

Persuasive Speech Rubric*

Speaker _____

Criteria	Accomplished 10	Not accomplished 0
Attention Getter (Zinger)	Effective use of attention getting strategy (quote, statistic, question, story, etc.) to capture listeners' attention and to introduce topic. Attention getter is relevant and meaningful and seemed to gain the desired response from audience.	No attention getting strategy was evident. No clear or relevant connection to topic and/or speech purpose.
Thesis Statement	Speaker clearly formulated and stated thesis statement during the speech introduction. Thesis statement identifies topic and encompasses/previews main points.	No thesis statement (implied nor explicit). Main points are not clearly identified, audience unsure of direction of the message.
Subject Knowledge	Depth of content reflects knowledge and understanding of topic. Main points adequately substantiated with timely, relevant and sufficient support. Provided accurate explanation of key concepts.	Provides irrelevant or no support. Explanations of concepts are inaccurate or incomplete. Listeners gain little knowledge from presentation.
Organization	Uses effective organizational pattern for speech purpose. Main points are clearly distinguished from supporting details. Signposts are effectively used for smooth and coherent transitions.	Lack of structure. Ideas are not coherent and transitions are forced or blurred. Difficult to identify introduction, body, and conclusion.
Logical appeal	Presents sound arguments to support major claim. Arguments are supported with sufficient, relevant and valid evidence. Reasoning is free of fallacies.	Arguments lack relevant and valid evidence. Information is incorrect and/or outdated. Many fallacies are present in the reasoning.

Credibility	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.	Fails to identify and cite sources. No attempt is made to establish credibility and authority of sources presented. One-sided argument, no other perspectives are considered. Some identifiable bias.
Eye contact	Consistently and effectively used eye contact to establish rapport with audience. Inconspicuous use of speaker notes and effective use of scanning to established an expanded zone of interaction.	Reads speech from notes/manuscript. Avoids eye contact with audience. Only occasional and sporadic glances.
Body language	Expressive, dynamic, and natural use of gestures, posture and facial expressions to reinforce and enhance meaning. Body language reflects comfort interacting with audience.	Body language reflects a reluctance to interact with audience. Distracting movement and/or use of self-adaptive behaviors.
Voice	Natural variation of vocal characteristics (rate, pitch, volume, tone) in Standard English to heighten interest and match message appropriately.	Monotone or inappropriate variation of vocal characteristics. Inconsistent with verbal message.
Fluency	Appropriate pronunciation, enunciation, and articulation. Lack of noticeable vocalized fillers.	Excessive fluency errors interfered with message comprehension. Excessive use of vocalized fillers.

The speech duration is five (5) minutes minimum. – 25% for each minute under, starting at 4:59.

Total Score _____

Fair Use:

http://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=2&sqj=2&ved=0CGoQFjAB&url=http%3A%2F%2Ffd.valenciacollege.edu%2Ffile%2Fbsnider%2FPersuasive%2520Speech%2520Rubric1.doc&ei=P_haxT96xDKGQ2QXQopDqAg&usg=AFQjCNGWbdbqMWsGYMxa7lnDjTyoxJFCEg&sig2=QIPB7hdhHkfrwbV-FdWmzA

***Worried about any of the above? We read, discussed and worked on all of the preceding criteria this semester. Any concerns you might have now can be allayed if you rehearse properly with the ample time given to you in class and for homework, and if need be, review your textbook and notes.**