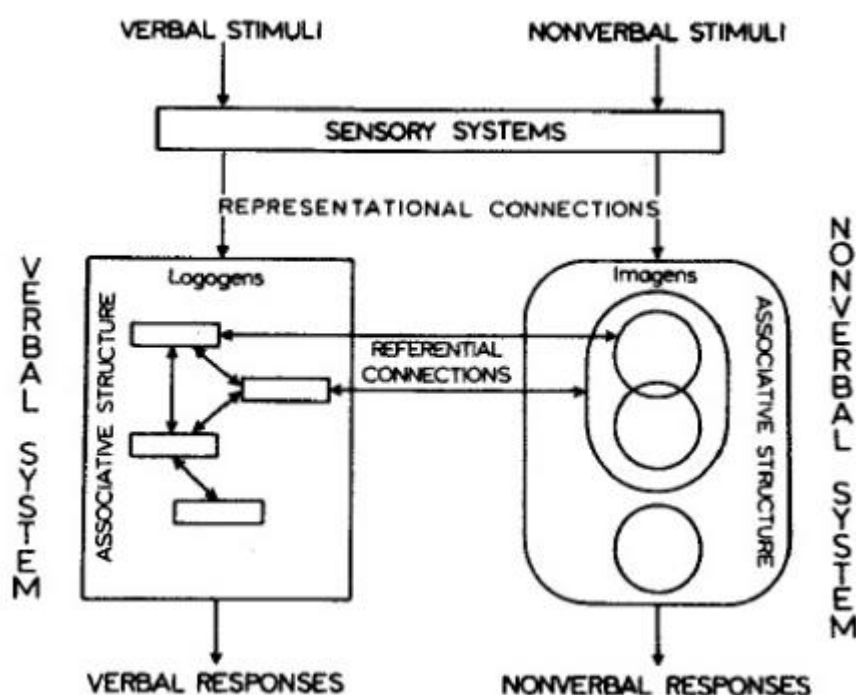


Dual Coding Theory

General

Dual coding is a theory of cognition introduced by [Allan Pavio](#) in late 1960s. This theory suggests **two distinct subsystems** contributing to cognition: one is specialized **for language** and verbal information, and the other **for images** and non-verbal information.

What is dual coding theory?



- “The most general assumption in dual coding theory is that there are two classes of phenomena handled cognitively by separate subsystems, one specialized for the representation and processing of information concerning nonverbal objects and events, the other specialized for dealing with language.”¹⁾

These two kinds of processing systems result in two types of stored representations:

- **logogens**, referring to verbal entities, and
- **imagens**, referring to mental images.

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.

¹⁾

Paivio, Allan. Mental Representations: A Dual Coding Approach. Oxford University Press, 1990, p53.

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