

PUBLIC SPEAKING - CRITERIA FOR ASSESSMENT

Key words	Exceptional (20 – 19)	Excellent (18 – 17)	Very Good (16 – 15)	Good (14 – 13)	Fairly Good (12 – 11)	Average (10 – 9)	Below Average (8 – 7)
1. Content – Creativity & Innovation (20 points)	Highly original, imaginative, and creative (20 – 19)	Original and creative (18 – 17)	Interesting (16 – 15)	Interesting but predictable (14 – 13)	Predictable (12 – 11)	Little attempt made to be creative (10 – 9)	No creativity (8 – 7)
2. Content – Depth of thinking, topic insight, general knowledge (20 points)	Evidence of higher order thinking in the interpretation of the topic, evidence supports premises, above average topic insight and general knowledge proven (20 – 19)	Exploring in depth, topic insight and general understanding given, general knowledge proven (18 – 17)	Although depth of thought seems to be a little superficial, insight given (16 – 15)	Little attempt to interpret the topic and add depth, evidence offered, but not always well used (14 – 13)	No attempt made to interpret and add depth, very little evidence offered, or many examples given without substantiating the thinking, misunderstanding of the topic (12 – 11)	No in- depth thought, examples quoted, but not used substantiate thinking, or no evidence offered, topic incorrectly understood (10 – 9)	Thinking is superficial, examples inappropriate or not well used, or no evidence offered, topic incorrectly understood. (8 – 7)
3. Content – Logic structure & arguments (20 points)	Ideas logically integrated, focus evident, superb structure, strong, well formulated argument, clearly supported by facts and examples (20 – 19)	Ideas logically integrated, focus evident, structure is appealing; well formulated argument, supported by facts and examples. (18 – 17)	Ideas well ordered, evidence of logic, focus and structure, clear argument, supported by facts and examples (16 – 15)	Some room for improving logic, some structural errors, focus not always present, argument present, but not fully explored / supported by facts and examples (14 – 13)	A number of problems with logic and structure, message lacked focus, argument not well structured, few facts and examples provided (12 – 11)	Logic structure was rather faulty, lack of focus, no argument evident, few/no facts or examples provided (10 – 9)	Lack of logic and focus, faulty structure, no argument evident, no facts or examples provided. (8 – 7)
4. Delivery – Use of Voice & Style (20 points)	Modulatory techniques have been mastered and are used appropriately to create impact. High persuasive, meaningful, eloquent, authoritative, but never preachy or grandstanding (20 – 19)	Modulatory techniques are used most successfully to create impact Persuasive, meaningful, eloquent, authoritative but never preachy or grandstanding (18 – 17)	Modulatory techniques generally used appropriately, and attempt has been made to create impact May be persuasive, meaningful, eloquent, authoritative but tends to be preachy or grandstanding (16 – 15)	Although an attempt has been made to use modulation, it is not always successful/ appropriate May be persuasive, meaningful, eloquent, authoritative but tends to be preachy or grandstanding (14 – 13)	Little use of modulation to create impact Lacking in persuasion, meaningfulness, eloquence, preaches to audience, tends to be grandstanding, may be offensive. (12 – 11)	Poor modulation which detracts from the overall impact Lacking in persuasion, meaningfulness, eloquence, preaches to audience, tends to be grandstanding, may be offensive. (10 – 9)	Lack of modulation, little/no impact No attempt to persuade, be meaningful or eloquent, is preachy or grandstanding, may be offensive. (8 – 7)
5. Delivery – Audience Contact & Communication (20 points)	Notes used appropriately, spoken directly to audience with total commitment, sincerity, conviction, and spontaneity Utterly convincing, totally absorbing, message conveyed most successfully (20 – 19)	Notes used appropriately, spoken with overall commitment, sincerity conviction and spontaneity Convincing, absorbing, message conveyed most successfully (18 – 17)	Notes well used, very good attempts at sincerity, commitment, conviction, and spontaneity – although these features not always convincingly displayed Convincing message conveyed successfully (16 – 15)	Notes used satisfactorily, good attempts at sincerity, commitment, conviction, and spontaneity – although these features not always convincingly displayed. Generally convincing, message conveyed well (14 – 13)	Notes not well used, speech read, attempts at sincerity, commitment, conviction, and spontaneity – although these features not convincingly displayed, reciting. At times convincing message conveyed satisfactorily (12 – 11)	Notes not well used, reading of speech, lack of attempts at sincerity, commitment, conviction, and spontaneity – these features not displayed, reciting. Not always convincing, message conveyed satisfactorily (10 – 9)	Notes poorly used, reading of speech, no attempts at sincerity, commitment conviction and spontaneity – these features not displayed. Not convincing, message conveyed unsatisfactorily. (8 – 7)