

Persuasive Speech Rubric

Name: _____

	4	3	2	1
Audience and Purpose	Speech is geared towards an obvious audience and has a very effective purpose	Speech demonstrates considerable use of a target audience and has a considerable purpose	Speech demonstrates some use of a target audience and shows some purpose	Speech demonstrates a limited use of a target audience and shows limited purpose
Content	2/3 of the rhetorical appeals were well established in the speech and suited for the topic	2/3 of the rhetorical appeals were appropriately used but not well incorporated	Less than 2 rhetorical appeals were evident in the speech	No rhetoric appeal was attempted
Message and Persuasion	Speech demonstrates an overt and implied message in order to persuade the audience of the speaker's point of view effectively	Speech considerably demonstrates an overt and implied message in order to persuade the audience of the speaker's point of view	Speech demonstrates a message to the audience, but it is only somewhat persuasive	The message in the speech is confusing and therefore is not very persuasive to the audience.
Delivery	Spoke clearly, did not read from notes, flawless speech patterns, and audience can hear presentation.	Spoke clearly, referred to notes, speech patterns somewhat inexact...pauses, repetition of some words.	Spoke somewhat clearly, read directly from notes. Most audience members can hear presentation. Spoke too quickly.	Mumbled, read directly from notes. Audience has difficulty hearing presentation.
Eye contact & Body Language	Makes consistent eye contact with the class. Movements seem fluid and help the audience visualize. Relaxed, self-confident.	Make eye contact once in a while. Made movements or gestures that enhances articulation. Displays little or no tension.	Makes eye contact occasionally. Very little movement or descriptive gestures. Displays mild tension.	Did not make eye contact. Appeared stiff, tense and nervous.
Speech script	Handed in detailed speech scrip with the rhetorical appeals highlighted	Handed in speech script but did not have rhetorical appeals highlighted	n/a	Did not hand in script

Visual Ad Rubric

Name: _____

	4	3	2	1
Audience and Purpose	Ad is geared towards an obvious audience and has a very effective purpose	Ad demonstrates considerable use of a target audience and has a considerable purpose	Ad demonstrates some use of a target audience and shows some purpose	Ad demonstrates a limited use of a target audience and shows limited purpose
Content	Ad thoroughly appeals to two of the rhetorical appeals. (logos, ethos or pathos)	Ad somewhat appeals two of the rhetorical appeals. (logos, ethos or pathos)	As is ambiguous in its attempt to appeal to logos, ethos, or pathos.	No rhetoric appeal was attempted
Message and Persuasion	Ad demonstrates an overt and implied message in order persuade the audience to purchase the product with a high degree of effectiveness	Ad considerably demonstrates an overt and implied message in order persuade the audience to purchase the product	Ad demonstrates a message to the audience for them to buy the product, but it is only somewhat persuasive	The message in the ad is confusing and therefore is not very persuasive for the audience to purchase the product
Creativity	Highly creative, well thought out, and original. Demonstrates effort, innovative interpretation, and creative production. Highly visually appealing.	Mostly creative production and clearly thought out. Most ideas presented demonstrate original and creative interpretation. Visually appealing.	Somewhat creative, planning is clear, some ideas demonstrate original thought, however most appears to be borrowed. Somewhat visually appealing.	Lacks creativity and shows little if any originality or effort. Lacks visual appeal.
Presentation	Powerful composition and visually appealing. Made use of the entire page and is fully colored. A very successful piece that often surpasses expectations.	Composition is well thought out. Good use of paper space and colors. A good piece that meets expectations.	Attempts to create interest with composition. Need to make better use of paper space and colors. May need some more work.	The piece may be confusing, or lacks a clear subject. Did not use the full page nor contain colors. Much more work needed
Written portion	Well written paragraph explaining which of your ads was more for the product; clearly states target audience and purpose.	Paragraph was well written but lacking required information.	Paragraph was poorly written and also lacking information.	No paragraph was present.

Ad Performance Rubric

Name: _____

	4	3	2	1
Audience and Purpose	Ad is geared towards an obvious audience and has a very effective purpose	Ad demonstrates considerable use of a target audience and has a considerable purpose	Ad demonstrates some use of a target audience and shows some purpose	Ad demonstrates a limited use of a target audience and shows limited purpose
Content	2/3 of the rhetorical appeals were well established in the speech and suited for the topic	2/3 of the rhetorical appeals were appropriately used but not well incorporated	Less than 2 rhetorical appeals evident in the speech	No rhetoric appeal was attempted
Message and Persuasion	Ad demonstrates an overt and implied message in order to persuade the audience to purchase the product with a high degree of effectiveness	Ad considerably demonstrates an overt and implied message in order to persuade the audience to purchase the product	Ad demonstrates a message to the audience for them to buy the product, but it is only somewhat persuasive	The message in the ad is confusing and therefore is not very persuasive for the audience to purchase the product
Preparedness	Students are completely prepared and have obviously rehearsed.	Students prepared but might have needed a couple more rehearsals.	The students are somewhat prepared, but it is clear that rehearsal was lacking.	Students do not seem prepared to present.
Creativity	Highly creative, well thought out, and original. Demonstrates effort, innovative interpretation, and creative production. Highly visually appealing	Mostly creative production and clearly thought out. Most ideas presented demonstrate original and creative interpretation. Visually appealing.	Somewhat creative, planning is clear, some ideas demonstrate original thought, however most appears to be borrowed. Somewhat visually appealing.	Lacks creativity and shows little if any originality or effort. Lacks visual appeal.
Written portion	Script was present. Well written paragraph explaining which appeals were used and why they were chosen; clearly states target audience and purpose.	Script was not present or minor information missing from paragraph.	Script was not present or paragraph was not present.	No script nor paragraph were present.

