



Persuasive Speech Rubric
(Specialized English Program 2)

Criteria	Effectively Accomplished 10 - 8	Partially accomplished 7 - 4	Not accomplished 3 - 0
Attention Getter	Effective use of attention getting strategy (quote, statistic, question, story, etc.) to capture listeners' attention and to introduce topic. Attention getter is relevant and meaningful and seemed to gain the desired response from "audience."	Use of relevant attention getting strategy, but did not seem to adequately capture audience attention and/or lead to desired outcome.	No attention getting strategy was evident. No clear or relevant connection to topic and/or speech purpose.
Motivation	Clearly stated the relevance of topic to audience needs and interests. Thoughtful audience analysis reflected through choice of topic and supporting evidence.	Topic seems somewhat relevant to audience, but not explicitly stated. Vague reference to audience needs and/or interests.	Topic seems irrelevant to audience needs and interests. No attempt made to connect topic to targeted audience.
Thesis Statement and Overview	Speaker clearly formulated and stated thesis statement in the speech introduction. Thesis statement identifies topic and encompasses/previews main points. And clearly gave the topics to be covered in the speech.	Thesis is clearly implied, although not explicitly stated. Topic is clearly identified, but main points are not clearly previewed. And one topic was missed out.	No thesis statement (implied nor explicit). Main points are not clearly identified, audience unsure of direction of the message. And no topics was mentioned in this portion.
BODY			
Subject Knowledge	Depth of content reflects knowledge and understanding of topic. Main points adequately substantiated with timely, relevant and sufficient support. Provided accurate explanation of key concepts.	Provides some support for main points, but needed to elaborate further with explanations, examples, descriptions, etc. Support is relevant, but not timely.	Provides irrelevant or no support. Explanations of concepts are inaccurate or incomplete. Audience gain little knowledge from presentation.
Organization	Uses effective organizational pattern for speech purpose. Main points are clearly distinguished from supporting details. Signposts are effectively used for smooth and coherent transitions.	General structure/organization seems adequate but some blurring between main points and supporting details. Logical flow, but no clear signposts for smooth transitions.	Lack of structure. Ideas are not coherent and transitions are forced or blurred. Difficult to identify introduction, body, and conclusion.
Logical appeal	Presents sound arguments to support major claim. Arguments are supported with sufficient, relevant and valid evidence. Reasoning is free of fallacies.	Some arguments are sufficiently supported but some unsupported assertions are also present. Minor reasoning fallacies.	Arguments lack relevant and valid evidence. Information is incorrect and/or outdated. Many fallacies are present in the reasoning.
Emotional appeal	Effectively and ethically appeals to audience emotions (anger, fear, compassion, etc.) to achieve the persuasive goal. Vivid and emotive language effectively used to create imagery to engage audience emotionally.	Appeals to audience emotions (anger, fear, compassion, etc.) to achieve the persuasive goal, but fails to observe ethical responsibilities. Creates some effective imagery through language.	Fails to appeal to audience emotions. No attempt to use vivid or descriptive language to capture audience emotions.

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Underview	The main points were clearly restated and summarized.	The main points were seemingly conspicuous.	The main points were not restated and summarized at all.
Last Thought	The parting ideas were used and gave a sense of ending and completion in the speech. Creativity is apparently used.	The parting ideas were used and gave a sense of ending and completion in the speech. Creativity is NOT employed.	No parting ideas was used and did not give a sense of ending and completion in the speech. Creativity is NOT employed as well.
Originality	The speech is 90-100% original.	The speech is 70-89% original.	The speech is 50-69% original.

Total Score: _____ / 100

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