Abstract
Understanding the processes of reception and construction of meanings that was developed in to the British Cultural Studies was a significant theoretical change in Communicology Science and particulary in Latin American ideas. This paper analyzes the theoretical contribution of David Morley's work to the reconceptualization of media audiences, as it's reflected in the book Television, Audiences and Cultural Studies. The conceptual and theoretical developments of the author about audiencies have been reviewed, especially the model of encoding / decoding, evaluated the contributions of Morley to the analysis of media appropriation and construction of meaning and the current value of his thinking to the study of communication in the new conditions of contemporary society.

Keywords
Reception, Audiences, Cultural Studies, Construction of meaning, Decoding, Audience ethnography.