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

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

RUBRIC: Persuasive Speech 2014

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| CRITERIA | STRUGGLING | ACCEPTABLE | COMPETENT  | MASTERFUL  |
| C O N T E N T | 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. |
| D E L I V E R Y | 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: |