

***WELCOME***

ENCODING VS DECODING  
MESSAGES IN TRANSLATION  
& MEDIA

PRESENTED BY

BY

*A.L. RAAD SABIR RAUF*

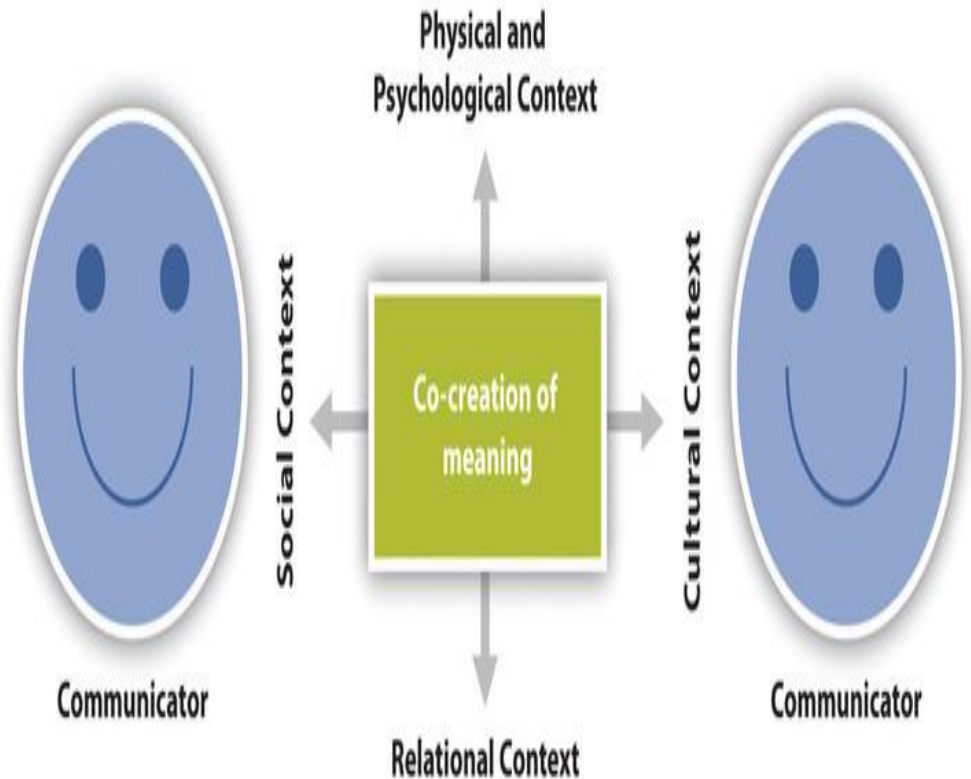
*MARCH 2024*

# WHAT IS CODING

A Code is a message made through any sign or symbol or utterance sent by a sender to a receiver. The sender here is considered encoder and the receiver is considered a decoder. The code can be verbal and /or nonverbal. The verbal one is sent by human voices or nonhuman sounds. The nonverbal codes are expressed through gestures, mimes, any other facial or body languages. In all these instances, the sender sends a code or message to the receiver, and the receiver is to decode this message in the best manner possible. The whole process is called coding.

