**Persuasive/Argument Speech**

**Ideas:**
- Knowledge of subject
  - Glanced at notes or cards no more than 2-3 times per minute
  - Knowledge of material is obvious, seemed to have practiced
  - Coverage of topic is thorough
- Read sections of speech from notes or visuals
  - Knows a little of material, but didn’t seem to have practiced much
  - Obvious that some topic was left out
- Unknown
  - Did didn’t seem to have practiced
  - Skimmed the subject

**Presentation**
- Eye contact
  - Looked at audience nearly all speech, made eye contact with audience members in many sections of room
  - Ums, repeated words don’t distract
  - Moderate speed, not choppy
  - All ideas seem to fit, no whims
  - Organization makes sense; good transitions, cues for listeners, “hook” in intro, purposeful conclusion
  - Silences are purposeful
  - Everyone can hear and understand easily
  - Looked at audience most of speech. Focused on only some of audience. Eye contact with a few members of audience, Ums, etc. begin to distract
  - Speed of speech too fast or too slow occasionally
  - More than two perspectives
  - Organization seems pretty smooth, might be a couple of confusing sections. “Hook” and conclusion evident
  - Has solid cues/transitions most of the time
  - No long silences
  - Looked at audience 60% or less of speech. Focused only on one part of audience
  - Ums are distracting
  - Speed of speech too fast or too slow noticeable/distracting
  - Some whims – a few parts of speech seem not to fit
  - Organization confusing sometimes, missing cues for listeners; hook or conclusion not evident or not effective
  - Everyone can’t hear a significant amount of material
  - A few long silences
  - Didn’t make eye contact much if at all. Focused on one part of audience.
  - Ums are distracting
  - Speed of speech distracting or detracts from meaning or fluency
  - Some parts of speech seem out of the blue
  - Organization isn’t obvious – missing cues for listeners; missing hook and/or conclusion
  - Can’t hear a significant amount of material
  - More than 2-3 long silences

**Visual Aids**
- More than one visual aid (or one complex/powerful aid)
  - Visuals help reader understand topic, perspectives
  - Speaker unquestionably connects visuals to content
  - Visuals give the listener more info, all visuals add to understanding rather than repeating information
  - More than one visual aid
  - Visuals help reader understand topic, perspectives
  - Speaker connects most visuals to content
  - Some visuals give the listener more info,
  - More than 50% of visuals add to understanding rather than repeating information
  - More than one visual aid
  - Visuals don’t add to understanding
  - Visuals might be filler/repeated info
  - Speaker seems to rely on visuals
  - No visuals/only one
  - Visuals seem to be filler
  - Speaker relies on visuals for content rather than explaining him/herself
  - Visuals are unconnected or not explained

**Argument**
- Audience is convinced
  - Audience is convinced that speaker has strong, credible support and examples!!
  - Obvious that speaker planned for us to learn multiple perspectives included
  - You feel like you learned NEW information
  - All/almost all ideas/concepts are explained and understood
  - Audience is mostly convinced
  - Mostly strong, credible support/examples
  - Speaker may not have considered audience knowledge or questions
  - Only two perspectives included
  - Audience learned some new things
  - Some ideas/concepts are not understood
  - Audience not convinced
  - Some ≤60% of info credible
  - Obvious that speaker didn’t consider audience knowledge or Qs
  - Only two perspectives included
  - Audience may have learned 1-3 new things
  - Some ideas/concepts not understood
  - Audience not convinced
  - ≤50% credible/new
  - Obvious that speaker didn’t consider audience knowledge or Qs
  - Some perspectives definitely missing
  - Audience learned little – mostly obvious info
  - Many ideas/concepts not understood

**Length**
- 5-10 minutes
- 4:30-5 min; 11-13 min
- 4:4:29 min; 13-14 min
- <4 min; >15 min