



Table 11.5 Levels of Oral Communication

<p>Level 5—Master Orator</p> <ol style="list-style-type: none"> 1. Tailors vocabulary to both topic and audience and uses body language to enhance both message and delivery. 2. Listens to diverse opinions of the audience, and is able to respond in an engaging, charismatic manner at all levels, which connects to the audience affectively through allusion and reference. 3. Is well versed in the content and is able to present the content in ways that reach the audience, and has innovative, helpful, organization of material. 4. Brings majority of audience to the speaker’s point of view; the audience learns something new.
<p>Level 4—Articulate Oral Communicator</p> <ol style="list-style-type: none"> 1. Possesses a high command of language and uses colorful and interesting language, though not necessarily tailored to audience; has no distracting mannerisms (i.e., eye contact, hand gestures and non-verbal cues compliment the message). 2. Adjusts presentation in response to the audience, but stays with the pre-planned topic. 3. Has prepared for current topic and closely related topics and has more than one, but not more than three, ways of reaching the audience and has organized material creatively. 4. Inspires intense interest that will acted upon, and provides new insights in the audience.
<p>Level 3—Speaker-Communicator</p> <ol style="list-style-type: none"> 1. Uses scripted body language, and appears to be stiff, unnatural, and awkward. 2. Makes some effort to listen to the audience and to respond to their implied needs in a friendly manner. 3. Is prepared for the topic at hand, and has anticipated ways of reaching audience needs, and is well organized. 4. Generates audience interest in topic but generates no commitment.
<p>Level 2—Talker</p> <ol style="list-style-type: none"> 1. Limited awareness of importance of language and vocabulary and limited awareness of body language. 2. Audience can see there is message, but hard to understand. 3. Has intermediate knowledge of content, and has partial awareness of audience needs, but is poorly organized. 4. May be charismatic, but in a manner that fails to consider the audience.
<p>Level 1—Babbler</p> <ol style="list-style-type: none"> 1. Rudimentary or inappropriate use of body language and unaware of body language/ non-verbal (flail or fidget, closed body). 2. Audience does not believe the speaker has a message, since it is hard to understand. 3. Lacks sufficient knowledge of content, is unaware of audience needs for clarity, and is disorganized. 4. Consistently ignores any and all feedback from the audience.