

PERSUASIVE SPEECH RUBRIC

As you listen to the speech, circle the number for each category (Introduction, Content, Delivery, Conclusion, Overall) that you think best describes how that part of the speech went. Add up your numbers and write the total score at the bottom of this page.

	4	3	2	1
Introduction	The first few lines of the speech really got my attention and made me want to listen.	The first few lines of the speech got my attention and I was curious to hear the rest.	The first few lines didn't really get my attention and I wasn't sure if I wanted to hear more.	The first few lines of the speech did not get my attention and I did not want to hear more.
Content	The speech focused on one or two major issues and described those issues thoroughly.	The speech focused on one or two major issues, but did not fully explain them.	The speech focused on more than two issues and did not fully explain them.	The speech was unclear and did not explain any of the issues thoroughly.
Delivery	The speaker spoke in a loud, clear voice and was expressive.	The speaker was loud and clear, but not very expressive.	The speaker was hard to hear at times and not expressive.	I could not hear or understand the speaker.
Conclusion	The end of the speech was exciting and lively.	The end of the speech was somewhat exciting and lively.	The end of the speech was not very exciting or lively.	The end of the speech was not exciting or lively at all.
Overall	The speech was exciting and informative and really made me want to vote for this person.	The speech was informative and somewhat exciting and I might vote for this person.	The speech was not very informative or exciting and I probably wouldn't vote for this person.	The speech made me not want to vote for this person.

Total score: _____