

Public Speaking  
Speech #8: Unit 9 (Chapter 13)  
Persuasive Speech: A Question of Policy

Speaker: \_\_\_\_\_

Policy you would like to see changed: \_\_\_\_\_

Date: \_\_\_\_\_

**Clear Communication:** (20 points)

Topic clearly stated at beginning of speech \_\_\_\_\_ (5)

Attention-getting intro (builds interest,  
previews topic by stating the PROBLEM with the policy) \_\_\_\_\_ (5)

Connects the policy and the problem to audience \_\_\_\_\_ (5)

Proposes the SOLUTION to the problem or CHANGE  
in the policy as the thesis for the speech \_\_\_\_\_ (5)

**Content:** (65 points)

Body has a clear, logical organization \_\_\_\_\_ (5)

Body includes specific, meaningful information that includes  
compelling evidence (current and relevant facts and figures) \_\_\_\_\_ (10)

Body includes reference to moral or ethical reasons for  
the proposed change \_\_\_\_\_ (5)

Speaker creates an audience goal based on audience  
demographics, attitudes, knowledge \_\_\_\_\_ (10)

Establishes personal credibility  
(confident, enthusiastic, trustworthy, sincere) \_\_\_\_\_ (5)

Cites at least 2 reliable sources \_\_\_\_\_ (5)

Uses repetition for emphasis (see p. 158 in textbook) \_\_\_\_\_ (5)

Uses media aids w/facts and shows framework of speech  
(including main headings) (minimum of 2) \_\_\_\_\_ (5)

Uses media aid to reinforce values and to appeal to audience \_\_\_\_\_ (5)

Media aids are effectively integrated into the speech \_\_\_\_\_ (5)

Effective/memorable conclusion (also says "thank you" at end) \_\_\_\_\_ (5)

**Delivery:** (65 points)

Evidence of planning and rehearsal \_\_\_\_\_ (15)

Word choice is appropriate and mature \_\_\_\_\_ (5)

Grammar/sentence structure uses standard American English \_\_\_\_\_ (5)

Skillful use of 2 media aids and note cards \_\_\_\_\_ (5)

Appropriate appearance (professional/competent) \_\_\_\_\_ (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  
• Effective gestures/facial expressions \_\_\_\_\_ (5)

• Appearance/movement (nothing distracting) \_\_\_\_\_ (5)

• Eye contact \_\_\_\_\_ (5)

**Courtesy:** No hat/no hood/no gum/school appropriate \_\_\_\_\_ (5)

**Written piece:** Note cards (3x5) in **ink or typed** (three maximum) \_\_\_\_\_ (5)  
One-page outline with main and sub headings \_\_\_\_\_ (5)  
Two printed sources (legitimate/approved/NOT wikipedia) \_\_\_\_\_ (5)

**Sources:** \_\_\_\_\_ (5)

List two sources \_\_\_\_\_

**Time: 5-6 minutes**

5 minute minimum (10% off grade for every 30 seconds short or over time)

Total: \_\_\_\_\_ ( 175 pts.)