**Rubric for Communication in Writing Intensive Courses**

Course Name/Code: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name of Assignment: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Description of Assignment: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Student’s ability to specify audience (A)

|  |  |  |  |
| --- | --- | --- | --- |
| **Excellent****4 Points** | **Good****3 Points** | **Satisfactory****2 Points** | **Needs Improvement****1 Point** |

1. Student’s ability to specify purpose (P)

|  |  |  |  |
| --- | --- | --- | --- |
| **Excellent****4 Points** | **Good****3 Points** | **Satisfactory****2 Points** | **Needs Improvement****1 Point** |

1. Student’s ability to make appropriate communication choices (C)

|  |  |  |  |
| --- | --- | --- | --- |
| **Excellent****4 Points** | **Good****3 Points** | **Satisfactory****2 Points** | **Needs Improvement****1 Point** |

1. Student’s ability to present technically clear and concise arguments. (T)

|  |  |  |  |
| --- | --- | --- | --- |
| **Excellent****8 Points** | **Good****6 Points** | **Satisfactory****4 Points** | **Needs Improvement****2 Point** |

Student’s Total Score For All Four Outcomes

Texas Tech University College-Level Outcomes for Communication

“Students graduating from Texas Tech University should be able to demonstrate the ability to specify audience and purpose and make appropriate communication choices.”

**Specify audience**: Students should be aware of the audience with whom they are communicating and should demonstrate the ability to direct their communication effectively to that audience.

**Specify purpose:** Students should demonstrate that they take into account the purpose of their communication (i.e., to entertain, to convey information, to influence opinion, to elicit action of some sort, etc.) and organize the communication with the purpose in mind.

**Make appropriate communication choices:** Students should demonstrate the ability to fit the style of communication to the intended audience and purpose. That is, should communication be formal or informal, humorous or serious, simple and clear or elaborate and sophisticated, etc. For example, a set of instructions for assembling a child’s swing set requires very different communication choices from a newspaper editorial that criticizes the local city government’s tax plan.

**Technically clear:** Students should be able to demonstrate clear and concise arguments to represent the topics to their audiences. Their presentation styles should be unambiguous and to the point and should represent items and points with appropriate detail.