

Persuasive Research Presentation (15%)

You will prepare and deliver a persuasive presentation about a topic related to technology with a partner. However, you will present contrasting viewpoints while focusing on the same technical details. Your presentation should focus on specific, objective advantages and information, not on your opinion.

Your presentation should be 8-10 minutes long (4-5 minutes per person). You are required to use at least 2 different English sources per person to support your topic. Your sources should be used to help support your opinion and make it more persuasive. You should use PowerPoint to support your presentation. Your PPT should be no more than 7 slides per person and should include your sources.

You will need to upload your presentation to e-Class the day before the presentations. Presentations will take place in **Lesson 8**

Example Topics:

1. The best cellphone/laptop brand based on technical specifications
2. The best computer game based on game design
3. The most innovative car company based on technology
4. The best type of database (SQL, NoSQL, etc.)
5. The best type of cybersecurity (two-factor authentication, fingerprint, etc.)
6. The best fitness technology
7. Other topic: _____ (needs teacher approval)

Persuasive Research Presentation Rubric

5-pt items	5	4	3	2	1
10-pt item	10	9-8	7-6	5-4	3-0
Structure (5 pts)	Has a clear, unique structure that creatively builds the presentation.	Has a clear structure with an engaging, audience-oriented introduction and conclusion. Middle is well-organized with effective transitions that control the flow.	Has a clear beginning, middle, and end with all the necessary structural components of each section. Organization is logical and well-chosen. Transitions moved between ideas well.	Has a clear beginning, middle, and end, but may be ineffective or missing parts within sections. Organization between ideas is a bit weak.	Missing 1 or more parts of the essential structure and/or presentation is disorganized
Content (10 points)	Content is thorough, relevant, and clear in communicating a perspective. Provides an excellent overview of the topic in a creative, engaging way. Excellent sources are identified, used well, and integrated into the presentation to support the topic.	Content is focused and interesting with clear, effective strategies for engaging the audience. It has a clear topic and provides thorough and ample details. 2 sources support the ideas well and are identified in detail during the presentation.	Content has a focused topic that includes all of the required information. The content delivers clear and convincing details with some depth, useful for understanding the topic. Sources inform the topic, but may not have been identified well or may provide clear, but weak, support.	Content is usually focused, but may drift. Some information may be missing or be general, making full understanding difficult. 1 source may have been used instead of 2. The source(s) may have been general, not very useful, or identified poorly.	Details are minimal or overly general. Topic may lack focus. Content is missing required information. Sources are lacking or unidentified.
Delivery Skills (5 pts)	Uses strategies to interact with and engage the audience. Speaks at a consistent, appropriate pace, modulating speed and tone to creatively and effectively support the content. No vocabulary and grammar errors. Between 4:00-5:00 min.	Consistently accurate volume, pronunciation, speed, fluency, and pausing with no disfluencies that affect comprehension and minimal disfluencies overall. Use of vocabulary and grammar is usually accurate. 3:30-4:00 minutes or over 5:30.	Pronunciation, speed, fluency, and pausing are generally accurate and well-executed, but there were mistakes or disfluencies. Vocabulary and grammar are usually accurate. 3:00-3:30 min or over 6:00.	Volume, fluency, pronunciation, speed, and/or pausing may be ineffective or distracting, and may even make it difficult to understand or follow the presentation. Vocabulary and grammar have many mistakes. 2:30-3:00 min or over 6:30.	Delivery was incomprehensible. Vocabulary and grammar mistakes frequently lead to communication breakdown. Less than 2:30 min or over 7:00.
Visual Skills (5 pts)	Visuals and body language use innovative and unique techniques to engage the audience and deliver content efficiently and effectively. Design choices clearly link the verbal/textual content and visual contents.	Visuals maintain a clear, engaging CARP strategy throughout that guides the audience and makes content accessible. Body language offers superior support for the content. Visuals and body language provide superior help for understanding the content.	Visuals provide strong support for spoken content by following all CARP principles across the slides. Visuals support text without being read (or frequently elaborates significantly upon read content). Body language and posture support the presentation.	Visuals usually provide support for spoken content, generally follow CARP principles, may have language errors, have inconsistencies, or have other distracting problems. Visuals are frequently read instead of elaborated upon. Body language sometimes distracts from the presentation.	Lacks visuals; Visuals do not seem to contribute much to supporting the presentation or distract; Visuals contain serious and obvious errors in language. Visuals lack awareness of CARP principles.
Persuasive Strategies (5pts)	Uses multiple strategies in creative and clear ways to provide strong support for the topic.	Uses multiple persuasive strategies to support the ideas well consistently throughout the presentation.	Uses one or two persuasive strategies to support the ideas clearly. The implementation of the strategies may have minor problems or weaknesses.	Weak or unclear use of persuasion strategies limits usefulness of support. Choice of strategy was not appropriate, or the implementation was poor.	Persuasion strategies did not reflect the content covered in class. May have told info about the topic without actually being persuasive.