

Speech Communication Content Rubric Items

1. Promotes understanding of the role of rhetoric and public address in ancient and modern democratic systems.
2. Advances understanding of the centrality and functions of communication in everyday life.
3. Demonstrates an understanding of the principles and methods of developing communication curricula and the various units that comprise them.
4. Demonstrates an understanding of the field of communication.
5. Prepares students to compose and deliver speeches for a variety of audiences and situations.
6. Helps students develop the tools necessary to understand and critically assess public speaking events in the political, economic and social arenas.
7. Encourages students to understand basic models of communication and different message systems, including linguistic and non-linguistic systems.
8. Promotes understanding and skills in a variety of communication contexts, including interpersonal, small group, and organizational communication.
9. Promotes understanding of the processes and functions of persuasion across a range of contexts.
10. Demonstrates the capacity to design and implement assessment tools for student performance in the areas of public address and general communication-based assignments.