

Persuasive Speech Rubric¹

	100%	90%	80%	70 %	65 or less
Content (30)	Abundance of material clearly related to topic; points clearly made; sound logic evident	Sufficient information related to topic; many good points but uneven balance; some logic evident	Great deal of information related to topic; little use of logic evident	Some information related to topic; little use of logic evident	Topic unclear or content is off topic; no evidence of logic presented
Coherence/ Organization (20)	<ul style="list-style-type: none"> • Topic is clearly stated; • persuasive logic developed with support; • high impact introduction; • clear conclusion; • flows together well; • effective use of transitions 	Most information presented in logical sequence; generally very well organized, but better transitions needed between ideas	Concept and ideas somewhat connected; few clear transitions; flow and organization choppy	Concept and ideas loosely connected; lacks clear transitions; flow and organization choppy	Presentation choppy and disjointed; does not flow at all; development of topic is vague; no apparent order of presentation
Visual Aids (15)	More than one visual aid (or one complex / powerful aid); helps reader understand topic, perspectives Speaker unquestionably connects visuals to content	<ul style="list-style-type: none"> • More than one visual aid • Visuals help reader understand topic, perspectives • Speaker purposefully connects most visuals to content 	<ul style="list-style-type: none"> • One or more visual aid(s) • Visuals help reader understand topic, perspectives 	<ul style="list-style-type: none"> • One visual aid • Visuals might be filler/repeated info • Speaker seems to rely on visuals 	<ul style="list-style-type: none"> • 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

	100%	90%	80%	70 %	65 or less
Non-Verbal Delivery Skills	Effective use of non-verbal skills (eye contact, body language) (5)	Good use of non-verbal skills (4)	Fair use of non-verbal skills (3)	Poor use of non-verbal skills (2 or 1)	No evidence of non-verbal skills (0)
Verbal Delivery Skills	No grammar, articulation, pronunciation, or enunciation errors; no or purposeful vocalized pauses	Few (1-2) grammar, articulation, pronunciation, or enunciation errors; few vocalized pauses	Some (3-4) grammar, articulation, pronunciation, or enunciation errors; some vocalized pauses	Several (5-6) grammar, articulation, pronunciation, or enunciation errors; several vocalized pauses	Many (7+) grammar, articulation, pronunciation, or enunciation errors; many vocalized pauses
Preparation for Delivery (15)	Glanced at notes or cards no more than 2-3 times per minute Knowledge of material is obvious, seemed to have practiced	Glanced at note cards more than 2-3x/min Knows material, but didn't seem to have practiced much		Read sections of speech from notes or visuals Knows a little of material, but didn't seem to have practiced much	Read most of speech. Didn't seem to have practiced

- Deduction: Adherence to time (-5 points for every 30 seconds under 5 min/over 10 min) _____
- Deduction: Preparedness (-12 points per day) _____

¹ Presentation requires: outline draft with comments from course instructor; completed outline revision; visual(s); pre-scheduling of presentation; presentation in front of audience