

One-way vs. two-way communication

The communication process describes an exchange of meaning and is dependent upon a feedback channel to achieve success. The sender receives this feedback through some means after the original messages are encoded, sent and decoded by the receiver. Feedback gauges clarity and intent.

In a situation of one-way communication, an assumption is made that the message will be received as intended without interference. The sender has told the receiver something and believes that the receiver understands.

Two-way communication allows the receiver to respond and clarify by reacting and letting the sender know how successful he or she was in communicating. If the receiver doesn't respond, the sender may send another message to ask for feedback. It may be in the form of a question or additional statement. Two-way communication is contingent upon receiving feedback.

Activity 1-4

One-way and two-way communication

Identify several examples or situations where you experience one-way and two-way communication. What makes either effective or ineffective?

Share your findings in the **Discussion 1-2: One-way and Two-way Communication** topic in the Discussions area.