<table>
<thead>
<tr>
<th>Content</th>
<th>Delivery</th>
<th>Audience</th>
<th>Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clear, focused, and compelling</td>
<td>Clear articulation</td>
<td>Highly aware of audience (knowledge level, interests, motivation, expertise); excellent suitability of material</td>
<td>Clear and effective introduction that grabs audience and introduces topic</td>
</tr>
<tr>
<td>Informs or convinces through logical and persuasive reasoning</td>
<td>Audible throughout</td>
<td>Responses to questions are decisive, insightful and convincing</td>
<td>Sequence and relationship of ideas are consistently clear and coherent; Extensive use of facts</td>
</tr>
<tr>
<td>Consistent and varied use of details</td>
<td>Consistently maintains eye contact</td>
<td>Captures attention, sets mood, maintains audience interest for duration of presentation</td>
<td>Appropriate use of language and vocabulary</td>
</tr>
<tr>
<td>Examples + relevant personal experiences</td>
<td>Expressions purposeful and effective</td>
<td>Monitors audience cues</td>
<td>Clear summary of main ideas</td>
</tr>
<tr>
<td>Highly effective and insightful</td>
<td>Purposeful use of pauses</td>
<td>Highly effective and appropriate use of visual aids</td>
<td>Pacing excellent</td>
</tr>
<tr>
<td>Clear focus and rhetorically unified</td>
<td>Fluent and appropriate use of language and vocabulary</td>
<td></td>
<td>Demonstrated awareness of time limits</td>
</tr>
<tr>
<td>Topic is well researched (facts, examples, anecdotes, statistics, quotes, appeals to authority)</td>
<td>Consistently varies volume and pitch</td>
<td></td>
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<tr>
<td></td>
<td>Highly appropriate and effective emotion and energy</td>
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</tr>
</tbody>
</table>

**Excellent**

- Clear articulation
- Audible throughout
- Consistently maintains eye contact
- Expressions purposeful and effective
- Purposeful use of pauses
- Fluent and appropriate use of language and vocabulary
- Consistently varies volume and pitch
- Highly appropriate and effective emotion and energy
- Highly aware of audience (knowledge level, interests, motivation, expertise); excellent suitability of material
- Responses to questions are decisive, insightful and convincing
- Captures attention, sets mood, maintains audience interest for duration of presentation
- Monitors audience cues
- Highly effective and appropriate use of visual aids
- Clear introduction that grabs audience and introduces topic
- Sequence and relationship of ideas are consistently clear and coherent; Extensive use of facts
- Appropriate use of language and vocabulary
- Clear summary of main ideas
- Pacing excellent
- Demonstrated awareness of time limits

**Good**

- Articulate
- Audible
- Usually maintains eye contact
- Expressions usually purposeful
- Good pace, use of pause is sometimes effective
- Varies volume and pitch of voice
- Language and vocabulary used are effective most of the time
- Appropriate and effective emotion and energy
- Aware of audience
- Responds to questions in a decisive and convincing manner
- Audience responds appropriately
- Appropriate and effective use of visual aids
- Clear introduction that grabs audience and introduces topic
- Sequence and relationship of ideas are clear and coherent for majority of the presentation
- Topic has been well researched; facts, examples and supportive details are well used
- Summary could be improved
- Meets time limit; pacing good

**Satisfactory**

- Usually articulate
- Few moments of inaudibility
- Inconsistent eye contact
- Expressions present, yet lack purpose
- Uneven pace, little if any purposeful use of pause
- Volume and pitch of voice
- Language and vocabulary used are effective some of the time
- Some emotion and energy
- Somewhat aware of audience
- Responds to questions
- Audience reaction is good but subdued, questions draw some response
- Some attempt to reach out to audience but does not do so in a commanding way
- Appropriate use of visual aids
- Adequately introduces topic
- Sequence and relationship of main ideas are clear for most part of the presentation
- Logical summary of ideas, but changes needed to help audience
- Meets time limit, but pacing must be improved

**Needs Improvement**

- Difficult to understand
- Mumbles, does not enunciate
- Avoids eye contact
- Insufficient movement or gestures
- Too stiff
- Pace is too fast or too slow
- Little if any variety of volume and pitch, monotone throughout
- Inappropriate usage of slang; weak/limited vocabulary
- Shows little or no emotion and energy
- Unaware of audience’s level of interest, motivation or expertise
- Fails to respond to questions in a convincing way
- Unsuitable material and language
- Unable to field questions
- Observation of audience suggests they have become detached, disinterested, or challenging
- Lacks the ability to connect with the audience
- Inappropriate visual aids
- Introduction missing or ineffective
- No sequence, relationship between ideas
- Clarity lacking, summary needs substance; audience left confused
- Runs well past time limit or finishes way too early; pacing uneven

February 1, 2004