

Effective Communicator/Producer

Indicators	Expresses ideas clearly	Effectively communicates with diverse audiences for a variety of purposes	Effectively communicates through a variety of mediums	Creates quality products
Exceeds Expectations Fulfills 'meets expectations' items + rises to exceed expectations in these ways:	<ul style="list-style-type: none"> ❖ Presents ideas creatively ❖ Captures and holds an audience's attention throughout the work 	<ul style="list-style-type: none"> ❖ Presentation/work is suitable for an audience beyond the Souhegan community 	<ul style="list-style-type: none"> ❖ Chooses the best possible mode of communication for the task 	<ul style="list-style-type: none"> ❖ Product surpasses articulated and/or conventional standards
Meets Expectations	<ul style="list-style-type: none"> ❖ Clearly communicates the main idea or theme ❖ Provides sufficient support and detail ❖ All information is used to prove a thesis or main idea ❖ Introductory and concluding information support the organization ❖ Voice demonstrates writer/presenter's knowledge and confidence <p>(i.e. oral presentation, discussion, piece of writing, speech etc.)</p>	<ul style="list-style-type: none"> ❖ Presents information in a style and tone consistent with the audience's level of knowledge, understanding, and interest ❖ Voice or tone is well matched to the audience—from sophisticated and formal or to a more casual voice ❖ Uses effective techniques to communicate a clear purpose <p>(i.e. peers, parents, experts, general public, school board member, panel, etc.; to inform, persuade, to elicit sympathy, anger, humor, pride, joy, etc.)</p>	<ul style="list-style-type: none"> ❖ Effectively uses the conventions and rules of the given medium to communicate ❖ Chooses an appropriate mode of communication for the task <p>(i.e. oral/written report, enactment, debate, PowerPoint, graphic representation, interview, collage, dance, play, song, picture, etc.)</p>	<ul style="list-style-type: none"> ❖ Creates a product that clearly meets articulated and/or conventional standards ❖ Shows planning and preparation ❖ Product reveals attention to both details and big picture items ❖ Sources are cited correctly <p>(i.e. display, written work, performance, piece of art, poster, a craft, uses MLA format correctly etc.)</p>
Approaches Expectations	<ul style="list-style-type: none"> ❖ Communication of main idea is unclear ❖ Work would benefit from more support/detail ❖ Work/presentation is off-topic at times ❖ Introductory and closing information could better support the organization ❖ Voice leaves some wonder about owner's knowledge and confidence 	<ul style="list-style-type: none"> ❖ Presents information in a style and tone consistent with the audience's level of knowledge and understanding, but does not capture interest ❖ Needs to employ techniques to communicate with greater clarity 	<ul style="list-style-type: none"> ❖ Needs to use the conventions and rules of the given medium more effectively ❖ Mode of communication is inappropriate for the task 	<ul style="list-style-type: none"> ❖ Product does not fully meet articulated and/or conventional standards ❖ Product reveals limited planning and preparation ❖ Product does not show attention to detail and/or big picture items ❖ Sources are not documented properly
Does Not Meet Expectations	<ul style="list-style-type: none"> ❖ Does not express main idea or theme clearly ❖ Needs to provide more support the main idea 	<ul style="list-style-type: none"> ❖ Presents information in a style and tone not appropriate for the audience 	<ul style="list-style-type: none"> ❖ Does not select an appropriate medium ❖ Needs to learn the rules and conventions of the given medium 	<ul style="list-style-type: none"> ❖ Product does not meet standards ❖ Needs to meet with teacher to address standards