

**Oral Communication Standards- Public Relations Graduates**

**Definition:** Oral communication refers to formal and informal spoken verbal communication. It can entail the delivery of presentations, speeches and official talks,; online chat and telephone conversations, song, individual and group face-to-face discussions. In public relations oral communication involves establishing a purpose for the communication; identifying audiences; researching topics; confirming messages; selecting settings; preparing communication tools; participating in communications (with a focus on personality; attitude; behaviour and body language; speaking and listening; and manners); closing communications; and determining if business communication objectives were met.

**PR graduates will be able to demonstrate oral communication in a wide range of business contexts**

#	Standards Criteria	Exceeds University and Industry Expectations	Meets University and Industry Expectations	Below University and Industry Expectations
1	<b>Establish Purpose</b>  CONTEXT & PURPOSE	<ul style="list-style-type: none"> <li>Understands the purpose of communication is to achieve organisational objectives</li> <li>Knows the organisation’s vision, mission and value statements and ensures all oral communications reinforce them</li> <li>Articulately explains purpose of task</li> </ul>	<ul style="list-style-type: none"> <li>Understands the purpose of communication is to achieve organisational objectives</li> <li>Is familiar with organisation’s vision, mission and value statements and understands oral communications should reinforce them</li> <li>Can explain purpose of the task</li> </ul>	<ul style="list-style-type: none"> <li>Has limited understanding of the purpose of communication in business; and/or</li> <li>Is unfamiliar with client organisation’s vision, mission and value statements and unaware of relevance to writing task; and/or</li> <li>Cannot explain purpose of the task</li> </ul>
2	<b>Identify Audience</b>  AUDIENCE IDENTIFICATION	<ul style="list-style-type: none"> <li>Easily identifies (internal &amp; external) target audience and understands how they think, feel and behave</li> <li>Quickly knows what type of oral communication (conversation, presentation, meeting) would appeal to audience</li> </ul>	<ul style="list-style-type: none"> <li>Can identify target audiences and has an idea of how they think, feel and behave</li> <li>Has a good idea of what type of oral communication (conversation, presentation, meeting) would appeal to audience</li> </ul>	<ul style="list-style-type: none"> <li>Is unable to identify target audiences for oral communication tasks; and/or</li> <li>Is unsure what type of oral communication would appeal to audiences</li> </ul>
3	<b>Research Topic</b>  RESEARCH	<ul style="list-style-type: none"> <li>Has a questioning and inquisitive nature</li> <li>Applies impartial, balanced and objective thinking to primary and secondary research</li> <li>Can comprehend and correctly interpret information in charts, diagrams and tables</li> <li>Competently researches, digests and understands unfamiliar topics and translates into words understood by audiences</li> <li>Explores topics and dissects them before</li> </ul>	<ul style="list-style-type: none"> <li>Has a questioning and inquisitive nature</li> <li>Can conduct impartial and objective primary and secondary research</li> <li>Can comprehend and correctly interpret information in most charts, diagrams &amp; tables</li> <li>Has some experience in researching and understanding unfamiliar topics and can translate into easy-to-understand writing</li> <li>Explores topics and dissects them before</li> </ul>	<ul style="list-style-type: none"> <li>Is by nature not curious or inquisitive; and/or</li> <li>Cannot conduct impartial and objective primary and secondary research; and/or</li> <li>Is unable to correctly interpret information in charts, diagrams and tables; and/or</li> <li>Struggles to research and understand unfamiliar topics and unable to translate into meaningful words that resonate with audience; and/or</li> </ul>

