To: Courtney Johnson-Woods

From: Kassandra Bernal

Re: Grunig (& Hunt) Model of PR & Excellence Theory

**A summary of Grunig & Hunt’s Public Relations (PR) Model.**

Grunig & Hunt created four models of PR - press agent/publicity, public information, two-way asymmetrical, and two-way symmetrical - describing various management and organizational practices (Shiflet & Roberts, n.d.). The press agent/publicity model’s main purpose is to use persuasion to shape the thoughts and opinions of key audiences. Because accuracy nor feedback are important, communication is viewed as a one-way form. An example of this model is propaganda. Next is the public information model which is more ideal for presenting accurate information. Just like the press agent/publicity model, the public information model is also a one-way form of communication. Some examples are press releases and newsletters. In addition, Grunig & Hunt have the two-way asymmetrical model which also intends to use persuasive communication. Although it is a two-way form of communication, the model mainly benefits content creators instead of audiences. This model is popularly used in advertising and consumer marketing because its advantage in increasing an organization’s profits. Finally, there is the two-way symmetrical model which in contrast to the previous model, it is used in an attempt to create a mutually beneficial situation between creators and audiences. This model should be used in regulated businesses (K. Morris, 2016) and arguably in everyday tactics and strategies because it is deemed the most ethical.

Grunig & Hunt’s PR Model is not viewed in the greatest way because of their lack of research and evidence to backup the creation of the models (T. Morris, 2014). In addition, the models are seen as contrasting and unideal. For instance, Morris considers two-way forms of communication is just not realistic because although PR professionals consider the views of the audiences, their ultimate goal is to serve the best interest of those who they work for.

**Please describe whether you think this model is still useful today now that social media has such a big influence in Public Relations.**

Grunig & Hunt’s PR Model is outdated and not modeled after in our current time mainly because of social media. Every form of communication nowadays can be seen as a two-way form of communication although rarely balanced between PR professionals and audiences. No matter what type of PR is used, audiences will take their thoughts and feelings to social media by posts, tweets, etc. and if desired, a PR person can go looking for it. There are a majority of scholars and opinionators out there that argue for and against Grunig & Hunt’s PR Model. While some argue that it is useful in describing the reality of PR, others say it does not encompass all possible PR practices. Although I did not find others weighing in on if the model is still useful now that social media is a thing, I found papers agreeing that social media has had a complete 180 impact on PR.

**Please critique the model for other concerns/missing elements/outdatedness/new influences.**

Like mentioned before, I believe the PR Model is outdated. Trevor Morris also agrees saying that Grunig & Hunt’s model isn’t realistic today. With social media especially, I don’t believe that one way communication can be possible.

**References**

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Shiflet, M., & Roberts, J. (n.d.). Four models of public relations. Retrieved from https://ohiostate.pressbooks.pub/stratcommwriting/chapter/four-models-of-public-relations/