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|  | 1 | 2 | 3 |
| Introduction | The opening did not grab my attention and I was not eager to hear the rest.  | The opening caught my attention and I was curious to hear the rest. | The opening grabbed my attention and I really wanted to hear more. |
| Details | The speech was unclear and I really wasn’t sure what it was about. | The speech focused on one or two issues, but did explain how they would be solved or improved. | The speech focused on one or two major issues, explained them thoroughly and gave evidence to back up their claims. |
| Conclusion | I knew the speech was over only because the candidate stopped talking. | I liked the ending but it didn’t sound much different from the middle.  | There was a strong ending that summed up the speech and told me again why I should vote for this person. |
| Presentation | The speaker was hard to hear and not very expressive. More practice may have been helpful. | I could hear the speaker and he/she was expressive most of the time. The speaker looked at the audience some of the time.  | The speaker looked the audience in the eye, and used a loud, expressive voice for the whole speech.  |
| Overall | If the only information I had was this speech, I probably wouldn’t vote for this person.  | Good Speech. I might want to vote for this person if I heard a little more from him/her. | Great Speech. It really made me want to vote for this person. |

Persuasive Speech Rubric

Candidate’s name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Total Points Earned \_\_\_\_\_\_\_\_