Final Persuasive Speech Rubric

**Peer Evaluation Form** Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name of Presenter: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Name of Evaluator: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| --- | --- | --- |
| **Skill** | **Score**  | **Comment** |
| The presenter made eye contact with me, and it was more than just a nervous glance | 1 – 2 – 3 – 4 – 5 |  |
| The presenter was smiling | 1 – 2 – 3 – 4 – 5 |  |
| The presenter stood up straight, with their head held high | 1 – 2 – 3 – 4 – 5 |  |
| The presenter used their hands to make interesting and useful gestures, but wasn’t a helicopter | 1 – 2 – 3 – 4 – 5 |  |
| The presenter spoke clearly and loud enough to be heard, but they didn’t shout in my face | 1 – 2 – 3 – 4 – 5 |  |
| **Persuasive Strategies**Please select which of the persuasive strategies the presenter used during their speech |
| **Persuasive Strategy** |  | **Comments** |
| **Claim** – State your main point*Example: “I am going to persuade you that…”* |  |  |
| **Big Names** – Experts and important people that support your side of the argument*Example: “Barack Obama once said…”* |  |  |
| **Logos** – Using logic, numbers, facts, and data to support your argument*Example: “4 out 5 people recommend…”* |  |  |
| **Pathos** – Appealing to your audience’s emotions*Example: “Think about the children! They NEED this. Would you deny them this opportunity?”* |  |  |
| **Ethos** – Making yourself seem trustworthy and believable*Example: “I have been designing school activities for three years. I know what I am talking about!”* |  |  |
| **Kairos** - Building a sense of urgency for your cause*Example: “You have to change your mind now, or many, many cute puppies will die!”* |  |  |
| **Research** – Using studies and information to make your argument seem more convincing; you can use words, graphs, tables, illustrations*Example: ”As you can see from the chart here….”* |  |  |