

Effective Communicator Rubric *Skillful Writers*

	Initial	Developing	Proficient	Exemplary
Ideas	No clear idea or support; listeners not engaged; language choice detracts or confuses the message	Ideas are not clear and there is little or no support; message does not keep listeners attention; language choice lacks creativity and clarity	Ideas are organized with some support; message keeps listeners attention; language choice is appropriate	Ideas are clearly organized and supported; message engages the listeners in thought; language choice is vivid and precise
Organization	Delivery detracts from the message; eye contact non-existent; speaker mumbles and reads from notes; filler words are used often and distract from the message; articulation and pronunciation detract from message	Delivery detracts from the message; eye contact may be limited; speaker may mumble or read from notes; filler words are used often and distract from the message; articulation and pronunciation detract from message	Delivery generally seems effective – however effective use of volume, eye contact, vocal control may not be consistent; non-verbal expressions may detract from message; filler words are not distracting; generally, articulation and pronunciation clear	Delivery is natural, confident, and enhances the message; posture, eye contact; facial expression, volume and pace engage the audience; limited filler words (um, este); clear articulation and pronunciation
Voice	Vocabulary is limited or incorrect	Vocabulary is simple with some inappropriate use	Vocabulary is accurate and appropriate	Vocabulary is used accurately and with creative variety
Word Choice	Shows many errors in structure	Demonstrates an inconsistent use of structures and numerous errors	Employs consistent and accurate use of structures; may contain a few minor errors	Employs complex structures and speech; demonstrates sophistication beyond what has been studied
Conventions	Interferes with comprehension	Shows strong influence from another language and has many errors	Influenced by language other than that being spoken, and has few errors	Sounds as natural as a first language and is mostly correct with only minor flaws