

# UCM ORAL COMMUNICATION RUBRIC

## Competency 2

### Definition - Oral Communication

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

*Evaluators are encouraged to assign a zero to any work sample or collection of work that does not meet benchmark (cell one) level performance.*

	<b>4 Advanced</b>	<b>3 Intermediate - High</b>	<b>2 Intermediate - Low</b>	<b>1 Novice</b>	<b>0 Student did not perform this element</b>	<b>N/A Assignment did not require or assess this element</b>
<b>Central Message/ Organization</b>	Central message is compelling (precisely stated, appropriately repeated, memorable). 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.	Central Message is clear, understandable, and appropriate for audience. Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is clearly and consistently observable within the presentation.	Central Message is clear. Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is intermittently observable within the presentation.	Central Message is present. Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is not observable within the presentation.		
<b>Language</b>	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.		
<b>Delivery/ Performance</b>	Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) make the presentation compelling, and speaker appears polished and confident and engages the audience.	Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) make the presentation interesting, and speaker appears comfortable, engages audience.	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.		

<b>Supporting Material</b>	A variety of materials, appropriate for audience, support the central message. (e.g. explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities) and make appropriate reference to information or analysis that significantly supports the presentation. The presenter clearly establishes credibility/authority on the topic.	Supporting materials, appropriate for audience, (explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities) make appropriate reference to information or analysis that <u>generally</u> supports the central message. The presenter clearly establishes credibility/authority on the topic.	Supporting materials (explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities) make appropriate reference to information or analysis that <u>partially</u> supports the central message. The presenter somewhat establishes 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 central message. The presenter weakly establishes credibility/authority on the topic.		
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***Overall, has this student demonstrated competent oral communication for a course at this level in this discipline? Yes or no?***

***This work is based on the AAC&U Value Rubrics.***