		<ul style="list-style-type: none"> <li>▪ compiling into formats that interest audience</li> <li>▪ Spends appropriate amount of time on research commensurate with budget</li> <li>▪ Is aware issues to be discussed may have histories &amp; could trigger emotional responses</li> </ul>	<ul style="list-style-type: none"> <li>▪ compiling into writing that interests audience</li> <li>▪ Seldom goes over time on research and sticks as best possible to the budget</li> <li>▪ Aware some issues affect people emotionally</li> </ul>	<ul style="list-style-type: none"> <li>▪ Is unable to keep to a time budget on research tasks, although would like to</li> </ul>
4	<p><b>Confirm Message</b></p> <p>MESSAGE</p>	<ul style="list-style-type: none"> <li>▪ Skilfully formulates relevant verbal message</li> <li>▪ Always ensures messages sent are the same as the ones received by the audience</li> </ul>	<ul style="list-style-type: none"> <li>▪ Can formulate verbal messages</li> <li>▪ Generally good at ensuring messages sent are the same as ones received by audiences</li> </ul>	<ul style="list-style-type: none"> <li>▪ Fails to effectively formulate appropriate verbal messages; and/or</li> <li>▪ Often sends messages that are misinterpreted by audience</li> </ul>
5	<p><b>Select Setting</b> <i>(e.g, face-to-face; telephone and webcam conversations; speeches; presentations; meetings)</i></p> <p>SETTING SELECTION</p>	<ul style="list-style-type: none"> <li>▪ Most competent in knowing which setting should be used to communicate message</li> <li>▪ Knows all laws associated with oral communication, such as slander &amp; harassment</li> <li>▪ Can properly explain benefits, practicalities and reasons for choice of setting</li> </ul>	<ul style="list-style-type: none"> <li>▪ Has a good idea which setting should be used to communicate oral message</li> <li>▪ Aware of norms, legalities and correct practice associated with oral communication</li> <li>▪ Can explain general benefits, practicalities and reasons for choice of setting</li> </ul>	<ul style="list-style-type: none"> <li>▪ Is unable to explain which setting should be used and to communicate message</li> <li>▪ Unfamiliar with norms, legalities and correct practice associated with oral communication</li> <li>▪ Struggles to explain reasons one setting should be chosen over another</li> </ul>
6	<p><b>Prepare Communication Tools</b></p> <p>TOOL PREPARATION</p>	<ul style="list-style-type: none"> <li>▪ Is quick to prepare oral communication tasks</li> <li>▪ Experienced in arranging and facilitating meetings and presentations to small groups, including people they've never met</li> <li>▪ Can competently deliver a speech or presentation; and hold telephone conversations and meetings which adhere to schedules and achieve expected results</li> <li>▪ Knows which visual aids and props to use to enhance discussion or presentation</li> </ul>	<ul style="list-style-type: none"> <li>▪ Can prepare oral communication tasks</li> <li>▪ Capable of arranging and facilitating meetings and presentations to small groups, including people they've never met</li> <li>▪ Has some experience in delivering speeches or presentations; and conducts telephone conversations and meetings that adhere to schedules and achieve expected results</li> <li>▪ Sometimes uses visual aids and props to aid and enhance discussion or presentation</li> </ul>	<ul style="list-style-type: none"> <li>▪ Can only prepare some communication tasks; and/or</li> <li>▪ Lacks confidence in arranging and facilitating meetings and presentations to small groups, particularly to people they've never met; and/or</li> <li>▪ Has little experience in delivering speeches or presentations; and feels uncomfortable on the telephone and in meetings; and/or</li> <li>▪ Unable to adhere to schedules; and/or</li> <li>▪ Is unsure which visual aids and props can aid and enhance discussions or presentations</li> </ul>
7	<p><b>Participate in Communication</b></p> <p>PARTICIPATION</p>	<ul style="list-style-type: none"> <li>▪ Embraces appropriate attributes in all conversations and presentations, entailing:                             <ul style="list-style-type: none"> <li>▪ Approachable and confident personality</li> <li>▪ A positive, can-do and helpful attitude</li> <li>▪ Good behaviour where body language supports and reinforces spoken words</li> <li>▪ Articulate speaker and active listener</li> <li>▪ Impeccable manners</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ Embraces appropriate attributes in conversations and presentations, entailing:                             <ul style="list-style-type: none"> <li>▪ Approachable and confident personality</li> <li>▪ A positive, can-do and helpful attitude</li> <li>▪ Good behaviour where body language supports and reinforces spoken words</li> <li>▪ Articulate speaker and active listener</li> <li>▪ Impeccable manners</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ Doesn't embrace appropriate attributes in all conversations and presentations; is:                             <ul style="list-style-type: none"> <li>▪ Unapproachable and lacks confidence; and/or</li> <li>▪ Rather disinterested attitude; and/or</li> <li>▪ Behaviour and body language are incongruent with spoken words; and/or</li> <li>▪ Struggles with speaking and listening;</li> </ul> </li> </ul>

