Definition

Clear communication imparts messages to others, constructs knowledge, fosters understanding, and/or influences opinion. The ability to communicate can be demonstrated in many ways, including essays, poems, narratives, dialogues, presentations, formal and informal speaking, web pages, ePortfolios, digital stories, and other methods.

Framing Language

Written, Oral, and Digital Communication each address three dimensions of effective communication common to all forms, genres, and media. These dimensions are Content Development, Purpose and Audience, and Control of Language. Oral Communication also can be communicated through voice and/or body language, through either audio or video recording. Digital Communication also emphasizes multimodal or multimedia compositions and holistic design.

Content, Organization, and Genre

For Written, Oral, and Digital Communication, content is well-organized, clear and logical. Statements, claims, and conclusions are supported by evidence or narrative detail. Where applicable, facts are not confused with opinions, and sources are credible and relevant. This material might consist of explanations, examples, illustrations, statistics, analogies, or quotations from relevant authorities. Through increasingly sophisticated use of sources, student authors will develop an ability to differentiate between their ideas and the ideas of others, including digital media.

Assessing content and organization will shift depending on genre. For example, communications such as essays, letters, oral presentations, and digital stories exhibit organizational patterns that include an introduction, body and conclusion. Other patterns may be chronological, problem-solution, or analysis of parts. Genres such as poetry, dialogues, and wikis may be designed differently, but still demonstrate a student's understanding of form and content. In addition to serving the assignment's purpose, student work will incorporate sources according to disciplinary and genre conventions.

Purpose and Audience

For Written, Oral, and Digital Communication, communication must be appropriate to the context, and the purpose clear. The style and use of language are appropriate for the audience and purpose, and the conventions of the genre and/or discipline are respected. The purpose of communicating will depend in part on its intended effect on an audience, including work that means to persuade, report, inform, problem solve, argue, connect, or amuse.

Control of Language, Syntax, and Mechanics

Communication is clear, fluent, and appropriate for the genre and medium. Grammar, pronunciation, vocabulary, and language choice are appropriate to the audience and occasion. Errors do not interfere with comprehension. While particular communications may require some adaptation of form, in most cases the expectation is that the author will employ the language and syntax considered to be "standard" and appropriate to academic or professional settings. Where relevant, the articulation, tone, volume, pace, eye contact, and body language for oral presentations are appropriate to the interaction.

For **Oral Communication**, consider the following elements in addition to the above dimensions of effective communication:

- *Voice Command*: Tone, pacing, rate of speech, articulation, volume, and vocal expressiveness enhance the effectiveness of the dialogue or presentation.   An effective speaker articulates with confidence, maintains audience awareness, uses their voice expressively, and uses few vocal fillers ("um," "uh," "like," "you know," etc.). Voice command can apply to artifacts that are audio-only.

- *Visual Delivery and Active Listening:* For video or other visual presentations, posture, body language, eye contact enhance the presentation. Active listening is exhibited by the body language, response, and reaction of the speaker.

- *Dialogues*: For dialogues and interactions, it would be helpful for scoring purposes if during conversations or role-play the students could identify the primary speaker (who in theory would actually deposit the artifact).

For **Digital Communication,** consider the following elements in addition to the above dimensions of effective communication:

- *Multimodal/Media Composition:* Digital communication employs an evolving range of digital tools and platforms for purposeful composition, including but not limited to websites, ePortfolios, PowerPoint presentations, multimedia blogs and Tweets, and digital stories. The capacities of these and other digital platforms create expanded opportunities for students to compose with multimodal and/or multimedia texts, which means the creative integration of two or more forms of media together, including text, audio, video, photography, animation, graphs, charts, and/or data visualizations. Successful digital communication will juxtapose and integrate multimodal design using tools and platforms appropriate for the assignment. The complexity of multimodal elements and/or volume of multiple multimodal elements is less significant than whether such elements advance and enhance the purpose of communication.

- *Holistic Design:* Effective digital composition will advance the content and purpose of the communication through creative juxtaposition of media as part of a balanced, purposeful visual design, which may also include digital features like hyperlinks (note: the simple presence of hyperlinks or a simple hypertext document does not constitute digital communication if it's not multimodal). Proficient digital artifacts will develop a holistic approach to content, in which the different parts of the composition – the sequence, pages, images, banners, etc. – work together to reinforce the overall purpose and content. For example, text, image and visual design of a web page or ePortfolio will be intentionally deployed to more powerfully communicate a unified message or narrative. Holistic design signals the way different parts of multimodal compositions of various sizes contribute to a coherent whole.