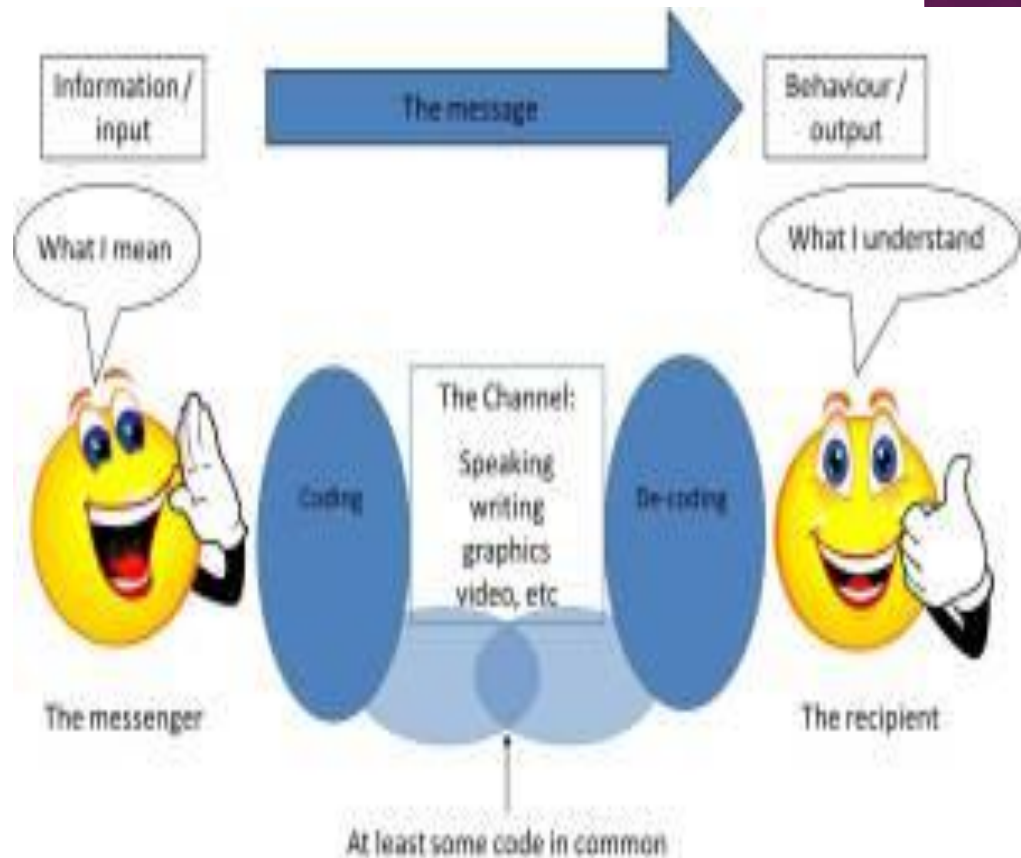
# ENCODING / DECODING = TRANSLATION

In simpler terms, Encoding/decoding is the translation of a message that is easily understood. When you decode a message, you are extracting the meaning of that message into terms that you are able to easily understand. Decoding has both verbal and non-verbal forms through communication.



