**Communications- Miss Skirtich**

**Persuasive Speech Rubric**

Speaker’s name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Evaluator: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| Criterion | **Rating**  Excellent | **Rating**  Good | **Rating**  Satisfactory | **Rating**  Needs Improvement | **Score** |
|  | Points 10-9 | Points 9-8 | Points 8-7 | Points 7-6 |  |
| Introduction | - Gets attention of audience with grabber such as an interesting fact, question, or idea  - Clearly states position | -Gets attention of audience with grabber such as an interesting fact, question, or idea  -States position | -Attempts to get attention of audience with grabber such as an interesting fact, question, or idea  - Position is not clearly stated | - Begins by reading speech, no attention grabber is used  - Doesn’t state position on topic |  |
| Body | -Facts are clear,  well supported  -Sources are documented.  -Takes up the majority of speech (about 2 minutes) | -Facts are  somewhat clear  some support  -Some sources documentation | -Facts  need clarity  and support  -Lack of  sources and  documentation | -Facts  are not clear  and have no support  -No sources or documentation |  |
| Conclusion | -Reviews position  - Brings closure  -Memorable | -Reviews position  -Brings  closure | -Brings closure | -Does not bring closure; the audience is left hanging |  |
| Eye Contact | -Eye contact with audience virtually all the time (except for brief glances at notes) | -Eye contact with audience less than 80% of the time | -Eye contact with audience less than 75% of the time | -Little or no eye contact |  |
| Use of Language | -Use of language contributes to effectiveness of the speech, and vocalized pauses  (um uh er etc.)  not distracting | -Use of language does not have negative impact, and vocalized pauses  (um uh er etc.)  not distracting | -Use of language causes potential confusion, and/or vocalized pauses  (um uh er etc.)  are distracting | -Use of language is inappropriate |  |
| Body language | -Body language, gestures, and facial expressions  adds greatly to the message | -Body language,  gestures, and facial  expressions compliment message | -Body language,  facial expressions and gestures  lack variety and spontaneity | -Body language, gestures, and  facial expressions are lacking or inappropriate |  |
| Clarity | -Speaks clearly and distinctly all the time with no mispronounced words | -Speaks clearly and distinctly nearly all the time with no more than one mispronounced word | -Speaks clearly and distinctly most of the time with no more than two mispronounced words | -Often mumbles or can not be understood with more than three mispronounced words |  |
| Topic is specific, follows assignment  Adapted to audience | -Topic is specific,  appropriate and  adapted | -Topic is clear appropriate and  somewhat adapted | -Topic lacks clarity  and focus  needs adapting to  audience | -No specific purpose--inappropriate for  audience or  occasion |  |
| Time of  3-4 minutes | -Within allotted time | -Within 10 seconds of allotted time | Within 20 seconds of allotted time | Not within 20 seconds of allotted time |  |