Persuasive Speech Rubric

| | Needs improvement | Good | Excellent |
|---|---|---|---|
| **Attention Getter** | No attention getting strategy was evident. No clear or relevant connection to topic and speech purpose. | Use of relevant attention getting strategy but did not seem to adequately capture audience attention and lead to desire outcome. | Effective use of attention getting strategy to capture audience's attention and to introduce the topic. Attention getter is relevant and meaningful and seemed to get the desired response from audience. |
| **Thesis Statement** | No thesis statements. Main points are not clearly identified. | Thesis is clearly implied, although not explicitly statement. Topic is clearly identified, but main points are not clearly previewed | Thesis statement was clearly articulated during the speech introduction. Thesis statement identifies topic and previews main points. |
| **Supporting materials** | Provides irrelevant or no support. | Provides some support for main points, but needed further elaborate with explanations, examples, etc. | Main points adequately elaborated with timely, relevant, and sufficient support. |
| **Organization** | Lack of structure. Difficult to identify introduction, body, and conclusion. | General structure seems adequate | Use effective organization pattern for speech purpose. Main points are clearly distinguished from supporting materials. |
| **Language** | Use of clear, correct, and appropriate language for target audience and speech goal. Use of rhetorical devices to enhance message. | Few noticeable grammatical errors, but generally clear and appropriate language for target audience | Excessive grammar errors diminished perceived competence. Incomplete sentences and inappropriate vocabulary. |