

PERSUASIVE SPEECH RUBRIC

<u>Criteria</u>	<u>Qualifiers</u>	<u>Points Possible</u>	<u>Points Earned</u>
Information Cited	Speaker uses research and sites it in the speech to improve credibility	5	
Attention Getter	Speaker uses specific techniques to gain audience attention	5	
Claim	Clearly stated claim that takes a specific side on a debatable issue throughout the entire speech.	5	
Counter Argument	Counterargument is presented and refuted with clear evidence	5	
Support	Substantial relevant evidence is given to support the stated claim	5	
Ethos	Sources of information are clearly identified and properly cited. Establishes credibility and authority of sources presented. Balances a variety of perspectives and recognizes opposing views.	5	
Pathos	Effectively and ethically appeals to audience emotions to achieve the persuasive goal. Vivid and emotive language effectively used to create imagery to engage audience emotionally.	5	
Logos	Presents sound arguments to support claim. Arguments are supported with sufficient, relevant and valid evidence. Uses reasoning	5	
Link to audience	Clearly identifies a personal connection in the audiences life, or their emotional experiences.	5	
Conventions of Speech	Exceptional use of word choice and speech is grammatically correct.	5	
Organization	Use of transitions creates a smooth flow from one idea to another.	5	
Conclusion/Call To Action	Conclusion is highly persuasive and urges the audience to take action	5	

Duration	Speech duration is between 3 - 5 minutes. (Points deducted under 3 minutes and over 7 minutes)	5	
Eye Contact	Student maintains natural eye contact for most of the speech	5	
Body Language	Student's Body language is confident, deliberate, poised, and professional.	5	
Voice	Student's voice is clear of appropriate Volume, and naturally paced.	5	
Preparation	Presentation showed detailed preparation and practice in the delivery. Visual aids, if used, enhanced the presentation.	5	
Use of Outlines	Speaker effectively uses outline, notes, or note cards with minimal distraction.	5	
Timely	Speech delivered on assigned date. If a student neglects to present speech on assigned date 10 points will be deducted each day	10	