

Communication				
Criteria	Expert	Practitioner	Apprentice	Novice
Uses knowledge of audience and context to shape communication.	Demonstrates self-awareness in responding to audience expectations and context through effective, professional language, content, media, and style. Communication is sophisticated.	Demonstrates sound understanding of audience and context through general to formal language, content, media, and style. Communication is appropriate but not sophisticated.	Demonstrates some understanding of audience and context in using generally appropriate language, content, media, and style, but may make inappropriate departures into informality or stilted material.	Demonstrates little to no understanding of audience and context in language, content, media, or style. Communication is frequently marred with inappropriate choices or demonstrates ignorance of context.
Articulates and defends a compelling controlling idea clearly and effectively.	Controlling idea is compelling (precisely stated, appropriately repeated, memorable, and strongly supported.) It reflects a nuanced, sophisticated understanding of the complexity of the material. A variety of types of supporting materials make appropriate reference to information or analysis that significantly supports the controlling idea or establishes credibility/authority on the topic.	Controlling idea is clear and consistent with the supporting material. It may reflect a solid but predictable understanding of the material. Supporting materials make appropriate reference to information or analysis that generally supports the controlling idea or establishes credibility/ authority on the topic.	Controlling idea is understandable but is not memorable. It may be located at the end of the communication or be implicit. Supporting materials make appropriate reference to information or analysis that partially supports the presentation or establishes credibility/authority on the topic.	Controlling idea is not present or does not control the support. If the controlling idea is present, insufficient supporting materials (explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities) only minimally support the controlling idea and fail to establish credibility/ authority on the topic.
Uses sources and evidence effectively.	Demonstrates skillful use of high-quality, credible, relevant sources to develop ideas that are appropriate for the discipline and genre.	Demonstrates consistent use of credible, relevant sources to support ideas that are situated within the discipline and genre.	Demonstrates an attempt to use credible and/or relevant sources to support ideas appropriate to the discipline and genre.	Demonstrates an attempt to use sources to support ideas.
Demonstrates control over organization, voice, word choice, and conventions of English.	Uses graceful language that skillfully communicates meaning with clarity and fluency, gives a clear picture of the person behind the words, and is virtually error-free.	Uses straightforward language that conveys meaning and gives a sense of the person behind the words. There are few errors in organization, word choice, or conventions.	Communication generally conveys meaning with clarity, although it may include some errors in organization, word choice, and conventions of English.	Communication sometimes impedes meaning because of errors in organization, word choice, and conventions of English.