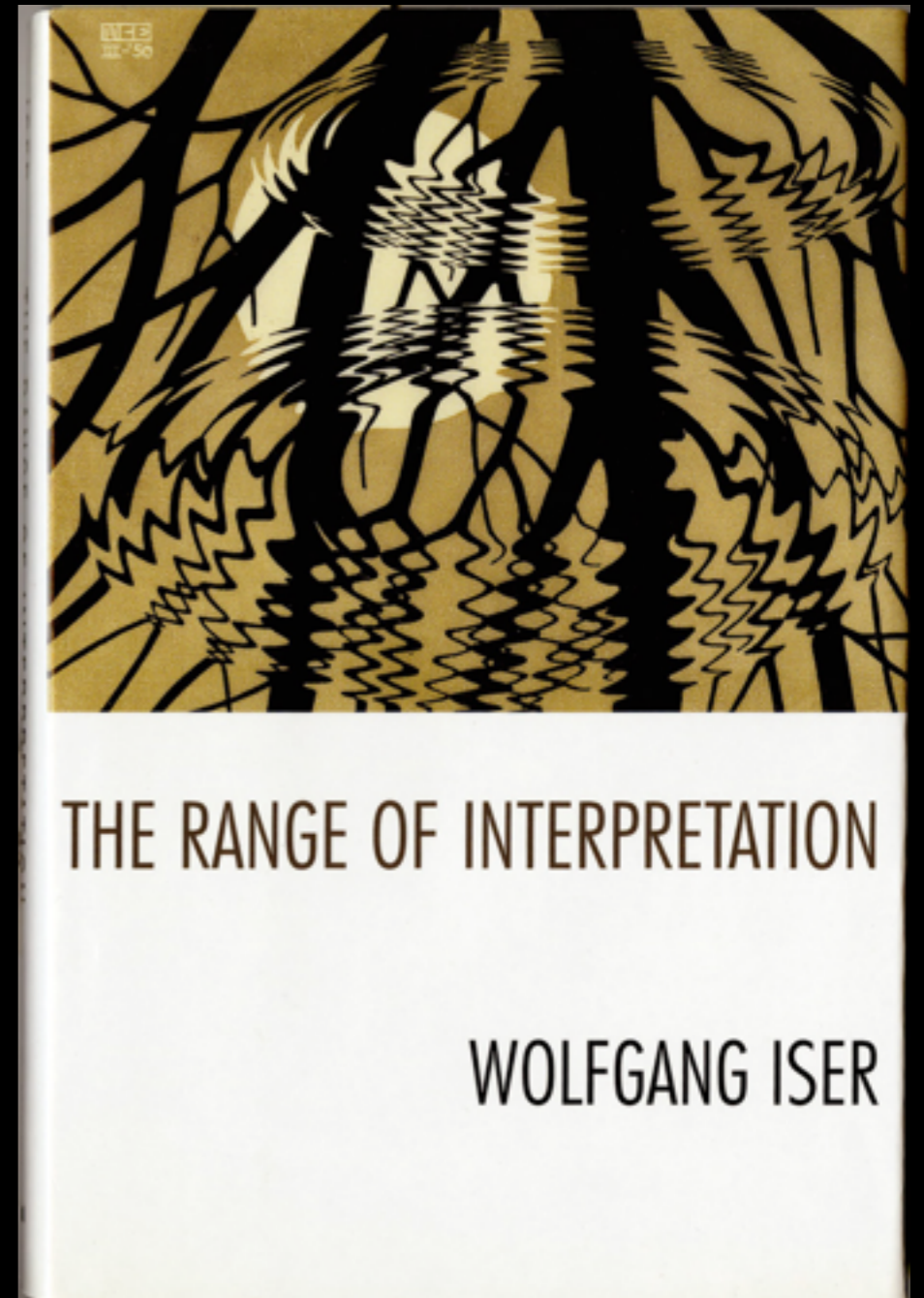
4. special training in the critical process is required in order to grasp the full extent of meaning in any work of art



