

Persuasive Speech

Name \_\_\_\_\_ Section # CMN-101-\_\_\_\_\_

Title of Speech \_\_\_\_\_ Date \_\_\_\_\_

Category	Grading Criteria			Possible Points Per Category: <u>10</u>
	E	M	B	
<b>Introduction</b>	4 4	3 3 2	2 1 0 2 1 0 1 0	Attention material Orienting material Appropriate length
<b>Content &amp; Structure</b>		3 3 2 2	2 1 0 2 1 0 1 0 1 0	Quality of research/sources Oral footnotes requirements met Main points clearly stated & easy to follow Appropriate organizational pattern
<b>Persuasive Strategies</b>	4	3 3 3	2 1 0 2 1 0 2 1 0	Built credibility (ethos) Used evidence & logical reasoning (logos) Appealed to motivations & emotions (pathos)
<b>Presentation Aids</b>	5 5	4 4	3 2 1 0 3 2 1 0	Well-designed/Appropriate/Useful to audience (size, color, neatness, spelling) Presented skillfully (faced audience while using; avoided blocking audience's view)
<b>Nonverbal Body Language</b>	5 5	4 4	3 2 1 0 3 2 1 0	Eye contact Body language (posture, gestures, facial expressions; avoided distracting mannerisms)
<b>Vocal/Verbal Delivery</b>	10 9	8 7	6 5 4 3 2 1 0	Skillful use of voice & words including: Vocal variety & expressiveness (not monotone) Speaking rate & flow (avoided "dead air") Volume Avoided verbal fillers (uh, um, like, etc.) Correct articulation, pronunciation, grammar & word usage No inappropriate language (crude, sexist, racist)
<b>Conclusion</b>	4 4	3 3 2	2 1 0 2 1 0 1 0	Summarized key ideas Clincher/final statement Appropriate length
<b>Outline &amp; Bibliography/Works Cited</b>	5	4 3 2	3 2 1 0 2 1 0 1 0	Correctness (all required parts present; correct format, numbering & spelling; typed) Bibliography/Works Cited requirements met Followed planned written outline while speaking
<b>Conformity to Assignment</b>	7	6 5 1 1 1	4 3 2 1 0 0 0 0	Spoke extemporaneously; did not read or memorize Topic appropriate to assignment Note card requirement met Dressed appropriately
<b>Conformity to Time Limit</b>	10 9	8 7	6 5 4 3 2 1 0	Length of speech was within given time limit range +/- up to 30 seconds +/- :31 seconds – 1:00 minute +/- 1:01 - 1:30 +/- 1:31 - 2:00 +/- 2:01 - 2:30 +/- 2:31 - 3:00 +/- 3:01 - 3:30 +/- 3:31 - 4:00 +/- 4:01 - 4:30 +/- 4:31 or more
<b>Raw Score (out of 100 possible points)</b>				
<b>Penalties</b>				
<b>TOTAL SCORE</b>				90-100=A 80-89=B 70-79=C 60-69=D 0-59=F