

CSUEB GENERAL EDUCATION AREA A1 ORAL COMMUNICATION RUBRIC

Description: Excellence in oral communication at the A1 level is demonstrated through use of an audience-centered message, comprehensive use of rhetorical elements, skillful presentation delivery, effective messaging, and consistent reflexivity.

Framing Language: This rubric is used to assess established signature oral presentation and interpersonal communication assignments aligned to the rubric. Each dimension must be covered in the assignment and assessed independently.

Development: This A1 rubric was developed in March 2020 by faculty members in the Department of Communication in collaboration with the Office of GE and will be used for a pilot assessment of A1 in Fall 2020.

DIMENSION	PERFORMANCE DESCRIPTORS BY LEVEL			
	4	3	2	1
Audience-centered Approach Speaker builds rapport and uses language appropriate for the audience. Speaker demonstrates consideration of audience needs, concerns, difference, and diversity.	Appropriately applies an audience-centered approach.	Adequately applies an audience-centered approach.	Minimally applies an audience-centered approach.	Does not apply an audience-centered approach.
Elements of Rhetoric Speaker uses logos/pathos/ethos in rhetorical situations. Speech contains clear thesis and logical organization, reinforcing key ideas with supporting evidence.	Comprehensively integrates rhetorical elements using evidence-based ideas with logical organization.	Mostly integrates rhetorical elements using evidence-based ideas with logical organization.	Rarely integrates rhetorical elements using evidence-based ideas with logical organization.	Fails to integrate rhetorical elements using evidence-based ideas with logical organization.
Presentation Delivery Speaker shows confidence, enthusiasm, extemporaneous (practiced but not memorized), articulate delivery, and is able to answer questions. Speaker demonstrates best practices with presentation aids (if appropriate).	Skillfully delivers the presentation to an audience.	Adequately delivers the presentation to an audience	Rudimentarily delivers the presentation to an audience	Inappropriately delivers the presentation to an audience
Messaging Speaker's message is clear, promotes change, increases knowledge, and fosters understanding.	Effectively communicates a purposeful message.	Adequately communicates a purposeful message.	Minimally communicates a purposeful message.	Does not communicate a purposeful message.
Reflexivity Speaker demonstrates self-awareness, an open-minded approach, responsive listening, and ability to engage in difficult dialogues.	Consistently exhibits reflexive self-awareness.	Frequently exhibits reflexive self-awareness.	Occasionally exhibits reflexive self-awareness.	Does not exhibit reflexive self-awareness.