

Name: _____

Class: _____ Date: _____

Professor Signature: _____

Topic: _____

Oral Communication Value Rubric

(Adapted from AACU, Fall 2016)

Oral communication is prepared, purposeful presentation designed to increase knowledge, to foster understanding, or to promote change in the listener's attitudes, values, beliefs, or behaviors.

	Capstone 4	Milestones		Benchmark 1
		3	2	
Organization	Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is clearly and consistently observable and is skillful and makes the content of the presentation cohesive.	Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is clearly and consistently observable within the presentation.	Organizational patterns (specific introduction and conclusion, sequenced material within the body, and transitions) are intermittently observable within the presentation.	Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is not observable within the presentation.
Language	Language choices are imaginative, memorable, and compelling, and enhance the effectiveness of the presentation. Language in presentation is appropriate to audience.	Language choices are thoughtful and generally support the effectiveness of the presentation. Language in presentation is appropriate to audience.	Language choices are mundane and commonplace and partially support the effectiveness of the presentation. Language in presentation is appropriate to audience.	Language choices are unclear and minimally support the effectiveness of the presentation/ Language in presentation is not appropriate to audience.
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.
Delivery – Posture	Relaxed, self-confident, appropriately dressed for purpose or audience	Quick Recovery from minor mistakes; appropriately dressed	Some tension or indifference apparent; inappropriate dress for purpose or audience	Tension obvious and distracting; manner of dress is distracting to the point of being distracting.
Delivery – Gesture	Natural movement and descriptive gestures which display energy, create mood and help audience visualize	Movements and gesture generally enhance delivery	Insufficient movement and/or awkward gestures.	No movement or descriptive gestures or inappropriate or distracting movement or gesture
Delivery – Eye Contact	Builds trust and holds attention by direct eye contact with all parts of the audience	Fairly consistent use of direct eye contact with audience.	Occasional but unsustained eye contact with audience.	No effort to make eye contact with audience
Delivery – Vocal Expressiveness	Volume and inflection help to maintain audience interest and emphasize key points.	Satisfactory variation of volume and inflection	Uneven volume with little or no inflection	Low volume and/or monotonous tone cause audience to disengage.

(Continued on other side)

Supporting Material	A variety of types of supporting materials (explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities) make appropriate reference to information or analysis that significantly supports the presentation or establishes the presenter's credibility/authority on the topic.	Supporting materials (explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities) make appropriate reference to information or analysis that generally supports the presentation or establishes the presenter's credibility/authority on the topic.	Supporting materials (explanations, examples, illustration, statistics, analogies, quotations from relevant authorities) make appropriate reference to information or analysis that partially support the presentation or establishes the presenter's credibility/authority on the topic.	Insufficient supporting materials (explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities) make reference to information or analysis that minimally supports the presentation or establishes the presenter's credibility/authority on the topic.
Central Message	Central message is compelling (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 can be deduced but is not explicitly stated in the presentation.
Additional Comments:				

Please return completed Speaking Assessment to Wallace 629.