

QUALITY STANDARDS OF EFFECTIVE USE OF COMMUNICATION

MASTERY LEVEL OF WRITTEN COMMUNICATION

- Mature awareness of audience and task
- Clear, effective, and thoughtful articulation of a central purpose or thesis
- Exemplary organization and logical development of main ideas
- Descriptive and varied use of language and vocabulary
- Use of relevant, accurate, and interesting details and/or visuals to support a main point
- Excellent, error-free use of grammar, mechanics, transitional devices, sentence and paragraph structure
- Effective use of the writing process to produce increasingly improved drafts
- Compelling personal voice that engages the reader
- Insightful and/or original analysis of sufficiently limited topic
- Identifiable evidence of original and/or creative thought
- Planned process for feedback to support future learning, thinking, and growing

MASTERY LEVEL OF ORAL COMMUNICATION

- Mature identification of audience and task
- Clear introduction, clearly articulated thesis, and dynamic overview of purpose
- Exemplary organization and logical development of main ideas
- Persuasive support and/or defense of ideas in a public forum
- Thorough preparation
- Message enhanced by using body language, eye contact, pace, and vocal pitch in varied and appropriate ways
- Excellent, error-free use of grammar and mechanics
- Orchestrated use of rich words and multiple examples to prove point(s)
- Use of appropriate and effective visual aids (charts, graphs, cartoons) to clarify message
- Original and/or creative presentation
- Keen awareness of and response to verbal and nonverbal cues from audience
- Conclusion that
 - links main ideas to the introductory thesis
 - Audience convinced and captivated throughout the presentation
 - Planned process for feedback to support learning, thinking, and growing

MASTERY LEVEL OF MULTI-MEDIA COMMUNICATION

- Mature identification of audience and task
- Resourceful gathering and use of materials to convey message
- Varied and effective use of skills and media to convey meaning
- Evidence of original and/or creative medium to convey a message
- Substantial impact of materials and message on audience
- Planned process for feedback to support future learning, thinking and growing

MASTERY LEVEL OF PERFORMANCE COMMUNICATION

- Sophisticated theme or message appropriate to audience
- Engaging use of personal talent to articulate theme
- Original, creative expression in delivery including body language, posturing and gestures, stage presence
- Sophisticated use of skills unique to the performance (dance, drama, music)
- Exciting personal connection between performer and audience