SPEAKS Oral Communication Rubric – CSUF Business Communication Program

| | Excellent | Good | Average | Poor |
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| **Structure (Organization)** | Presenter follows logical sequence and provides explanations/ elaborations. Focuses on 2-4 clearly defined main points. Strong takeaway. | Presenter follows logical sequence but fails to elaborate. Structure lacks strong definition and emphasis. | Presenter uses a checklist approach to organize material or relies on stock phrases ("Next" or "That's it"). Mechanical. | Presenter offers no logical sequence of information. |
| **Personal Appearance** | Personal appearance engenders the audience's respect and goodwill. Appearance reflects sensitivity to the nuances of the occasion and expectations of the audience. *Highly credible.* | Personal appearance is completely appropriate for occasion and audience. Appearance reflects awareness of the occasion and expectations of the audience. *Credible.* | Personal appearance is generally appropriate for occasion and audience. Some aspects of appearance are somewhat distracting to the audience. *Credibility is compromised.* | Personal appearance is inappropriate for occasion and audience and seriously detracts from the presenter's performance. *Lacks credibility.* |
| **Eye Contact** | Presenter does not refer to notes or the screen, maintaining eye contact with audience throughout the presentation. Genuinely connects with individuals. | Presenter maintains eye contact with audience most of the time, and rarely relies on notes or on the projection screen. Eye contact may be fleeting. | Presenter frequently reads from the report, slides, or notes, but occasionally makes eye contact with audience. Scans the room. | Presenter reads the entire report, making no eye contact with the audience. |
| **Articulation (Delivery)** | Presenter speaks clearly and loudly enough and for all in audience to hear, at a comfortable rate, makes no grammatical errors, and pronounces all terms correctly and precisely. Enthusiastic and engaging. Extemporaneous and natural. | Presenter speaks clearly and loudly enough to be heard by most in audience, at an appropriate rate, (rare awkward pauses or halting delivery), makes few grammatical errors, and pronounces most terms correctly. Fluid delivery overall. | Presenter's voice is relatively clear, but too low to be heard by many in the audience. (May speak in monotone.) Frequent awkward or halting pauses or overly rapid delivery. Presenter makes several major grammatical mistakes, and mispronounces some terms. | Presenter mumbles, speaks too quietly to be heard by many in audience, mispronounces words, and makes serious and persistent grammatical errors throughout the presentation. Presenter loses train of thought, is tentative. |
| **Kinetics (Body Language)** | Body language reflects the presenter's reaction to and empathy with the audience. Gestures match verbal content and are comfortable and relaxed. Spontaneous and infectious. | Body language reflects comfort interacting with the audience. Uses appropriate gestures. Largely natural. | Body language reflects some discomfort interacting with the audience. Uses inappropriate movement or is wooden. | Body language reveals a reluctance to interact with the audience. May appear fearful or highly nervous. |
| **Slides (PowerPoint)** | Presentation software complements the talk; visual is memorable. Presenter naturally, seamlessly weaves narrative and visuals together. Slides are error-free. | Presenter exhibits above-average grasp of PowerPoint beyond the use of default settings. Occasional small errors don't distract. | PowerPoint is serviceable, if uninspired. Frequent errors and typos are distracting. | Presenter has changed the defaults and exhibits a poor grasp of graphic design. Massive errors and inconsistencies. |

**Comments:**