

SCSTA COLLEGE FESTIVAL

PERSUASIVE SPEAKING

Contestants will prepare an original persuasive speech on a proposition of fact, value, or policy. The speech will seek either passive agreement or immediate action from the audience. Topics should be relevant to today's society. Speeches should include the use of emotion, logic, and credibility and should be organized with an acceptable persuasive strategy. Speeches must include at least three complete citations of research. Careful attention should be given to language usage, creativity, organization, and effective delivery. Contestants are required to include PowerPoint slide(s). A maximum of three notecards or a one-page outline may be used.

TIME LIMIT: 4-7 minutes

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PERSUASIVE SPEAKING

Speaker _____

Preliminary Round ☐

Final Round ☐

School _____

Time: _____ Minutes (Limit 4-7 Minutes)

Criteria	Superior	Advanced	Proficient	Basic Level	Emerging
	5 Points	4 Points	3 Points	2 Points	1 Point
Topic Choice / Originality	Extremely knowledgeable on topic; incredibly relevant ideas; outstanding original insights and arguments; adheres to topic	Responsibly knowledgeable on topic; many relevant ideas; many original insights and arguments; adheres to topic	Mostly knowledgeable on topic; some relevant ideas; some original insights and arguments; mostly adheres to topic	Somewhat knowledgeable on topic; few relevant ideas; few original insights and arguments; somewhat adheres to topic	Insufficient knowledge on topic; minimal relevant ideas; weak original insights and arguments; may not adhere to topic
Organization	Excellent introduction, body, conclusion; identifiable central idea; outstanding flow; clear, creative transitions; two or more professionally designed, integrated visual aids to enhance spoken message	Proficient introduction, body, conclusion; identifiable central idea; good flow; clear transitions; 1-2 professionally designed, integrated visual aids to enhance spoken message	Clear introduction, body, conclusion; mostly clear central idea; good flow; some transitions; at least one professionally designed, integrated visual aid to enhance spoken message	Some parts of introduction, body, conclusion; vague central idea; some flow; some transitions; may not have one professionally designed, integrated visual aid to enhance spoken message	Weak introduction, body, conclusion; vague or no clear central idea; speech does not flow well; may not have transitions; may not have one professionally designed, integrated visual aid to enhance spoken message
Content / Argumentation	Content directly related to topic; opinions supported by outstanding examples, statistics and/or testimonies; more than three quality, complete oral research citations	Content related to topic; opinions supported by relevant examples, statistics and/or testimonies; three quality, complete oral research citations	Most content related to topic; opinions supported by some examples, statistics and/or testimonies; may not have three quality, complete oral research citations	Content off-topic at times; opinions questionably supported by examples, statistics and/or testimonies; fewer than three quality, complete oral research citations	Content may not effectively address topic; minimal support for opinions with examples, statistics and/or testimonies; fewer than three quality, complete oral research citations
Delivery	Superior fluency, confidence; outstanding vocal variety; direct eye contact; effective gestures; professional posture	Excellent fluency, confidence; good vocal variety; proficient eye contact; effective gestures; professional posture	Good fluency, confidence; good vocal variety; average eye contact; some effective gestures; good posture	May lack effective fluency, confidence; some vocal variety; intermittent eye contact; may not have effective gestures; distracting posture	Lacks effective fluency, confidence; minimal to no vocal variety; minimal to no eye contact; minimal to no gestures; ineffective posture
Overall Effectiveness	Unique and sufficient topic exploration; professional attire; poised; excellent audience rapport; max. three notecards or a one-page outline	Proficient topic exploration; professional attire; poised; positive audience rapport; max. three notecards or a one-page outline	Good topic exploration; professional attire; mostly poised; good audience rapport; may have more than three notecards or a one-page outline	Below average topic exploration; may not have professional attire; somewhat poised; some audience rapport; may have more than three notecards or a one-page outline	Weak topic exploration; may not have professional attire; questionable poise; weak audience rapport; more than three notecards or a one-page outline

_____ TOTAL POINTS (25 possible)

Comments:

Judge: _____

Affiliation _____

FOR TALLY ROOM ONLY

Deductions (-2 for over or under time in preliminary round; **Disqualified** for over or under time in Finals)