**Persuasive Speech Assignment**

**Persuasive Speech -** This speech is 5-6 minute extemporaneous presentation and should change or enhance audience attitudes and/or beliefs, or move the audience to some form of action. The topic could present a problem that needs action in order to resolve it. The speech is designed to demonstrate a need/show a problem, offer a clear course of action for the audience to take, and reasons why action is necessary. The speech will be graded on topic development, use of appropriate design, audience analysis, structure and organization, delivery, and use of persuasive techniques. A typed formal outline and works cited page (in APA style) are required BEFORE your speech. At least 5 references are required and must be orally cited during the presentation. A relevant presentational aid is also optional. Notes are limited to key-word format and must be turned in after the speech.

**Persuasive Speech Rubric**

**Introduction (30pt)**

* Gained attention
* Clearly introduced speech purpose
* Clearly indicated central idea
* Revealed credibility
* Previewed organization/main points

**Body of Speech (50pt)**

* Organized ideas clearly
* Made the main points stand out
* Used credible evidence and examples
* Used sources as a means to back up advice given
* Cited sources appropriately (5 sources minimum)
* Transitioned smoothly between points.
* Effectively used visual aid

**Conclusion (30pt)**

* Provided clear transition to conclusion
* Summarized/reviewed main points
* Reinforced central idea
* Included a call to action
* Included a memorable ending

**Delivery (30pt)**

* Used notes effectively
* Had Effective vocalization (tone, pitch, etc.)
* Had effective nonverbal style (posture, eye contact with audience, gesture, etc.)
* Appeared comfortable and confident (minimum distractions)

**Overall Impact of Speech (20pt)**

* Chose an appropriate topic
* Adapted to situation and audience
* Accomplished purpose (persuasive)
* Adhered to time limit

**Outline (40pt)**

* Included general purpose, specific purpose, central idea/thesis statement
* Wrote in full sentences, non-essay format
* Introduction, body, transitions, conclusion included
* Included APA style reference page

**Total: 200pt**