

**CRITERIA FOR EFFECTIVE SPEAKING**

In a given speech, the student should show the following abilities to the level indicated:

**Preliminary:** Follows directions: yes \_\_\_ no \_\_\_

**1. Connects with audience through SPEAKING ON ONE'S FEET**

- L1 Speaks to an audience for at least a minute with little reliance on scripted or memorized input
- L2 Communicates *to* an audience, long enough to suggest the speaker has internalized her message, with little reliance on scripted or memorized input
- L3 Communicates *with* the audience, giving the impression of both thinking and speaking spontaneously without reliance on scripted or memorized input
- L4 Gives a consistent impression of communicating *with* the audience without reliance on scripted or memorized input

**2. Connects with audience through ESTABLISHING AND MAINTAINING CONTEXT (clarifying, in a manner appropriate to a specified audience, limits of the situation and sources of thinking)**

- L1 Gives audience some sense of focus and purpose (*What am I telling whom and why?*)
- L2 Throughout the presentation, provides and maintains a sense of focus and purpose
- L3 Takes responsibility for own ideas and distinguishes them from those of others
- L4 Clearly articulates relationships between ideas/concepts out of an academic framework/theory and those out of her own thinking

**3. Connects with audience through VERBAL EXPRESSION (word choice/style/tone—reflecting awareness of the audience's degree of knowledge, values, need for clarity, right to an opinion, and expectation of interest)**

- L1 Uses language that shows some awareness of appropriate style/tone and varied word choice
- L2 Uses language that shows general awareness of appropriate style/tone and varied word choice — avoiding vague, empty, and condescending expression
- L3 Uses language that shows consistent awareness of appropriate style/tone and varied word choice
- L4 Uses language that reflects a *refined* awareness of the audience

**4. Connects with audience through EFFECTIVE DELIVERY (speaking with credibility demonstrated through adequate volume and voice projection, clear articulation, vocal variety, use of gestures/body language, eye contact, and projection of interest in topic and audience)**

- L1 Speaks with some elements of effective delivery
- L2 Speaks with most elements of effective delivery
- L3 Speaks consistently with elements of effective delivery
- L4 Speaks with a refined repertory of effective delivery techniques

(over)

5. **Connects with audience through use of APPROPRIATE CONVENTIONS (usage, pronunciation, sentence structure, citing and documenting sources)**
  - L1 Generally follows appropriate conventions
  - L2 Consistently follows appropriate conventions
  - L3 Applies appropriate conventions to the expression of complex relationships
  - L4 Shows a refined sense of appropriate conventions
  
6. **Connects with audience through PURPOSEFUL STRUCTURE (sense of introduction/development/conclusion; focusing by main point made; major/minor connections)**
  - L1 Presents a message with recognizable introduction, development, and conclusion
  - L2 Establishes and maintains focus on a clear purpose, providing transitions to clarify relationships between most points of development
  - L3 Without digression from the focus of the speech, consistently articulates relationships between points of development
  - L4 Maintains a refined sense of structure appropriate to disciplinary and/or professional contexts
  
7. **Connects with audience through SUPPORT FOR A POSITION/DEVELOPMENT OF AN IDEA**
  - L1 Shows ability to use examples and/or evidence meaningful to audience
  - L2 Supports most generalizations with examples and/or evidence meaningful to audience
  - L3 Consistently develops ideas through appropriate use of generalizations, examples, and/or evidence
  - L4 Develops ideas with appropriate depth, variety, and sufficient interest to engage audience
  
8. **Connects with audience through CREATION and USE OF MULTI-MEDIA**
  - L1 Incorporates a visual that is legible, understandable, and appropriate to topic and audience
  - L2 Purposefully creates and uses eye-appealing visuals to enhance presentation
  - L3 Smoothly incorporates high-quality and diverse media whose messages reflect the core concepts of a presentation
  - L4 Incorporates professional-quality media within a specific context to aid in clarifying, and enhancing the presentation of, ideas in relation to academic frameworks/theories
  
9. **Connects with audience through ORIGINAL AND APPROPRIATE CONTENT (criteria may be further contextualized by instructor in discipline)**
  - L1 Articulates accurate representation of ideas
  - L2 Demonstrates appropriate application of designated or selected ideas
  - L3 Identifies key elements that indicate understanding of frameworks/theories
  - L4 Articulates original applications, syntheses, and/or evaluations of academic frameworks/theories, validating them with substantial thinking and appropriately using valid sources
  
10. **SELF ASSESSMENT**
  - L1 Shows awareness of a few strengths and weaknesses in a presentation, based on College criteria
  - L2 Shows some understanding of development in speaking ability, based on College criteria
  - L3 Articulates, providing evidence, a realistic sense of performance in all criteria areas
  - L4 Shows a refined sense of strengths and weaknesses in all criteria areas