



## WRITTEN, ORAL & DIGITAL COMMUNICATION ABILITIES

### Definition

Clear communication imparts messages to others, constructs knowledge, fosters understanding, and/or influences opinion. The ability to communicate can be demonstrated in many ways, including through essays, poems, narratives, dialogues, presentations, formal and informal speaking, digital platforms, and other varieties of methods.

### Framing Language

This rubric focuses on three dimensions of effective communication common to all forms, genre, and media (including Written, Oral and Digital Communication). These dimensions are Content Development, Purpose and Audience, and Control of Language. This rubric also defines effective Oral and Digital Communication.

### Content Development and Organization

Content is well-organized, clear and logical. Statements, claims, and conclusions are supported by evidence or narrative detail. Where applicable, facts are not confused with opinions, and sources are credible and relevant. This material might consist of explanations, examples, illustrations, statistics, analogies, or quotations from relevant authorities. Through increasingly sophisticated use of sources, student authors will develop an ability to differentiate between their ideas and the ideas of others.

Assessing content and organization will shift depending on genre. For example, communications such as essays, letters, oral presentations, digital stories exhibit organizational patterns that include an introduction, body and conclusion. That pattern reflects choices among possible alternatives, including a chronological pattern, a problem-solution pattern, or an analysis-of-parts pattern. Genres such as poetry, dialogues, and wikis may evidence a different design, but demonstrate a student's understanding of form and content. In addition to serving the assignment's purpose, student work will incorporate sources according to disciplinary and genre conventions.

### Purpose, Audience, and Genre

Communication must be appropriate to the context, and the purpose clear. The style and use of language are appropriate for the audience and purpose, and the conventions of the genre and/or discipline are respected. The purpose of communicating will depend in part on its intended effect on an audience, including work that means to persuade, report, inform, problem solve, argue, connect, or amuse.

### Control of Language, Syntax, and Mechanics

Communication is clear, fluent, and appropriate for the genre and medium. Grammar, pronunciation, vocabulary, and language choice are appropriate to the audience and occasion. Errors do not interfere with comprehension. While particular communications may require some adaptation of form, in most cases the expectation is that the author will employ the language and syntax considered to be "standard" and appropriate to academic or professional settings. The articulation, tone, volume, pace, eye contact, and body language for oral presentations are appropriate to the interaction.



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For **Oral Communication**, consider the following elements:

- *Delivery techniques:* Posture, body language, tone, pacing, eye contact, rate of speech, articulation, volume, and vocal expressiveness enhance the effectiveness of the dialogue or presentation. An effective speaker articulates with confidence, maintains eye contact with the audience, uses her voice expressively, and uses few vocal fillers ("um," "uh," "like," "you know," etc.).
- *Dialogues and interactions:* For recorded dialogues, the focus should be only on the students despositing the artifact. For example, in role plays of nurses and patients, the focus would be on either the nurse or the patient.
- *Active Listening and Response to Audience:* Active listening is exhibited by the body language, response, and reaction of the speaker. An effective speaker is aware of his/her audience and responds appropriately to verbal and/or nonverbal cues to clarify, reinforce, and/or summarize main ideas to ensure that communication is understood.

Effective **Digital Communication** will exhibit at least one of the two capacities summarized here:

- *Digital composition with diverse media elements:* Digital communication employs an evolving range of digital tools and platforms for purposeful composition, including but not limited to websites, ePortfolios, PowerPoint presentations, multimedia blogs and Tweets, and digital stories. The capacities of these and other digital platforms create expanded opportunities for students to compose with multiple, diverse media elements, including text, audio, video, imagery, visual design, and animation, as well as hypertext (the ability to create web links). Effective digital composition advances the content and purpose of the communication through skillful and creative use and juxtaposition of these diverse media elements.
- *Collaboration and Interaction:* Digital communication uses different types of media for collaboration and interaction either to stage written exchange, conduct or capture video/oral discussions, and address any other audiences that might access the work. This might include the use of social media platforms, including wikis, blogs, Facebook comments, discussion boards, or other forms of collaborative digital writing. Some of the most practical and popular forms of digital communications incorporate different media in order to construct communication between author and audience – especially news sites, business websites, and social media sites like Facebook, Twitter, and Instagram.