				<ul style="list-style-type: none"> <li>and/or</li> <li>▪ Displays questionable manners</li> </ul>
	PERSONALITY	<ul style="list-style-type: none"> <li>▪ Is bright, positive, and excited about life</li> <li>▪ Is personable, approachable and enthusiastic</li> <li>▪ Is diplomatic and happy to talk to anyone</li> <li>▪ Is socially confident and not 'precious'</li> <li>▪ Is respectful, polite and professionally friendly</li> <li>▪ Is a self-starter and go-getter</li> <li>▪ Is passionate, enthusiastic and outgoing</li> <li>▪ Has a sense of drive and commitment</li> <li>▪ Relates well to people</li> <li>▪ Is a natural networker</li> <li>▪ Is a genuine and good person</li> </ul>	<ul style="list-style-type: none"> <li>▪ Is bright, positive, and excited about life</li> <li>▪ Is personable, approachable and enthusiastic</li> <li>▪ Is diplomatic and happy to talk to anyone</li> <li>▪ Is socially confident and not 'precious'</li> <li>▪ Is respectful, polite and professionally friendly</li> <li>▪ Is a self-starter and go-getter</li> <li>▪ Is passionate, enthusiastic and outgoing</li> <li>▪ Has a sense of drive and commitment</li> <li>▪ Relates well to people</li> <li>▪ Is a confident networker</li> </ul>	<ul style="list-style-type: none"> <li>▪ May be quietly friendly, but not vibrant; and/or</li> <li>▪ Seldom talks or talks too much; and/or</li> <li>▪ Struggles to build networks; and/or</li> <li>▪ Lacks confidence; and/or</li> <li>▪ Could be considered unapproachable by other people</li> </ul>
	ATTITUDE	<ul style="list-style-type: none"> <li>▪ Is willing and eager to learn new things</li> <li>▪ Accepts they are on their career 'L' Plates</li> <li>▪ Has a can-do approach</li> <li>▪ Approaches peers for work; is not lazy</li> <li>▪ Is helpful and demonstrates initiative</li> <li>▪ Is flexible, responsive and adaptive</li> </ul>	<ul style="list-style-type: none"> <li>▪ Is willing and eager to learn new things</li> <li>▪ Accepts they are on their career 'L' Plates</li> <li>▪ Has a can-do approach</li> <li>▪ Approaches peers for work; is not lazy</li> <li>▪ Is helpful and demonstrates initiative</li> <li>▪ Is flexible, responsive and adaptive</li> </ul>	<ul style="list-style-type: none"> <li>▪ Learns what needs to be learnt; and/or</li> <li>▪ Potentially has a lacklustre attitude; and/or</li> <li>▪ May be considered unhelpful by other people</li> </ul>
	BEHAVIOUR AND BODY LANGUAGE	<ul style="list-style-type: none"> <li>▪ Carries a positive and successful manner</li> <li>▪ Body language is open, professional, and reflects words they use</li> <li>▪ Eye contact is consistent and respectful</li> <li>▪ Can place themselves in another's shoes</li> <li>▪ Does not waste other people's time</li> </ul>	<ul style="list-style-type: none"> <li>▪ Carries a positive and successful manner</li> <li>▪ Body language is open, professional, and reflects words they use</li> <li>▪ Eye contact is consistent and respectful</li> <li>▪ Can place themselves in another's shoes</li> <li>▪ Does not waste other people's time</li> </ul>	<ul style="list-style-type: none"> <li>▪ Behaviour is questionable and body language is incongruent with spoken words; and/or</li> <li>▪ Eye contact with other people is minimal or eyes move around too quickly; and/or</li> <li>▪ Could potentially be a shy person; and/or</li> <li>▪ May waste time on meaningless tasks</li> </ul>
	SPEAKING AND LISTENING	<ul style="list-style-type: none"> <li>▪ Speaks with confidence and can express themselves fluently; is articulate</li> <li>▪ Speaks clearly, succinctly and eloquently</li> <li>▪ Has an engaging manner of speaking; is a talented story-teller</li> <li>▪ Conveys content concisely, logically &amp; directly</li> <li>▪ Has pleasant voice; nice accent and tone</li> <li>▪ Has appropriate voice projection</li> <li>▪ Accurately 'feels' a situation and knows what things to say and not say; has tact</li> </ul>	<ul style="list-style-type: none"> <li>▪ Speaks with confidence and can express themselves fluently; is articulate</li> <li>▪ Speaks clearly, succinctly and eloquently</li> <li>▪ Has an engaging manner of speaking</li> <li>▪ Conveys content concisely, logically &amp; directly</li> <li>▪ Has pleasant voice; nice accent and tone</li> <li>▪ Has appropriate voice projection</li> <li>▪ Can read people; has an excellent 'radar'</li> <li>▪ Can handle difficult conversations</li> <li>▪ Asks intelligent questions that couldn't be</li> </ul>	<ul style="list-style-type: none"> <li>▪ Speaks with minimal to no confidence; and/or</li> <li>▪ Does not speak clearly; and/or</li> <li>▪ Has yet to develop active listening skills; and/or</li> <li>▪ Is still developing people-skills; finds it difficult to relate well to people</li> </ul>

