

## **Behavioral Sciences Department**

### **Oral Presentation Rubric**

#### **Definition**

Oral communication is a prepared and purposeful presentation designed to increase knowledge, to foster understanding, and/or to promote change in the listeners' attitudes, values, beliefs, or behaviors.

#### **Framing Language**

Oral communication takes many forms. This rubric is specifically designed to evaluate oral presentations of a single speaker at a time and is best applied to live or video-recorded presentations. For panel presentations or group presentations, it is recommended that each speaker be evaluated separately. The rubric best applies to presentations of sufficient length such that a central message is conveyed supported by one or more forms of supporting materials and includes a purposeful organization. An oral answer to a single question not designed to be structured into a presentation does not readily apply to this rubric.

**Glossary**

**Organization:** Organization refers to the grouping and sequencing of ideas and supporting material in a presentation. An organizational pattern that *supports* the effectiveness of a presentation typically includes an introduction, one or more identifiable sections in the body of the speech, and a conclusion. An organizational pattern that *enhances* the effectiveness of the presentation reflects a purposeful choice among possible alternatives, such as a chronological pattern, a problem-solution pattern, an analysis-of-parts pattern, etc., that makes the content of the presentation easier to follow and more likely to accomplish its purpose.

**Delivery techniques:** Delivery techniques include posture, gestures, eye contact, and use of the voice. Delivery techniques *support* the effectiveness of the presentation when the speaker stands and moves comfortably, looks periodically at the audience, and can be heard clearly. Delivery techniques *enhance* the effectiveness of the presentation when the speaker stands and moves with authority, looks more often at the audience than at his/her speaking materials, uses the voice expressively, and uses few vocal fillers ("um," "uh," "like," "you know," etc.).

**Central message:** The central message is the main point/thesis/"bottom line"/"take-away" of a presentation. A *clear* central message is easy to identify; a *compelling* central message is also vivid and memorable.

**Speaker preparation:** Speaker preparation includes both an understanding of content and practice of delivery prior to the presentation. Speaker preparation is sufficient when the speaker is generally confident, knowledgeable, and committed to the message. Speaker preparation is outstanding when the speaker is poised, polished, and passionate about the message.

	4	3	2	1
<b>Organization</b>	Organizational pattern enhances the effectiveness of the presentation	Organizational pattern generally supports the effectiveness of the presentation	Organizational pattern partially supports the effectiveness of the presentation	Organizational pattern minimally supports the effectiveness of the presentation
<b>Delivery</b>	Delivery techniques enhance the effectiveness of the presentation	Delivery techniques generally support the effectiveness of the presentation	Delivery techniques partially support the effectiveness of the presentation.	Delivery techniques minimally support the effectiveness of the presentation
<b>Speaker Preparation</b>	Speaker displays outstanding preparation and supporting material is highly credible	Speaker displays sufficient preparation and supporting material is generally credible	Speaker displays some preparation and supporting material is partially credible	Speaker displays minimal preparation and supporting material is minimally credible
<b>Central Message</b>	Central message is compelling	Central message is generally clear	Central message is somewhat clear	Central message is present but unclear

## Oral Presentation Student Experience Survey

**Directions: Please indicate to what extent you agree with the following statements:**

1. I enjoyed preparing for this oral presentation.

1                      2                      3                      4                      5  
not at all                      a little                      neutral                      some                      very much

2. I feel a sense of accomplishment after presenting.

1                      2                      3                      4                      5  
not at all                      a little                      neutral                      some                      very much

3. I feel that I communicated my ideas well.

1                      2                      3                      4                      5  
not at all                      a little                      neutral                      some                      very much

4. I feel that I was quite knowledgeable about the material I presented.

1                      2                      3                      4                      5  
not at all                      a little                      neutral                      some                      very much

5. I feel that I presented my fellow students and my professor with new information.

1                      2                      3                      4                      5  
not at all                      a little                      neutral                      some                      very much

6. I feel that this presentation allowed me to look at this topic in a new way.

1                      2                      3                      4                      5  
not at all                      a little                      neutral                      some                      very much

7. I feel that I would be comfortable giving another oral presentation in the future.

1                      2                      3                      4                      5  
not at all                      a little                      neutral                      some                      very much

8. I feel that the skills I acquired from giving this presentation will help me in other classes.

1                      2                      3                      4                      5  
not at all                      a little                      neutral                      some                      very much

9. I feel that the skills I acquired from giving this presentation will help me in a future job or internship.

1                      2                      3                      4                      5  
not at all                      a little                      neutral                      some                      very much

10. I feel that I performed well on my presentation.

1                      2                      3                      4                      5  
not at all                      a little                      neutral                      some                      very much