

Student Learning Outcome (SLO) #1a - Communicate clearly and effectively orally and in writing.

Oral Communication

Definition: Oral communication is a prepared, purposeful speaking designed to increase knowledge, to foster understanding, or to promote change in the listeners' attitudes, values, beliefs, or behaviors.

This SLO is met in the following General Education categories: **A.3 - Communicating with and about the World**: Attention and adaptation to audiences is highlighted as necessary for successful communication of general as well as specific content. Courses in this category help students develop skills in reading, writing, listening, and speaking.

		Performance Levels			
		4	3	2	1
<i>Behavioral Achievement and/or Quality of Work</i>		<ul style="list-style-type: none"> Organizational pattern is clearly, consistently observable, skillful, and makes the content of speaking cohesive Language choices are imaginative, memorable, and compelling, enhance the speaking; language is appropriate to audience Delivery techniques make the speaking compelling, and speaker appears polished and confident A variety of types of supporting materials make appropriate reference to information or analysis that significantly supports the speaking or establishes the speaker's credibility on the topic Central message is compelling (precisely stated, appropriately repeated, memorable, and strongly supported) 	<ul style="list-style-type: none"> Organizational pattern is clearly and consistently observable within the speaking Language choices are thoughtful, generally support the effectiveness of the speaking, and are appropriate to the audience Delivery techniques make the speaking interesting, and speaker appears comfortable Supporting materials make appropriate reference to information or analysis that generally supports the speaking or establishes the speaker's credibility on the topic Central message is clear and consistent with the supporting material 	<ul style="list-style-type: none"> Organizational pattern is intermittently observable within the speaking Language choices are mundane and commonplace and partially appear to support the effectiveness of the speaking. Language is appropriate to the audience Delivery techniques make the speaking understandable, and speaker appears tentative Supporting materials make appropriate reference to information or analysis that partially supports the speaking or establishes the speaker's credibility on the topic Central message is basically understandable but is not often repeated and is not memorable 	<ul style="list-style-type: none"> Organizational pattern is not observable within the speaking Language choices are unclear and minimally support the effectiveness of the speaking. Language in speaking is not appropriate to the audience Delivery techniques detract from the understandability of the speaking, and speaker appears uncomfortable Insufficient supporting materials make reference to information or analysis that minimally supports the speaking or establishes the speaker's credibility on the topic Central message can be deduced, but is not explicitly stated in the speaking