

## A1. Public Speaking Higher Order Learning Goals (HOLGS)

Students will:

1. Analyze, interpret, and evaluate the effectiveness of academic and civic communications by using rhetorical concepts and principles, and by identifying ethical problems in public address.
2. Compose and present well-organized speeches, and well-reasoned, appropriately supported oral arguments.

<b>A1. Public Speaking HOLG Rubric</b>				
<b>Criteria</b>	<b>Performance Standards</b>			
	<b>Exceeds Expectations (4)</b>	<b>Meets Expectations (3)</b>	<b>Needs Improvement (2)</b>	<b>Below Expectations (1)</b>
Evaluates effectiveness of communication using rhetorical concepts and principles.	Evaluates effectiveness of communication with exceptional accuracy and specificity.	Evaluates effectiveness of communication with acceptable accuracy and specificity.	Evaluates effectiveness of communication with limited accuracy or specificity.	Did not evaluate effectiveness of communication using rhetorical concepts and principles.
Composes oral communication.	Composes oral communication with exceptionally effective organization, evidence, coherence, and audience awareness.	Composes oral communication with mostly effective organization, evidence, coherence, and audience awareness.	Composes oral communication with partially effective organization, evidence, coherence, or audience awareness.	Did not compose oral communication with effective organization, evidence, coherence, or audience awareness.
Presents oral communication.	Presents oral communication with exceptionally effective delivery and audience-centered, extemporaneous	Presents oral communication with mostly effective delivery and audience-centered, extemporaneous	Presents oral communication with partially effective delivery or partially effective audience-centered,	Did not present oral communication with effective delivery or audience-centered, extemporaneous approach.

	approach.	approach.	extemporaneous approach.	
Applies principles of ethical and socially responsible communication to public address.	Applies principles of ethical and socially responsible communication to public address with exceptional insight (i.e., depth of analysis, nuance, or originality).	Applies principles of ethical and socially responsible communication to public address with acceptable insight.	Applies principles of ethical and socially responsible communication to public address with limited insight.	Did not apply principles of ethical and socially responsible communication to public address.

*Developed by CAWG Committee - March 2017. Approved by CAC Committee - April 2017.*

**A1. Public Speaking Core Learning Outcomes (CLOs)**

Students will:

1. Craft and present well organized, thesis-driven speeches. **(Criteria 2 and Criteria 3)**
2. Present well-reasoned and appropriately supported oral arguments that are responsive to topic, purpose, audience, and occasion. **(Criteria 2 and Criteria 3)**
3. Deliver speeches using an audience-centered, extemporaneous approach. **(Criteria 3)**
4. Use rhetorical concepts and principles to evaluate the effectiveness of their own and others' communication in both academic and civic contexts. **(Criteria 1)**
5. Use rhetorical concepts and principles to practice ethical and socially responsible public speaking, and to identify and evaluate ethical problems in public address. **(Criteria 4)**