

TMU: Oral Communication Rubric					
	4	3	2	1	0
Topic	The speech presents a novel topic or takes a fresh approach to a familiar one.	The speech presents an interesting, relevant topic.	The topic is somewhat interesting and relevant to the audience.	The topic lacks imagination or relevance to the audience.	The topic is confusing or unsuitable for a public speech.
Content	- Supporting points are brought to life with specific content (who, what, where, when, how, and why), that appeals to listeners' senses in a creative and credible fashion. - The speech engages listeners' hearts and minds with colorful stories of people, things, or events that illustrate, explain, or prove the speaker's points. - Specific cases are reinforced with an ample variety of other credible evidence (key facts and figures, expert testimony, striking quotations, illuminating definitions, vivid descriptions, or colorful analogies).	- Supporting points are brought to life with specific content (who, what, where, when, how, and why) that appeals to listeners' senses. - The speech makes good use of specific, story-form examples to illustrate, explain, or prove the speaker's points. - The speech has a sufficient variety of other credible evidence (key facts and figures, expert testimony, striking quotations, illuminating definitions, vivid descriptions, or colorful analogies).	The speech has adequate content but could be more compelling.	The speech has poor or insufficient content for the assignment.	The speech is vacuous—empty of ideas.
Delivery	- The speaker brings ideas to life with an animated voice and an energetic physical presentation. - The speaker demonstrates a mastery of speech content and organization and maintains excellent eye contact with listeners. - The speaker has a commanding presence that engages the audience and enhances the speaker's credibility.	- The speaker speaks in a clear, animated voice that reaches and engages the entire audience. - The speaker knows the speech and maintains good eye contact with listeners. - The speaker's overall manner is poised and free of distracting mannerisms.	- The speaker's voice adequately reaches the entire audience, but could use improvement in clarity, pitch, volume, or rate. - Engagement with listeners could be improved by spending less time looking at notes or slides and more time looking at the audience.	The speaker's voice, manner, eye-contact, or physical presentation lacks energy and fails to engage listeners.	The presentation creates a negative impression of the speaker and the speech.
Multimedia	Multimedia slides enhance the story the speech is telling with a creative blend of well-crafted sentences and visually engaging images.	Multimedia slides are a useful balance of text and images, with one main idea per slide and no more than 7 lines of text in a readable font.	- Multimedia slides are adequate but could be improved. - Too much text or unreadable fonts. - Images could be more engaging.	Multimedia slides are poorly done.	No credible effort was made to support the speech with multimedia.

	4	3	2	1	0
Style	- The speaker demonstrates a firm grasp of good grammar, using strong nouns and verbs, and clear, clutter-free sentences, mostly in the active voice. - The speaker employs clear, concrete words and colorful figures of speech to paint compelling pictures for listeners.	- The speaker uses good grammar, strong nouns and verbs, and clear sentences, mostly in the active voice. - The speaker uses clear, concrete words to explain and describe the subject of the speech.	The speaker's grammar and style are adequate but could use some tightening and brightening.	The credibility of the speech suffers from the speaker's grammar and style.	The speaker fails to demonstrate even a basic, working knowledge of the English language.
Organization	- The speech makes a single, bold point, stated in a clear, creative thesis sentence. - Supporting points are well-crafted sentences that form a clear, persuasive message map that establishes the thesis. - The introduction is exceptionally engaging. - The conclusion makes a lasting, persuasive impression.	- The thesis is a clear, complete sentence that states the main point of the speech. - Supporting points are clear, complete sentences that establish the thesis. - The introduction secures the listeners' attention. - The conclusion recaps the speech and calls for action.	- The thesis is passable but could be improved. - Supporting points are unfinished subject headings rather than complete sentences. - The message map is passable but could be improved. - The speech needs a more carefully thought-out introduction or conclusion.	The speech lacks a clear organizational structure.	The speech is incoherent.
Written Outline and Documentation	The outline is exceptionally well-written and thorough, with more than 5 documented, credible sources.	- The written outline conforms to the model outline—allowing the speech to be easily reconstructed—and has 3–5 credible, documented sources. - Footnotes conform to the style manual.	The outline does not fully conform to the model outline, has fewer than 3–5 sources, incomplete documentation, or needs stronger sources.	The outline is deficient in form or documentation, with little evidence that the student is familiar with or has attempted to follow the model outline or style manual.	No outline was submitted.
Overall Score:	A = 4 A- = 3.7 B+ = 3.3 B = 3 B- = 2.7 C+ = 2.3 C = 2 C- = 1.7 D+ = 1.3 D = 1 F = 0				