PERSUASIVE SPEECH EVALUATION

Name:_____

+ = excellent, √+ = good, √ = adequate, √- = flawed, - = poor/missing
Note: The percentages here are guidelines. All these categories are mutually dependant.

Arrangement (20%)

√+   The speaker clearly and effectively introduced the topic and explained its importance and relevance

√+   The speaker clearly and effectively previewed the argument and main points in the introduction and reviewed them in the conclusion

√   The speaker highlighted the structure of the speech and made it easy to follow with artful transitions

√   The main points and the subpoints adhered to the principles of coordination, subordination, and discreteness

√   The speaker arranged the main points appropriately to persuade an oppositional audience

Delivery (20%)

-     The speaker used notes minimally and engaged the audience

√-   The speaker spoke at a pace that contributed to the meaning and rhythm of the speech

√-   The speaker moved and gestured in a natural way that contributed to speech

-     The speaker spoke confidently and with appropriate projection for the space

-     In general, the delivery contributed to the speaker's ethos and persuasiveness

Invention and Style (50%)

√   The speaker identified and responded to the most relevant and pressing concerns of the opposition

√-   The speaker appealed effectively to those areas where the audience could be moved

√   The speaker effectively used a variety of proofs designed to persuade an oppositional audience

√+   The speaker effectively used a variety of supporting materials that would be judged as credible by an oppositional audience

√+   The speaker cited supporting material effectively and appropriately

√-   The speaker used language that increased the persuasiveness of the argument

√   The speaker used language that highlighted shared values and did not alienate or offend the oppositional audience

Overall (10%)

√+   The speaker addressed a controversial public issue

√-   The speaker's argument was appropriate for the time constraints and the constraints of the assignment

Additional Comments:_____

Invention and style: My most global comment is that this speech was an argument designed to show the superiority of your position and not really aimed at persuading an oppositional audience. That is, there are many statements and arguments that debate matters of fact and try to resolve the question 100% instead of simply trying to move the target audience closer to your position. So, the target audience is probably going to believe some or all of the three things you attempt to wholly disprove. Consequently, it is doubtful that you were able to change many minds. You had a well researched speech, but it spoke more to the already converted. You emphasized the divisions between you and your target audience. For example, you don't have to say that the second amendment is almost worthless in order to argue convincingly that it doesn't protect armor piercing bullets. You have so much good evidence in this speech, but I would like to see more variation and summary. So, you give us a lot of statistics, but you should try to summarize these numbers so that they are more meaningful (in other words tell us the raw numbers and what they mean).

Arrangement: The transitions needed to be clearer. They were there, but you didn't vocally provide a significant break. Someone who wasn't listening closely could have missed these transitions altogether.

Delivery: We need to work on getting you off the cards. You read much of this speech, which hurt the overall understandability of your points. Often, you would go very fast through statistics or citations that simply made them hard to understand. A related issue is vocal variation. Since you were reading many sections of this speech, it came across as rather monotone.

Time:_____**6-8 min**   **Time Penalty (if any):** _____   **Grade for Speech:** ___58/75_____