Analysis Essay Rubric

Name: _____

	4	3	2	1
Content	Sophisticated development of ideas Depth of understanding; attempts to interpret Strong use of examples and evidence; details are well-chosen	Appropriate development; is argumentative Some depth Clear progression of ideas Uses relevant examples and details to support main point	Limited progression of ideas Basic understanding Some use of examples, evidence Tends to summarize	Unclear or no focus Little understanding of the topic Few or no specific examples, evidence, and/or relevant details Examples not clearly linked to topic
Message and Persuasion (double points)	Essay fully explores the rhetorical appeals used in the ad and clearly identifies the target audience. 8	Essay somewhat explores the rhetorical appeals used in the ad and identifies the target audience. 6	Essay briefly explores the rhetorical appeals in the ad but does not address the ad's target audience. 4	Essay makes no attempt to address the rhetorical appeals in the ad nor the target audience. 2
Snapshot	The writing features complex, mature topics, structures, and language; dense and economical. Shows engagement with the topic, and takes risks to create impact.	The writing fulfills requirements of the task, with an overall sense of purpose and control. Ideas are generally clear and carefully developed. Some variety in language, sentence techniques	The writer has something to say about the topic, but leaves gaps in ideas and development. Limited variety in language, conventions.	The writing does not accomplish the basic task; may be seriously flawed, incomplete, or misinterpret key aspects of the topic. Reflects little knowledge of writing conventions.
Conventions	Minimal grammatical and spelling errors which neither distract nor impede the reader's understanding. Consistent verb tense	Some grammatical and spelling errors which neither distract nor impede the reader's understanding. Very few language problems. Consistent verb tense	Some distracting, but not confusing, grammatical errors. Occasional switch in verb tense.	Frequent and obvious grammatical and spelling errors. Weak, incorrect language use. Errors confuse the reader. Problems with verb tense.
Form	Strong and argumentative thesis Organization appears natural and spontaneous Transitions between sentences create continuity Satisfying conclusion has some "punch"	Effective thesis Clear and logical order Transitions make connections explicit Conclusion wraps up argument effectively	Basic or poorly stated thesis Some evidence of organization Connections among ideas often unclear Concluding sentence present, but not strong	No logical pattern; difficult to follow Lack of acceptable topic sentence Lacks clear sequencing of ideas Ending often weak or omitted

Video Ad Rubric

Name: _____

	4	3	2	1
Audience and Purpose	Ad is geared towards an obvious audience and has a very effective purpose	Ad demonstrates considerable use of a target audience and has a considerable purpose	Ad demonstrates some use of a target audience and shows some purpose	Ad demonstrates a limited use of a target audience and shows limited purpose
Content	2/3 of the rhetorical appeals were well established in the speech and suited for the topic	2/3 of the rhetorical appeals were appropriately used but not well incorporated	Less than 2 rhetorical appeals evident in the speech	No rhetoric appeal was attempted
Message and Persuasion	Ad demonstrates an overt and implied message in order to persuade the audience to purchase the product with a high degree of effectiveness	Ad considerably demonstrates an overt and implied message in order to persuade the audience to purchase the product	Ad demonstrates a message to the audience for them to buy the product, but it is only somewhat persuasive	The message in the ad is confusing and therefore is not very persuasive for the audience to purchase the product
Presentation	The images show a style or consistency which "flows". Shots were taken and selected to ensure appropriate lighting and framed to focus attention. The music is "seamless" with video; fits the message and mood of the video	The images show a style or consistency which "flows". Lighting was too dark/ light. Images seemed randomly framed taking focus away. The music neither detracts or adds to the message of the video.	The images shown seem disconnected. Lighting was too dark/light. The music distracts the audience from the message or emotion of the video.	Poor original video. Filming lacked attention to framing the content, focusing, lighting, etc. No music is used.
Creativity	Highly creative, well thought out, and original. Demonstrates effort, innovative interpretation, and creative production. Highly visually appealing	Mostly creative production and clearly thought out. Most ideas presented demonstrate original and creative interpretation. Visually appealing.	Somewhat creative, planning is clear, some ideas demonstrate original thought, however most appears to be borrowed. Somewhat visually appealing.	Lacks creativity and shows little if any originality or effort. Lacks visual appeal.
Editing	Video/recording is trimmed to remove irrelevant video or sound. No sounds are cut-off and transitions enhance movement between clips. Titles and sound have been appropriately added and enhance the video.	Video/recording is trimmed to remove irrelevant video/ sound. No sounds are cut-off and transitions enhance movement between clips. Titles and sound have been added but are too short/long, etc.	Video/recording has minimal editing to remove irrelevant video/sound. Some clips appear to be cut-off and transitions are distracting.	There does not appear to be any editing of the video/recording.
Written portion	Well written paragraph explaining which appeals were used and why they were chosen; clearly states target audience and purpose.	Minor information missing from paragraph.	Major information missing from the paragraph.	No paragraph