

Rubric: Informative & Persuasive Speeches Name: _____ # _____

Criteria	Poor F 0–10 pts	Below D 10– 13 pts	Meets C 14 – 15 points	Above Average B 16– 17 points	Exceptional A 18–20 points	SCORE
Organization 20 pts	Poor organization. Hard to follow.	Not very organized. Missing many elements.	Somewhat organized. Missing one or more elements of outline. Ineffective transitions. Did not follow Org pattern.	Transitions used. Preview, summary or conclusion not complete. Followed Org pattern. Missed 1–2 element(s) of organization.	High level of organization. Effective & well thought out: gains interest, relates to audience, preview, effective transitions, main points clear, summary & concluding statement.	/20
Content & Critical Thinking 20 pts	Fallacies or irrational relationships.	Did not follow thesis/ preview well. Few if any examples to relate to the audience.	Somewhat follows thesis/ preview. Used at least one analogy, narrative, quote or example.	Follows thesis/ preview. Used several analogy, narratives, quotes or examples. Relates examples to this audience.	Detailed thesis is followed. Relates speech to this audience. Vivid language, analogy, narratives, quotes or examples. Good solid logic in persuasion – no faulty logic.	20
Support/ sources 20 pts	No sources used!	Not adequate research of reputable sources. Several points were not supported. Did not meet required number of sources.	Some points were supported by sources. Some sources were verbally cited. Met required sources.	Topic was well researched. Most points were supported by reputable research. Sources were verbally cited but not completely correct. Met required number of sources.	Topic was well researched. ALL data was supported by reputable research. ALL sources were verbally cited. Number of sources exceeded (Four for informative & SIX for Persuasive)	/20
Style/ Presentation 20 pts	Read entire speech. No gestures used.	Lacked in vocal expression. Little eye contact – read speech. Lots of fillers.	Some vocal expression. Some Eye contact. Some reading. Some gestures. fillers (um, ah, ya know)	Good use of language and vocal projection, Eye contact thru most of speech & some gesturing. No fillers.	Vivid language & vocal expression & passion & projection. Consistent eye contact & use of gestures. No fillers	/20

COMMENTS: _____

	(0–4 points)	(5– 6 points)	(7 points)	(8 points)	(9 – 10 points)	SCORE
Visual Aids 10 pts	No visual aid.	Poor use of visual aid.	Some use of pictures & text on visual aids. Missing sources on slides	Visual aids are appropriate. Sources on most slides. Appropriate use of pictures & text on visual aids.	Visual Aids are professional. Good mix of text and pictures. Contribute to effectiveness. Sources on all slides.	/10
Adherence to Time 10 pts	Did not make time – went over	Did not meet time. Went over time.	Did not go over by more than 30 seconds.	Stayed within time limits Informative 4–6 min Persuasive 5–8 min	Very Effectively used time Informative 4–6 min Persuasive 5–8 min	/10

TIME: _____

TOTAL: /100

COMMENTS: _____
