

27/1/2025

FACULTY OF SOCIAL SCIENCE AND HUMANITIES
DEPARTMENT OF LANGUAGES

BJEL2013/ 2913 ENGLISH FOR CAREER PREPARATION
CONTINUOUS ASSESSMENT 2
Group Persuasive Speech Marking Guidelines
30%

CRITERIA		SCORE			
I N D I V I D U A L	LANGUAGE (30 marks)	24 – 30	20 – 23	16 – 19	1 – 15
		Proficient User	Independent User	Basic User	Limited/Non-User
		<ul style="list-style-type: none"> Presents smoothly with little hesitation that did not interfere with communication Pronunciation and intonation are almost always very clear/accurate Uses a variety of vocabulary and expressions Uses a variety of structures with only occasional grammatical errors 	<ul style="list-style-type: none"> Presents with some hesitation but did not usually interfere with communication Pronunciation and intonation are usually clear/accurate with a few problem areas Uses a variety of vocabulary and expressions but makes some errors in word choice Uses a variety of grammar structures but makes some errors 	<ul style="list-style-type: none"> Presents with some hesitation which often interferes with communication Pronunciation and intonation errors sometimes make it difficult to understand the student Uses limited vocabulary and expressions Uses a variety of structures with frequent errors / uses basic structures with only occasional errors 	<ul style="list-style-type: none"> Hesitates too often when speaking which often interferes with communication Frequent problems with pronunciation and intonation Uses only basic expressions Uses basic structures and makes frequent errors
		16 – 20	13 – 15	10 – 12	1 – 9
	CONTENT (20 marks) <i>* how well does the presenter know about the content presented (i.e., subject knowledge)</i> <i>* the comprehensiveness of the presentation</i>	Proficient User	Independent User	Basic User	Limited/Non-User
		<ul style="list-style-type: none"> The presentation is comprehensive and complete coverage of information 	<ul style="list-style-type: none"> The presentation is comprehensive Most important information covered with little irrelevant info 	<ul style="list-style-type: none"> The presentation is informative, but several elements went missing 	<ul style="list-style-type: none"> The presentation is a brief look at the topic Majority of information irrelevant and significant points are left out
	DELIVERY (20 marks) <i>* organisational skills when presenting</i>	16 – 20	13 – 15	10 – 12	1 – 9
		Proficient User	Independent User	Basic User	Limited/Non-User
		<ul style="list-style-type: none"> Very well prepared and rehearsed Easy to follow Presentation is well coordinated with contents of proposal Poised, clear articulation/pronunciation Proper volume, speaking rate, and pauses Shows enthusiasm through emphasis Maintains eye contact with audience 	<ul style="list-style-type: none"> Well prepared Has organizing ideas but not well coordinated with contents of proposal Clear articulation/pronunciation but not as polished Volume, rate, and pauses mostly appropriate Presenters' show of enthusiasm through emphasis is adequate Maintained eye contact for the most part 	<ul style="list-style-type: none"> There are minimal/unclear signs of organisation Primarily prepared but with some dependence on just reading off slides Some mumbling Uneven rate and volume Some enthusiasm and emphasis Shows difficulty communicating interest in topic and maintaining eye contact Some facial expressions, gestures, posture, or appearance may not be 	<ul style="list-style-type: none"> No sequence of information Evident lack of preparation/rehearsal Dependence on slides Volume too high or too low Rate too fast / slow Seems uninterested and uses monotone Articulation/pronunciation often not clear Maintains little eye contact
		16 – 20	13 – 15	10 – 12	1 – 9

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		<ul style="list-style-type: none">○ Uses facial expressions and gestures effectively○ Posture and appearance convey confidence and credibility.	<ul style="list-style-type: none">○ Uses appropriate facial expressions, gestures, and posture○ Appearance is appropriate	appropriate	<ul style="list-style-type: none">○ Does not use facial expressions and gestures effectively○ Inappropriate posture and/or appearance
G R O U P	VISUAL AIDS (10 marks)	9 – 10	7 – 8	5 – 6	1 – 4
		Proficient User	Independent User	Basic User	Limited/Non-User
		<ul style="list-style-type: none">○ Text is readable and clear○ Visuals are attractive and effectively enhanced the presentation○ Graphics are theme/topic-related○ No misspellings or grammatical errors	<ul style="list-style-type: none">○ Text is readable○ Most visuals are attractive and generally enhanced the presentation○ Graphics are theme/topic-related○ Only 1-2 misspellings or grammatical errors	<ul style="list-style-type: none">○ Text is not fully readable○ Visuals could have been used more effectively to support the content of the presentation○ Several misspellings or grammatical errors	<ul style="list-style-type: none">○ Text is crowded and difficult to read○ Does not include visuals to support the presentation○ Graphics are unattractive and not theme/content-related○ Many misspellings or grammatical errors
	TIMING & COLLABORATION (10 marks)	9 – 10	7 – 8	5 – 6	1 – 4
		Proficient User	Independent User	Basic User	Limited/Non-User
		<ul style="list-style-type: none">○ Timing is exactly judged○ It is evident that all the group members contributed equally to the presentation○ Provides effective transitions to next/previous speaker or making references to previous/next topics	<ul style="list-style-type: none">○ Timing is well judged○ Teamwork is evident but some members are carrying the presentation○ Transitions to next/previous speaker or topics made for the most part	<ul style="list-style-type: none">○ Timing is reasonably judged○ Some evidence of teamwork○ Some transitions made to next/previous speaker or topics	<ul style="list-style-type: none">○ Timing is badly judged, too short or too long○ No evidence of teamwork○ No transitions made to next/previous speaker or topics
	QUESTION & ANSWER (10 marks)	9 – 10	7 – 8	5 – 6	1 – 4
		Proficient User	Independent User	Basic User	Limited/Non-User
		<ul style="list-style-type: none">○ Answers questions confidently and completely○ Demonstrates full subject knowledge	<ul style="list-style-type: none">○ Be at ease and able to respond to questions, without much elaboration	<ul style="list-style-type: none">○ Has difficulty responding to questions○ Uncomfortable with information○ Answers only rudimentary questions	<ul style="list-style-type: none">○ Does not have grasp of information○ Answers to questions are incorrect or incomplete
	GRAND TOTAL = 100 MARKS				