**SPEECH CRITERIA/RUBRIC**

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| **CRITERIA** | **BEGINNING** | **DEVELOPING** | **APPLYING** | **EXTENDING** |
| **Clarity of Introduction & Closure** | No clear introduction or conclusion. Topic is not clear. | Introduction or conclusion but not both.Topic may be clear. | Clear introduction and conclusion.Topic is clear. | Introduction and conclusion captures the attention of the audience.Topic and opinion on the ***persuasive*** topic is clearly articulated.Thesis is clear (3 points) |
| **Interest and Content** | States few relevant ideas.Viewpoints are not effectively supported by evidence | States some relevant ideas.Viewpoints supported by some evidence, but somewhat limited. | Provides focused, highly relevant supporting ideas.Viewpoints supported by evidence. | Provides detailed, effective supporting ideas; impactful.Viewpoints supported/backed up by highly convincing evidence from reliable sources. |
| **Structure** | Language choices may be limited.Inconsistent use of sentences, vocabulary, correct pronunciation.Poorly sequences or ordered. | Language may be simplistic.Some correct use of sentence structure, vocabulary and pronunciation.Some information is logically sequenced. | Language is clear with some variety and preciseness.Consistent use of sentences, vocabulary, and correct pronunciation.Orders information logically. | Creates impact with sophisticated language.Sentence structure and vocabulary use are powerful.Main points are clear and organized effectively according to the structure for a persuasive essay. |
| **Delivery** | Nervousness is obvious – has trouble recovering from mistakes.No eye contact with audience.Too quick or too slow. | Use of volume, vocal control may be inconsistent.Seldom makes eye-contact.Sometimes uses pacing appropriately. | Speaks clearly, audibly, with some expression.Generally, makes eye contact.Pacing is appropriate. | Speaks clearly, fluently, and expressively.Consistently has good eye contact.Pacing is used artistically and effectively.Good body language and gesturesVisuals were used. |