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

***Speaker \_Ari Canada\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***

***Topic \_Dolphins\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***

***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. Ari starts off by asking the audience a question. He asks, “Are dolphins really as smart as people say?”

**Purpose statement**

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

Somewhat. He doesn’t use the phrase “the purpose of my speech is...”. He does state that his “job” is to persuade his audience that dolphins are one of the most intelligent species on the planet.

**Credibility statement**

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

Not really. Ari talks about his love for animals and his research, but doesn’t openly relate this stuff to his credibility.

**Salience statement**

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

Yes. Ari talks about how the dolphin population is on a decline and how corporation abuse dolphin populations. He even shows the audience a graph of the dolphin population over time.

**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. The main points that Ari brought up were: the science behind a dolphin’s brain, how dolphins behave in the wild, and dolphin/human interactions.

**Organization**

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

Yes. Ari does a good job at presenting his main points in the same order that he preview them in his introduction. He does not ever jump to irrelevant points or talk about things in an unusual and confusing order.

**Content**

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

*This criterion is linked to a Learning Outcome*

All of the content that Ari has presented was relevant towards his speech and he has just enough content to present and talk about.

**References**

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

Ari does not verbally cite any external sources that he has used in his speech. Again, from this we can’t determine if he did do any research at all for his speech.

**Transitions**

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

In a way, yes. Ari does explain why dolphins are to be valued, even referring to how the military benefits from them. He also gives other examples like how dolphins help fishermen.

**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).

As far as things go, Ari only provides two visual aids in his speech. Of the visual aids that he has provided, he only uses one medium.

**Persuasion/rhetorical effectiveness**

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

Ari does deliver a persuasive message, but fails to use all of the dimensions of Monroe’s Motivated Sequence. He does not have a call to action nor has provided any solutions.

**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?

In terms of body language, Ari does a great job of using hand gestures and holds himself still. Verbally, he speaks with a loud and audible voice and does not seem to stutter or use any filler words.

**Conclusion**

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

Ari does not review his main points again in the conclusion of his speech. As for the clincher, I am not sure he used a strong clincher.