

EIGHT PUBLIC SPEAKING COMPETENCIES & CRITERIA FOR ASSESSMENT

Competency One

Chooses and narrows a topic appropriately for the audience & occasion.

EXCELLENT

The speaker presents a topic and a focus that are exceptionally appropriate for the purpose, time constraints, and audience.

That is, the speaker's choice of topic is clearly consistent with the purposes, is totally amenable to the time limitations of the speech, and reflects unusually insightful audience analysis.

SATISFACTORY

The speaker presents a topic and a focus that are appropriate for the purpose, time constraints, and audience.

That is, the speaker's choice of topic is generally consistent with the purpose, is a reasonable choice for the time limitations of the speech, and reflects appropriate analysis of a majority of the audience.

UNSATISFACTORY

The speaker presents a topic and a focus that are not appropriate for either the purposes, time constraints, or audience.

That is, the speaker's choice of topic is inconsistent with the purpose, the topic cannot be adequately treated in the time limitations of the speech, and there is little or no evidence of successful audience analysis.

Competency Two

Communicates the thesis/specific purpose in a manner appropriate for audience & occasion.

EXCELLENT

The speaker communicates a thesis/specific purposes that is exceptionally clear and identifiable.

That is, there is no question that all of the audience members should understand clearly, within the opening few sentences of the speech, precisely what the specific purpose/thesis of the speech is.

SATISFACTORY

The speaker communicates a thesis/specific purposes that is adequately clear and identifiable

That is, at least a majority of the audience should understand clearly, within the opening few sentences of the speech, precisely what the specific purpose/thesis of the speech is.

UNSATISFACTORY

The speaker does not communicates a thesis/specific purposes that is adequately clear and identifiable.

That is, at least a majority of the audience should understand clearly, within the opening few sentences of the speech, precisely what the specific purpose/thesis of the speech is.

Competency Three

Provides appropriate supporting material based on the audience and occasion.

EXCELLENT

The speaker used supporting material that is exceptional in quality and variety.

That is, supporting material is unarguably linked to the thesis of the speech, and further is of such quality that it decidedly enhances the credibility of the speaker and the clarity of the topic

SATISFACTORY

The speaker uses supporting material that appropriate in quality and variety

That is, supporting material is logically linked to the thesis of the speech, and is of such quality that it adds a measurable level of interest to the speech.

UNSATISFACTORY

The speaker uses supporting material that is inappropriate in quality and variety

That is, supporting material is only vaguely related to the thesis of the speech, and is either too great or too little to do anything but detract from the effectiveness of the speech.

Competency Four

Uses an appropriate introduction and conclusion and provides a reasonably clear and logical progression within and between ideas

EXCELLENT

The speaker uses an exceptional introduction and conclusion and provides an exceptionally clear and logical progression within and between ideas.

That is, the introduction clearly engages a majority of the audience in an appropriate and creative manner, the body of the speech reflects adequate clarity in organization, and the conclusion adequately reflects the content of the speech and leaves a majority of the audience with a clear message or call to action.

SATISFACTORY

The speaker uses an introduction and conclusion and provides a reasonably clear and logical progression within and between ideas.

That is, the introduction clearly engages a majority of the audience in an appropriate and creative manner, the body of the speech reflects adequate clarity in organization, and the conclusion adequately reflects the content of the speech and leaves a majority of the audience with a clear message or call to action.

UNSATISFACTORY

The speaker fails to use an appropriate introduction and conclusion and fails to provide a reasonably clear and logical progression within and between ideas

That is, the introduction fails to engage even a majority of the audience in an appropriate and creative manner, the body of the speech reflects lack of clarity in organization, and the conclusion fails to leave even a majority of the audience with a clear message or call to action.

Competency Five

Uses language that is appropriate to the audience, occasion, & purpose and demonstrates an ability to insert spontaneous comments in adapting ideas to the specific audience.

EXCELLENT

The speaker uses language that is exceptionally clear, vivid, and appropriate and inserts spontaneous comments with ease and confidence.

That is, the speaker chooses language that enhances audience comprehension and enthusiasm for the speech, while adding a measure of creativity in adapting ideas to the audience and that displays exceptional sensitivity by the speaker for denotation and connotation of meaning

SATISFACTORY

The speaker uses language that is reasonably clear, vivid, and appropriate and occasionally inserts spontaneous comments.

