

Persuasive Speech Rubric

	Organization	Developing/Expressing Ideas	Voice/Style
4	<ul style="list-style-type: none"> Clearly addresses all parts of the task. Provides a meaningful thesis, maintains a consistent tone and focus, and purposefully illustrates a control of organization. Well organized- Contains a thorough introduction, a persuasive body and a conclusion. Correctly cites examples and provides a thorough bibliography. 	<ul style="list-style-type: none"> Position is clearly stated and consistently maintained. Clear references to the issues are stated. Evidence clearly supports the position. The evidence is sufficient. Skillfully addresses audience's concerns, biases and expectations. 	<ul style="list-style-type: none"> Provides a variety of sentence types and uses precise, descriptive language. Demonstrates a clear sense of audience. Language usage is well chosen and aimed at influencing the reader. Persuasive strategies such as anecdotes, quotations, statistics, testimony, visual aids, voice, gesture and eye contact are used effectively.
3	<ul style="list-style-type: none"> Addresses all parts of the writing/presentation task. Provides a thesis, maintains a consistent tone and focus, and illustrates a control of organization. Organization is adequate- The reader has no difficulty in following speaker through Introduction, body and conclusion. Correctly cites examples and provides an adequate bibliography. 	<ul style="list-style-type: none"> Position is clearly stated and maintained, but references to the issue are missing. Evidence provided supports position, but there is not enough evidence, nor is it strong enough to completely influence the audience. Addresses most of audience's concerns, biases, and expectations. 	<ul style="list-style-type: none"> Provides a variety of sentence types and uses some descriptive language. Demonstrates general sense of audience. Language choice is adequate. Persuasive strategies such as anecdotes, quotations, statistics, testimony and visual aids, voice, gesture and eye contact are used adequately.
2	<ul style="list-style-type: none"> Addresses only parts of the oral task. May provide a thesis, but maintains an inconsistent tone and focus, and illustrates little, if any, control of organization. An attempt at maintaining a logical argument is evident, but unsuccessful. An attempt at citation is made. Bibliography is minimal. 	<ul style="list-style-type: none"> A position is stated, but is not maintained. The argument is supported by very little evidence, and is unconvincing. Addresses few concerns, biases and expectations. 	<ul style="list-style-type: none"> Provides few, if any types of sentences, and uses basic, predictable language. Demonstrates little, or no sense of audience. Use of appropriate language is limited. Language choice is simple or largely inappropriate. Persuasive strategies such as anecdotes, quotations, statistics, testimony and visual aids, voice, gesture and eye contact are used infrequently and are inadequate.
1	<ul style="list-style-type: none"> The speech is too short to evaluate. Provides a weak thesis if any at all. There is no control of organization. There are no citations and no bibliography is provided. 	<ul style="list-style-type: none"> There is no statement of position, or statement cannot be determined. Evidence is unrelated to topic or argument. Fails to address concerns, biases, or expectations. 	<ul style="list-style-type: none"> Provides no variety of sentence types and uses very limited vocabulary. Demonstrates no sense of audience. Persuasive strategies such as anecdotes, quotations, statistics, testimony and visual aids are not present.