



## ABSTRACT

This research study puts a focus on analysing audience reception of educational messages derived from the game show: Clash of Champions, particularly from the show's first season. The scope here goes beyond audience interpretation; it also discovers topics related to factors that affect it as well as individual motivation. As such, the study uses a reception analysis method on the targeted objectives. Therefore, the research utilized Stuart Hall's (1973) reception theory as the main basis accompanied by Vygotsky's (1978) sociocultural theory to further attain the initial objective of the research. In addition, the main data was provided by five participants with the collection method being semi-structured interview sessions. The sessions were made up of several main questions as well as follow-up questions depending on how each informant responded. Not many variables were made to use, but several indicators were considered to promote data diversification. In addition, the obtained data was analysed using the previously mentioned theories as well as other related literature acting as guidance to ensure validity. The findings brought about the different dynamics from the informants, solidifying the main ideas of the theories in use. It highlighted how communication (message delivery, interpretation, and motivation) is a dynamic process underlined with many layers of complexity.

**Keywords:** *reception analysis, interpretation, motivation, game show, media*