CRITERIA FOR EFFECTIVE SPEAKING/MEDIA

In a given speech, the student should show the following abilities to the level indicated:
Preliminary: Follows directions: yes____ no____

1. Connects with the audience through SPEAKING ON ONE’S FEET
   L1 Speaks to an audience for at least a minute with little reliance on scripted or memorized input
   L2 Communicates to an audience, long enough to suggest the speaker has internalized her message, with little reliance on scripted or memorized input
   L3 Communicates with the audience, giving the impression of both thinking and speaking spontaneously without reliance on scripted or memorized input
   L4 Gives a consistent impression of communicating with the audience without reliance on scripted or memorized input

2. Connects with audience through ESTABLISHING AND MAINTAINING CONTEXT (clarifying, in a manner appropriate to a specified audience, limits of the situation and sources of thinking)
   L1 Gives audience some sense of focus and purpose (What am I telling whom and why?)
   L2 Gives audience full sense of purpose and focus, distinguishing her own thoughts from those of others
   L3 Throughout a presentation, shows how others’ ideas related to her own thinking
   L4 Throughout a presentation, clearly articulates relationships between ideas/concepts out of an academic framework and those out of her own thinking

3. Connects with audience through VERBAL EXPRESSION (word choice/style/tone—reflecting awareness of the audience’s degree of knowledge, values, need for clarity, right to an opinion, and expectation of interest)
   L1 Uses language that shows some awareness of appropriate word choice/style/tone
   L2 Uses language that shows general awareness of appropriate word choice/style/tone—avoiding vague, empty, and condescending expression
   L3 Uses language that consistently shows awareness of appropriate word choice/style/tone
   L4 Uses language that reflects a refined awareness of the audience

4. Connects with the audience through EFFECTIVE DELIVERY (speaking with credibility demonstrated through adequate volume and voice projection, clear articulation, vocal variety, use of gestures/body language, eye contact, and projection of interest in topic and audience)
   L1 Speaks with some elements of effective delivery
   L2 Speaks with most elements of effective delivery
   L3 Speaks consistently with elements of effective delivery
   L4 Speaks with a refined repertory of effective delivery techniques

5. Connects with audience through use of APPROPRIATE CONVENTIONS (usage, pronunciation, and sentence structure)
   L1 Generally follows appropriate conventions
   L2 Consistently follows appropriate conventions
   L3 Adapts appropriate conventions to the expression of complex relationships
   L4 Shows a refined sense of appropriate conventions
6. Connects with audience through **PURPOSEFUL STRUCTURE** (sense of introduction/development/conclusion; focusing by main point made; major/minor connections)
   - L1 Presents a message with recognizable introduction, development, and conclusion
   - L2 Establishes and maintains focus on a clear purpose, providing transitions to clarify relationships between most points of the development
   - L3 Without digression from the focus of the speech, consistently articulates relationship between points of development
   - L4 Maintains a refined sense of structure in relation to an academic framework

7. Connects with audience through **SUPPORT FOR A POSITION/DEVELOPMENT OF AN IDEA**
   - L1 Shows ability to use examples and/or evidence meaningful to audience
   - L2 Supports most generalizations with examples and/or evidence meaningful to audience
   - L3 Uses development appropriate to audience and purpose to clarify message
   - L4 Uses development of appropriate length and variety and of sufficient interest to convince audience of worth of message

8. Connects with audience through **CREATION and USE OF MEDIA**
   - L1 Incorporates a visual that is legible, understandable, and appropriate to topic and audience
   - L2 Computer-generates eye-appealing visuals, using them purposefully to enhance presentation
   - L3 Smoothly incorporates high-quality and diverse media whose messages reflect the core concepts of a presentation
   - L4 Incorporates professional-quality media within a specific context to aid in clarifying academic frameworks

9. Connects with audience through **APPROPRIATE CONTENT** (criteria may be further contextualized by instructor in discipline)
   - L1 Articulates accurate representation of ideas
   - L2 Demonstrates appropriate application of designated or selected ideas
   - L3 Identifies key elements that indicate understanding of theories and/or frameworks
   - L4 Articulates original applications, syntheses, and/or evaluations of academic frameworks/theories, validating then with substantiated thinking and appropriately citing valid sources

10. **SELF ASSESSMENT**
    - L1 Shows awareness of a few strengths and weaknesses in a presentation based on specifically designated criteria
    - L2 Shows some understanding of development in speaking ability, based on same criteria
    - L3 Articulates, providing evidence, a realistic sense of performance in all criteria areas
    - L4 Shows a refined sense of strengths and weaknesses in all criteria areas
SPEAKING/MEDIA FEEDBACK SHEET

In a given speech the student has shown the following abilities to the level indicated:

Preliminary: Follows directions: yes____ no____

GENERAL COMMENTS:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th>L1</th>
<th>L2</th>
<th>L3</th>
<th>L4</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. CONNECTS WITH AUDIENCE through SPEAKING ON ONE’S FEET</td>
<td>Student</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Instructor</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. CONNECTS WITH AUDIENCE through ESTABLISHING AND MAINTAINING CONTEXT</td>
<td>Student</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(clarifying in a manner appropriate to a specified audience, limits if the situation and sources of thinking)</td>
<td>Instructor</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. CONNECTS WITH AUDIENCE through VERBAL EXPRESSION</td>
<td>Student</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Instructor</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. CONNECTS WITH AUDIENCE through EFFECTIVE DELIVERY (speaking with credibility demonstrated through adequate volume and voice projection, clear articulation, vocal variety, use of gestures/body language, eye contact, and projection of interest in topic and audience)</td>
<td>Student</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Instructor</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. CONNECTS WITH AUDIENCE through use of APPROPRIATE CONVENTIONS (usage, pronunciation, and sentence structure)</td>
<td>Student</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Instructor</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. CONNECTS WITH AUDIENCE through PURPOSEFUL STRUCTURE</td>
<td>Student</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Instructor</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. CONNECTS WITH AUDIENCE through SUPPORT FOR A POSITION/DEVELOPMENT OF AN IDEA</td>
<td>Student</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Instructor</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8. CONNECTS WITH AUDIENCE through CREATION AND USE OF MEDIA</td>
<td>Student</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Instructor</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9. CONNECTS WITH AUDIENCE through APPROPRIATE CONTENT</td>
<td>Student</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Instructor</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10. SELF ASSESSMENT</td>
<td>Student</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Instructor</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Fill this out before submitting your paper:

Name ____________________________ Date ____________ Topic ____________________________

Instructor ____________________________ Course ____________ Sec ____________ Audience ____________

Copyright 1977, 80, 82, 84, 86, 88, 95, 98. Alverno College Productions, Milwaukee, Wisconsin. All rights reserved under U.S., International and Universal Copyright Conventions. Reproduction in part or whole by any method is prohibited by law.