

Persuasive Speech Rubric

	Exceeds Requirements (3)	Meets Requirements (2)	Does Not Meet Requirements (1)
Persuasive Appeal	Powerful use of persuasive appeals; thoughtful and effective address of ethos, pathos, logos. Speech is very convincing. Language is carefully crafted.	Appeals have been addressed. Speech may be slightly less convincing than the (3) level. Language is adequate but less polished than the (3) level.	One or more persuasive appeal overlooked. Language is unpolished in places.
Oral Delivery	Speaker makes use of eye contact, avoids nervous gestures, speaks clearly, and uses pauses effectively. Speaker uses body language and gestures to enhance the message. Speaker appears confident and comfortable. It is clear that the speaker has practiced. The speech is 4-6 minutes in length	Speaker uses eye contact and speaks clearly. Practice is evident. The speech is less than four minutes or more than six minutes in length.	Delivery is unpracticed. There may be distracting body language and gestures, and little or no eye contact with audience. The speech is less than three minutes or more than seven minutes long.
Research and Documentation	Writer has cited more than three sources. Sources are of high credibility. MLA style is followed.	Three credible sources are cited using MLA style.	Fewer than three sources are cited; MLA may be incorrectly done; sources may be of lower quality.
Written Final Draft	Speech has been proofread. There are not mistakes in spelling, sentence structure, or mechanics. Final draft is set in a 12-point traditional font. There is a thoughtful title.	Speech has been proofread; a few errors in sentence structure or mechanics may remain, although they are not frequent or distracting.	There are several distracting mistakes in the areas of spelling, sentence structure, or mechanics.

