

Analyze & Present Rubric

Dimension 1 Content

Reviewer Comment Prompt

Comment on how the speaker described the organization's communication structure and communication channels.

- What is especially clear or strong about this section?
- How could anything be made clearer or improved to provide support for the ways communication happens within the organization?
- What is especially clear or strong about this section?
- How could anything be made clearer or improved to provide support for the organization's use of media?
- What is especially clear or strong about this?
- How could anything be made clearer or improved to provide support for their analysis of the organization's use of media?

INTRODUCTION TO COMMUNICATION

REVIEWER RATING PROMPT 1: ORGANIZATIONAL STRUCTURE (WEIGHT = 1)

The speech clearly describes the organization structure of the organization, its groups, and its means of communication. These descriptions are clear, specific, and contain details and examples.

- 7** — Excellent descriptions! Everything (org. structure, groups, means of communication) is covered in great detail.
- 6** — Good descriptions! Everything (org. structure, groups, means of communication) is covered but a few more details would be helpful.
- 4** — Adequate descriptions. Everything (org. structure, groups, means of communication) is covered but major details are missing, leading to confusion.
- 2** — Insufficient descriptions. One point (org. structure, groups, means of communication) is missing entirely OR there are no supporting details for any of the points.
- 1** — Lacking two or more required points (org. structure, groups, means of communication).

REVIEWER RATING PROMPT 2: COMMUNICATION CHANNELS (WEIGHT = 1)

The speech clearly describes the organization's communication channels, how its communication has changed over time, and an analysis of its current representation. These descriptions are clear, specific, and contain details and examples.

- 7** — Excellent descriptions! Everything (communication channels, communication changes over time, and analysis of current representation) is covered in great detail.
- 6** — Good content! Everything (communication channels, communication changes over time, and analysis of current representation) is covered but a few more details would be helpful.
- 4** — Adequate content. Everything (communication channels, communication changes over time, and analysis of current representation) is covered but major details are missing, leading to confusion.
- 2** — Insufficient content. One point (communication channels, communication changes over time, and analysis of current representation) is missing entirely OR there are no supporting details for any of the points.
- 1** — Lacking two or more required points (communication channels, communication changes over time, and analysis of current representation).

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INTRODUCTION TO COMMUNICATION

REVIEWER RATING PROMPT 3: ANALYSIS OF COMMUNICATION CHANNELS (WEIGHT = 1)

The speech analyzes the effectiveness of each communication channel at the local and non-local level. It states the advantages and disadvantages for each communication channel and makes a recommendation for a new communication channel. Each area of the analysis is supported with details, examples, and the new communication channel recommendation is supported with research.

- 7** — Excellent analysis! Everything (effectiveness of communication channels, advantages & disadvantages, and the recommendation) is covered in great detail.
- 6** — Good analysis! Everything (effectiveness of communication channels, advantages & disadvantages, and the recommendation) is covered but a few more details would be helpful.
- 4** — Adequate analysis. Everything (effectiveness of communication channels, advantages & disadvantages, and the recommendation) is covered but major details are missing, leading to confusion.
- 2** — Insufficient analysis. One point (effectiveness of communication channels, advantages & disadvantages, and the recommendation) is missing entirely OR there are no supporting details for any of the points.
- 1** — Lacking two or more required points (effectiveness of communication channels, advantages & disadvantages, and the recommendation).

Analyze & Present Rubric

Dimension 2 Delivery of Speech

Reviewer Comment Prompt

Watch the video and comment on the delivery of this speech.

- What is the best aspect of this speaker's delivery?
- What is an aspect where this speaker could improve their delivery?

INTRODUCTION TO COMMUNICATION

REVIEWER RATING PROMPT 1: PRESENTATION OF SPEECH (WEIGHT = 2)

The speech should include all of the components from the outline, be delivered extemporaneously with minimal use of notes, and be delivered enthusiastically without much reading.

- 7** — Excellent delivery - Everything was included, the speaker spoke without relying on notes or reading, and had appropriate enthusiasm.
- 6** — Good delivery - The speaker left out 1-2 components from the outline but spoke without relying on notes or reading, and had appropriate enthusiasm.
- 4** — Fair delivery - The speaker left out 1-2 components from the outline AND read from notes in more than one section of the speech.
- 2** — Delivery needs improvement - The speaker left out 3-4 components from the outline AND read from notes in most of the speech.
- 1** — Speech excludes more than four components from the outline, and the speaker relies on reading from notes for the entire speech.

REVIEWER RATING PROMPT 2: LENGTH OF SPEECH (WEIGHT = 1)

The speech should be between 6-8 minutes long.

- 7** — The speech is anywhere between six to eight minutes in length.
- 6** — The speech is longer than eight minutes in length but not more than ten minutes.
- 4** — The speech is between four and just under six minutes in length.
- 2** — The speech is shorter than four minutes in length.
- 1** — The speech is either longer than ten minutes or shorter than three minutes.

Analyze & Present Rubric

Dimension 2 Delivery of Speech

Reviewer Comment Prompt

Watch the video and comment on the delivery of this speech.

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 - What is an aspect where this speaker could improve their delivery?
-

INTRODUCTION TO COMMUNICATION

REVIEWER RATING PROMPT 3: VERBAL CITATIONS (WEIGHT = 1)

There should be four or more sources cited in the speech, and they should all be appropriate for the project context and audience.

- 7** — Includes more than four verbal citations in the speech, and all the citations are appropriate for use.
- 6** — Includes four verbal citations in the speech, and all the citations are appropriate for use.
- 4** — Includes three verbal citations in the speech, AND/OR one of the citations was not appropriate for use
- 2** — Includes less than three verbal citations in the speech, AND/OR at least two of the citations was not appropriate for use.
- 1** — Includes no verbal citations in the speech, OR all the citations are not appropriate for use.

REVIEWER RATING PROMPT 4: SPEECH OUTLINE FOCUS (WEIGHT = 1)

The outline is an appropriate length has a consistent focus on the topic.

- 7** — The outline is the appropriate length and remains focused on the topic throughout.
- 6** — The outline is the appropriate length but loses focus in 1-2 places.
- 4** — The outline is far too long/short OR loses focus in several places.
- 2** — The outline is far too long/short AND often loses focus.
- 1** — The outline fails to meet the basic requirements set forth in the assignment description.