# *The Persuasive Speech*

# *Rubric*

**Name: Trinity**

**Topic: Don’t Ban Books!**

## Introduction (8 Points): 6

Captures Attention

Quite a compelling opening statement and statistic to highlight the significance of the topic!

Offers Greeting

Pleasant.

States Credibility

Missing: Tell us what makes you knowledgeable on your chosen topic. You indirectly indicate through the statistic that you have done research, but best practice is to state directly what makes you credible.

Presents Thesis and Preview

Not completely a clear thesis (you phrase your topic like a question). A nice preview of the main points to be presented.

## Main Points (15 Points): 15

Well-Worded Main Point Topic Statements, Well-Selected and Well-Organized Points, Well-Explained and Well-Reasoned/Argued Points

A clear and convincingly argued case!!!!!!! Very well-crafted, too.

## Support and Sources (20 Points): 18

Variety (4 different forms of support used):

An excellent variety of support used.

Strength (all points are strongly supported):

Evidence is skillfully selected and utilized!

Oral Citation (5 sources, each well-cited) and Credible Sources (each well-chosen):

Three credible research sources and professional citation thereof! The dictionary doesn’t count and missing one more research source, so missing two.

**Visual Aids(s) (10 Points): 10**

Well-Chosen/Created, Well-Displayed, and Well-Discussed

Slides are full of persuasive points and pictures! Super strong!

**Transitions and Signposts (4 Points): 4**

Excellent use of both, creating a smooth flow of points!

**Call to Action (4 Points): 0**

## Calls for Clear Physical Action Appropriate for Audience to Take and Provides Specific Guidance for How to Take this Action

Missing your call to action. What would you like each of your listeners to do as a first step in joining in this cause?

**Conclusion (4 Points): 4**

Provides Review

Almost a complete summary of points to drive them home.

Finishes Strong

An inspirational closing quote!

## Adaptation to the Audience (5 Points): 5

Topic Relevance to Audience Made Clear and Points Geared to Audience Knowledge/Interests/Attitude/Position

What an incredibly knowledgeable and skillful advocate you make for this cause, with very impressive command of the facts and strength of case!

## Delivery (20 Points): 20

Eye Contact

Some looking away, and a nice sense of genuine eye contact!

Voice

Clear, nicely paced, naturally expressive, full of great vocal emphasis!

Demeanor

Such tremendous poise, a powerful sincerity that sure shines, and very engaging demeanor!

Persuasiveness

A definite concern for and commitment to your cause shown—always a privilege to see in a presenter!

Extemporaneous Quality

A super conversational delivery!

## Time: 7.06

## A fine time!

**Speech Points Earned: 82/90**

**Almost perfect!**

**Outline Points Earned: 15 -10 = 5/15**

**An excellent outline! You are just missing two credible research sources (again, dictionary doesn’t count). You are welcome to find one more credible source and email me the citation for the source, along with a quick draft of what of it you would use and where in the speech, to earn back five points. Due no later than the last day of the semester, Saturday, May 20.**

**Total Points Earned: 87/105**

***A highly impactful presentation on such a great cause!***