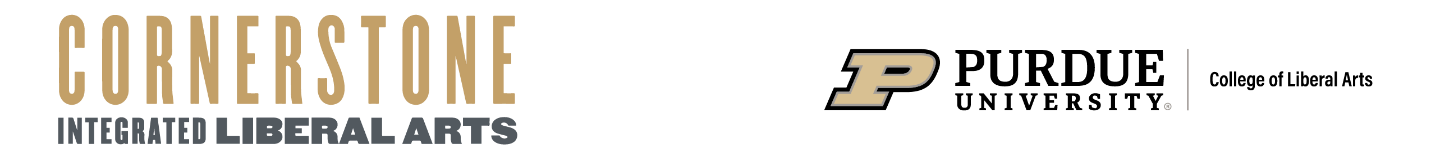
****

**SCLA 102 Persuasive Presentation Rubric**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Name/Section:** | **Poor** | **Average** | **Good** | **Excellent** |
| **Content – Introduction** |  |  |  |  |
| How well did the speaker begin with impact, grabbing the audience’s attention and interest? |  |  |  |  |
| How well did the speaker preview the topic, purpose and main points? |  |  |  |  |
| **Content – Body** |  |  |  |  |
| How well was the presentation organized? Did it flow? Was it easy to understand and follow? |  |  |  |  |
| How well did the speaker develop an argument (e.g., claims, evidence, warrants, appeals)? |  |  |  |  |
| **Content – Conclusion** |  |  |  |  |
| How well did the speaker summarize the topic, purpose and main points, bringing the presentation full circle? |  |  |  |  |
| How well did the speaker issue a call to action? |  |  |  |  |
| How well did the speaker end with impact, continuing to maintain the audience’s attention and interest? |  |  |  |  |
| **Content – Other** |  |  |  |  |
| How well did the speaker incorporate a visual aid? |  |  |  |  |
| Did the speaker cite three credible sources for the supporting material? |  |  |  |  |
|  |  |  |  | /80 |
| **Delivery** |  |  |  |  |
| How effective was the speaker’s eye contact? |  |  |  |  |
| How effective was the physical delivery (e.g., posture, hand/arm gestures, movement)? |  |  |  |  |
| How effective was the verbal delivery (e.g., volume, rate, fillers, variety)? |  |  |  |  |
| How effectively did the speaker use language (e.g., transitions, rhetorical devices)? How appropriate was the language for the audience and occasion? |  |  |  |  |
| How well did the speaker use an extemporaneous style (i.e., conversational)? |  |  |  |  |
|  |  |  |  | /80 |
| **Nuts & Bolts** |  |  |  |  |
| Was the speech within the time limit (4-5 minutes)? (10 points) |  |  |  |  |
| Was a comprehensive working/speaking outline or framework submitted by the official class start time? (10 points) |  |  |  |  |
| Was the Purdue Presentation Center consulted? (20 points) |  |  |  |  |
|  |  |  |  | /40 |
| **Total Points Earned/Possible** |  |  |  | **/200** |