CRITERIA FOR GRADING
COMMUNICATION 140—PUBLIC PRESENTATIONS

An average (C) speech meets the following standards:
1. Conforms to the speaking assignment
2. Conforms to the time limits
3. Exhibits sound organization: A specific purpose with a clearly stated central idea that is adequately supported by key points that are easily identified
4. Develops an intellectually sound, worthwhile topic with adequate and dependable supporting materials
5. Fulfills any special requirements of the assignment, such as use of supporting materials, use of visual aids, answering questions from the audience, etc.
6. Exhibits reasonable directness in delivery and in a conversational tone
7. Is correct in grammar, pronunciation and articulation
8. Is presented on the assigned date

The above average (B) speech meets the preceding requirements and also:
1. Challenges the audience to think or arouses in listeners a depth of response
2. Demonstrates skills in winning understanding of unusually difficult concepts or processes; or in winning agreement from auditors initially inclined to disagree with the speaker’s purpose
3. Establishes genuine rapport and interaction with listeners through content and delivery
4. Exhibits well-developed and clearly communicated organization substructures, as well as transitions and internal previews and summaries
5. Reveals outside support materials that are considered exceptionally relevant and authoritative on the topic

The superior (A) speech not only meets the previous standards but also:
1. Contributes exceptional individual thinking and research on the speech topic
2. Achieves the variety and flexibility of mood and manner demanded by the subject matter and by the speaker-audience interaction
3. Achieves a demonstrable progression from the initial attitudes held by the audience toward a final resolution of ideas
4. Illustrates skillful mastery of internal transitions and of presentation of the speaker’s ideas

Below average speeches (D or E) are deficient in some or several of the factors required for an average speech

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