

Assignment 10

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10-1. Authorise intent is what was said and intended and is said in the author's mind set, and reader response is why the reader has in their mindset. Reader response is what the reader hears in their mindset which will have a different meaning. I liked the story in the text about the Liberian preacher in America's South enjoying the moon light and his listeners thought he was enjoying the illicit alcohol, because of the different meanings of "moonshine".

10-2. Because words only make up part of the message, the culture and the situation of the speaker and hearer can affect the meaning of the words to totally distort the message. HCJB Radio, now Voice and Hands, a missionary radio station that broadcasts the Gospel too hard to reach or restricted places and used to operate out of Ecuador, now have a large site at Kununurra in WA, when broadcasting to Russia and Eastern Europe during the Cold War, would always use speakers of the nationality of the people being broadcast to, because the listeners would get the full and proper message if the speaker and the listeners were both of as closer back grounds as possible. Remember the difficulties of communicating with Indian call centres, the people the other end may be able to speak the same language but the communication was often still difficult, even if they did get a good dose of watching British tv programmes.

10-3. In this fallen world any fallen human can work to self-interest and do what they can to justify it and sometimes when given an ambiguous instruction people may take the more convenient meaning rather than asking for clarification.

When I was about 10 years old, I sent off for an offer for some wildlife posters advertised on the back of chip packets. For one poster you needed 10 tokens from the back of the packets and a 34p (British pence) postal order, for 2 posters 20 tokens and a 68p postal order. On the front of the packets it said "buy 2, get 1 free). I seriously took that as meaning 2 for the price of one, sent off my 10 tokens and 34p postal order with the request for the 2 images I had chosen. I later realised what the "buy 2 get one free" actually meant was order and pay for 2 posters and get a 3rd one free. This was actually done in all innocence, a genuine mis understanding, the authorial intent compared to the trader's understanding, but I got away with it!

Thanks Arthur, Your examples have helped in explaining meaning, intent and application.