

# Introduction

This file describes how “Oral communication” as a generic competence can be deconstructed into distinct learning outcomes in a university education setting.

It is one of 16 descriptions in LOUIS (Learning Outcomes in University for Impact on Society); LOUIS is part of the Aurora Competence Framework.

The descriptions are based on the VALUE Rubrics developed by the American Association of Colleges & Universities AAC&U.



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

## **Oral communication components:**

- Organisation
- Language
- Delivery
- Supporting material
- Central message

# Oral communication: Organisation

Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is not observable within the presentation.



Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is intermittently observable within the presentation.



Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is clearly and consistently observable within the presentation.



Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is clearly and consistently observable and is skilful and makes the content of the presentation cohesive.

# Oral communication: Language

Language choices are unclear and minimally support the effectiveness of the presentation. Language in presentation is not appropriate to audience.



Language choices are mundane and commonplace and partially support the effectiveness of the presentation. Language in presentation is appropriate to audience.



Language choices are thoughtful and generally support the effectiveness of the presentation. Language in presentation is appropriate to audience.



Language choices are imaginative, memorable, and compelling, and enhance the effectiveness of the presentation. Language in presentation is appropriate to audience.

# Oral communication: Delivery

Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) detract from the understandability of the presentation, and speaker appears uncomfortable.



Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) make the presentation understandable, and speaker appears tentative.



Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) make the presentation interesting, and speaker appears comfortable.



Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) make the presentation compelling, and speaker appears polished and confident.

# Oral communication: Supporting Material

Insufficient supporting materials (explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities) make reference to information or analysis that minimally supports the presentation or establishes the presenter's credibility/ authority on the topic.



Supporting materials (explanations, etc) make appropriate reference to information or analysis that partially supports the presentation or establishes the presenter's credibility/ authority on the topic.



Supporting materials (explanations, etc.) make appropriate reference to information or analysis that generally supports the presentation or establishes the presenter's credibility/ authority on the topic.



A variety of types of supporting materials (explanations, etc.) make appropriate reference to information or analysis that significantly supports the presentation or establishes the presenter's credibility/ authority on the topic.

# Oral communication: Central message

Central message can be deduced, but is not explicitly stated in the presentation.



Central message is basically understandable but is not often repeated and is not memorable.



Central message is clear and consistent with the supporting material.



Central message is compelling (precisely stated, appropriately repeated, memorable, and strongly supported).