**Persuasive Speech Guidelines and Rubric**

**Speech & Debate I**

**Written Speech**

**Due: same date you perform (see performance slots on website)**

**What is Needed**

* Printed hard copy of the speech (include your name and your class)
* 12-pt font (Times New Roman or Calibri)
* Double Spaced
* Works Cited Page (you may use EasyBib)
* Sources cited in-text, not as parentheticals *[ex: “According to psychologist John Smith…” is good, you do* ***NOT*** *need to include (Smith, 10) in your text]*

**Rubric**

**Introduction 10 pts**

* Does it contain a hook, link to topic, and roadmap?
* Is the problem statement presented clearly?
* Does it provide a good set up for the speech?

**“Causes” Body Section 10 pts**

* Does this section provide clear background and context to help the audience understand the problem?
* Are examples relevant and well organized?
* Is the writing engaging and effective?

**“Effects” Body Section 10 pts**

* Does this section use strong examples and analysis to persuade the audience that the problem is harmful?
* Are examples relevant and well organized?
* Is the writing engaging and effective?

**“Solutions” Body Section and Conclusion 10 pts**

* Is this section effective in persuading the audience to change their actions or mindsets?
* Is the speech concluded in a way that effectively cements the speaker’s message?
* Is the writing engaging and effective?

**Overall Effect 10 pts**

* Am I successfully persuaded to your point of view based on strong examples, analysis, and rhetoric?

**Speech Performance**

**See website for time slot assignments**

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| **Category** | **Criteria** | **Score (0 – 10)** |
| Eye Contact | * Eye contact maintained with audience members, not with notecards * Eye contact is direct – speaker is looking at people, not at the wall, ceiling, floor, etc. |  |
| Gestures/Posturing | * Gestures used effectively to add emphasis or appeal to the performance * Posturing and movement used for effect – movement for transition is clear * Facial or body expressions are effective |  |
| Vocal Inflection | * Speaker’s tone is appropriate and effective for the material * Words are appropriately emphasized to give meaning and character to the speech * Monotone is avoided |  |
| Vocal Pacing | * Speech is clear, fluid, and easy to follow * Volume and speed are varied throughout the speech for meaning and effect |  |
| Memorization | * Speaker presents the speech confidently, with poise * Reliance on notecards is minimal or not at all |  |

**Notecard Guidelines**

* You may use up to 3 notecards in your performance
* Notecards must be no bigger than 3” x 5” (do not use extra-large sized cards)
* Material on notecards may be written by hand or typed

