

# Rubric for Persuasive

[See Sample Ballot](#)

## **Content:** *Consider topic, ideas, thesis*

*Contact Tournament Administration (Compliance staff) for concerns regarding NCFCA Mission Alignment rules.*

- 1 - Beginning: Vague, general topic. Inadequate content or support for assertions.
- 2 - Developing: Interesting topic/thesis and ideas. Unclear links from thesis to content.
- 3 - Capable: Engaging topic/thesis and creative ideas. Generally clear analysis and sufficient support for assertions.
- 4 - Proficient: Engaging, relevant topic/thesis. Strong ideas developed through well-reasoned analysis and content.
- 5 - Excellent: Compelling topic/thesis that considers a point of view. Robust content aided by rich language. Outstanding variety and depth of support, indicative of great thought and/or research.

## **Organization & Citations:** *Consider clarity of organization, including sources*

*Contact Tournament Administration (Compliance staff) for concerns regarding Academic Integrity rules.*

- 1 - Beginning: Confusing or little structure. Missing many verbal citations for supporting material or mostly unclear citations.
- 2 - Developing: Some structure with transitions. Confusing links from material to verbal attributions for examples, research, and other supporting material.
- 3 - Capable: Mostly clear thesis, engaging introduction/conclusion and distinct, relevant points. Acceptable use of citations for examples, research, or other material.
- 4 - Proficient: Clear structure with smooth transitions between introduction, balanced points, and conclusion. Consistent and clear use of citations for supporting material.
- 5 - Excellent: Elegant structure that brought clarity to the content. Elegant use of clear citations for supporting material.

## **Vocal Delivery:** *Consider articulation, pronunciation, volume, rate, pitch, style, tone*

- 1 - Beginning: Mumbling, halting, or lack of vocal energy. Mispronunciations. Minimum vocal variation or inappropriate volume, rate, pitch or tone.
- 2 - Developing: Some mumbling, mispronunciation, or halting speech. Inconsistent effectiveness of volume, rate, and/or articulation that needs continued practice.
- 3 - Capable: Generally accurate articulation and pronunciation. Sincere style with vocal variation appropriate for the content. Minimal distractions.
- 4 - Proficient: Overall command of energy, volume, rate, and articulation that enhances the content. Winsome, conversational style, without distractions.
- 5 - Excellent: Powerful, memorable. and/or highly impactful vocal style. Expert vocal variation and control that magnifies the message.

## **Physical Delivery:** *Consider poise, professionalism, movement, gestures, eye contact, facial expressions*

- 1 - Beginning: Nervous or stiff manner. Distracting, habitual movements (e.g. tapping, pacing, swaying). Minimum eye contact.
- 2 - Developing: Inconsistent physical control or poise. Moments of distracting movements with the face, hands, body, or use of space.
- 3 - Capable: Poised, effective use of body and space. Good posture and energy. Generally appropriate gestures, eye contact, and facial expressions.
- 4 - Proficient: Confident, professional control of posture, gestures, eye contact, and facial expressions to engage the audience.
- 5 - Excellent: Compelling, masterful use of space, movement, gestures, and expression that enthrall the audience.

**Impact:** *Consider mind, emotion, relevance, connection, speaker*

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- 1 - Beginning: Minimally persuasive to change an audience's action or thought through an engaging delivery, timely message, well-reasoned analysis, or sincere conviction.
- 2 - Developing: Somewhat persuasive to change an audience's action or thought through an engaging delivery, timely message, well-reasoned analysis, or sincere conviction.
- 3 - Capable: Generally persuasive to change an audience's action or thought through an engaging delivery, timely message, well-reasoned analysis, or sincere conviction.
- 4 - Proficient: Persuasive to change an audience's action or thought through an engaging delivery, timely message, well-reasoned analysis, or sincere conviction.
- 5 - Excellent: Memorably persuasive to change an audience's action or thought through an engaging delivery, timely message, well-reasoned analysis, or sincere conviction.

# Sample Ballot for Persuasive

Please use the [rubric](#) for descriptions of each speaker rank. (View [ballot demonstration](#) ).

## Ballot - Persuasive, Room #

Competitor:

Judge:

Topic

Speech Length

:

Timer Issue

Y / N

Script or Notes Used

Y / N

Content

1 2 3 4 5

Organization & Citations

1 2 3 4 5

Vocal Delivery

1 2 3 4 5

Physical Delivery

1 2 3 4 5

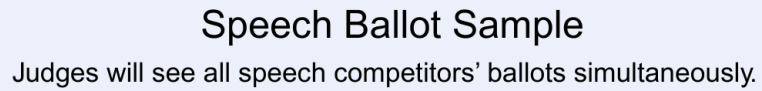
Impact

1 2 3 4 5

Comments

Rank

Total Score



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