LINDENWOOD
U N I V E R S I T Y

EFFECTIVE COMMUNICATOR RUBRIC

Definition: Effective Communicator Graduates engage in meaningful discourse in order to persuade audiences and to foster understanding and respect. They communicate fluently in multiple media.

Evaluators are encouraged to assign a zero to any work sample or collection of work that does not include evidence of the criterion.

	Accomplished 4	Proficient 3	Developing 2	Emerging 1
Context of and Purpose	Demonstrates a thorough understanding of context, audience, and purpose that is responsive to the assigned task(s) and focuses all elements of the work.	Demonstrates consistent attention to context, audience, and purpose and a clear focus on the assigned task(s) (e.g., the task aligns with audience, purpose, and context).	Demonstrates basic attention to context, audience, purpose, and to the assigned tasks(s) (e.g., begins to show awareness of audience's perceptions and assumptions).	Demonstrates minimal attention to context, audience, purpose, and to the assigned tasks(s) (e.g., expectation of instructor or self as audience).
Content Development	States clear and unambiguous central idea or meaning to illustrate mastery of the subject.	States clear central idea or meaning to illustrate mastery of the subject.	States central idea or meaning to show the subject.	States idea or meaning of the subject.
Genre and Disciplinary Conventions	Demonstrates consistent use of important formal conventions particular to the associated aesthetic themes required of the discipline.	Demonstrates consistent use of conventions required of the discipline.	Demonstrates use of basic organization, content, and presentation in a generally consistent manner.	Attempts to use basic organization and presentation conventions.
Sources and Evidence	Demonstrates skillful use of high-quality, credible, relevant sources to develop ideas that are appropriate for the assignments within the disciplines.	Demonstrates consistent use of credible, relevant sources to develop ideas that are appropriate for the assignments within the disciplines.	Demonstrates an attempt to use credible and/or relevant sources to support ideas that are appropriate for the assignments within the disciplines.	Demonstrates an attempt to use sources to support ideas.
Control of Syntax and Mechanics	Demonstrates skillful control of communication elements to convey meaning to readers, viewers, or listeners.	Demonstrates control of communication elements to convey meaning to readers, viewers, or listeners.	Demonstrates communication elements that generally convey meaning to readers, viewers, or listeners.	Demonstrates communication elements that sometimes impedes meaning.