

Dodge College of Film and Media Arts
B.A. in Public Relations and Advertising

Evaluation Rubric: ORAL COMMUNICATION

Sample # _____ Total Score _____

Criteria	Needs improvement	Acceptable	Excellent
<p>1. Content and Organization: Is the material well organized? Does the speaker use supporting facts and anecdotes? Does the presentation build to a logical conclusion?</p>	<p>The presentation is illogical or disjointed. Inaccurate or overly general content undercuts the effectiveness of the presentation.</p> <p style="text-align: center;">1 2 3</p>	<p>The presentation is generally easy to follow and contains some evidence to support conclusions.</p> <p style="text-align: center;">4 5 6 7</p>	<p>Presentation is logical and cohesive and uses highly credible supporting facts and anecdotes, contributing to a persuasive, easy to follow presentation.</p> <p style="text-align: center;">8 9 10</p>
<p>2. Visual support (where appropriate): If the speaker uses PowerPoint or other visual support materials are they clear and easy to read? Does the speaker read the slides or use them to focus on key points and provide visual support that enriches the audience's understanding of the material?</p>	<p>PowerPoint or other visual support is too hard to read or provides so much text or detail that the audience reads rather than listens.</p> <p style="text-align: center;">1 2 3</p>	<p>Visual support adds to the presentation in general, although is sometimes redundant.</p> <p style="text-align: center;">4 5 6 7</p>	<p>Visual support materials enrich the audience's understanding of the material presented.</p> <p style="text-align: center;">8 9 10</p>
<p>3. Delivery: Does the speaker appear well prepared? Is the delivery smooth? Does the speaker exhibit enthusiasm for the topic?</p>	<p>Verbal delivery lacks enthusiasm and does not flow smoothly. Speaker relies too heavily on notes or stumbles frequently.</p> <p style="text-align: center;">1 2 3</p>	<p>Speaker is generally relaxed but often relies on notes. Verbal delivery is satisfactory but could use more energy.</p> <p style="text-align: center;">4 5 6 7</p>	<p>Speaker is relaxed yet speaks with enthusiasm, clearly communicating ideas and holding audience attention.</p> <p style="text-align: center;">8 9 10</p>
<p>5. Audience engagement: Does the speaker actively engage the audience through eye contact and/or by calling for or responding to audience questions or comments?</p>	<p>The speaker fails to make eye contact or notice audience responses to the presentation. The speaker does not engage the audience or generate questions or comments during or after the presentation.</p> <p style="text-align: center;">1 2 3</p>	<p>The speaker generally maintains good eye contact but is somewhat passive in engaging the audience. A call for questions or comments may or may not get a response.</p> <p style="text-align: center;">4 5 6 7</p>	<p>The speaker actively engages with the audience through eye contact and stimulates audience interest and involvement by asking pertinent or provocative questions that generate feedback or a lively Q&A.</p> <p style="text-align: center;">8 9 10</p>