That is, the speaker chooses language that is free of inappropriate jargon, is nonsexist, is nonracist, etc. and exhibits a limited degree of comfort with impromptu additions to his/her text.

UNSATISFACTORY

The speaker uses unclear or inappropriate language with no spontaneous additions to the speech.

That is, the speaker used inappropriate jargon, or language which is sexist, racist, etc. and exhibits discomfort with anything but delivery of the prepared text.

Competency Six

Uses vocal variety in rate, pitch and intensity to heighten and maintain interest. Uses pronunciation, grammar, and articulation appropriate to designated audience.

EXCELLENT

The speaker has exceptional pronunciation, grammar, and articulation, and makes exceptional use of vocal variety in a conversation with forethought mode of delivery.

That is, the speaker exhibits exceptional flunk, properly formed sounds which enhance the message, and no pronunciation or grammatical errors. In addition, the speaker's vocal delivery is exceptionally and appropriate well-paced, easily heard by all audience members, and variety in pitch to enhance the message.

SATISFACTORY

The speaker has acceptable articulation with a few pronunciation and grammar errors, and makes acceptable use of vocal variety in a conversation with forethought mode of delivery

That is, most sounds are properly formed, there are only minor vocalized disfluencies, and a few (1-2) minor errors in pronunciation and grammar. In addition, the speaker shows only occasional weakness in pace, volume, pitch, etc. thereby not detracting significantly from the overall quality or impact of the speech.

UNSATISFACTORY

The speaker fails to use acceptable vocal variety, articulation, pronunciation, and grammar and fails to speak in a conversational mode.

That is, nonfluencies and disfluencies interfere with the message and frequent errors in pronunciation and grammar make it difficult for the audience to understand the message. In addition, the speaker shows frequent weaknesses in controlling and adapting pace, volume, pitch, etc. resulting in an overall detraction from the quality or impact of the speech.

Competency Seven

Uses physical behaviors that support the verbal message & communicates engagement with audience through confidence, sincerity & enthusiasm for the topic.

EXCELLENT

The speaker demonstrates exceptional posture, gestures, bodily movement, facial expressions, eye contact, and use of dress that engage the audience and show demonstrate confidence, sincerity, and enthusiasm for the topic.

That is, kinesic (posture, gesture, facial expressions, eye contact) and proxemic (interpersonal distance and spatial arrangement) behaviors and dress consistently support the verbal message and thereby enhance the speaker's commitment to the speech topic and active relationship with the audience.

SATISFACTORY

The speaker demonstrates acceptable posture, gestures, bodily movement, facial expressions, eye contact, and use of dress that to a limited degree engages the audience and shows some confidence, sincerity, and enthusiasm for the topic.

That is, kinesic (posture, gesture, facial expressions, eye contact) and proxemic (interpersonal distance and spatial arrangement) behaviors and dress generally support the verbal message with minor inconsistencies that neither significantly distract from the speaker's credibility with the audience nor interfere with the message.

UNSATISFACTORY

The speaker fails to use acceptable posture, gestures, bodily movement, facial expressions, eye contact, and use of dress, fails to engage the audience and shows little to no confidence, sincerity, and enthusiasm for the topic.

That is, kinesic (posture, gesture, facial expressions, eye contact) and proxemic (interpersonal distance and spatial arrangement) behaviors and dress are incongruent with the verbal intent and detract from the speaker's credibility with the audience as well as distracting the audience from the speaker's message.

Competency Eight

If visual aids are included they are appropriate to audience, occasion, and purpose.

EXCELLENT

The speaker uses excellent visual aids that are vivid, clear, and appropriate to the audience, occasion, and topic.

That is, the visual aids employed complement rather than distract from the verbal message. The speaker shows excellent control of the environment

SATISFACTORY

The speaker makes adequate use of visual aids in conveying the message.

That is, the visual aids are of satisfactory quality to a majority of the audience and the speaker shows adequate control of their use.

UNSATISFACTORY

The visual aids employed are poor and either distracting to the verbal message or only vaguely related to the central topic.

That is, the majority of the audience find the visual aid both poorly prepared and executed.