

# EVALUATION FORM

## Persuasive Speaking

Member Name \_\_\_\_\_ Date \_\_\_\_\_

Evaluator \_\_\_\_\_ Speech Length: 5 – 7 minutes

**Speech Title**

### Purpose Statement

The purpose of this project is for the member to understand the types of persuasive speeches and deliver a persuasive speech at a club meeting.

### Notes for the Evaluator

During the completion of this project, the member has spent time learning about persuasive speaking.

About this speech:

- The member will deliver a well-organized persuasive speech on any topic.
- The member may choose to appeal to emotions, ethics, or logic in his or her speech.
- The speech may be humorous, informational, or any style the member chooses.
- The speech should not be a report on the content of the “Persuasive Speaking” project.

### General Comments

You excelled at:

You may want to work on:

To challenge yourself:



For the evaluator: In addition to your verbal evaluation, please complete this form.

5 EXEMPLARY	4 EXCELS	3 ACCOMPLISHED	2 EMERGING	1 DEVELOPING
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<b>Clarity:</b> Spoken language is clear and is easily understood	Comment:				
5	4	3	2	1	
<b>Vocal Variety:</b> Uses tone, speed, and volume as tools	Comment:				
5	4	3	2	1	
<b>Eye Contact:</b> Effectively uses eye contact to engage audience	Comment:				
5	4	3	2	1	
<b>Gestures:</b> Uses physical gestures effectively	Comment:				
5	4	3	2	1	
<b>Audience Awareness:</b> Demonstrates awareness of audience engagement and needs	Comment:				
5	4	3	2	1	
<b>Comfort Level:</b> Appears comfortable with the audience	Comment:				
5	4	3	2	1	
<b>Interest:</b> Engages audience with interesting, well-constructed content	Comment:				
5	4	3	2	1	
<b>Persuade:</b> Delivers a speech that is clearly intended to persuade the audience	Comment:				
5	4	3	2	1	

# EVALUATION CRITERIA

## Persuasive Speaking

This criteria lists the specific goals and expectations for the speech. Please review each level to help you complete the evaluation.

### Clarity

- 5** – Is an exemplary public speaker who is always understood
- 4** – Excels at communicating using the spoken word
- 3** – Spoken language is clear and is easily understood
- 2** – Spoken language is somewhat unclear or challenging to understand
- 1** – Spoken language is unclear or not easily understood

### Vocal Variety

- 5** – Uses the tools of tone, speed, and volume to perfection
- 4** – Excels at using tone, speed, and volume as tools
- 3** – Uses tone, speed, and volume as tools
- 2** – Use of tone, speed, and volume requires further practice
- 1** – Ineffective use of tone, speed, and volume

### Eye Contact

- 5** – Uses eye contact to convey emotion and elicit response
- 4** – Uses eye contact to gauge audience reaction and response
- 3** – Effectively uses eye contact to engage audience
- 2** – Eye contact with audience needs improvement
- 1** – Makes little or no eye contact with audience

### Gestures

- 5** – Fully integrates physical gestures with content to deliver an exemplary speech
- 4** – Uses physical gestures as a tool to enhance speech
- 3** – Uses physical gestures effectively
- 2** – Uses somewhat distracting or limited gestures
- 1** – Uses very distracting gestures or no gestures

### Audience Awareness

- 5** – Engages audience completely and anticipates audience needs
- 4** – Is fully aware of audience engagement/needs and responds effectively

- 3** – Demonstrates awareness of audience engagement and needs
- 2** – Audience engagement or awareness of audience requires further practice
- 1** – Makes little or no attempt to engage audience or meet audience needs

### Comfort Level

- 5** – Appears completely self-assured with the audience
- 4** – Appears fully at ease with the audience
- 3** – Appears comfortable with the audience
- 2** – Appears uncomfortable with the audience
- 1** – Appears highly uncomfortable with the audience

### Interest

- 5** – Fully engages audience with exemplary, well-constructed content
- 4** – Engages audience with highly compelling, well-constructed content
- 3** – Engages audience with interesting, well-constructed content
- 2** – Content is interesting but not well-constructed or is well-constructed but not interesting
- 1** – Content is neither interesting nor well-constructed

### Persuade

- 5** – Delivers an exemplary persuasive speech
- 4** – Delivers an excellent persuasive speech
- 3** – Delivers a speech that is clearly intended to persuade the audience
- 2** – Delivers a speech that has some components of persuasion, but needs improvement
- 1** – Speech has few or no components of a persuasive speech

