

Persuasive Speech

	Advanced	Proficient
Position Statement (Claim)	Position statement is made clearly and speaker anticipates disagreement.	Position statement is made clearly.
Reasoning and examples	Reasons are clear and concise and connect to position statement. Reasons show evidence of research and show benefits of position. Many examples and details.	Reasons are clear and concise. The reasons connect to the position statement. Reasons show evidence of research. Some examples and details
Conclusion	Main point is re-stated strongly with convincing evidence. Suggest solution for this problem.	Main point is re-stated. Strong ending with convincing evidence.
Presentation and persuasive strategies	Use confidence and some of the persuasive strategies learned in class – ethos, logos, pathos, tone, word choice. Underline at least 5 examples in speech. Speaker attempts to use voice for persuasive tactics.	Use confidence and some of the persuasive strategies learned in class – ethos, logos, pathos, tone, word choice. Underline 5 examples in speech.