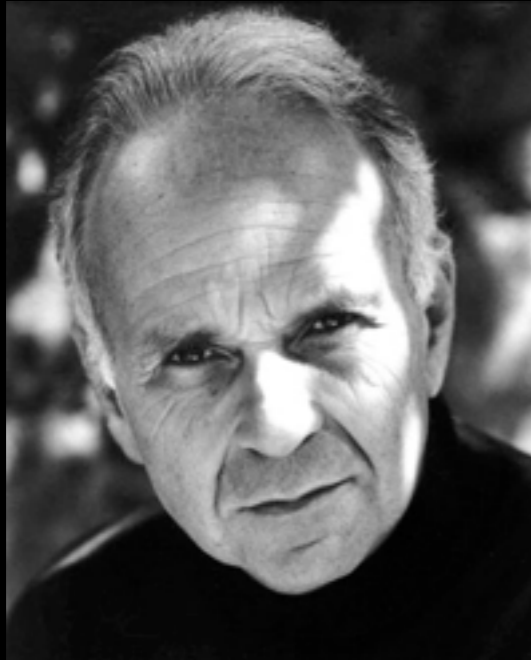
challenges to New Criticism



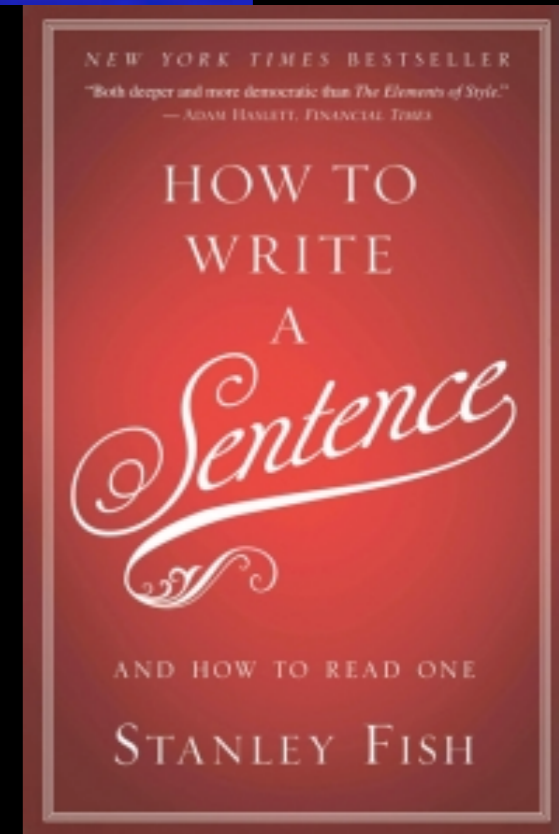
- Wolfgang Iser
- reader is a co-creator of a work of art; must fill in the “gaps”
- reader is always answerable to the constraints imposed by the text



