**Rubric for evaluating the persuasive speeches of your peers**

***Speaker \_Daysha Ford Ford\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***

***Topic \_Puppy Mills\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***

***Evaluator \_Santiago Bermudez\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***

Canvas will assign to you 2 of your colleagues. This form will provide for you a framework for performing the analysis/evaluation. Please note that there are 2 distinct dimensions/parts to your peer evaluations of the persuasive speeches of your colleagues: one like you did for the other 2 speeches, and the other part is for the speaker's use of Monroe's motivated sequence. For these evaluations, each of the 2 parts are worth up to 10 points. The math breaks down this way 10 points for the first part, 10 points for the second part, and you will be evaluating 2 speeches totaling 40 points. I recommend completing your evaluations first by hand using these questions as a framework. Then type your responses onto this form and then cutting and pasting the completed document on to a Microsoft Word document to type in your submissions to me. All of your submissions to me must be typed per the writing requirements of the course. The amount of points you get for each of these forms will directly correspond to my perception of the thoughtfulness and helpfulness you demonstrate, you can earn up to 10 points per evaluation for a total of 40 points. ***Use specific feedback, don’t generalize, and give examples. Without such specificity you will not earn the available points.***

**Attention getting device**

Did the speaker consciously use an effective attention getting device in the introduction?

Yes. Daysha starts by asking the audience about buying puppies that are well taken care of at the pet store.

**Purpose statement**

Did the speaker clearly state the purpose of the speech ("the purpose of my speech is to demonstrate . . . ") in the introduction?

Yes. Daysha states, “The purpose of my speech is to persuade you to consider a nationwide ban of illegal and inhumane puppy mills.”

**Credibility statement**

Did the speaker clearly state why she/he is an authority to speak on the topic?

Yes. Daysha states that she feels she is credible to speak on the topic after carrying out research on the topic due to her love for animals.

**Salience statement**

Did the speaker clearly state why the topic was important/valuable to the audience?

Yes. Daysha states that by banning all puppy mills across the U.S., we can control the amount of animals that are bred for profit in terrible conditions.

**Preview of main points**

Within the introduction, did the speaker distinctly preview all of the main points?

*This criterion is linked to a Learning Outcome*

Yes. Daysha’s main points included: the current state of puppy mills, the problems associated with the status quo, and possible solutions to the problem.

**Organization**

Was the presentation organized in a logical, easy to follow manner?

As far as things go, yes. Daysha did in fact talk about her main points in the same order that she said she was going to in her introduction. While she didn’t explicitly state which main point she was going over as she was talking about it, it was easy enough to understand what main point she was talking about just by listening.

**Content**

Was the content relevant to the topic and was there enough or too much?

*This criterion is linked to a Learning Outcome*

As far as things go, all of the content that Daysha presented was relevant to the topic. She talked about things like how adopting was better than buying, how most puppy mills are unlicensed, why you should ask to see where the puppies were raised, things to look out for, and so on. I would say there is enough content for her topic.

**References**

Did the speaker cite credible (peer reviewed scholarly articles) within the speech as well as citing them in the outline? (4 required)

In her speech, Daysha has only verbally cited two sources that she used in her speech. While this confirms that she did do research for her speech, this does not confirm if she had met the research requirement in its entirety. I don’t have access to her outline, so I wouldn’t know for sure if she ever did.

**Transitions**

Did the speaker "connect the dots" for the audience?

Yes. Daysha does her best to explain the reasoning and purpose behind certain things. For instance, she suggests to her audience that they ask about where the puppies were raised to see what their living conditions are like and how they are treated.

**Visual aids/presentation aids**

Did the speaker provide visual aids that were appropriate and effective to the situation? (3 required, at least 2 different mediums).

Daysha does provide visual aids that were appropriate and effective to the situation. She uses three visual aids as she was supposed to, but it is unclear if her visual aids consisted of two different mediums.

**Persuasion/rhetorical effectiveness**

Did the speaker deliver a clear persuasive message using all of the dimensions of Monroe’s Motivated Sequence?

As far as things go, Daysha does deliver a clear persuasive message using all dimensions of Monroe’s Motivated Sequence. She gets the audience’s attention, covers the need, offers a solution, helps her audience visualize the desirability of her solution, and encourages them to act on it.

**Verbals and non-verbals**

Did the speaker exhibit an inordinate number of non- verbal behaviors? Did the speaker show enthusiasm for the subject through her/his vocalics, did the speaker use eye-contact with the audience?

As far as things go, Daysha seemed to handle verbal and vocal delivery rather well. She did not really stutter or use any filler words in her speech. Her movement was not too twitchy, and she did look at the audience when she wasn’t reading her notecards.

**Conclusion**

Did the speaker clearly summarize the main points and use some type of an effective clincher?

In her conclusion, Daysha does quickly go over her main points again. She emphasizes on her main goal by encouraging her audience to do research before buying or adopting a puppy. She then thanks her audience.