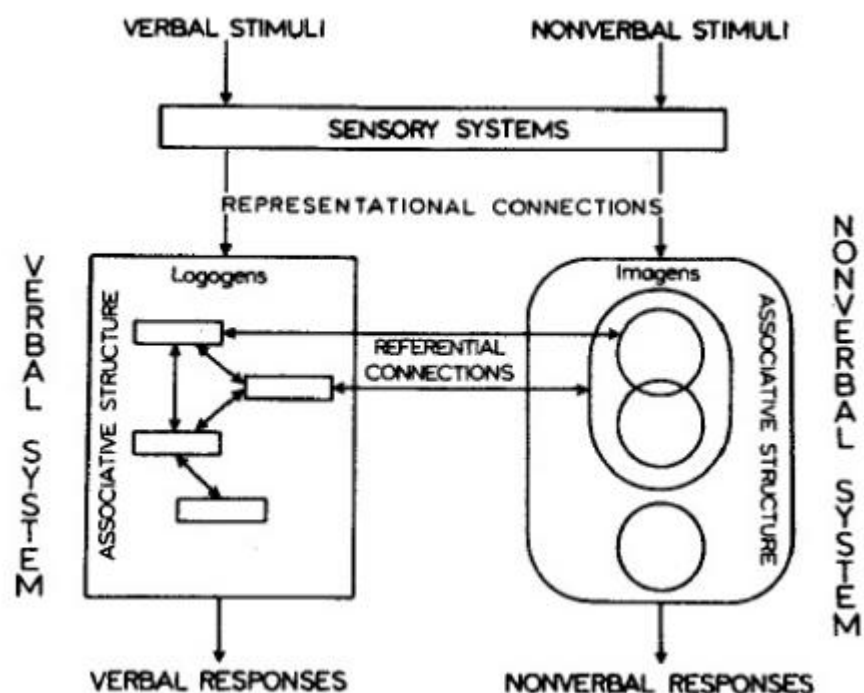


Dual Coding Theory

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 organized in terms of associations and hierarchies, and
- **imagens**, referring to mental images and non-verbal entities and organized in terms of part-whole relationships.

Logogens and imagens are connected with two kinds of relations:

- **Referential connections**, which represent links between logogens and imagens. Referential connections enable performing operations like imaging to words and namings to pictures or

images to words. For example, associations of an image of a school building or an unpleasant feeling (both non-verbal entities) elicited by the word *school* (a verbal entity).

- **Associative connections**, which represent connections between logogens or between images. Associative connections on the other hand enable forming verbal-verbal or non-verbal-non-verbal associations. For example, the word *school* can elicit verbal entities *blackboard*, or *boredom*.

Both referential and associative types of connections help forming the complex networks of human memory.

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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