

# Keynote Speech Analysis Checklist

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Rankings: E = Excellent, VG = Very Good, G = Good, F = Fair, NI = Needs Improvement

| <b>Criteria</b>     | <b>E</b> | <b>VG</b> | <b>G</b> | <b>F</b> | <b>NI</b> |
|---------------------|----------|-----------|----------|----------|-----------|
| Delivery            |          |           |          |          |           |
| Voice               |          |           |          |          |           |
| No Vocalized Pauses |          |           |          |          |           |
| Vocal Properties    |          |           |          |          |           |
| Articulation        |          |           |          |          |           |
| Body Language       |          |           |          |          |           |
| Eye Contact         |          |           |          |          |           |
| Smiling             |          |           |          |          |           |
| Gesturing           |          |           |          |          |           |
| Posture             |          |           |          |          |           |
| Moving              |          |           |          |          |           |
| No Distractions     |          |           |          |          |           |
| Use of Notes        |          |           |          |          |           |
| Content             |          |           |          |          |           |
| Organization        |          |           |          |          |           |
| Introduction        |          |           |          |          |           |
| Attention Getter    |          |           |          |          |           |
| Thesis              |          |           |          |          |           |
| Preview             |          |           |          |          |           |
| Main Points         |          |           |          |          |           |
| Transitions         |          |           |          |          |           |
| Review              |          |           |          |          |           |
| Closing             |          |           |          |          |           |
| Persuasiveness      |          |           |          |          |           |
| Ethos               |          |           |          |          |           |

|                      |  |  |  |  |  |
|----------------------|--|--|--|--|--|
| Logos                |  |  |  |  |  |
| Pathos               |  |  |  |  |  |
| Supporting Materials |  |  |  |  |  |
| Evidence Citation    |  |  |  |  |  |
| Evidence Sources     |  |  |  |  |  |
| Language             |  |  |  |  |  |
| Slides               |  |  |  |  |  |
| General              |  |  |  |  |  |
| Topic Quality        |  |  |  |  |  |
| Enthusiasm           |  |  |  |  |  |
| Audience Adaptation  |  |  |  |  |  |