		<ul style="list-style-type: none"> <li>▪ Can read people; has an excellent ‘radar’</li> <li>▪ Can handle difficult conversations</li> <li>▪ Asks intelligent questions that couldn’t be answered with quick research</li> <li>▪ Knows what questions to ask and can easily rephrase; skilled interviewer</li> <li>▪ Does not talk too much; listens more</li> <li>▪ Has well developed active listening skills</li> <li>▪ Knows when to talk and not to talk; does not interrupt at the wrong time</li> <li>▪ Respects positions held by peers and speaks to them accordingly</li> <li>▪ Has courage to speak up and volunteer ideas and opinions and at the right time</li> </ul>	<p>answered with quick research</p> <ul style="list-style-type: none"> <li>▪ Knows what questions to ask and can easily rephrase; skilled interviewer</li> <li>▪ Does not talk too much; listens more</li> <li>▪ Has well developed active listening skills</li> <li>▪ Knows when to talk and not to talk; does not interrupt at the wrong time</li> <li>▪ Respects positions held by peers and speaks to them accordingly</li> <li>▪ Has courage to speak up and volunteer ideas and opinions and at the right time</li> </ul>	
	MANNERS	<ul style="list-style-type: none"> <li>▪ Is professional and does not engage in inappropriate conversations</li> <li>▪ Understands, respects and adheres to workplace boundaries</li> <li>▪ Does not discuss personal problems at work, unless appropriate</li> <li>▪ Separates work from social life: does not use social media for personal use at work</li> <li>▪ Does not backstab or gossip</li> <li>▪ Always dresses appropriately; is clean</li> </ul>	<ul style="list-style-type: none"> <li>▪ Is professional and does not engage in inappropriate conversations</li> <li>▪ Understands, respects and adheres to workplace boundaries</li> <li>▪ Does not discuss personal problems at work, unless appropriate</li> <li>▪ Separates work from social life: does not use social media for personal use at work</li> <li>▪ Does not backstab or gossip</li> <li>▪ Always dresses appropriately; is clean</li> </ul>	<ul style="list-style-type: none"> <li>▪ Displays questionable manners; and/or</li> <li>▪ Frequently fails to respect workplace boundaries; and/or</li> <li>▪ Frequently brings private life into the business environment; and/or</li> <li>▪ Is still developing an understanding of appropriate business dress</li> </ul>
8	<p><b>Close Communication</b></p> <p>CLOSE</p>	<ul style="list-style-type: none"> <li>▪ Knows how <i>long to talk</i> and how <i>long not to</i></li> <li>▪ Always closes communications on time</li> </ul>	<ul style="list-style-type: none"> <li>▪ Understands there are times <i>when to talk</i> and <i>not to</i>, but has not yet mastered the art</li> <li>▪ Closes most talks, discussions and presentations at expected times</li> </ul>	<ul style="list-style-type: none"> <li>▪ Talks for too long (or not enough) during conversations and presentations; and/or</li> <li>▪ Is unable to start and finish talks on time</li> </ul>
9	<p><b>Determine if Communication Objective was Met</b></p> <p>EVALUATION</p>	<ul style="list-style-type: none"> <li>▪ Always reviews purpose of communication</li> <li>▪ Uses audience reaction, reputation and networking relationships to ascertain if communication objective was met</li> </ul>	<ul style="list-style-type: none"> <li>▪ Reviews purpose of oral communication</li> <li>▪ Knows it’s important to measure audience reaction and can suggest some techniques</li> </ul>	<ul style="list-style-type: none"> <li>▪ Forgets to review purpose of communication</li> </ul>