

Writing and Presenting a Persuasive Speech

SCORING GUIDE

Scoring Criteria	Exemplary	Proficient	Emerging	Incomplete
Ideas	<p>The speech</p> <ul style="list-style-type: none"> • presents a significant and compelling thesis on a contemporary issue • is clearly developed and supported • presents a convincing argument and adeptly uses a variety of rhetorical appeals. 	<p>The speech</p> <ul style="list-style-type: none"> • presents a clear thesis on a contemporary issue • is sufficiently developed and supported • presents a plausible argument and effectively uses rhetorical appeals. 	<p>The speech</p> <ul style="list-style-type: none"> • presents a thesis • is somewhat developed and weakly supported • attempts to make an argument, but it is not plausible and uses rhetorical appeals ineffectively. 	<p>The speech</p> <ul style="list-style-type: none"> • presents a position that is difficult to distinguish • is insufficiently developed and supported • does not make an argument that is plausible and lacks rhetorical appeals.
Structure	<p>The speech</p> <ul style="list-style-type: none"> • sequences ideas to aptly reinforce the argument • presents an introduction that intrigues the audience while establishing the topic • concludes with a clear and convincing call to action. 	<p>The speech</p> <ul style="list-style-type: none"> • sequences material to support the argument • presents an introduction that establishes the topic • concludes in a way that provides a finished feeling to the speech, possibly suggesting further action. 	<p>The speech</p> <ul style="list-style-type: none"> • attempts to sequence material with a weak connection to the argument • presents an introduction that weakly established the topic • concludes abruptly or with a proposed action that is inappropriate. 	<p>The speech</p> <ul style="list-style-type: none"> • organizes ideas in a manner that is difficult to follow, or jumps too rapidly between ideas • does little to introduce the topic, possibly only stating the subject of the speech • lacks a conclusion or fails to propose action.
Use of Language	<p>The speech</p> <ul style="list-style-type: none"> • deliberately and effectively uses rhetorical devices for the intended purpose • uses varied syntax in a way that adds to the persuasive impact • demonstrates well placed inflection and gestures that create an engaging delivery style indicative of advance preparation. 	<p>The speech</p> <ul style="list-style-type: none"> • clearly attempts to use rhetorical devices for the intended purpose • varies syntax over the course of the speech • demonstrates some use of inflection and gestures that create an appropriate delivery style indicative of advance preparation. 	<p>The speech</p> <ul style="list-style-type: none"> • attempts to use rhetorical devices, but the result is ineffective for the intended purpose • attempts to vary syntax over the course of the speech with limited success • demonstrates limited use of inflection and gestures, impairing the delivery style. 	<p>The speech</p> <ul style="list-style-type: none"> • does not use rhetorical devices • uses syntax that is largely repetitive and lacks variation • demonstrates minimal use of inflection and gestures.