

Persuasive Speech Rubric

1. Introduction: Introduction begins with an attention getter that is a startling statement, rhetorical question, quotation, or statistic. Introduction includes a thesis that combines the purpose and topic statement and a forecast of the main points. 10%

Well Developed 10-9	Essentially Developed 8	Partially Developed 7	Marginally Developed 6	Unacceptable 5-0
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2. Organization: Speech is organized in clear sections (introduction, body, and conclusion). Body includes 3-6 main points. Transitions between sections and main points are clear. 10%

Well Developed 10-9	Essentially Developed 8	Partially Developed 7	Marginally Developed 6	Unacceptable 5-0
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3. Problem/Solution: A problem and a solution are clearly identified and addressed appropriately by the chosen method of persuasion. 10%

Well Developed 10-9	Essentially Developed 8	Partially Developed 7	Marginally Developed 6	Unacceptable 5-0
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4. Credible Sources: At least two credible sources are referenced during the speech. Information is quoted or paraphrased and provides meaningful support of the persuasion speech topic. 10%

Well Developed 10-9	Essentially Developed 8	Partially Developed 7	Marginally Developed 6	Unacceptable 5-0
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5. Counterpoint: At least one main counterpoint perspective is considered and addressed. 10%

Well Developed 10-9	Essentially Developed 8	Partially Developed 7	Marginally Developed 6	Unacceptable 5-0
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6. Audience Analysis: Presentation accommodates audience diversity in terms of age, education, cultural background, and knowledge of the topic. 10%

Well Developed 10-9	Essentially Developed 8	Partially Developed 7	Marginally Developed 6	Unacceptable 5-0
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7. Conclusion: Conclusion contains one or two of the following: summary of key ideas, quotation (emotional or factual), rhetorical question, challenge to the audience, or call or action. Conclusion avoids dragging on and contains no new material. 10%

Well Developed 10-9	Essentially Developed 8	Partially Developed 7	Marginally Developed 6	Unacceptable 5-0
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8. Eye Contact: Speaker conveys interest, sincerity, and believability through ongoing eye contact with the audience. 10%

Well Developed 10-9	Essentially Developed 8	Partially Developed 7	Marginally Developed 6	Unacceptable 5-0
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9. Body Action/Gestures/Voice Inflection: Speaker avoids distracting movements, can be seen from the shoulders up, and occasionally uses hand motions. Speaker varies speaking rate and volume. Speaker uses correct pronunciation and diction. 10%

Well Developed 10-9	Essentially Developed 8	Partially Developed 7	Marginally Developed 6	Unacceptable 5-0
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10. Time Limit: Speech is between 7 and 10 minutes (30 second grace period either way). 10%

Well Developed 10-9	Essentially Developed 8	Partially Developed 7	Marginally Developed 6	Unacceptable 5-0
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