PERSUASIVE

A well-written speech that attempts to persuade the audience by advocating a specific position or course of action

Speaker:	
Room:	
Judge:	
Round:	Duration: Event time 10:00

TOPIC

Evaluate 1 (poor)…5 (excellent)		Comments
CONTENT		
Structure: Engaging and relevant introduction Clear thesis statement Organized content; smooth transitions Effective conclusion	1 • • • 5	
Rhetoric: Builds credibility through sources and/or personal connection (ethos) Explains concepts using reason (logos) Evokes appropriate emotional responses (pathos) Utilizes creative examples and illustrations	1 • • • 5	
Language: Vocabulary; rhetorical devices/memorable language	1 • • • 5	
PERSUASION		
Message: Explains a problem; advocates a specific position, solution, or call to action	1 • • • 5	
Impact: Compelling; thought-provoking	1 • • • 5	
DELIVERY		
Vocal: Varies volume, rate, and inflection; smooth and polished	1 • • • 5	
Physical: Authentic gestures and movement	1 • • • 5	
Facial: Eye contact; appropriate facial expressions	1 • • • 5	
OVERALL IMPRESSION		
Appearance: Poised; professional	1 • • • 5	
Manner: Confident; sincere; winsome	1 • • • 5	

PENALTIES: Overtime by 15 seconds (1 rank) _____ + Use of script (2 ranks) _____ = Total penalty rank(s) _____

FINAL RANK WITHIN THE ROUND *(Circle One)*

#1 First   #2 Second   #3 Third   #4 Fourth   #5 Fifth & Below

PLEASE EXPLAIN REASON FOR RANKING