

## *L.A. 9 Persuasive Speech Rubric*

	Limited 2	Satisfactory 3	Proficient 4	Excellent 5	Scale	TOTAL
<b><i>Body Language</i></b> G.O. 4.3  Present And Share	-Lacking gestures to support delivery -Lacking confidence	-Uses <b>some appropriate</b> gesturing to support delivery - demonstrates some confidence	- Uses <b>effective</b> gesturing to support delivery -demonstrates confidence	-Uses <b>engaging</b> and <b>natural</b> gesturing to enhance delivery -demonstrates presence and confidence	x 1	
<b><i>Eye Contact and Facial Expression</i></b> G.O. 4.3	-Avoids eye contact -Shows little audience awareness -Reads from notes extensively	-Eye contact was <b>intermittent</b> or focused on one area of the audience -Frequently read from notes	-Eye contact is <b>evident</b> and addresses the entire audience	-Eye contact is <b>Consistent</b> and/or <b>Maintained throughout</b> the delivery -Addresses the <b>entire</b> audience	x 1	
<b><i>Vocal Delivery</i></b> G.O. 4.3	-Uses ineffective volume, unclear enunciation, and incorrect pronunciation -Voice, pace, and tone were ineffective -Message unsupported by delivery	- Uses reasonably appropriate volume -Attempts to adjust voice, tone, and pace but adjustments are somewhat ineffective -Delivery partially supports message	-Uses <b>effective</b> volume, <b>clear</b> enunciation, and correct pronunciation - <b>Effectively</b> adjusts voice, pace, volume, and tone to deliver and reflect the content -Delivery <b>supports</b> message	-Uses <b>engaging</b> volume, <b>precise</b> enunciation and pronunciation to reflect content, purpose, and audience needs - <b>Skillfully</b> adjusts voice, pace, volume, and tone to reflect content -Delivery <b>enhances</b> message	x 2	
<b><i>Persuasion</i></b> G.O. 3.1 – 3.4  Plan and Focus  Select & Process  Organize  Share & Review	-Thesis is <b>weak</b> and <b>unsupported</b> with facts and examples -Presents <b>sketchy</b> evidence -Language used is <b>vague</b> or <b>inaccurate</b> -the opposing side is <b>not presented or not refuted</b>	-Thesis is simplistic -Presented <b>reasonable</b> evidence -Language used is <b>suitable</b> but <b>general</b> -the opposing side is <b>presented</b> but only partially or simplistically refuted	-Thesis is based on <b>reasons</b> and <b>relevant examples</b> -Presented <b>credible</b> and <b>convincing</b> evidence -Language used is <b>meaningful</b> and <b>logical</b> -the opposing side is <b>refuted</b>	-Thesis is based on <b>solid reasoning</b> and <b>perceptive examples</b> -Presented <b>compelling</b> and <b>perceptive</b> evidence <b>throughout</b> to persuade audience -Language used is <b>mature</b> and <b>insightful</b> -the opposing side is <b>strongly refuted</b>	x 1	
<b><i>Organization</i></b> G.O. 3.1 – 3.4	-Introduction <b>lacks focus</b> or is missing -Some points relate to the topic - <b>Confusing</b> or <b>disorganized</b> sequencing of ideas -Conclusion is minimal or missing	-Introduction <b>states position</b> -Basic points relate to topic - <b>Some confusing</b> sequencing of ideas -Basic transitions -Basic summarizing with a simplistic conclusion	-Introduction is <b>focused</b> , <b>states position</b> , and <b>interests</b> audience -Points relate to topic - <b>Logical</b> sequencing of ideas - <b>Effective</b> transitions -Logical conclusion summarizes speech; leaves audience reflecting on the topic	-Introduction is <b>focused</b> , <b>fully states position</b> , and <b>captivates</b> audience -Points <b>clearly</b> relate to topic - <b>Purposeful</b> sequencing of ideas - <b>Skillful</b> transitions - <b>Insightful</b> conclusion summarizes speech; leaves audience convinced and persuaded	x 1	

G.O. 3 - /10 = \_\_\_\_\_%

G.O. 4 - /20 = \_\_\_\_\_%

G.O. 3 (Scale - 3)

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