challenges to New Criticism

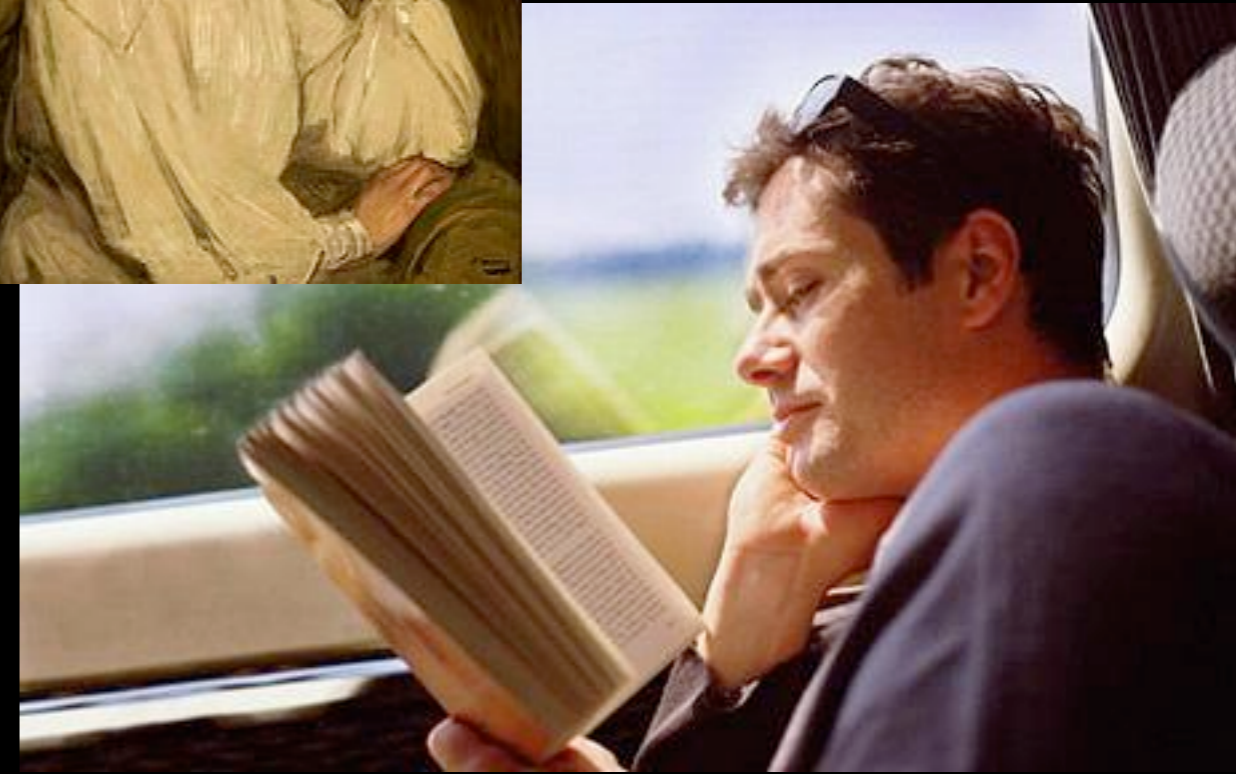


- Stanley Fish
- literature isn't a fixed object, but a sequence of events that unfold within the reader's mind
- the reader must be at the center of the scholar's attention



Stanley Fish

- the site where meaning is made is not between the covers of a book, but inside a reader's mind
- meaning is governed by “interpretive communities”



“interpretive communities”

- readers who bring similar experiences, expectations, and skills to the text are likely to interpret it in similar ways



Robert Allen:

5 questions about audiences

1. What is the extent of the determination exercised by the text itself?

- **dominant or hegemonic reading:** reader accepts and reproduces the *preferred reading* (meaning encoded by creator/sender)
- **negotiated reading:** reader's interpretation/response is in partial agreement with encoded meaning (modification & resistance)
- **oppositional reading:** interpretation/response is in direct contradiction, rejects encoded meaning

competing views on relative
power of audiences vs. texts

John Fiske

- all texts are “open”
- “polysemy” = many meanings
- audience members derive pleasure from reading “against the grain,” crafting their own meanings from a text

competing views on relative
power of audiences vs. texts

Celeste Condit

- “polyvalence” = same meaning, different responses to that meaning
- denotative meaning is understood, but audiences differ in their valuation of that denotative message

Celeste Condit

audience's ability to shape different meanings
is constrained by:

1. access to oppositional codes
(repertoire of available texts)
2. historical contexts
3. ratio of work : pleasure

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Celeste Condit

audience's ability to shape different meanings
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1. access to oppositional codes
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3. ratio of work : pleasure

Robert Allen:

5 questions about audiences

2. What forces condition the activation of texts within individual readers and among groups of readers?



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Robert Allen:

5 questions about audiences

3. What levels of the reading process are available to empirical investigation and what methods are appropriate to that study?



#yogurtwithbenefits

Sanity is Served: Müller Dessert Inspired Yogurt



Müller Yogurt USA

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https://www.youtube.com/watch?v=_5d2g7fbCJU



Elizabeth Dale 2 weeks ago

YES! Parenting sucks, let's not sugar coat it anymore. The struggle is real. (Yes both my kids were surprises.)

Reply · 4



Nicole Wood 1 day ago (edited)

It was really funny, apart from the accident part which is a bit much, but people need to stop getting so offended by everything.

Reply · 2



Kurrently 1 week ago

Very funny. I fear for the kids being raised by the humorless trolls writing the mean comments on this page.

Reply · 2



James Yoo 1 day ago

so does she eat yogurt all day?

Reply ·



Maronku Saiyan 2 weeks ago

This is encouraging stress eating..

And "an accident"? What a message to send to your audience..

