

**Name:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Score:** \_\_\_\_\_

Rubric: University -- Oral Communication Template	N/A	25%  1 <i>Poor</i>	50%  2 <i>Fair</i>	75%  3 <i>Good</i>	100%  4 <i>Excellent</i>
4pts  <b>Audience</b> <i>Respect for and identification with the audience is demonstrated by statements that show the speaker has considered the audience and the audience member's views on the issue the speaker is addressing. This can also be shown by a well-constructed speech that takes into account what the audience already knows, and what it doesn't know, to better focus the time spent listening to the speaker.</i>	N/A	1pts Demonstrates no rapport with audience.	2pts Demonstrates weak rapport with audience.	3pts Demonstrates adequate rapport with audience based on mutual trust, goodwill, respect, & understanding.	4pts Demonstrates strong rapport with audience based on mutual trust, goodwill, respect, & understanding.
4pts  <b>Thesis</b> <i>The thesis statement is essentially a short form version of what the speech is about. An effective thesis statement clearly indicates the purpose of the speech to the audience, priming them to listen effectively.</i>	N/A	1pts Presents no thesis statement.	2pts Presents weak thesis statement.	3pts Presents adequate thesis statement.	4pts Presents strong & fully developed thesis statement.

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4pts  <b>Sources</b> <i>Verbal source citation is a vitally important part of the speaking process in Oral Communication. Statements such as "according to &lt;Author&gt; in the &lt;year&gt; article &lt;title&gt;" are an excellent structure for oral citations, as it frontloads the credibility of the data to follow.</i>	N/A	1pts  Doesn't cite when appropriate or does cite when it isn't.	2pts  Uses irrelevant citations, fails to cite sources correctly, or unnecessarily apologizes for lack of citation.	3pts  Cites sources correctly.	4pts  Cites credible sources correctly & only when appropriate/
4pts  <b>Support for Points</b> <i>Ideally, we like to see a blend of the multiple kinds of evidence: examples, statistics, and testimony (from individuals or written sources). However, when a single kind of evidence is most appropriate, as long as it is used well, we consider that such evidence fulfills this criterion.</i>	N/A	1pts  Presents no support for points.	2pts  Presents weak level of supporting material for points.	3pts  Presents adequate level of supporting material for points, including relevant examples, stories, statistics, etc.	4pts  Supporting materials are sufficient, engaging, & appropriate.

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4pts  <b>Logical Presentation</b> <i>This category revolves around the quality of, and use of, the evidence presented and the logical arguments in which the evidence is used. Avoiding fallacies (ad hominem, slippery slope, etc) is a vital part of this category.</i>	N/A	1pts Presentation is illogical.	2pts The logic supporting the presentation is limited, contains some fallacies, and/or is at times unnecessarily superficial or complex.	3pts The logic supporting the presentation is sound, free of fallacies, and is easy for most audiences to follow.	4pts The logic supporting the presentation is sound, free of fallacies, & is structured specifically for this audience.
4pts  <b>Alternative Hypothesis</b> <i>In some cases, it is possible to give a speech about a topic that has no opposing viewpoints or alternative hypotheses.</i>	N/A	1pts Doesn't address opposing viewpoints when expected or does when it isn't.	2pts Misrepresents opposing viewpoints, makes presentation inappropriately complicated by discussing opposing viewpoints, or unnecessarily apologizes for lack of discussion about opposing viewpoints.	3pts Discusses opposing viewpoints when appropriate.	4pts Discusses opposing viewpoints respectfully and strategically, when appropriate.

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4pts  <b>Presentation Structure</b> <i>In oral communication, students are taught the Introduction/ Body/ Conclusion model of informative speaking, and several different models for persuasive speaking. This category assesses their success in choosing the appropriate model, following that model, and including appropriate connectives such as previews, transitions, and reviews.</i>	N/A	1pts  Demonstrates no sense of organization in presentation.	2pts  Demonstrates weak organizational structure and/or inability to effectively transition from point to point.	3pts  Structure includes an introduction, body, conclusion and effective transitions.	4pts  Structure includes an introduction, body, conclusion, effective transitions, and appropriate organizational pattern.
4pts  <b>Body Language</b> <i>Eye contact should be purposeful, and the speaker should connect with multiple areas of the room / members of the audience.</i>	N/A	1pts  Lack of confidence (communicated by lack of eye contact, slumped posture, and nervous mannerisms) is apparent and influences effectiveness of presentation.	2pts  At times, lack of confidence is apparent and influences effectiveness of presentation.	3pts  Establishes eye contact with audience, assumes an appropriate posture and mannerisms, and appears confident.	4pts  Appears confident and makes audience feel comfortable.

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<p style="text-align: right;">4pts</p> <p><b>Voice</b>  <i>Ideally, use of vocal changes (louder, softer, faster, slower) should be deliberate and aid in the crafting of the message that the speaker is trying to convey. An adequate level has enough variety to be interesting to listen to, and no distractions such as mispronounced words.</i></p>	<p>N/A</p>	<p style="text-align: right;">1pts</p> <p>Speaker is difficult to understand, monotone, and speaks either too quickly or too slowly.</p>	<p style="text-align: right;">2pts</p> <p>At times, speaker is difficult to hear, monotone, or occasionally speaks either too quickly or too slowly.</p>	<p style="text-align: right;">3pts</p> <p>Projects well, enunciate clearly, and are easy to listen to.</p>	<p style="text-align: right;">4pts</p> <p>Speaker not only uses voice appropriately but also uses her/his voice to heighten the meaning and impact of the message.</p>

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4pts  <b>Presentational Aids</b> <i>There are some speeches that would not require visual aids, but most speeches can be improved with their use. It could be audio, video, photographs, models, or any other variety of presentation aid that helps the audience to understand the content the speaker is sharing. Visual presentations should be well-constructed, not overly busy, and not an "outline" of everything the speaker is going to say. Well used aids add to the speech, but are not the full content of the speech.</i>	N/A	1pts  Doesn't use presentational aids when appropriate or does use them when it isn't.	2pts  Uses poorly conceived or irrelevant aids, uses them ineffectively or in a distracting manner, or unnecessarily apologizes for lack of aid.	3pts  Presentational aids are effective and integral to the content of the speech.	4pts  Presentational aids are effective, integral to the speech, heighten the meaning and impact of the message, and foster learning and retention.

**General Comments:**

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