AUDIENCE RESPONSE: HISTORICAL MAGAZINES

Apply Stuart Hall’s reception theory to the set magazine that you have studied. You should give specific examples from the magazine (front cover, contents, articles, advertising) when completing this exercise.

The target audience is potentially more likely to have a preferred reading of the text. In the case of the historical magazines, the social and cultural context will also have an impact on how readers respond to the magazine. Contemporary readers are potentially more likely to have a negotiated or oppositional reading due to the changes that have occurred in society since the 1960s, especially in relation to gender.

**Preferred Reading** (dominant-hegemonic position – the intended meaning is accepted)

**Negotiated Reading** (the intended meaning is generally acknowledged but adapted to fit the reader’s experience or context)

**Oppositional Reading** (the intended message is understood but the reader disagrees with it)