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.