

Oral Communication Learning Outcome rubric
11/2020

| Criteria | Excellent = 4 | Good=3 | Satisfactory=2 | Unsatisfactory=1 |
|--------------------------------|---|---|---|--|
| Organization of Content | Rhetorical structure is expertly-organized as a sequence, and well-informed by a variety of supporting materials. | Rhetorical structure is well-organized as a sequence, and well-informed by a variety of supporting materials. | Rhetorical structure lacks organization intermittently. Supporting materials are appropriate. | There is no discernable rhetorical structure. Supporting materials are lacking or absent. |
| Language | Language choices are imaginative, memorable, and appropriate to audience., Language enhances the effectiveness of the presentation. | Language choices are thoughtful and generally support the effectiveness of the presentation. Language is appropriate to audience. | Language choices are mundane and commonplace and partially support the effectiveness of the presentation. Language may be occasionally out of tune with audience. | Language choices seem random and lack consideration. Language is not appropriate to audience. |
| Central Message | Central message is compelling because it is precisely stated, appropriately repeated, memorable, and strongly supported.) | Central message is clear and consistent with the supporting material. | Central message is basically understandable but is not often repeated and is not memorable. | Central message may or may not be present, but is not explicitly stated in the presentation. |
| Delivery | Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) make the presentation compelling, and speaker appears polished and confident. | Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) make the presentation interesting, and speaker appears comfortable. | Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) make the presentation understandable, and speaker appears tentative. | Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) detract from the understandability of the presentation, and speaker appears uncomfortable. |