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Dimension	Proficient - 4	Competent - 3	Developing - 2	Novice - 1
<b>Content Development and Organization</b>	<p>Content is well-organized, clear and logical.</p> <p>Statements and/or thesis and conclusions are supported by evidence or narrative detail.</p> <p>Facts are not confused with opinions. Sources are credible and relevant.</p>	<p>Content is mostly well-organized, clear and logical.</p> <p>Statements and/or thesis and conclusions are mostly supported by evidence or narrative detail.</p> <p>Facts are usually not confused with opinions. Sources are usually credible and relevant.</p>	<p>Content is somewhat well-organized, clear and logical.</p> <p>Statements and/or thesis and conclusions are somewhat supported by evidence or narrative detail.</p> <p>Facts are occasionally confused with opinions. Sources are sometimes credible and relevant.</p>	<p>Content is minimally organized, clear and logical.</p> <p>Statements and/or thesis and conclusions are rarely supported by evidence or narrative detail.</p> <p>Facts are often confused with opinions. Credible and relevant sources are rarely used.</p>
<b>Purpose, Audience, and Genre</b>	<p>The purpose of the communication is clear.</p> <p>The style and use of language are appropriate for the audience and the communication's purpose.</p> <p>The conventions of the chosen genre and/or discipline are respected.</p>	<p>The purpose of the communication is mostly clear.</p> <p>The style and use of language are mostly appropriate for the audience and the communication's purpose.</p> <p>The conventions of the chosen genre and/or discipline are mostly respected.</p>	<p>The purpose of the communication is somewhat clear.</p> <p>The style and use of language are somewhat appropriate for the audience and the communication's purpose.</p> <p>The conventions of the chosen genre and/or discipline are sometimes respected.</p>	<p>The purpose of the communication is unclear.</p> <p>The style and use of language are rarely appropriate for the audience and the communication's purpose.</p> <p>The conventions of the chosen genre and/or discipline are rarely respected.</p>
<b>Control of Language, Syntax, and Mechanics for all Artifacts</b>	<p>Communication is clear, fluent and appropriate for the chosen genre and medium.</p> <p>Grammar, pronunciation, vocabulary and language choice are appropriate to the audience and occasion.</p> <p>Errors don't interfere with comprehension.</p>	<p>Communication is mostly clear, correct, fluent and appropriate for the chosen genre and medium.</p> <p>Grammar, pronunciation, vocabulary and language choice are mostly appropriate to the audience and occasion.</p> <p>Errors minimally interfere with comprehension.</p>	<p>Communication is somewhat clear, correct, fluent and appropriate for the chosen genre and medium.</p> <p>Grammar, pronunciation, vocabulary and language choice are somewhat appropriate to the audience and occasion.</p> <p>Errors sometimes interfere with comprehension.</p>	<p>Communication is rarely clear, correct, fluent or appropriate for the chosen genre and medium.</p> <p>Grammar, pronunciation, vocabulary and language choice are rarely appropriate to the audience and occasion.</p> <p>Errors consistently interfere with comprehension.</p>



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<p><b>Oral Communication</b></p> <p>Delivery techniques and active listening for oral communication, including interactions.</p>	<p>Articulation, tone, volume, pace, eye contact, and body language are appropriate to the interaction.</p> <p>Speaker listens attentively as exhibited by body language and responds to audience and/or modifies approach to clarify, reinforce and/or summarize main ideas.</p>	<p>Articulation, tone, volume, pace, eye contact, and body language are mostly appropriate to the interaction.</p> <p>Speaker mostly listens attentively as exhibited by body language and responds to audience and/or modifies approach to clarify, reinforce and/or summarize main ideas.</p>	<p>Articulation, tone, volume, pace, eye contact, and body language are somewhat appropriate to the interaction.</p> <p>Speaker sometimes listens attentively as exhibited by body language and responds to audience and/or modifies approach to clarify, reinforce and/or summarize main ideas.</p>	<p>Articulation, tone, volume, pace, eye contact, and body language are rarely appropriate to the interaction.</p> <p>Speaker rarely listens attentively as exhibited by body language and responds to audience and/or modifies approach to clarify, reinforce and/or summarize main ideas.</p>
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<p><b>Digital Communication</b></p> <p>Effective Digital Communication will enhance interaction and/or employ diverse media elements to enhance digital composition.</p>	<p>Demonstrates consistently effective use of digital capacities (e.g., interactivity and/or the juxtaposition of diverse media elements) to advance content and purpose of communication.</p>	<p>Demonstrates mostly effective use of digital capacities (e.g., interactivity and/or the juxtaposition of diverse media elements) to advance content and purpose of communication.</p>	<p>Demonstrates somewhat effective use of digital capacities (e.g., interactivity and/or the juxtaposition of diverse media elements) to advance content and purpose of communication.</p>	<p>Demonstrates minimal or no use of digital capacities (e.g., interactivity and/or the juxtaposition of diverse media elements) to advance content and purpose of communication.</p>
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