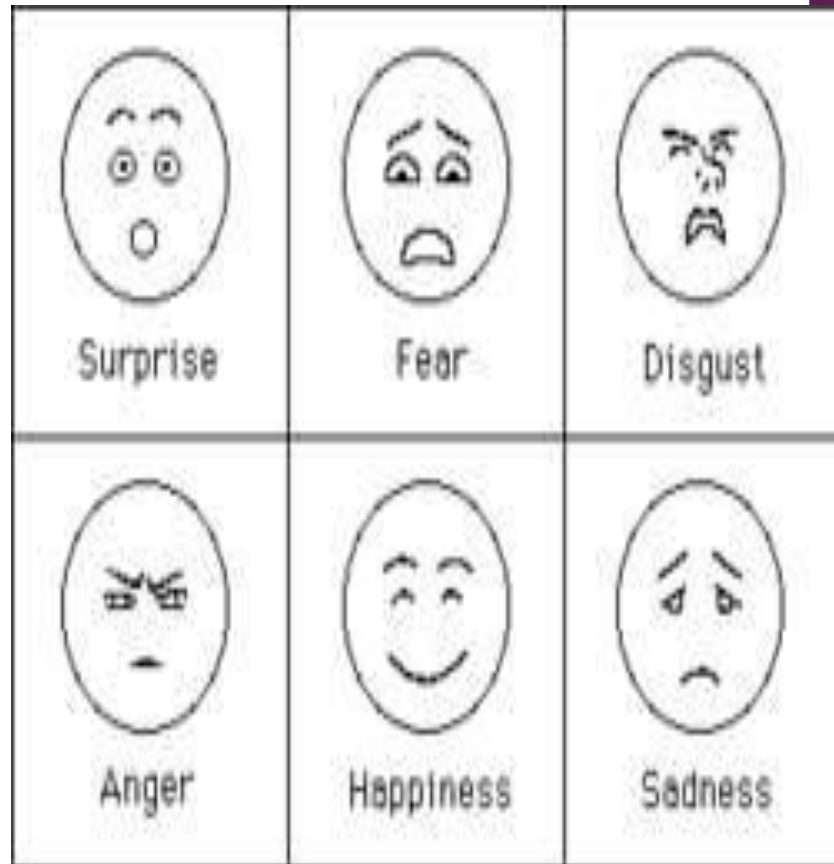
# BEHAVIOUR - BODY LANGUAGE

Decoding behavior without using words would be observing body language. People are able to decode body language based on their emotions.



# BODY LANGUAGE EXPRESSING FEELINGS

For example, some body language signs may express the notion that someone is upset, angry, or stressed by using excessive hand/arm movements, red in the face, crying, and even sometimes silence.



# DIFFERENT INTERPRETATIONS

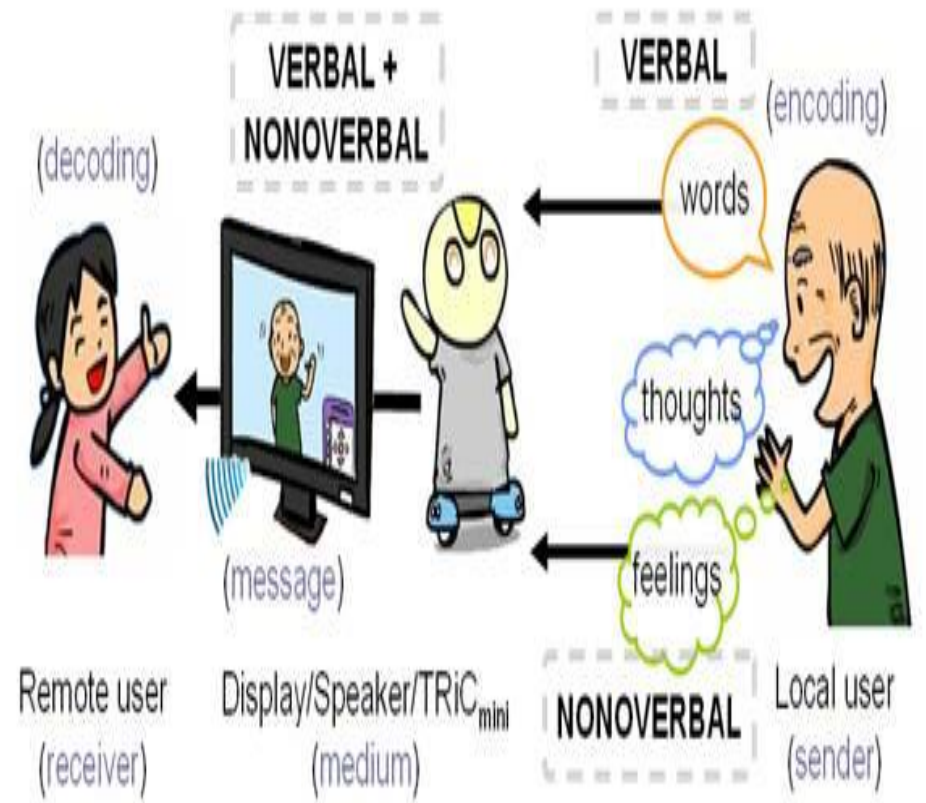
Sometimes when someone is trying to get a message across to someone, the message can be interpreted differently from person to person. Decoding is all about the understanding of what someone already knows, based on the information given throughout the message being received.



