

Preview - Informative Speech Grading Rubric

This grading rubric is designed for the informative speech content and delivery elements.

Objective/Criteria	Performance Indicators			
	Effectively Accomplished	Partially Accomplished	Not Accomplished	Missed Presentation
Opens with Impact	(5 points) Effective use of attention getting strategy (quote, statistic, question, story, etc.) to capture listeners' attention and to introduce topic. Attention getter is relevant and meaningful and seemed to gain the desired response from audience.	(3 points) attention getting strategy, but did not seem to adequately capture audience attention and/or lead to desired outcome.	(0 points) No attention getting strategy was evident. No clear or relevant connection to topic and/or speech purpose	(0 points) Missed presentation.
Thesis Statement	(5 points) Speaker clearly formulated and stated thesis statement during the speech introduction. Thesis statement identifies topic and encompasses/presents main points.	(3 points) (3 points) Thesis is clearly implied, although not explicitly stated. Topic is clearly identified, but main points are not clearly previewed.	(0 points) No thesis statement (implied nor explicit). Main points are not clearly identified, audience unsure of direction of the message.	(0 points) Missed presentation.
Connection with Audience	(5 points) relevance of topic to audience needs and interests. Thoughtful audience analysis reflected through choice of topic and supporting evidence.	(3 points) Topic seems somewhat relevant to audience, but not explicitly stated. Vague reference to audience needs and/or interests.	(1 points) Topic seems irrelevant to audience needs and interests. No attempt made to connect topic to targeted audience	(0 points) Missed presentation.
Preview	(5 points) Introduces main ideas and follows sequence in body of speech.	(3 points) States main ideas but does not present in order nor follow logical sequence.	(1 points) No preview statement to allow audience to follow ideas being presented in place or incoherent.	(0 points) Missed presentation.

Objective/Criteria	Performance Indicators			
	Effectively Accomplished	Partially Accomplished	Not Accomplished	Missed Presentation
Organization & Subject Knowledge	(15 points) Uses effective organizational pattern for speech purpose. Main points are clearly distinguished from supporting details. Signposts are effectively used for smooth and coherent transitions. Depth of content reflects knowledge and understanding of topic. Main points adequately substantiated with timely, relevant and sufficient support. Provided accurate explanation of key concepts.	(10 points) General structure/organization seems adequate but some blurring between main points and supporting details. Logical flow, but no clear signposts for smooth transitions. Provides some support for main points, but needed to elaborate further with explanations, examples, descriptions, etc. Support is relevant, but not timely.	(5 points) Lack of structure. Ideas are not coherent and transitions are forced or blurred. Difficult to identify introduction, body, and conclusion. Provides irrelevant or no support. Explanations of concepts are inaccurate or incomplete. Listeners gain little knowledge from presentation. (0 points) Missed presentation.	(0 points) Missed presentation.
Credibility	(15 points) Sources of information are clearly identified and properly cited. Establishes credibility and authority of sources presented.	(10 points) Most sources are clearly cited, but fails to effectively establish credibility and authority of sources presented.	(5 points) Fails to identify and cite sources. No attempt is made to establish credibility and authority of sources presented.	(0 points) Missed presentation.
Delivery: Eye Contact	(5 points) Consistently and effectively used eye contact to establish rapport with audience. Inconspicuous use of speaker notes and effective use of scanning to establish an expanded zone of interaction.	(3 points) Conspicuous use of speaker notes. Seems disengaged from audience for noticeable periods of time.	(1 points) Reads speech from notes/manuscript. Avoids eye contact with audience. Only occasional and sporadic glances.	(0 points) Missed presentation.

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Delivery: Movement/Gestures	(5 points) Expressive, dynamic, and natural use of gestures, posture and facial expressions to reinforce and enhance meaning. Body language reflects comfort interacting with audience.	(3 points) Stiff or unnatural use of nonverbal behaviors. Body language reflects some discomfort interacting with audience. Limited use of gestures to reinforce verbal message.	(1 points) Body language reflects a reluctance to interact with audience. Distracting movement and/or use of self-adaptive behaviors.	(0 points) Missed presentation.
Delivery: Vocals	(5 points) Natural variation of vocal characteristics (rate, pitch, volume, tone) in Standard English to heighten interest and match message appropriately. Appropriate pronunciation, enunciation, and articulation. Lack of noticeable vocalized fillers such as um, uh, ah, you know, etc.	(3 points) Limited variation of vocal characteristics. Use of rate, pitch, volume and tone seemed inconsistent at times. Few noticeable errors in pronunciation, enunciation and articulation. Minimal use of vocalized fillers such as um, uh, ah, you know, etc.	(1 points) Inappropriate variation of vocal characteristics. Inconsistent with verbal message. Excessive fluency errors interfered with message comprehension. Excessive use of vocalized fillers such as um, uh, ah, you know, etc.	(0 points) Missed presentation.0
Delivery: Language	(5 points) Use of clear, correct, and appropriate language for target audience and speech goal. Speaker uses a variety of rhetorical devices (analogies, repetition, alliteration, etc.) to enhance message.	(3 points) Few noticeable syntax and grammatical errors and some use of vague language, but generally clear and appropriate for speech goal and audience.	(1 points) Excessive grammar and syntax errors diminished perceived competence. Some sentences are incomplete and/or vocabulary is limited or inappropriate	(0 points) Missed presentation.
Presentational	(10 points)	(5 points)	(3 points)	(0 points)

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Aids	Verbal message was effectively supported, clarified and enhanced with appropriate presentation aids. Demonstrates ability to use a variety of presentation strategies. Speaker uses appropriate and respectful presentation aids and is able to adapt to unexpected circumstances.	Verbal message was supported and clarified with appropriate presentation aids. Presentation aids are adequate, but not always utilized at the appropriate time. Speaker seemed uncomfortable with presentation media/technology.	Poorly or not supported nor clarified with appropriate presentation aids. Presentation aids were inadequate or inappropriate. Technical presentation problems (visibility and clarity) interfered with message comprehension.	Missed presentation.
Close: Summary	(5 points) Effectively summarizes main ideas following from preview statement.	(3 points) Reviewed ideas but not as presented or incoherently.	(0 points) Did not summarize main ideas.	(0 points) Missed presentation.
Close with Impact	(5 points) Effective use of leaving the speech memorable. Closing is relevant and meaningful and seemed to gain the desired response from the audience.	(3 points) Use of relevant closing strategy, but did not seem to adequately capture audience attention and or lead to desired outcome.	(0 points) No effective closing with impact in place leaving audience without memorable conclusion.	(0 points) Missed presentation.
				out of 90