

Speaking and Listening Assessment Project
High School – Advanced Persuasive
 Standards Based Speaking Assessment Rubric Score Sheet

Criteria Categories	Definition	Score
1. Body Posture/ Movement.	Body movement and posture help convey desired meaning	E M A B
2. Eye Contact	Maintains consistent eye contact with entire audience	E M A B
3. Facial Expression	Facial expressions help convey desired meaning	E M A B
4. Gestures	Gestures compliment the message	E M A B
5. Volume/ Projection	Speaks so audience can comfortably hear	E M A B
6. Rate/ Pacing	Uses a speaking rate comfortable to the audience	E M A B
7. Fluency	Speaks fluently with only a few vocal fillers	E M A B
8. Vocal Expression/ Enthusiasm	Speaks with vocal expression and enthusiasm	E M A B
9. Articulation	Enunciates and pronounces clearly and accurately	E M A B
10. Introduction – Attention	Gains attention with an appropriate opening	E M A B
11. Intro – Purpose Statement	States the topic and/or purpose of the presentation	E M A B
12. Introduction – Justification	Explains why the topic is important to the audience	E M A B
13. Credibility	Uses own experiences or research to help create credibility	E M A B
14. Introduction – Preview	Lists or previews the main points of the speech	E M A B
15. Body –Organizational Pattern	Signals and follows a clear organizational pattern	E M A B
16. Body – Internal Organization	Uses a clear and logical sub-structure for organization	E M A B
17. Body – Transitions	Uses either oral or physical signals to move between ideas	E M A B
18. Conclusion – Restatement	Reviews and restates the main points and the purpose	E M A B
19. Conclusion – Ending	Makes a clear final appeal that concludes the presentation	E M A B
20. Organizational Strategies	Presentation uses a persuasive style organizational pattern	E M A B
21. Persuasive Techniques	Uses persuasive strategies designed to move the audience	E M A B
22. Language Usage	Uses clear and proper grammar	E M A B
23. Elaboration / Explanation	Explanations clearly develop the ideas	E M A B
24. Credibility of Support	Most sources are identified as primary	E M A B
25. Citation of Sources	Authorship, source and date are clearly orally referenced	E M A B
26. Quality of Support	Resources and details are topic relevant and timely	E M A B
27. Support: Quantity/ Variety	Uses resources that support the speaker’s ideas	E M A B
28. Visual and Audio Aids	Aids enhance the message and are well prepared	E M A B
29. Assignment - Topic	The speaker meets topic expectations (of the assignment)	E M A B
30. Assignment - Time	The speaker meets time expectations (of the assignment)	E M A B
31. Audience Analysis	The speaker identifies the audience and adapts to them	E M A B
32. Appropriateness of Presentation	Topic, content, time and delivery are appropriate for the speech	E M A B

Code: The student: **E**xceeds; **M**eets; **A**pproaches, **B**egins the standard.

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