# VERBAL AND NONVERBAL MESSAGES

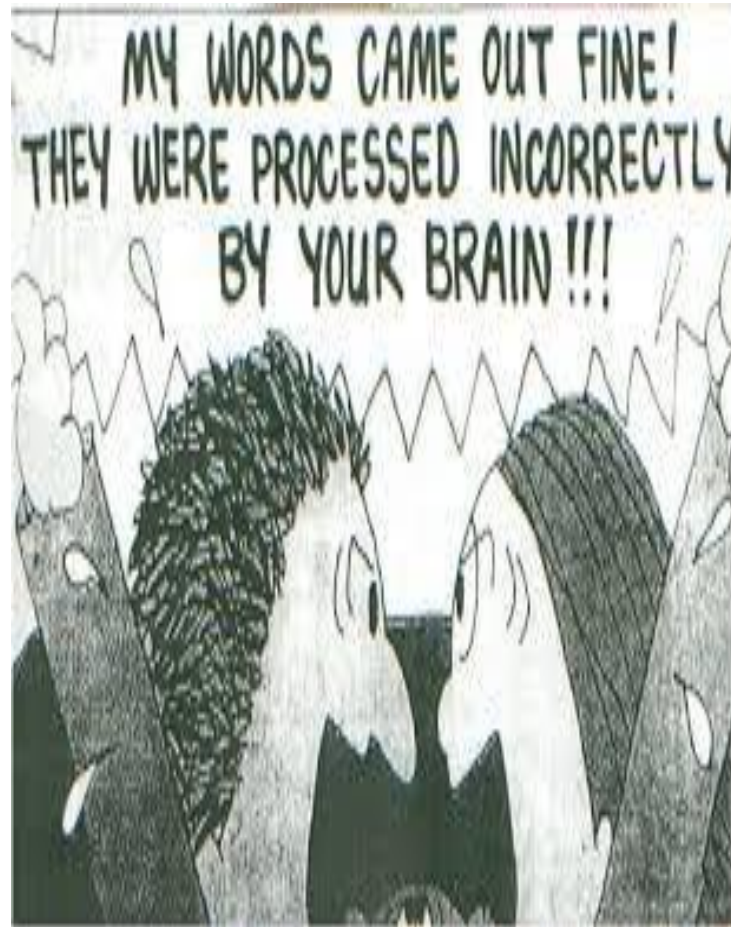
Whether there is a large audience or exchanging a message with one person, decoding is the process of

- obtaining,
- absorbing,
- understanding,
- and sometimes using the information that was given throughout a verbal or non-verbal message.



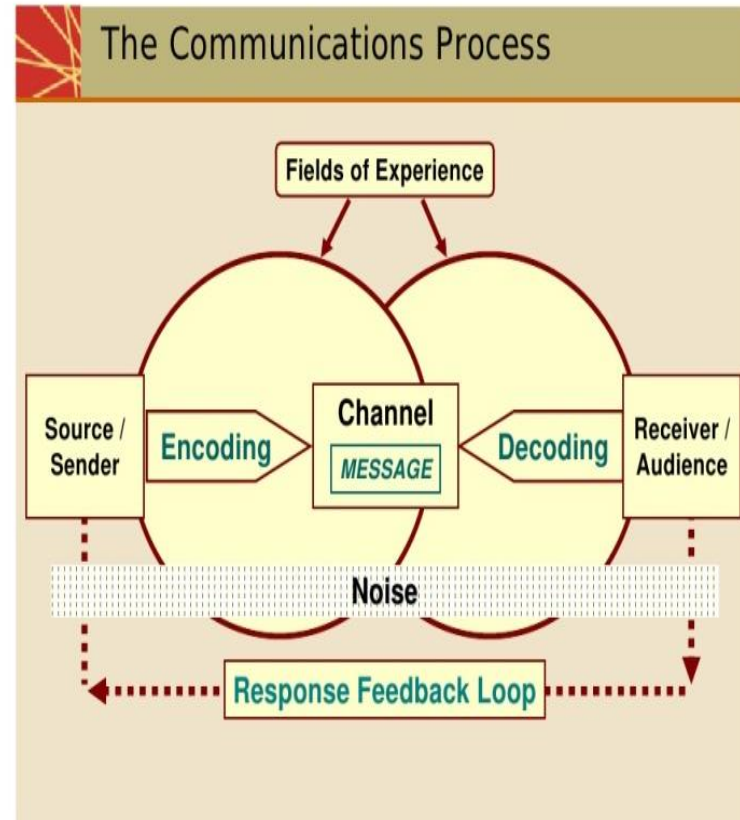
## UNCERTAINTY OF ADECUATE PERCEPTION

This implies that, for example, the sender of information can never be sure that it will be perceived by the target audience in the way that was intended, because of this chain of discourse. "Each of these steps help define the one that follows, while remaining clearly distinct.



