

**LINDENWOOD**  
UNIVERSITY

**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.*

	<b>Accomplished</b> 4	<b>Proficient</b> 3	<b>Developing</b> 2	<b>Emerging</b> 1
<b>Context of and Purpose</b>	Demonstrates a thorough understanding of context, audience, and purpose that is responsive to the assigned task(s) and skillfully focuses all elements of the work.	Demonstrates adequate attention to context, audience, and purpose and an adequate focus on the assigned task(s) (e.g., the task aligns with audience, purpose, and context).	Demonstrates partial/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).
<b>Content Development</b>	Student states/articulates/visually represents clear/unambiguous central idea or meaning to illustrate skillful mastery of the subject.	Student states/articulates/visually represents an adequate idea or meaning of the subject.	Student states/articulates/visually represents partial idea or meaning of the subject.	Student states/articulates/visually represents minimal and/or incomplete idea/meaning of the subject.
<b>Genre and Disciplinary Conventions</b>	Demonstrates skillful use of important formal conventions particular to the associated aesthetic themes required of the discipline.	Demonstrates adequate use of conventions required of the discipline.	Demonstrates basic use of organization, content, and presentation in a partially consistent manner.	Minimal attempt to use basic organization and presentation conventions.
<b>Sources and Evidence</b>	Demonstrates skillful use of high-quality, credible, relevant sources to develop ideas that are appropriate for the assignments within the disciplines.	Demonstrates adequate use of credible, relevant sources to develop ideas that are appropriate for the assignments within the disciplines.	Demonstrates partial attempt to use credible and/or relevant sources to support ideas that are appropriate for the assignments within the disciplines.	Demonstrates minimal attempt to use sources to support ideas.
<b>Control of Syntax and Mechanics</b>	Demonstrates skillful control of communication elements to convey meaning to readers, viewers, or listeners.	Demonstrates adequate control of communication elements to convey meaning to readers, viewers, or listeners.	Demonstrates communication elements that partially convey meaning to readers, viewers, or listeners.	Demonstrates communication elements that minimally/inadequately convey meaning to readers, viewers, or listeners. Understanding is often impeded.

