**English 10 Persuasive Speech Rubric – Student name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **TRAITS** | **Minimally Meets Expectations** | **Partially Meets Expectations** | **Fully Meets Expectations** | **Exceptionally Meets Expectations** |
| **Overall Organization & Structure** | There is no clear introduction, structure, or conclusion.  Personal opinion is not easily understood. There is little or no reference to the issue | The introduction includes the main goal or thesis. A personal opinion is not clearly stated. A vague/ineffective conclusion is included. | The introduction includes the goal/thesis that states a personal opinion & identifies issue. Does not always maintain the interest of the audience. A conclusion states a personal opinion. | The introduction is inviting, states the goal or thesis that strongly & clearly states a personal opinion and identifies the issue. Maintains the interest of the audience. The conclusion strongly states a personal opinion. |
| **Reasons and Support (premises and proofs)** | Arguments are weak or missing. Less than two arguments are made. | Two reasons are given, but with weak arguments. | Three or more reasons are stated, but the arguments are somewhat weak in places. | Three or more excellent reasons are stated with good support. It is evident that a lot of thought and research has gone into assignment. |
| **Persuasive Techniques** | Word choice is limited.  No evidence of persuasive devices. | There is evidence of attention to word choice.  Persuasive devices have been attempted. | Word choice enhances the argument.  Some (3-4) persuasive devices are used effectively. | Word choice is creative & enhances the argument.  A number of (5-6) persuasive devices are used effectively. |
| **Delivery** | Could not hear or understand the speaker. Monotonous tone.  No eye contact, as entire speech is read from notes. | The speaker was hard to hear at times and tone was not expressive.  Minimal eye contact. Reading mostly from notes. Little or no inflection. | The speaker was easy to hear and spoke clearly, but tone somewhat expressive. Consistent eye contact. Some looking at notes. | Spoke in a loud, clear voice and tone was expressive. Spoke with volume fluctuation and inflection. Held audience attention with eye contact, appropriate gestures, pauses. Seldom looked at notes. |
| **Enthusiasm/Audience Awareness** | Showed no interest in topic. Failed to increase audience understanding of topic | Showed little/mixed feelings about topic. Raised audience understanding & knowledge of some points | Showed some enthusiasm. Raised audience understanding & awareness of most points. | Demonstrated strong enthusiasm about topic during entire presentation. Significantly increased audience understanding & knowledge of topic; convinced audience to recognize validity & importance of subject. |

Adapted from <http://www.readwritethink.org/files/resources/lesson_images/lesson414/rubric.pdf> / 20 marks