ORAL COMMUNICATION RUBRIC

	4	3	2	1
Purpose	Purpose is clear and focused: reasons for presentation shape all aspects.	Purpose is generally clear and focused: reasons for presentation are understood.	Purpose is unclear or unfocused: reasons for presentation are not fully clarified.	Purpose is unintelligible: why is the presentation being given?
Central Message	Central message is well developed: precisely stated, strongly supported; repeated effectively.	Central message is developed: clearly stated and supported; repeated.	Central message is confusing or weak: unclear or competing messages, or poorly supported.	Central message is unidentifiable: incomprehensible; no support for central message.
Structure	Organizational pattern is consistently appropriate to the topic, including the introduction, conclusion, and logical progression within and between ideas; consistently appropriate transitions connect ideas or develop an argument.	Organizational pattern is generally appropriate to the topic, including the introduction, conclusion, and logical progression within and between ideas; generally appropriate transitions connect ideas or develop an argument.	Organizational pattern is somewhat appropriate to the topic, including the introduction, conclusion, and logical progression within and between ideas; somewhat appropriate transitions connect ideas or develop an argument.	Organizational pattern is inappropriate to the topic, including the introduction, conclusion, and logical progression within and between ideas; transitions inappropriately connect ideas or develop an argument.
Language	Speaker consistently uses grammatically correct language and appropriate pronunciation; language is consistently imaginative, vivid, clear, compelling and memorable.	Speaker generally uses grammatically correct language and appropriate pronunciation; language is generally imaginative, vivid, clear, compelling and memorable.	Speaker uses some grammatically correct language and appropriate pronunciation; language is minimally imaginative, vivid, clear, compelling or memorable.	Speaker fails to use grammatically correct language or appropriate pronunciation; language choices are not imaginative, vivid, clear, compelling or memorable.
Audience	Message, content, structure, language, delivery, and any supporting materials are appropriate to audience and occasion.	Message, content, structure, language, delivery, and any supporting materials are generally appropriate to audience and occasion.	Message, content, structure, language, delivery, and any supporting materials are somewhat appropriate to audience or occasion.	Message, content, structure, language, delivery, and any supporting materials are inappropriate to audience and occasion.
Supporting material (if applicable) e.g., visuals, PowerPoint, illustrations, statistics, quotations, examples	Materials effectively support central message, key points, or presenter's credibility. Materials are exceptionally designed and used. Complete citations are provided for sources (if required).	Materials support central message, key points, or presenter's credibility. Materials appropriately are designed and used. Complete citations are provided for sources (if required).	Materials poorly suit or support central message, key points, or presenter's credibility. Materials are inappropriately designed or used. Incomplete citations are provided for sources (if required).	Materials are missing or do not support central message, key points, or presenter's credibility. Materials are poorly designed or used. Citations for sources (if required) are not provided.

	4	3	2	1
Presentation / Delivery	Appearance is appropriate to occasion. Body language is confident and enhances the presentation (posture, eye contact, facial expressions, gestures). Vocal variety (pace, pitch, tone, volume) is exceptional. Speaker communicates extemporaneously and uses notes sparingly.	Appearance is mostly appropriate to occasion. Body language is competent and supports the presentation (posture, eye contact, facial expressions, gestures) with few nervous or distracting mannerisms. Vocal variety (pace, pitch, tone, volume) is appropriate with few vocalized pauses (e.g., um). Speaker intermittently consults notes in a non-distracting way.	Appearance is somewhat inappropriate to the occasion. Body language is inconsistently appropriate (posture, eye contact, facial expressions, gestures) with some nervous or distracting mannerisms. Vocal variety (pace, pitch, tone, volume) is insufficient or inappropriate with some vocalized pauses (e.g., um). Speaker overly relies on notes.	Appearance is unkempt or inappropriate. Body language is inappropriate (posture, eye contact, facial expressions, gestures) with many nervous or distracting mannerisms. Vocal variety (pace, pitch, tone, volume) is poor with problems with vocalized pauses (e.g., um) or filler phrases. Speaker overly relies on or reads from notes.

Student name or ID: _____   Course #/section: _____

Scorer name: _____   Semester/Year: _____