

Definition: The ability to use appropriate, relevant content to convey a central message, oral or written, that considers purpose, context, and audience.

TOPIC:	UNSATISFACTORY (0)	INTRODUCTORY (1)	DEVELOPING (2)	PROFICIENT (3)
Central Message	Central message is indiscernible.	Central message is simply stated and basically understandable.	Central message is coherently stated and supported in most of the work.	Central message is compelling, fully supported, and consistent throughout the work.
Context and Purpose	Lack of attention to context, audience, purpose, and assigned task(s). Detracts from central message.	Demonstrates minimal attention to context, audience, purpose, and assigned tasks(s).	Demonstrates awareness of context, audience, purpose, and assigned tasks(s), including audience perceptions and assumptions.	Demonstrates thorough understanding of context, audience, purpose, and assigned task(s). Relevant content is compelling and pervasive throughout the work.
Delivery	No discernible relationship between message and audience perspective.	Minimally expresses, listens, and/or adapts ideas based on the perspectives of others.	Expresses, listens, and adapts ideas based on the perspectives of others.	Effectively tailors communication to express, listen, and adapt ideas based on the perspectives of others.

This rubric was created using the Association of American Colleges and Universities (AAC&U) Oral Communication and Written Communication VALUE Rubrics. Retrieved from <https://www.aacu.org/value-rubrics>

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