WRITTEN, ORAL & DIGITAL COMMUNICATION ABILITIES

2018-2019

Dimension	Proficient - 4	Competent - 3	Developing - 2	Novice - 1
Content Development and Organization	Content is well-organized, clear and logical. Statements and/or thesis and conclusions are supported by evidence or narrative detail. Facts are not confused with opinions. Sources are credible and relevant.	Content is mostly organized, clear and logical. Statements and/or thesis and conclusions are mostly supported by evidence or narrative detail. Facts are usually not confused with opinions. Sources are usually credible and relevant.	Content is somewhat organized, clear and logical. Statements and/or thesis and conclusions are somewhat supported by evidence or narrative detail. Facts are occasionally confused with opinions. Sources are sometimes credible and relevant.	Content is minimally organized, clear and logical. Statements and/or thesis and conclusions are rarely supported by evidence or narrative detail. Facts are often confused with opinions. Credible and relevant sources are rarely used.
Purpose, Audience, and Genre	The purpose of communication is clear. The style and use of language are appropriate for the audience and the communication's purpose. The conventions of the chosen genre and/or discipline are respected.	The purpose of communication is mostly clear. The style and use of language are mostly appropriate for the audience and the communication's purpose. The conventions of the chosen genre and/or discipline are mostly respected.	The purpose of communication is somewhat clear. The style and use of language are somewhat appropriate for audience and the communication's purpose. The conventions of the chosen genre and/or discipline are sometimes respected.	The purpose of communication is unclear. The style and use of language are rarely appropriate for the audience and the communication's purpose. The conventions of the chosen genre and/or discipline are rarely respected.
Control of Language, Syntax, and Mechanics for all Artifacts	Communication is clear, fluent and appropriate for the chosen genre and medium. Grammar, pronunciation, vocabulary and language choice are appropriate to the audience and occasion. Errors don't interfere with comprehension.	Communication is mostly clear, correct, fluent and appropriate for the chosen genre and medium. Grammar, pronunciation, vocabulary and language choice are mostly appropriate to the audience and occasion. Errors minimally interfere with comprehension.	Communication is somewhat clear, correct, fluent and appropriate for the chosen genre and medium. Grammar, pronunciation, vocabulary and language choice are somewhat appropriate to the audience and occasion. Errors sometimes interfere with comprehension.	Communication is rarely clear, correct, fluent or appropriate for the chosen genre and medium. Grammar, pronunciation, vocabulary and language choice are rarely appropriate to the audience and occasion. Errors consistently interfere with comprehension.

Oral Communication Voice command and visual delivery for oral communication, including active listening and interactions in appropriate situations.	Articulation, tone, volume, and pace are appropriate to the situation. Where appropriate, eye contact and body language are appropriate to the interaction. Speaker listens attentively and responds to audience appropriately to clarify, reinforce and/or summarize main ideas.	Articulation, tone, volume, and pace are mostly appropriate to the situation. Where appropriate, eye contact and body language are mostly appropriate to the interaction. Speaker mostly listens attentively and responds to audience mostly appropriately to clarify, reinforce and/or summarize main ideas.	Articulation, tone, volume, and pace are somewhat appropriate to the situation. Where appropriate, eye contact and body language are somewhat appropriate to the interaction. Speaker somewhat listens attentively and responds to audience somewhat appropriately to clarify, reinforce and/or summarize main ideas.	Articulation, tone, volume, and pace are rarely appropriate to the situation. Where appropriate, eye contact and body language are rarely appropriate to the interaction. Speaker rarely listens attentively and rarely responds to audience appropriately to clarify, reinforce and/or summarize main ideas.
Digital Communication Digital Communication employs multimodal composition with appropriately selected digital tools and platforms. It also employs holistic design, effectively integrating text, image, video and other elements to communicate unified content and purpose.	Digital Communication effectively employs multimodal composition with appropriately selected digital tools and platforms. Effectively employs holistic design to advance unified content and purpose of communication.	Digital Communication mostly effectively employs multimodal composition with appropriately selected digital tools and platforms. Employs mostly effective elements of holistic design to unify content and purpose of communication.	Digital Communication somewhat effectively employs multimodal composition with appropriately selected digital tools and platforms. Employs somewhat effective elements of holistic design to unify content and purpose of communication.	Digital Communication minimally employs multimodal composition with appropriately selected digital tools and platforms. Employs minimal elements of holistic design to unify content and purpose of communication.