Reply · 1



Kate Moo 5 days ago

What did i just watch help

Reply ·



Dawn Smith 1 week ago

wow. I think you need to rethink this. I will not be buying your yogurt. this is insulting

Reply ·

https://www.youtube.com/watch?v=_5d2g7fbCJU



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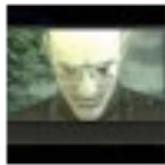
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<https://www.youtube.com/watch?v=L5mftDPfxoA>

Top comments ▾



TemplePhantom 4 months ago



As if these respectable middle class people would be seen in a fucking mcdonalds. Only chavs, teenagers and fat people eat there.

Reply · 2  



Samuel Lehmann 4 months ago

Who's the actor playing the man here?

Reply ·  

<https://www.youtube.com/watch?v=L5mftDPfxoA>

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bluehackney 14 hours ago

They have contributed to the deaths of many people by promoting inefficiently grown food.

Reply · 4 likes · 1 dislike · in reply to [Holly Wood \(Show the comment\)](#)



Thattallguy79 14 hours ago

What I am getting outraged by is that scare-tactic videos like this are all that people will see and when people think of farming, this will come to mind. If you actually drove through middle America, you would see what farming is actually like. Go and see for yourself, not what other people twisted in an attempt to frighten everybody else.

Reply · 3 likes · 1 dislike

All Comments (11,995)



Barbara Page 40 minutes ago

sappy

Reply · 1 like · 1 dislike



Thattallguy79 2 hours ago

People are already putting themselves in tight cubicles, and live behind locked doors. Seems like living in a cage to me. Thank you, urbanization, for promoting mistrust and paranoia in people's neighbors.

Reply · 1 like · 1 dislike · in reply to [astormridr \(Show the comment\)](#)



Thattallguy79 2 hours ago

They use chemicals to grow that inefficiently grown food, also, most of which are much more toxic to the human health, and because of natural fertilizers, such as manure for nitrogen, you have higher methane emission risks (23x more harmful than CO2) and you have higher pathogen risks (such as E. Coli, Salmonella, and many other wonderful diseases).

Reply · 1 like · 1 dislike · in reply to [astormridr \(Show the comment\)](#)



astormridr 2 hours ago

If you think inefficiently growing food kills people you need to go back a few steps. Overpopulation lead to the need for intensive chemical commercial farming. That overpopulation was caused in great part to previous changes in mechanized and large scale agriculture. So if you want to continue the process, yeah, keep making things worse so we can have more people on the planet until we start to look like the cows in cages.

Reply · 1 like · 1 dislike · in reply to [bluehackney \(Show the comment\)](#)

[https://
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com/watch?
v=IUtnas5ScSE](https://www.youtube.com/watch?v=IUtnas5ScSE)

Robert Allen:

5 questions about audiences

4. What is the role of the investigator vis-a-vis both the text s/he wishes to study and the reader who consumes the text?

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Robert Allen:

5 questions about audiences

5. What is the epistemological status of articulated responses of readers in understanding the relationships between reader, text, and institution?



Coca-Cola Heist



CocaColaSuperbowl

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Aurochs hunter 4 months ago

For those wondering about the tune, it's Peter's theme from Peter and the Wolf.

Reply · 👍 🗨



asskickerfoo 3 years ago

fuck coke, destroying health



alicia marston 3 years ago

i think that song might be from the nutcracker or one of those musicals. I'm just winging it so if im not right then, sorry!



princeofravens89 3 years ago [in reply to MadCherry](#)

@MadCherry Sorry, Insect Kingdom only



Raquel RG 3 years ago

Es increiblemente precioso! *.* Qe encanto de anuncio



thebibilongiades11 2 years ago

What is the compositor?



Stephen Dean 3 years ago

what's this song called?



facugon8 3 years ago

Genial!



Drkcirtap39 3 years ago

sequel: chemicals in coke kill the nutrients in the soil, destroying plant life and thereby slowly destroying all of human existence