# FOUR STAGES FOR COMMUNICATION PROCESS:

- ◉ The encoding of a message is the production of the message.
- ◉ It is a system of coded meanings, and
- ◉ in order to create that, the sender needs to understand how the world is comprehensible to the members of the audience.
- ◉ The decoding of a message is how an audience member is able to understand, and interpret the message.



ENCODING & DECODING

*IN MEDIA*

# THE ENCODING / DECODING MODEL OF COMMUNICATION

The Encoding / decoding model of communication was first developed by cultural studies scholar Stuart Hall in 1973. Titled 'Encoding and Decoding in the Television Discourse.' Hall's essay offers a theoretical approach of how media messages are produced, disseminated, and interpreted.



**Stuart Hall**

Founder of the Birmingham School of Cultural Studies

# DIFFERENT PERCEPTIONS

Hall claims that the decoding subject can assume three different positions:

- ◉ Dominant hegemonic position,
- ◉ Negotiated position, and
- ◉ Oppositional position.



reception theory - audience theory.mp4

# DEFINITION:

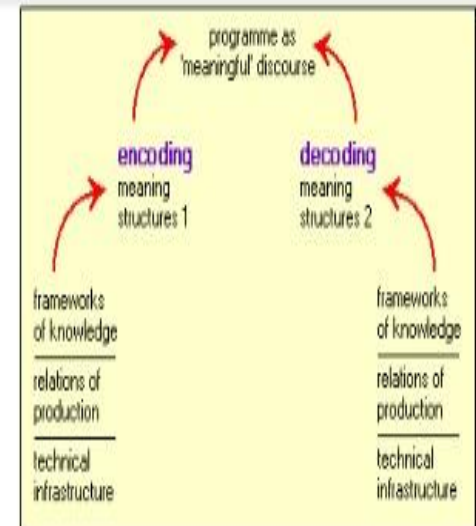
In his essay, Hall advances a four-stage model of communication that takes into account the:

- ⦿ production,
- ⦿ circulation,
- ⦿ use and
- ⦿ reproduction of messages.

## Hall's four stages (*moments*) of Encoding/Decoding

Production	Circulation	Use (consumption)	Reproduction
Encoding of a message takes place	How individuals perceive visual or written messages	Decoding/interpreting of a message	Whether individuals take action after receiving messages

- Relatively autonomous
- Discursive
- Distinct
- Interdependent



Hall has had a major influence on media studies. His model claims that TV and other media audiences are presented with messages that are decoded, or interpreted in different ways depending on an individual's:

- ◉ Cultural background,
- ◉ Economic standing, and
- ◉ Personal experiences.

# SELECTED BIBLIGRAPHY

- ◉ Avinash . Decode to Encode: Master Complex Concepts Faster, Bridge Gaps and Be the Expert in Video Coding.
- ◉ Hull, Stuart. Encoding/decoding model of communication. 1973:  
◉ [https://en.wikipedia.org/wiki/Encoding/decoding\\_model\\_of\\_communication](https://en.wikipedia.org/wiki/Encoding/decoding_model_of_communication)
- ◉ Hull, Stuart. Encoding/decoding. 1977  
◉ <https://blog.richmond.edu/watchingthewire/files/2015/08/Encoding-Decoding.pdf>
- ◉ Lee, Aijune. Encoding and Decoding of Emotional Speech: A Cross-cultural and Multimodal Study. Springer. 2021.
- ◉ Ramachandran, Avinash . *Decode to Encode: Master Complex Concepts Faster, Bridge Gaps and Be the Expert in Video Coding.*

Power is gained by  
**sharing knowledge,**  
not hoarding it.

**THANK YOU**  
**RAAD Sabir Rauf**

[Raad.sabir@cihanuniversity.edu.iq](mailto:Raad.sabir@cihanuniversity.edu.iq)