

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					