

Dual Coding Theory

General

Dual coding is a theory of cognition introduced by [Allan Pavio](#) in late 1960s.

What is dual coding theory?

What is the practical meaning of dual coding theory?

Criticisms

Keywords and most important names

Bibliography

Read more

Paivio, Allan. Imagery and verbal processes. Holt, Rinehart and Winston. New York, 1971.

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Last update: **2023/06/19 15:49**

