**ORAL COMMUNICATION RUBRIC**

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| **Learning Objective to be Assessed** | **1** | **2** | **3** | **4** | **5** | **Score(1,2,3,4 or 5)** |
| **Weak** |  | **Average** |  | **Very Good** |
| **Eye contact** | Reading notes and/or limited focus on audience. |   | Used notes 50% of the time and made some eye contact. |   | Used few notes and maintained eye contact with audience. |   |
| **Presentation style / Vocal quality** | Poor presentation style and poor vocal quality. |   | Focus on audience & visual aids. |   | Drew focus, gestures, maintained interest. Displayed confidence and relevant details. |   |
| **Professionalism / Attire** | Sloppy attire |   | Casual neat/clean. |   | Professionally appropriate attire. |   |
| **Audience attention** | Audience not focused. |   | Audience followed presentation. |   | Audience expressed interest in what they learned from one another. |   |
| **Organization** | Hard to follow; key points not clear. |   | Concepts linked major issues.  |   | Was coherent & easy to follow; key points were organized and flowed logically.  |   |
| **Mediated technology** | No integration of mediated technology. |   | Integrated mediated technology. |   | All major issues were reinforced by mediated technology. |   |
| **Persuasion -Information** | Failed to effectively communicate purpose and influence audience in terms of objectives (persuasion; information; etc.) |  | Effectively communicated purpose and influenced audience assessments in line with objectives (persuasion; information; etc.) |  | Highly effective in communicating purpose and enhanced audience’s assessments in line with objectives (i.e. persuasion; information; etc.) |  |

10/11/17