Stuart Hall
Born: 3 February 1932
Jamaican-born theorist, central to British cultural studies. Hall's 'encoding/decoding' model (1973) suggested that although a media producer might 'encode' one meaning into a text, audiences may 'decode' a range of different meanings, based on their social context and assumptions. His more sophisticated writings on ideology considered how political positions become meaningful and popular when articulated in terms people can identify with, using Gramsci and Althusser.

Selected Works:
The Hard Road to Renewal (Verso, 1988)
Stuart Hall: Critical Dialogues in Cultural Studies (various, Routledge, 1996)
Without Guarantees: In Honour of Stuart Hall (various, Verso, 2000)