

Persuasive Presentation Rubric

Presenter Name:		Evaluator Name:			Appropriate Attire?	
Thesis Statement/Central Argument:						
Your Score	Points Possible	Category	Exemplary (A)	Competent (B)	Developing (C)	Not Yet Demonstrated
Structure and Content						
		Introduction (Attn. Common Gr. Cred Thesis Pre)	All parts present + well-tailored to audience	All parts present	Missing part(s)	Significant issues
		Conclusion (Sum/Rev Call to Act Closure)	All parts present + well-tailored to audience	All parts present	Missing part(s)	Significant issues
		Transitions	Summ + prev + sign post	Summarize or preview	Missing some	Missing most
		Organizational Pattern	Pattern enhances speech	Explain problem(s), advocate for solution(s)	Incomplete problem(s) and/or solution(s)	No clear org pattern
		Main Points	Clear w/o seeing outline	Match outline	Somewhat unclear	Very unclear
		Argumentation	B + tailored to audience	Logically consistent	Unclear logic 1+ times	Unclear or fallacious arguments throughout
		Supporting Material	In-depth connection to thesis	Mostly connected to thesis	Included	Not included
		Source Quality	Quality resources	Mostly quality resources	Questionable	Not included
		Citations	Cited 4 sources accurately	Cited 4 sources w/ error(s)	Cited 2-3 sources	Cited less than 2 sources
		Topic	Persuasive/Urgent/Novel	2 of 3	1 of 3	0 of 3
		Time	4-6 min		3-4 or 6-7 min	<3 or cut off by teacher
Write Additional Comments on Next Page					Main Points - - -	
Delivery						
		Volume	Enhances persuasion	Appropriate to context	Shout/mumble some	Could not hear most
		Pitch/Inflection	Enhances persuasion	Formal; vocal patterns may not enhance presentation	Vocal patterns distract from performance	Monotonous
		Tone	Enhances persuasion	Seems to care	Unable to tell if cares	Apathetic
		Rate	Enhances persuasion	Not too fast or slow	Sometimes fast or slow	Serious concerns
		Gestures	Motivated + natural + reinforced content	Connected to content	May appear forced or mechanical	Not included
		Eye Contact	70%+ at audience	60%+ at audience	50%+ at audience	Limited eye contact
		Facial Expression	Varied related to content	Formal, but fine	Low affect	Shows disregard
		Movement/Posture	Poised, motivated movement	Sometimes shift weight or unmotivated movement	Weight shift or movement distracting	Stiff, rigid
		Flow	Smooth, limited fillers	Some fillers, breaks	Fillers distract	Big stops/starts
		Anxiety Management	Comfortable	Overcoming anxiety	Clearly anxious	Incomplete speech
		Language Use	Engaging	Appropriate	Mostly appropriate	Inappropriate
Write Additional Comments on Next Page						

Additional Comments