Speech to Inform
Attach a copy of your outline or manuscript.

Speaker: _____________________________________

Specific purpose: _______________________________________________________________
______________________________________________________________________

Introduction: 5 4 3 2
--gained attention and interest
introduced the topic clearly
previewed the body of the speech
established credibility (if needed)

Information is related to audience 30 27 24 21
--accurate, timely,
presented clearly, descriptive
made meaningful, made interesting
personalized
not too technical or trivial

Support: 30 27 24 21
--main points are clear
main points are fully supported
w/statistics, examples, testimony,
visual aids, audio aids, PowerPoint
Resources listed: yes no

Organization: 30 27 24 21
--appropriate organizational pattern
main points are clear
direct flow of ideas, control over details,
transitions and signposts are effective

Conclusion: 5 4 3 2
--prepared audience for ending
summarize
reinforced central idea

Delivery not graded for this assignment
--Maintained eye contact
Use voice effectively
Used physical action effectively

See comments on back

Completed in time limit: ___________ yes no

06/07
Speech to Persuade

Speaker: __________________________________________

Claim: 10 9 8 7
State what do you want your audience to do? Do you want to convince them? Do you want to solve a problem for them or actuate your audience?

Target audience: _____ % 10 9 8 7
From which responses to your questionnaire summary did you determine your target audience? Circle the questions selected, compute the target audience, and attach the questionnaire summary.

Proof: 20 18 16 14
List the types of evidence used and how the evidence supports your argument. For example, statistics from the Federal Communication Commission; quotation by Martin Luther King, Jr.; examples from www.pesticides.org Do not cite your sources here, but attach them to your outline or as a separate works cited page!

If your argument involves a question of ethics, an issue that you and your audience are bothered about, annoyed, frustrated or repulsed by, you should include pathos. Also, if you have any personal credibility (personal experience or expertise) you may want to use it to support your claim. State how you intend to support, either or both.
Choose a pattern to match your claim. **Attach** your outline or manuscript. Cite your resources including the complete URL.

**All categories must be completed and your outline or manuscript attached to receive credit.**

Introduction: 5 4 3 2

Delivery: Presence/Competence Eye contact 20 18 16 14
            Appearance  Posture  Vocal variety

Conclusion: 5 4 3 2

Completed in time limit: ___________ yes  no

For instructor’s comments, please do not write in this box.

Examples (Inductive) | Problem-Solution (or Cause) | Analogy (Comparison)
----------------------|----------------------------|----------------------
Authority (Expert testimony) | Monroe's Motivated Sequence | Refutation
Major/Minor/Conclusion (Deductive) | Need-Plan-Practicality | Comparative advantage

06/07
Guideline to complete the grading sheet for the Persuasive Speech

**Objective:** I want to persuade my audience to re-assess their views of the injustice, the immorality, and the ineffectiveness of capital punishment.

**Target audience:** 75%
Circled responses on my questionnaire were averaged, multiplied by 100 and divided by N to determine my target audience. Questionnaire summary attached.

**Proof:**
My **evidence** consists of testimonies by Criminologists, a Judge, a Lawyer, and a Biblical scholar; statistics by Professor Baldus; quotations from the National Academy of Science, the Wisconsin Legislative Reference Bureau, and the Columbia Law Review.

My **credibility** is enhanced by quoting several experts in the field of criminology, law, and religious studies.
I will introduce some **pathos** by quoting scripture form the Bible.

**Outline**

Introduction
Imagine being ready to die .............................................................
In my speech (preview of the main points) ...........................................

I. The injustice of capital punishment.
   a. Capital punishment is discriminatory. Quotation by Bedeau.
   b. Discrimination is also racial. Quotation by Justice Brennan, David Baldus, Welsh White.

II. The immorality of capital punishment.
   a. Immorality is a matter of belief. Quotation from the Bible.
   b. How can we show that killing is wrong by executing someone. Quotation by Rupert Theobald.

III. The ineffectiveness of capital punishment as a deterrent to crime.
   a. Available studies provide no useful evidence.
   b. Requires the would-be murderer to contemplate consequences. Quotation by the Columbia Law Review.

Conclusion
In conclusion, we must realize ............................................................

Sources listed separately
Monroe’s Motivated Sequence
Attach a copy of your 5-point outline

Speaker: ____________________________________________

Topic: ___________________________________________________________________________

Attention step                   20  18  16  14
–introduce the topic clearly
  gained attention of listeners
  showed importance of topic to this audience

Need step                        20  18  16  14
–need clearly explained
  need demonstrated w evidence
  need related to audience

Satisfaction step                20  18  16  14
–plan clearly explained
  plan well thought out

Visualization step               20  18  16  14
–practicality of plan shown
  benefits of plan related to audience

Action step                     20  18  16  14
–what you want the audience to do
  vivid concluding appeal

Resources listed: yes  no

For instructor’s comments, please do not write in this box.