

**College-Wide General Education Learning Outcomes  
Prairie State College**

**Rubric for 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 values. (AAC&U)

	<b>Organization</b> (Introduction, sequential material in the body, and conclusion—with transitions)	<b>Supporting Material</b> (Explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities)	<b>Central Message</b> (The main point/thesis/"bottom line"/"take-away")	<b>Language</b> (Vocabulary, terminology, and sentence structure)	<b>Delivery</b> (Posture, gestures, eye contact and vocal expressiveness)
4-Year College or University Graduate	<b>Clearly and consistently observable; skillful; makes the presentation cohesive.</b>	A <b>variety of types</b> of supporting materials make appropriate reference to information or analysis that <b>significantly supports</b> the presentation or establishes the presenter's credibility/authority on the topic.	<b>Compelling</b> , precisely stated, appropriately repeated, <b>memorable</b> , and strongly supported	<b>Imaginative, memorable, and compelling</b> Choices enhance the effectiveness of the presentation; appropriate for the audience.	Delivery techniques make the presentation <b>compelling</b> , and speaker appears <b>polished and confident</b> .
Community College Graduate	<b>Clearly and consistently observable</b> within the presentation.	Supporting materials make appropriate reference to information or analysis that <b>generally supports</b> the presentation or establishes the presenter's credibility/authority on the topic.	<b>Clear and consistent</b> with the supporting material	<b>Thoughtful</b> Choices generally support the effectiveness of the presentation; appropriate for the audience.	Delivery techniques make the presentation <b>interesting</b> , and speaker appears <b>comfortable</b> .
Completed COMM 101	<b>Intermittently observable</b> within the presentation.	Supporting materials make appropriate reference to information or analysis that <b>partially supports</b> the presentation or establishes the presenter's credibility/authority on the topic	<b>Understandable</b> , but is not often repeated and is not memorable	<b>Mundane and commonplace</b> Choices partially support the effectiveness of the presentation; appropriate for the audience.	Delivery techniques make the presentation <b>understandable</b> , and speaker appears <b>tentative</b> .
Unacceptable	<b>Not observable</b> within the presentation.	Insufficient materials make reference to information or analysis that <b>minimally supports</b> the presentation or establishes the presenter's credibility/authority on the topic	<b>Can be deduced</b> , but is <b>not explicitly stated</b> in the presentation	<b>Unclear</b> Choices <b>minimally</b> support the effectiveness of the presentation; <b>not appropriate</b> for the audience.	Delivery techniques detract from the <b>understandability</b> , and speaker appears <b>uncomfortable</b> .