

COMMUNICATION

Definition: Students express thoughts, ideas, and feelings in written or oral modes.

| OBJECTIVES | EXCELLENT (4) | PROFICIENT (3) | DEVELOPING (2) | BEGINNING (1) | NOT EVIDENT (0) |
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| Select and articulate appropriate purpose(s) for communication. | Rationale is expressed fluently and coherently and is appropriate to the subject matter and audience. | Rationale is expressed and is appropriate to the subject matter and audience. | Rationale is somewhat expressed and is moderately appropriate to the subject matter and audience. | Rationale is poorly expressed and/or is inappropriate for the subject matter and/or audience. | Rationale is not expressed and is inappropriate for the subject matter and audience. |
| Engage in the stages of the written or oral communication process. | Skillfully selects pre-writing or pre-speaking requirements such as researching a topic, outlining or drafting the written or oral text, organizing main points and supporting evidence, revising the text, and skillfully demonstrating preparation for evaluation. | Selects pre-writing or pre-speaking requirements such as researching a topic, outlining or drafting the written or oral text, organizing main points and supporting evidence, revising the text, demonstrating preparation for evaluation. | Selects some pre-writing or pre-speaking requirements such as researching a topic, outlining or drafting the written or oral text, organizing main points and supporting evidence, revising the text, demonstrating some preparation for evaluation. | Selects minimal pre-writing or pre-speaking requirements such as researching a topic, outlining or drafting the written or oral text, organizing main points and supporting evidence, revising the text, demonstrating minimal preparation for evaluation. | Makes no attempt to select pre-writing or pre-speaking requirements such as researching a topic, outlining or drafting the written or oral text, organizing main points and supporting evidence, revising the text, and makes no attempt at demonstrating preparation for |
| Select rhetorical strategies* for written and oral communication, demonstrating a knowledge of target audience. | Rhetorical strategies are evident and appropriate, demonstrating knowledge of target audience. | Rhetorical strategies are evident, demonstrating knowledge of target audience. | Rhetorical strategies are somewhat evident, demonstrating a partial knowledge of target audience. | Rhetorical strategies are vaguely evident, demonstrating little knowledge of target audience | Rhetorical strategies are not evident, demonstrating no knowledge of target audience |

*Rhetoric is using logic (deductive and inductive reasoning), motivational appeals and source credibility to reach a common understanding of the topic of the written or oral text in a valid manner.