

NAME: \_\_\_\_\_

PRESENTED ON: \_\_\_\_\_

### RUBRIC: Persuasive Speech 2014

CRITERIA		STRUGGLING	ACCEPTABLE	COMPETENT	MASTERFUL
CONTENT	Argument	Position is not clearly stated. Fails to address central issues. Descriptive, not persuasive.	Clear, but with points missing or weaknesses in logic. Transition points are rough.	Points are sound and clearly address all major issues. Smooth transitions from point to point.	Comprehensive; undermines even potential critics. Deft handling of transitions. Original.
	Evidence	Claims are unsubstantiated OR not supported by the evidence cited.	Supporting details offered, but w/o sufficient context or commentary. Raises questions.	Argument is well supported by relevant info from multiple sources.	Wide variety and interesting use of sources, with insightful commentary.
	Approach	All style and no substance OR too little effort to engage audience. Speech falls flat.	Conventional take on subject piques interest too late. No real thought to conclusion.	Tries to frame content in a new way, though interest wanes. A stronger ending?	Great opening; illuminating details right to an ending which does not disappoint.
	Language	Too informal, perhaps even inappropriate.	Terms are too generic or left unexplained.	Appropriate word choice; aims to persuade.	Sophisticated use of language to persuade.
DELIVERY	Decorum	Lazy posture and non-committal demeanor, OR major distractions.	Fidgety or very rigid. Unimpressive, but not distracting.	Appears neat and in control (even if obviously nervous).	Steady and tall stance. Both feet firmly planted. Gestures relaxed.
	Eye Contact	Almost no eye contact. Over-reliance on cue cards.	Little sustained connection with the room. Improper use of cue cards.	Good effort at engaging various parts of room.	Eyes take in entire audience. Gaze used to command attention.
	Voice	Audience must strain to hear and understand. Distracting "ums".	Soft though not unclear. Without inflection. Speech "read" from memory.	Clear and natural speech pattern. Well-rehearsed, but not stiff from memorization.	Strong voice, projected into all corners and varied in tone to great effect.
	Pacing	Much too short (below 2.5 min). Cannot recover from pauses.	Too short or too long – little sense of control or timing. SLOW DOWN.	3-5minutes, but could have been shorter or longer. Dramatic pauses?	Well-rehearsed. Timing of delivery adds meaning to statements.
Comments:					