

**WRITTEN SPEECH RUBRIC**

<b>SKILLS</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
<i>Topic</i>	Appropriately focused topic with a clearly communicated understanding of the purpose for the speech	Focused topic with partially demonstrated understanding of the purpose for the speech	Somewhat focused topic or a vague sense of the purpose for the speech, which require the audience to make assumptions	A lack of focus or confused purpose, which result in confusion on the part of the audience
<i>Research Analysis</i>	Clear and convincing command of facts and information with insightful explanations that help to illustrate the speaker's ideas and arguments	Clear use of facts and information with partially developed explanations in support of the speaker's ideas or arguments	Partially clear use of facts and information with limited or incomplete explanations to support the speaker's ideas or arguments	Confusing or incomplete facts with little and/or confusing explanations as to how the facts support the speakers ideas or arguments
<i>Organization</i>	Clearly and logically organized speech with an engaging introduction, a logically sequenced body with appropriate transitions, and a clear and convincing conclusion. Manipulates sentence length and word order to enhance the total effect of the essay	Clear attempt at organization with a beginning, middle, and end and an attempt to use transitions	Some inconsistencies in organization and/or a lack of sustained focus throughout the speech with inconsistently use transitions	A lack of organization makes it difficult to follow the speaker's ideas; speech may be too conversational and may ramble without a clear beginning, middle, or end
<i>Language</i>	Uses sophisticated and varied language that is suited to the topic and audience; word choice is concise, original, and effectively conveys the appropriate tone given the purpose of the speech	Uses appropriate language and word choice, but with less sophistication, expressiveness and/or originality	Use words that may be unsuited to the topic, audience or purpose of the speech; word choice lacks originality and fails to convey an appropriate tone for the speech	Inappropriate use of language distracts the audience because it is too informal or too imprecise given the topic and purpose of the speech
<i>Rhetorical Devices</i>	Incorporates at least three different rhetorical devices from the list below several times throughout the speech: Pathos, Logos, Ethos, anaphora, epistrophe.	Incorporates at least two different rhetorical devices from the list below several times throughout the speech: anaphora, epistrophe, ethos, pathos, and logos.	Incorporates at least one rhetorical device from the list below several times throughout the speech: anaphora, epistrophe, ethos, logos, and pathos.	Fails to incorporate any of the following rhetorical devices from the list below: anaphora, epistrophe, ethos, pathos, and logos.

<i>Appeals</i>	All three appeals are fluidly and naturally scattered throughout the speech with a balance that effectively aids in your persuasion without making it feel forced or contrite	All three appeals are clearly used throughout the speech to effectively persuade your audience	An attempt at using all three appeals is made, although there may be some imbalance or the persuasion may be slightly ineffective	Either not all appeals are obvious or they are used ineffectively
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## ORAL SPEECH RUBRIC

SKILLS	4	3	2	1
<i>Organization</i>	Clearly and logically organized speech with an engaging introduction, a logically sequenced body with appropriate transitions, and a clear and convincing conclusion. Manipulates sentence length and word order to enhance the total effect of the essay	Clear attempt at organization with a beginning, middle, and end and an attempt to use transitions	Some inconsistencies in organization and/or a lack of sustained focus throughout the speech with inconsistently use transitions	A lack of organization makes it difficult to follow the speaker's ideas; speech may be too conversational and may ramble without a clear beginning, middle, or end
<i>Language</i>	Uses sophisticated and varied language that is suited to the topic and audience; word choice is concise, original, and effectively conveys the appropriate tone given the purpose of the speech	Uses appropriate language and word choice, but with less sophistication, expressiveness and/or originality	Use words that may be unsuited to the topic, audience or purpose of the speech; word choice lacks originality and fails to convey an appropriate tone for the speech	Inappropriate use of language distracts the audience because it is too informal or too imprecise given the topic and purpose of the speech
<i>Delivery</i>	Speaks with clarity and projects voice during entire speech; uses appropriate tone, pace and emphasis to enhance the overall effect of the speech. Varies all when necessary. Length of speech is between 4:45-5:00 minutes.	Speaks with clarity and projects voice; varies tone, pace and emphasis throughout the speech, but not always effectively. Length of speech is between 4:30-4:44 minutes.	Speaks with clarity and projects voice for the majority of the speech; varies tone, pace and emphasis throughout some of the speech, but it's not always effective. Length of speech is between 4:15-4:29 minutes.	Seldom speaks with clarity and rarely projects voice; fails to vary tone, pace and emphasis throughout the speech. Length of speech is between 4:00-4:14 minutes.
<i>Overall Effectiveness</i>	Speaker remains enthusiastic, audience attention is maintained, and the purpose of the speech is achieved	Speaker shows some enthusiasm, the audience remains mostly interested, and the purpose of the speech is achieved	Speaker shows limited enthusiasm, audience interest is not sustained, and the purpose of the speech is only partially achieved	Speaker lacks enthusiasm, the audience shows a lack of interest, and the purpose of the speech is not achieved

<p><i>Appeals</i></p>	<p>All three appeals are fluidly and naturally scattered throughout the speech with a balance that effectively aids in your persuasion without making it feel forced or contrite</p>	<p>All three appeals are clearly used throughout the speech to effectively persuade your audience</p>	<p>An attempt at using all three appeals is made, although there may be some imbalance or the persuasion may be slightly ineffective</p>	<p>Either not all appeals are obvious or they are used ineffectively</p>
<p><i>Physical Appearance</i></p>	<p>Uses appropriate and effective eye contact throughout entire speech, gestures significantly enhance the speaker's words, presents self with professionalism.</p>	<p>Uses appropriate and effective eye contact throughout most of the speech, gestures at some points in an attempt to enhance the speaker's words, attempts to present self with professionalism.</p>	<p>Attempts to use appropriate and effective eye contact throughout most of the speech, but struggles to do so; gestures are used sparingly and do not always enhance speaker's words, attempts to present self with professionalism.</p>	<p>Fails to use appropriate and effective eye contact throughout the speech; gestures are used sparingly and do not enhance speaker's words, no attempt is made at presenting self with professionalism.</p>