

Persuasive Speech Analysis Rubric

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

| Criteria | E | VG | G | F | NI |
|---------------------|----------|-----------|----------|----------|-----------|
| 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 | | | | | |