

Record in the Commens Bibliography. Retrieved from http://www.commens.org/bibliography/journal_article/tomaselli-keyan-2016-encodingdecoding-transmission-model-and-court-law, 30.06.2024.

Type: Article in Journal
Author: Tomaselli, Keyan
Title: Encoding/decoding, the transmission model and a court of law
Year: 2016
Journal: International Journal of Cultural Studies
Volume: 19
Issue: 1
Pages: 59-70
Keywords: Stuart Hall, Encoding/Decoding Model, Interpretant
Abstract: Stuart Hall's encoding/decoding model is discussed in terms of C.S. Peirce's theory of the interpreter and interpretant. This historical semiotic window frames an example to which the Hall model was applied in South Africa to oppose a military dirty tricks campaign that involved a Supreme Court case brought against the Minister of Defence by the End Conscription Campaign requiring him to cease his disinformation against the ECC. The minister's own expert had proposed a transmission model of communication that was defeated by the Peirce-Hall combination. The author argues that the model can be massively strengthened when combined with Peircean semiotics.
ISSN: 13678779
DOI: 10.1177/1367877915599611
Language: English