

## **Departmental Assessment of CAS Rhetoric Program**

### **Grading Rubric**

#### **CAS 101 and 200 papers**

In an analysis of another speaker, did the student who wrote the essay address the majority of the following:

##### **Topic**

- Was the topic appropriate for the occasion and audience?
- Was the topic well researched?

##### **Organization**

- Did the introduction gain the audience's interest?
- Were the main ideas of the speech easy to follow?
- Were transitions and connectives used effectively?
- Did the conclusion provide closure and a memorable ending?

##### **Language**

- Was the language clear and concrete?
- Was the language vivid and colorful?
- Was the language appropriate to the topic, audience, and occasion?

##### **Delivery**

- Did the delivery enhance the message?
- Did nonverbal communication add to or detract from the speech?
- Was strong eye contact maintained throughout most of the speech?
- Were pauses, rate, pitch, and vocal variety used effectively?

##### **Ethics**

- Was there a balance between logos, pathos, and ethos? Did the speaker avoid overrelying on emotional appeals?
- Were there any fallacies?
- Did the speaker respect the audience?

The student writer should not focus on only one issue, but should reflect on the holistic qualities of an effective speech.