Persuasive Speech

You will deliver a two-minute persuasive speech supporting a claim of your choice. You will need to approve your claim with me before preparing your speech. Your claim should be something you believe and feel you can support with reasoning. However, it should not be so obvious or universally accepted that it needs no argument. Pick a claim which requires persuasion and which others in the class may be open to accepting if you are able to convince them. I will not approve topics that could offend other students or that are political “hot buttons.”

Your audience for this speech will be your teacher and fellow classmates. As you develop your speech, you should show awareness of your audience by using arguments that will appeal to them and by acknowledging and defusing a counterargument.

Your speech should logically develop your claim with at least three supporting reasons. It should also use at least three rhetorical techniques to evoke emotional response, including at least one use of parallelism. Finally, you should demonstrate your credibility by being well-prepared on the day of your speech. Your preparation will show through your smooth, practiced delivery.

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| Category | Superior: 20-19 | Good: 18-16 | Developing: 15-14 | Not Yet: 13-10 |
| Claim | Your speech presents a thoughtful persuasive claim that demonstrates an unusual depth of consideration about a topic. | Your speech is centered on presenting a focused persuasive claim. | Your speech is tentative in presenting a claim or presents a claim that is ill-suited for persuasion. | Your speech does not address the assignment. |
| Support | Your speech thoroughly develops at least reasons to support your claim by using abundant and convincing evidence. | Your speech uses evidence to develops at least three reasons to support your main claim. | Your speech presents reasons to support your claim that are thinly developed. | Your speech lacks much if any support for the claim you present. |
| Audience Awareness | Your speech demonstrates superior audience awareness in its development of arguments and in its anticipation of and response to counterarguments. | Your speech demonstrates awareness of audience by using appropriate appeals and by defusing a counterargument. | Your speech demonstrates limited audience awareness. You acknowledge but do not fully defuse a counterargument. | Your speech exhibits a deficiency of audience awareness. |
| Rhetorical Techniques | Your speech demonstrates control and sophistication in its linguistic and stylistic development. You skillfully use a variety of rhetorical techniques to elicit emotion. | Your speech includes at least three rhetorical techniques to elicit emotion, including an example of parallelism. | Your speech uses rhetorical techniques in a limited fashion or awkward manner. | Your speech does not use any identified rhetorical techniques. |
| Presentation | Your speech is delivered powerfully, demonstrating a combination of solid preparation and proficiency. | Your speech is delivered smoothly, showing evidence of practice and preparation. | Your speech shows some evidence of preparation but is delivered weakly. | Your speech is ill-prepared or unaccountably brief. |