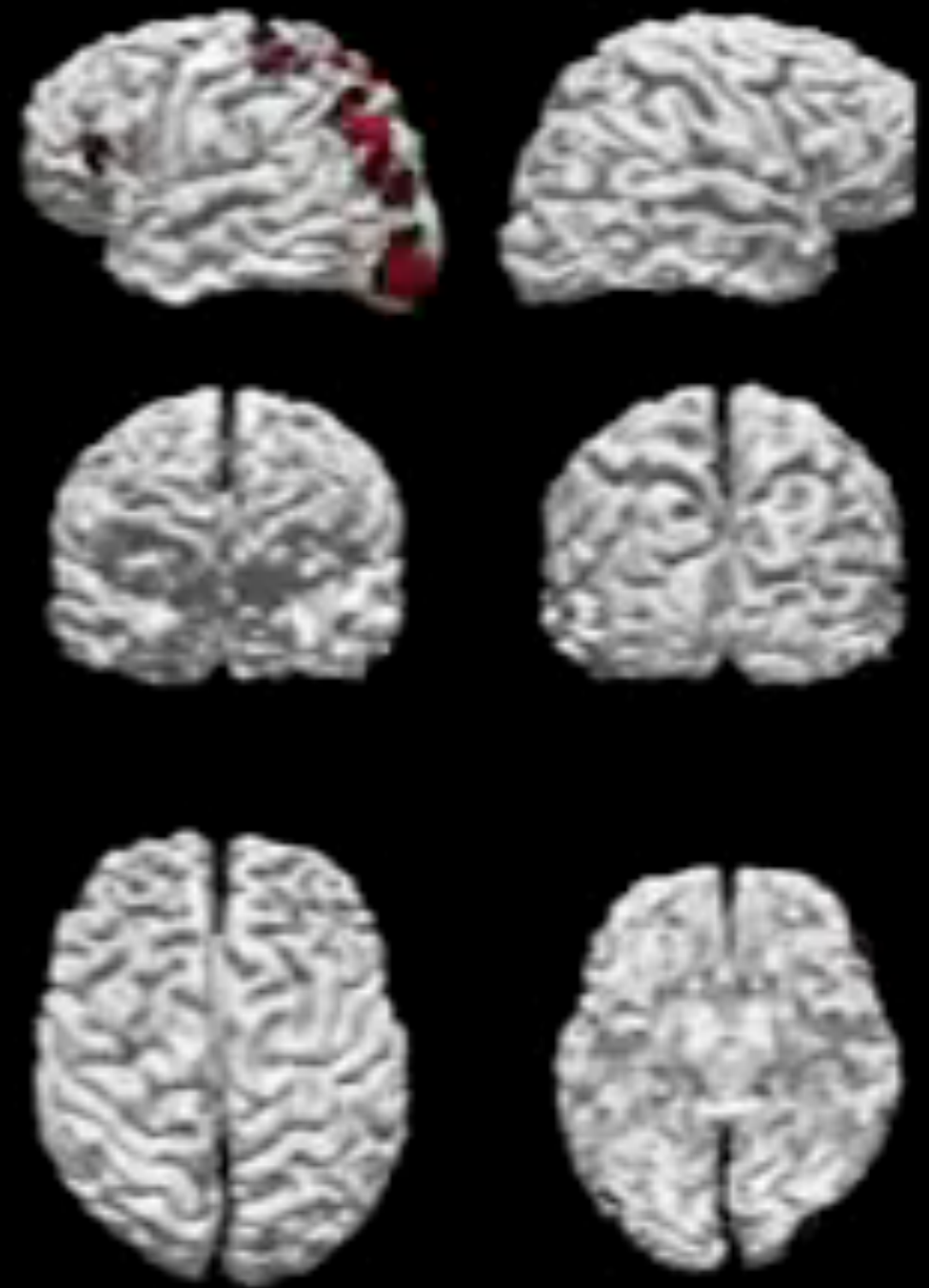
GoGornukGo 3 years ago

butterfly bottle OMG

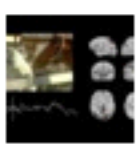


BloodBukeM 3 years ago

Schwachsinn !!! In english Bullshit >_<



Sands Research: Coke "Heist" Commercial Analysis



neurofitz

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Reception Theory

- specific to communication/media studies
- adds **CONTEXT** to the investigation of meaning: the site where reader/text interactions occur
- we can no longer separate interpersonal and mediated communication

final caution

David Morley:

- we must keep in mind the distinction between having power over an individual text (as an active reader) and power over the agenda in which the text is produced and presented

David Morley:

“The power of individuals to reinterpret meanings is hardly equivalent to the discursive power of centralized media institutions to construct the texts that the viewer then interprets, and to imagine otherwise is simply foolish” (“Active Audience Theory,” 1993, p. 16).