

Public Speaking
Unit 7
Persuasive Speech: A Question of Value

Speaker _____

Date: _____

What is the core issue and your view on it? (thesis) _____ (10)

Clear Communication: (20 points)

- Core issue on the board _____ (3)
- Thesis statement stated at beginning (inductive) or end (deductive) _____ (5)
- Attention-getting intro _____ (12)
builds interest, previews topic, applies message to audience

Content: (35 points)

- Body has a clear, logical organization and convincing argument _____ (5)
- Body includes specific, meaningful information _____ (5)
- Connects issue to audience needs (pathos) _____ (5)
- Establishes personal credibility (confident, enthusiastic, trustworthy, sincere, personal) (ethos) _____ (5)
- Cites sufficient credible, honest, relevant, current evidence (logos) _____ (5)
- States sources within the speech _____ (5)
- Effective conclusion (says “thank you” at end) _____ (5)

Delivery: (45 points)

- Word choice is appropriate and mature _____ (5)
- Grammar/sentence structure _____ (5)
- Appropriate appearance (ethos) _____ (5)
- Demonstrates good use of verbal aspects of delivery
 - Rate/pauses _____ (5)
 - Volume/pitch variation _____ (5)
 - Enunciation _____ (5)
- Demonstrates good use of nonverbal aspects of delivery
 - Gestures/facial expressions _____ (5)
 - Appearance/movement _____ (5)
 - Eye contact _____ (5)

Courtesy: No hat/no hood/no gum/school appropriate _____ (5)

Written piece: Note cards in **ink or typed** _____ (5)

Sources: (5 points)

List two sources _____

Time: 4-5 minutes (10% off grade for every 30 seconds short or over time [prorated])

Total: _____ (125 pts.)