



# UNITED STATES UNIVERSITY

*KNOWLEDGE IS EMPOWERMENT*

## Oral Communication Rubric [Preliminary]

A person who is competent in oral communication is able to clearly communicate, organize, and deliver ideas and information in spoken format.

Criteria	0 Not Attempted	1 Attempted but in a simplistic or incomplete way	2 Achieved	3 Achieved in a comprehensive way
<b>Central Message: Oral</b>	Central message is not identifiable.	Central message can be deduced, but is not explicitly stated in the presentation.	Central message is clear and consistent with the supporting material.	Central message is compelling (precisely stated, appropriately repeated, memorable, and strongly supported.)
<b>Organization: Oral</b> Organizational pattern: specific introduction and conclusion, sequenced material within the body, and transitions	Organizational pattern is not observable within the presentation.	Organizational is intermittently observable within the presentation.	Organizational pattern is clearly and consistently observable within the presentation.	Organizational pattern is clearly and consistently observable and is skillful and makes the content of the presentation cohesive.
<b>Supporting Content</b> explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities	Insufficient supporting materials. Fails to establish the presenter's credibility/ authority on the topic.	Appropriate supporting materials are referenced but insufficiently integrated or analyzed. Partially establishes the presenter's credibility/authority on the topic.	Appropriate supporting materials are referenced, analyzed, and generally integrated into the work. Establishes the presenter's credibility/authority on the topic.	A variety of types of compelling supporting materials are referenced to significantly support the work and establish the presenter's credibility/authority on the topic.
<b>Delivery: Oral</b> Delivery techniques: posture, gesture, eye contact, and vocal expressiveness	Delivery techniques detract from the understandability of the presentation, and speaker appears uncomfortable.	Delivery techniques make the presentation understandable, but the speaker appears tentative.	Delivery techniques make the presentation interesting, and speaker appears comfortable.	Delivery techniques make the presentation compelling, and speaker appears polished and confident.

<b>Language</b>	Language choices are unclear and minimally support the effectiveness of the presentation. Language in presentation is not 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 thoughtful and generally support the effectiveness of the presentation. Language in presentation is appropriate to audience.	Language choices are imaginative, memorable, and compelling, and enhance the effectiveness of the presentation. Language in presentation is appropriate to audience.
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