

ISLO: EFFECTIVE COMMUNICATION (7/26/2010)

	Needs Work	Adequate	Good	Excellent
Assignment Fulfillment	Essay is off-topic and/or fails to fulfill the directives.	Essay is on-topic but fails to fulfill some of the directives.	Essay is on-topic and fulfills most of the directives.	Essay is on-topic and fulfills all directives.
Comprehension	Student does not relate the message to his or her own framework/ existing knowledge, summarizes inaccurately, or fails to mention the message.	Student integrates the message into his or her own frame of reference/ existing knowledge. Student's knowledge of the subject is generally accurate, though flawed or in the words of the original source.	Student develops a framework for organizing the message and relating it to his or her own frame of reference/ existing knowledge. Student's knowledge of the subject is accurate throughout except with minor details, and is in his or her own words.	Student develops a framework for organizing the message and relating it to his or her own frame of reference/ existing knowledge or broader context/ larger world perspective. Student's knowledge of the subject is accurate throughout, and is in his or her own words.
Analysis and audience	Student generally lacks an awareness of the reader, for the discussion lacks evidence, illustrations, other definitive details	Student makes some attempt to provide evidence, illustrations, or other definitive details to convince the audience, but some	Explanations and uses of evidence, illustrations, or other definitive details generally convince the audience. Analysis reflects good	Explanations and sophisticated/ original uses of evidence, illustrations, or other definitive details effectively convince the

	and/or reasonable follow-up explanations. Analysis shows undeveloped observational skills.	information is either extraneous or insufficient. Analysis shows reasonable observational skills.	observational skills.	audience. Analysis reflects highly developed observational skills.
Organization and audience	Opening comments are inappropriate, or are unlikely to engage the audience; provides little or no focus or order to the material; closes abruptly, either with no apparent concluding statement or with inappropriate remarks.	Opening comments attempt to reveal the purpose and major points and engage the audience, but the approach seems somewhat artificial, weak, or unimaginative; provides some focus or order to the material, but the structure is somewhat unclear or awkward; concluding comments relate to the purpose and major points, but they either bring in extraneous information or are unnecessarily redundant.	Opening comments attempt to reveal the purpose and major points and engage the audience; focuses and orders the materials to convey a generally unified point or effect, and provides movement within and between major points and from beginning to end; concluding comments are appropriate and relate to the purpose and major points, but they are not very strong or emphatic.	Opening comments attempt to reveal the purpose and major points and engage the audience; focuses and orders the material to convey a unified point or effect, and provides clear and consistent movement within and between major points and from beginning to end; concluding comments are strong both in reemphasizing the purpose and major points and in leaving the audience with an appropriate closing statement.