

Persuasive Speech Outline & Works Cited Rubric

(20 points – staple to hard copy)

	Exemplary (A +/-)	Effective (B +/-)	Adequate (C +/-)	Limited (D +/-)
Introduction & Conclusion	<ul style="list-style-type: none"> •The writer effectively uses one of the techniques for introduction (e.g. story, compelling statistic, etc) to engage audience •The conclusion restates the thesis and main points and effectively ends with one of the techniques; engaging. 	<ul style="list-style-type: none"> •The writer uses one of the techniques for introducing speeches but the technique is not engaging or compelling. •The conclusion restates the thesis and main points but not does end with an engaging technique OR vice versa 	<ul style="list-style-type: none"> •The writer uses one of the techniques either in the introduction or the conclusion but not both. •The conclusion restates the thesis but not the main points or an engaging technique 	<ul style="list-style-type: none"> •The writer does not use a technique to effectively introduce and close the speech. The writer moves directly into the body. •The writer does not restate the thesis and main points in the conclusion and/or abruptly ends (e.g. "that's it")
Topic Selection & Thesis Statement	<ul style="list-style-type: none"> •The angle the writer has taken on the topic is debatable. •The writer's stance is clearly articulated and succinctly stated. 	<ul style="list-style-type: none"> •The angle the writer has taken on the topic is somewhat debatable, but fewer than 50% of people would disagree. •The writer's stance is clear, though not succinctly stated. 	<ul style="list-style-type: none"> •The topic is difficult to debate because of the angle the writer has chosen. •The writer's stance is unfocused and shifts throughout the paper. 	<ul style="list-style-type: none"> •The topic is not debatable. •The writer's stance is unclear.
Support & Organization (X 2)	<ul style="list-style-type: none"> •The argument has a logical structure (e.g. Toulmin Method) with multiple points that explicitly connect back to the arguable thesis. •Each of the writer's points is supported with ample evidence from reliable sources. Most of the supporting evidence is from a range (3 or more) of researched sources and goes beyond the writer's opinion. •The writer addresses an opposing viewpoint and effectively refutes it. 	<ul style="list-style-type: none"> •The argument has a logical structure with multiple points, and some of the points explicitly connect back to the arguable thesis (e.g. missing warrant). •Each of the writer's points is supported with researched evidence from reliable sources, but the most of the evidence is from fewer than two (or fewer) sources. •The writer addresses the opposing viewpoint and attempts to refute it. 	<ul style="list-style-type: none"> •The argument does not have a logical structure, but the writer presents some points that explicitly connect back to the arguable thesis. •Some of the writer's points are supported with evidence from reliable sources, but many of the points are opinion and lack support from research. •The writer addresses the opposing viewpoint but does not attempt to refute it. 	<ul style="list-style-type: none"> •The argument does not have a logical structure and none of the writer's points explicitly connect back to the arguable thesis. •The writer's points are not supported with evidence from reliable sources. Most of the points are opinion and lack support from research. •The writer does not address the opposing viewpoint.
Persuasive Appeals & Target Audience	<ul style="list-style-type: none"> •Ethos, logos and pathos are all effectively used throughout the speech multiple times. All are labeled CORRECTLY and explained in the "comment section" •All of the persuasive techniques are appropriate for the target audience. 	<ul style="list-style-type: none"> •Ethos, logos and pathos are each used at least once in the speech. There are missed opportunities to use the appeals. Most are labeled CORRECTLY and explained in the "comment section" •Most of the persuasive techniques are appropriate for the target audience. 	<ul style="list-style-type: none"> •At least two of the persuasive appeals (ethos, pathos, logos) are evident in the speech. Some labeled CORRECTLY and explained in the "comment section" •Some of the persuasive techniques are appropriate for the target audience. 	<ul style="list-style-type: none"> •At least one of the persuasive appeals (ethos, pathos, logos) is evident in the speech. None are labeled CORRECTLY or explained in the "comment section" •Few of the persuasive techniques are appropriate for the target audience.
Format	<ul style="list-style-type: none"> •The EasyBib outline includes citations (sources), notes with research from reliable sources, notes with main points / ideas from the writer, notes with the writer's transitions that link each piece of research throughout •A properly MLA formatted Works Cited is included. 	<ul style="list-style-type: none"> •The EasyBib outline includes citations (sources) and notes with research from reliable sources <u>BUT only some</u> notes with main ideas and transitions linking pieces of research •A mostly properly MLA formatted Works Cited is included. 	<ul style="list-style-type: none"> •The EasyBib outline includes citations (sources) and notes with research from reliable sources <u>BUT only a few</u> notes with main ideas and transitions linking pieces of research •A somewhat properly MLA formatted Works Cited is included. 	<ul style="list-style-type: none"> •The EasyBib outline includes citations (sources) and notes with research from reliable sources <u>BUT no</u> notes with main ideas and transitions linking pieces of research •A Works Cited is included but it does not follow MLA format.