

# PERSUASIVE

*A well-written speech that attempts to persuade the audience by advocating a specific position or course of action*

Speaker:	
Room:	
Judge:	
Round:	Duration: Event time 10:00

TOPIC		Evaluate 1 (poor)...5 (excellent)	Comments
<b>CONTENT</b>			
<b>Structure:</b> Engaging and relevant introduction Clear thesis statement Organized content; smooth transitions Effective conclusion	1 • • • 5		
<b>Rhetoric:</b> Builds credibility through sources and/or personal connection (ethos) Explains concepts using reason (logos) Evokes appropriate emotional responses (pathos) Utilizes creative examples and illustrations	1 • • • 5		
<b>Language:</b> Vocabulary; rhetorical devices/memorable language	1 • • • 5		
<b>PERSUASION</b>			
<b>Message:</b> Explains a problem; advocates a specific position, solution, or call to action	1 • • • 5		
<b>Impact:</b> Compelling; thought-provoking	1 • • • 5		
<b>DELIVERY</b>			
<b>Vocal:</b> Varies volume, rate, and inflection; smooth and polished	1 • • • 5		
<b>Physical:</b> Authentic gestures and movement	1 • • • 5		
<b>Facial:</b> Eye contact; appropriate facial expressions	1 • • • 5		
<b>OVERALL IMPRESSION</b>			
<b>Appearance:</b> Poised; professional	1 • • • 5		
<b>Manner:</b> Confident; sincere; winsome	1 • • • 5		

**PENALTIES:** Overtime by 15 seconds (1 rank) \_\_\_\_\_ + Use of script (2 ranks) \_\_\_\_\_ = Total penalty rank(s) \_\_\_\_\_

**FINAL RANK WITHIN THE ROUND** (*Circle One*)

#1 First      #2 Second      #3 Third      #4 Fourth      #5 Fifth & Below

REASON FOR RANKING