FINAL DEBATE ASSESSMENT RUBRIC Overall Grade: 11,5/15 points

	1	2	3	4	5	Comments
Structure and organisation	Speaker poorly fulfilled his/her role during the debate in the overall structure and organisation:	_	Speaker satisfactorily fulfilled his/her role in the overall structure/organisation:	7	Speaker accurately fulfilled his/her role in the overall structure/organisation:	
	O Introduction (omitted an opening line reinforcing the team message) was missing or lacked relevance of the topic and message to the audience.	0	O Introduction (included an opening line reinforcing the team message) demonstrated the relevance of the topic and message to the audience.	0	O Introduction (included an opening line reinforcing the team message) demonstrated the relevance of the topic, using imagination and capturing audience interest.	<ul> <li>1st round: provided info about the benefits of targeted ads → just better advertisements</li> <li>2nd round: reinforcing the other Opp speaker's point</li> </ul>
	O Refutations missing or poorly presented / justified.	0	Refutations were satisfactorily presented & justified	0	O Refutations were convincingly presented & justified	<ul> <li>in my view, your speech in the 1<sup>st</sup> round was more of a holistic refutation than selecting specific points made by the Gov team and then refuting them</li> <li>2<sup>nd</sup> round: privacy issues have little to do with targeted ads</li> </ul>
	O Body of the presentation was disorganized or did not support the overall team opinion.	0	O Body of the presentation was well organized and supported the overall team opinion.	0	<ul> <li>Body of the presentation was clearly organized and convincingly supported the overall team opinion.</li> </ul>	benefits of targeted ads to the consumers:     advertising unavoidable, targeted ads     recommend things we are interested in (good concrete info was given)
	O Topical focus was lost several times / the speech was very difficult to follow.	0	O Mostly organized but topical focus lost once or twice. Overall, the speech was quite easy to follow.	0	O The speech stayed focused on the topic throughout. The speech was very easy to follow.	
	O Conclusion was missing or did not reinforce the team opinion.	0	O Conclusion summarized the main points and reinforced the team opinion.	0	O Conclusion summarized the main points & reinforced the team opinion using imagination & capturing audience interest.	<ul> <li>"in my conclusion" + targeted ads have become the norm + summarised the team opinion and backed it up with examples</li> <li>2<sup>nd</sup> round: "in conclusion + summarising your main arguments effectively</li> </ul>
	O Time was not effectively managed	0	O Time was fairly effectively managed	0	O Time was managed very effectively.	
	Delivery did not motivate the audience to listen:		Delivery showed effort to motivate the audience to listen:		Delivery successfully motivated the audience to listen:	
	O No attention grabber and/or no use of persuasive appeals (ethos, pathos, logos)	0	O Satisfactory attention grabber and/or use of persuasive appeals (ethos, pathos, logos)	0	O Effective / imaginative attention grabber and/or use of persuasive appeals (ethos, pathos, logos)	<ul> <li>no actual attention grabber</li> <li>logos – could have referred to some sources</li> <li>pathos – drawn on well in connection with the examples of everyday life e.g. lifestyle, music preferences</li> </ul>
	O Unenthusiastic or monotonous delivery. Problems in voice usage / pace	0	O Sufficiently engaging and interesting delivery. Voice usage / pace were mainly ok	0	O Engaging and interesting delivery that showed speaker's own enthusiasm. Voice usage / pace varied effectively	- good pace, you also seemed enthusiastic and explained in your own words
Delivery	O Main message incorrectly targeted: The level of complexity was insufficient with regard to the background knowledge of the audience. Too much technical jargon/inadequate vocabulary range	0	O Presented the main message clearly enough to ensure the audience understood: The level of complexity was somewhat appropriate to the audience. Technical jargon, if used, was usually explained using an adequate vocabulary range.	0	O Message was presented in a very clear and audience-friendly manner: The level of complexity was appropriate to the audience. The presenter shows the ability to link new information with audience's prior knowledge.	
	O Used few or no transitional phrases to move between points.	0	O Used occasional transitional phrases to move between points and make the structure of the speech clear.	0	O Consistently used transitional phrases to move between points and make the structure of the speech clear.	- "first of all" - "I want to make a point first# - "also another benefit of"
	O Unable to respond to or recover from Points of Information	0	O Handled Points of Information sufficiently	0	O Handled Points of Information extremely well - counter-arguing fluently, and/or using the POI to strengthen their own team's position.	- in round 1, the response to the POI remained a bit unclear

Fluency and grammar	O Did not know contents well: Used notes too often /rambled aimlessly / poor eye contact/ appears unprepared/ little rapport with audience	O Ert	O Contents sufficiently elaborated: Spoke freely and fairly confidently / good rapport most of the time/ appears well-prepared	0	O Contents elaborated upon expertly & confidently: spoke very naturally &, when needed, emphatically/excellent rapport throughout/ very well-prepared	
	O No or badly thought-out POIs given Fluency/intelligibility (B1 or below):	0	O Sufficient use of POIs Fluency/intelligibility (B2):	0	O Thought-provoking POIs presented  Fluency/intelligibility (C1 or higher):	
	O Pausing for grammatical & lexical planning & self-correction was very evident, affecting intelligibility.	0	O Language contained some hesitation as speaker searched for patterns and expressions.	0	O Expressed him/herself fluently and spontaneously, almost effortlessly.	
	O Satisfactory control of pronunciation with mistakes that sometimes hindered understanding	0	O Good control of pronunciation with a few mistakes	0	O Very good or excellent control of pronunciation	- some words remained a bit unclear ("data breach? bridge?". Remember to also pronounce the ends of the words accurately (e.g. singular or plural, verb forms)
	O Satisfactory vocabulary & grammar but with noticeable mistakes	0	O Good vocabulary & grammar with occasional 'slips' or non-systematic errors	0	O Very good vocabulary & grammar; errors were rare & difficult to spot.	- overall, very good vocabulary. Some minor slips in verb forms ("local shops sells" → "sell") and tenses or singular/plural forms ("also another benefits of" → "benefit") (might also be pronunciation-related rather than grammar-related?)