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**Communication as the Cult of the Self: Critical Audience Studies on Interpretive Subjectivity**

This paper critically examines how critical audience studies deconstructs the objective ideological representation of text and reconstructs the text in subjective interpretive presentation of the human body. Communicative individuality, in this view, is a dialectical consequence of the definite “masterful” text and infinite “playful” contexts of bodies. The audience is no longer a decoder of impersonal ideology, but an encoder of personal meanings. Furthermore, individual communication is not possible without the interior sphere of the family, since the family is the most significant socially mediating arena where culture and technology, privacy and publicness, ideological structure and interpretive practices, meet together. Through the practice of the self in the domestic sphere of private existence, both objective knowledge of ideology and inter-subjective understanding of utopia are incorporated into the cult of the self. The ideal of communication is realized in individual in-formation of power and truth, self and other, in his or her private existence.