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|  | 3 – Exceeds Expectations | 2 – Meets Expectations | 1 – Below Expectations | 0 – Not Acceptable |
| Message appropriate for purpose, occasion, audience, assignment | Exceptionally appropriate/effective for purpose, occasion, audience, assignment; effective audience adaptation | Content adequately appropriate/effective for purpose, occasion, audience, assignment; some audience adaptation evident | Content inappropriate for purpose/occasion, audience, assignment; little audience adaptation demonstrated | Failed to meet assignment purpose; no adaptation for audience/occasion (language, knowledge) |
| Clear & coherent organizational structure | Exceptionally clear organization pattern; easily followed | Reasonably organized; logical progression of ideas | Rambled aimlessly; organization difficult to follow; lacked unity | Repetitively bounced from one idea to next; impossible to follow |
| Main points fully supported (details, examples, figures, etc.) | Multiple examples, etc; memorable details that support central idea | A few clarifying details/examples, etc. to support central idea | Lacked adequate number of details to support central idea | No details provided or those evident failed to support central idea |
| Language:  - word choice  - grammar  - transitions  Accurate, clear and vivid | Memorable word choices; vivid imagery created strong impressions; clear well-defined terminology. A great deal of sentence structure with excellent variation; outstanding grammar usage – no grammatical errors; multiple transitions with fluid progression of ideas | Some memorable words; vocabulary varied and easily understood; some variety in sentence structure; transitions adequately unified material; satisfactory grammar used. | Limited vocabulary; somewhat repetitive; words ambiguous in clarity and definition. Poor grammar; limited variety in sentence structure; lacked adequate number of effective transitions | Redundant word choice. Not grammatically correct. Word choice consistently poor/inappropriate (slang, biased, etc.) No variety in sentence structure. No transitions |