**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.
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| **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.
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| **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.
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