**15-Minute Persuasive Speech**

**Student: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Topic: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **Overall** | **Content** | **Presentation** | **Persuasion** |
| **Excellent** | * Presenter has a good/full understanding of the argument and can make it clear to the audience why they feel this way. * The content has a clear throughline that the audience can follow. * The speech uses lots of details and examples to support the argument. | * Presenter has a good pace/tone that can easily be understood. * Presents the speech rather than reads it, making it more like a conversation. * Contains a personal story that connects speaker to the audience. * Speech should be 14:00 to 16:00 minutes in length. | * Presenter uses either statistics or data to help the audience to see their side, making a clear connection to the argument. * Presenter has appropriate body language that shows the passion they have for the topic. * Presents shows not just their side but the other side as well, making counter arguments. |
| **Good** | * Presenter has a general understanding of the argument but does not make a strong argument why they feel this way. * The content has a throughline that the audience can follow most of the time but occasionally gets off-topic. * The speech uses details and examples to support this argument but is not consistent with it. | * Presenter has a good pace/tone that can easily be understood but every once in a while * Presents the speech most of the time, but occasionally reads it. * Contains a personal story but does not connect the speaker to the audience. * Speech ends one minute before or after the time range. | * Presenter uses either statistics or data to help the audience to see their side, but does not make a clear connection to their argument. * Presenter uses body language but it does not necessarily convey the passion they have for the topic. * Presents shows both sides but does not necessarily make the counter arguments. |
| **Needs**  **Improvement** | * Presenter has a limited understanding of the argument and cannot make it clear to the audience why they feel this way. * The content lacks a clear throughline, making it very difficult to follow. * The speech lacks details and examples to support this argument. | * Presenter has a pace/tone that makes it difficult to understood at times. * Often reads the speech rather than presenting it, making it sound robotic. * Does not contain a personal story * Speech ends less or more than two minutes of the time range. | * Presenter does not use either statistics or data to help the audience to see their side. * Presenter uses little to no body language, or body language that shows disinterest. * Presents shows only one side of the argument. |