

English 9 Trimester B: Persuasive Speech Rubric

	4 - Sophisticated	3 - Proficient	2 - Developing	1 - Insufficient
Organization (Clear argument and transitions adapted to speaking)	Argument is clearly communicated and provides a clear path to follow during the speech. Transitions make the argument clear and easy to follow .	Argument is communicated in the introduction of the speech, but it does not provide a clear path for following the speech. Transitions allow the argument to be followed.	Argument is mentioned but remains vague or is unclear in general. Pathway for following the speech is misleading or missing. The argument can mostly be followed, but is sometimes lost due to poor or absent transitions	Argument is missing, misleading, or overly vague making it difficult to follow the speaker. Presentation lacks transitions and/or organization.
Supporting Details	Speech is developed with evidence/reasons (researched and/or non-researched) that clearly support(s) the argument. Speaker clearly connects the evidence/reasons to the argument.	Speech contains some evidence/ reasons (researched and/or non-researched) that support(s) the argument. Speaker somewhat connects the evidence/reasons to the argument.	Speech has limited evidence/ reasons (researched and/or non-researched) that somewhat support(s) the argument. Speaker connects the evidence/ reasons to the argument, but the connection is insufficient or vague.	Speech is missing or lacks evidence/reasons (researched and/or non-researched) and/or their evidence/reasons are unrelated to their argument. Speaker does not connect the evidence/reasons to the argument, or the connection does not make sense for the argument.
Persuasive Techniques (Logical and emotional appeals, acknowledgement and address of opposing viewpoints)	Speaker skillfully uses both logical and emotional appeals to persuade the audience. Opposing viewpoints are acknowledged and effectively challenged.	Speaker uses both logical and emotional appeals to persuade the audience, but use is limited and somewhat unconvincing. Opposing viewpoints are acknowledged but are ineffectively challenged.	Speaker uses one type of persuasion (logical or emotional) OR ineffectively uses logical and/or emotional appeals to persuade audience. Opposing viewpoints are vaguely acknowledged and challenged.	Speaker does not use persuasive techniques OR speaker uses only one type of persuasive technique and it is done ineffectively.
Vocal Elements of Formal Speaking (Volume, Pitch, Pacing, Enunciation)	Pace and pausing enhance points and feel natural and purposeful. Volume and pitch vary to enhance points, and feel natural and purposeful. Speaker clearly enunciates most words, and the enunciation feels natural.	Pace and pausing clarify points, but may at times feel rigid or awkward. Volume and pitch clarify point, but may at times feel rigid or awkward. Speaker enunciates some or most words, but the enunciation is rigid.	Pace and pausing may lack variety or clear purpose. Volume may be merely adequate. Pitch may vary somewhat but lacks clear purpose. Speaker enunciates some words, but may project uncertainty.	Pace and pausing have no variety or are dictated by insufficient rehearsal. Volume and/or pitch are monotone. Speaker has poor overall enunciation, which hinders the audience's understanding.
Physical Elements of Formal Speaking (Body Control, Eye Contact, Gestures)	Eye contact engages individuals in multiple areas of the room. Posture and gestures are confident and controlled, and enhance points.	Eyes address (but may not engage) individuals in multiple areas of the room. Posture is controlled but may seem rigid. Purposeful gestures are present but may not enhance points	Eye contact may be inconsistent. Posture may not be entirely controlled (shifting weight, crossing feet, etc.) Gestures are not attempted, but hands are controlled and non-distracting.	Eye contact is rarely made. Posture is uncontrolled or overly casual. Gestures are distracting and / or hands are not controlled (fidgeting with note cards, sleeves, pockets, etc).
Holistic	4	3	2	1