

# One-way Communication

Communication channels flow in one direction, from the organization to the audience, without the opportunity for feedback.

## Press Agent/Publicity

- Uses persuasion and manipulation
- Goal is to influence audience to act how the organization desires

## Public Information

- Uses factual information
- Goal is to distribute information

**"Our company is rolling out a new release of our product with modernized technology that will improve user experience."**

# Two-way Communication

Open communication channels that flow from the organization to the audience as well as from the audience to the organization.

## Asymmetrical

- Uses persuasion backed by formal research and audience feedback
- Goal is to influence audience to act how the organization desires

## Symmetrical

- Uses conversation to resolve conflict or promote mutual benefit
- Goal is understanding between the organization and the audience

**"Our company is rolling out a new release of our product with modernized technology that will improve user experience."**

**"That's great - the outdated technology made the product clunky to use. Let me know if you're looking for more feedback."**