

EVALUATION GUIDE FOR **PERSUADE WITH POWER**

Title _____

Evaluator _____ Date _____

Note to the Evaluator: The speaker is to present a persuasive speech that combines logical support for his/her viewpoint with a strong emotional appeal. The speech should focus on the self-interest of the audience. The speaker also has been asked to avoid using notes, if possible. In addition to your oral evaluation, please complete this evaluation form by checking the appropriate column for each item. Add your comments only for those items where special praise is warranted, or where you can offer specific suggestions for improvement.

	EXCELLENT	SATISFACTORY	COULD IMPROVE	COMMENTS / SUGGESTIONS
▶ Did the speaker project sincerity and conviction?	_____	_____	_____	
▶ Was the speaker a credible source of information about this topic?	_____	_____	_____	
▶ Did the speaker phrase his/her appeal in terms of the audience's self-interest?	_____	_____	_____	
▶ Did the speech opening capture the audience's interest?	_____	_____	_____	
▶ Did the speaker use facts and logical reasoning to support his or her views?	_____	_____	_____	
▶ Did the speaker properly use emotion to persuade the audience to support his or her views?	_____	_____	_____	
▶ Was the speech organization effective?	_____	_____	_____	
▶ Did the speaker's body language and vocal variety contribute to the message?	_____	_____	_____	
▶ Were you persuaded to accept the speaker's views?	_____	_____	_____	

▶ What could the speaker have done differently to make the speech more effective?

▶ What did you like about the speech?