



Texas A&M University Core Curriculum Oral Communication Rubric

| | Advanced 8 | 7 | Competent 6 | 5 | Developing 4 | 3 | Beginner 2 | 1 | Not Present 0 |
|-------------------------------------|---|---|---|----------|-------------------------|----------|---|----------|------------------------------------|
| Purpose and Development | The oral communication demonstrates a thorough awareness of context, audience, and purpose. | The oral communication demonstrates adequate awareness of context, audience, and purpose. | The oral communication demonstrates basic awareness of context, audience, and purpose. | | | | The oral communication demonstrates little awareness of context, audience, and purpose. | | No oral communication is provided. |
| Intent | The oral communication communicates relevant information that substantially enhances the presenter's purpose and can stand alone as a communication strategy. | The oral communication communicates relevant information supporting the presenter's purpose but cannot stand alone as a communication strategy. | The oral communication communicates information related to the presenter's purpose but cannot stand alone as a communication strategy. | | | | The oral communication communicates information related to the presenter's purpose but cannot stand alone as a communication strategy and may not aid in communicating that purpose in a substantial way. (e.g., pictures of the subject which are included for no clear reason). | | No oral communication is provided. |
| Expression/ Presentation | The oral communication is professional, eye catching, and easy to understand. Use of oral communication elements (e.g., tone, volume, speed, clarity, etc.) is masterful. | The oral communication is clear and easy to understand. Use of oral communication elements (e.g., tone, volume, speed, clarity, etc.) indicate careful thought. | The oral communication is relatively clear and easy to understand. Use of oral communication elements (e.g., tone, volume, speed, clarity, etc.) indicate some thought. | | | | The oral communication may not be clear but can be understood with surrounding context through use of oral communication elements (e.g., tone, volume, speed, clarity, etc.). | | No oral communication is provided. |

