

Evaluating Communication

For each of the four classifications, qualify how the communication materials have been realized.

APPROPRIATE

CLEAR

DISTINCTIVE

ENGAGING



excellent



above average



average



below average



poor



- **Appropriate**—suitable or proper in the circumstances
- **Clear**—easy to perceive, understand, or interpret
- **Distinctive**—characteristics that distinguish one thing from others
- **Engaging**—occupy, attract, or involve someone's interest or attention