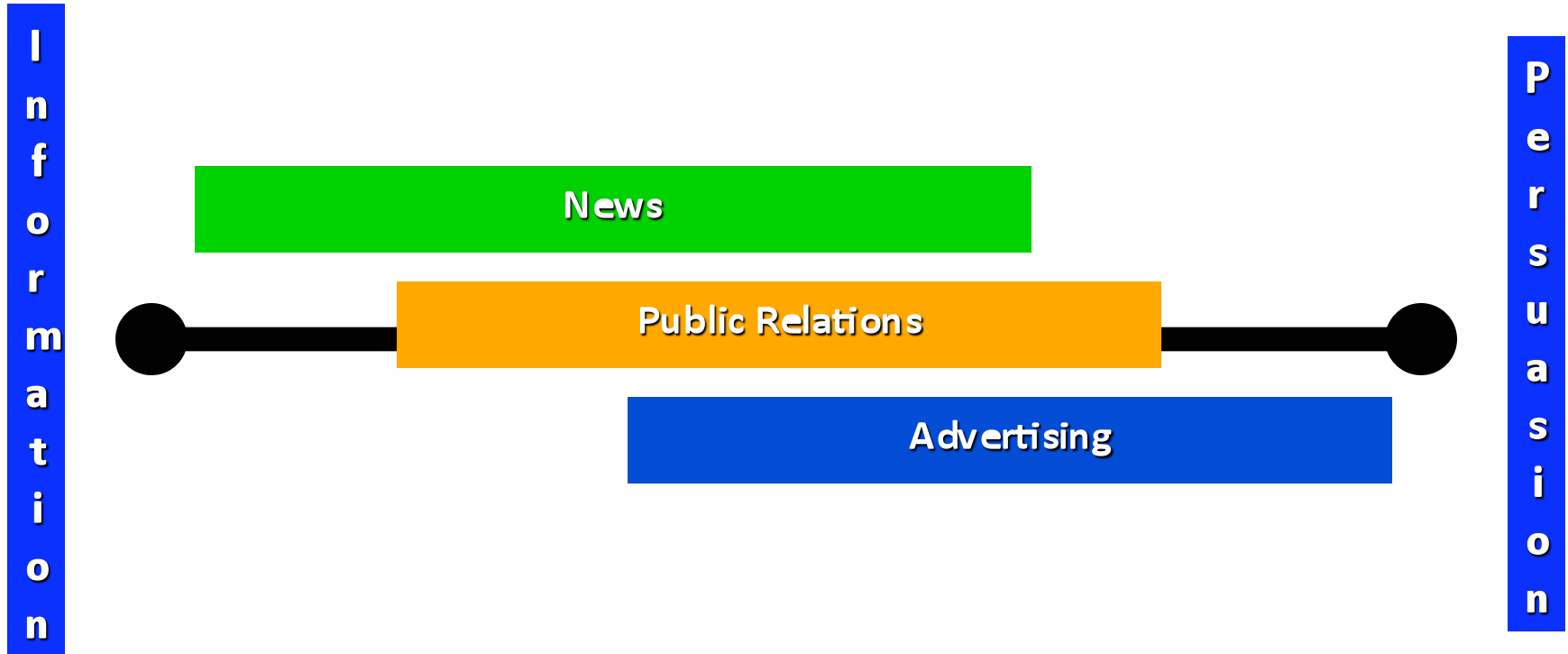


The Message Continuum



News – Primarily information, but can be persuasive.

Advertising – Primarily persuasive, but can be informative.

Public Relations – Can be both.