

The Speech	<p>Introduction Strategy</p> <ul style="list-style-type: none"> <input type="checkbox"/> engages the attention of the audience appropriately and effectively <input type="checkbox"/> reflects author's understanding of the values, interests, and opinions of the audience <input type="checkbox"/> delivered with ease and emphasis <p>Makes deliberate and effective use of Classical Appeals in body of speech to convince the audience</p> <p>Logical appeal:</p> <ul style="list-style-type: none"> <input type="checkbox"/> author uses sufficient evidence such as facts, quotations, and other supporting material to clarify and prove the central argument <input type="checkbox"/> a concession to the opposition is made and sounds sincere <input type="checkbox"/> author uses transitions to connect ideas and evidence <input type="checkbox"/> author has chosen a development strategy (i.e. deductive/inductive reasoning) suitable to the purpose, or the author combines several developmental modes effectively <p>Emotional appeal:</p> <p>Deliberate attempt is made to persuade the audience by appealing to the audience's emotion through use of</p> <ul style="list-style-type: none"> <input type="checkbox"/> diction <input type="checkbox"/> syntax <input type="checkbox"/> imagery <input type="checkbox"/> figurative language <input type="checkbox"/> rhetorical questioning <input type="checkbox"/> repetition – anaphora, chiasmus, epistrophe <input type="checkbox"/> parallelism <input type="checkbox"/> other: _____ <p>Ethical appeal:</p> <p>Author establishes credibility</p> <ul style="list-style-type: none"> <input type="checkbox"/> evidence originates from a variety of scholarly sources and is attributed <input type="checkbox"/> position is taken seriously <input type="checkbox"/> author exhibits rhetorical decorum <p>Conclusion Strategy</p> <ul style="list-style-type: none"> <input type="checkbox"/> leaves no unanswered questions <input type="checkbox"/> resonates with the audience <input type="checkbox"/> relates back to the introduction 	<p>90-100 = advanced 80-89 = above std 73-79 = competent 66-72 = developing 0-65 = emerging</p>	
The Visual	<p>Visual</p> <ul style="list-style-type: none"> <input type="checkbox"/> images, colors, and font(s) used are appropriate and professional <input type="checkbox"/> slide layout ensures efficient use of space (information presented is easily readable, no “dead” space) <input type="checkbox"/> consistent punctuation, font, background <input type="checkbox"/> titles grab audience's attention <input type="checkbox"/> information provided is sufficient & usable <input type="checkbox"/> 5/7 rule <input type="checkbox"/> visual is error free 	<p>45-50 = advanced 40-44 = above std 37-39 = competent 33-36 = developing 0-32 = emerging</p>	

Rebuttal	<input type="checkbox"/> Effectively and professionally challenges claims made by opponent <input type="checkbox"/> Effectively and professionally responds to challenges/questions by answering questions with explanations and elaboration	23-25 = advanced 20-22 = above std 18-19 = competent 12-17 = developing 1-11 = emerging	
Professionalism	*Delivery <input type="checkbox"/> voice has a natural, confident volume/ pace / inflection <input type="checkbox"/> limited use of nonfluencies (aka “fillers”) <input type="checkbox"/> eye contact is used to maintain connection with audience <input type="checkbox"/> nonverbal behaviors are used to keep the audience engaged not distracted *Clothing choices suggest an awareness of expectations and norms *Speaker is courteous and respectful, exhibits self control *Speaker takes debate seriously *Preparation is evident *Abstract is consistently formatted; copies are neat and easily readable	45-50 = advanced 40-44 = above std 37-39 = competent 33-36 = developing 0-32 = emerging	

Duration of Speech: _____ minutes

Total: _____/225