

# Informative Speech Rubric

ORGANIZATION	DELIVERY
<u>Purpose/Audience/Topic/Word Choice</u> 5 You clearly made your topic & purpose relevant and interesting to your specified audience, using appropriate word choices and level of complexity. 4 You could make your purpose more clearer or your topic or word choices more relevant to your specified audience. 3 Your purpose or relevance of topic were unclear or inappropriate for your specified audience.	<u>Eye Contact</u> 5 You used your notes as cues, not crutches, which added to your credibility and our involvement. Your eye contact was excellent in all areas of the room. 4 You need to rely less on your notes and/or make better use of eye contact to enhance your message and stay connected with your audience. 3 You appeared to be reading to us a significant part of the time and/or had little eye contact.
<u>Introduction</u> 5 You had a good attention-getter and a clear preview or purpose statement that led us smoothly into the speech. 4 You had a start on an introduction but still needed _____. 3 You need stronger attention-getter and a clearer preview or purpose statement.	<u>Vocal Rate, Pitch, Pauses, and Volume</u> 5 Your voice was loud enough to hear easily; you used your rate volume, pitch, and pauses effectively to enhance your message. 4 Your vocal variety was effective overall, but you could use your voice to enhance your message by _____. 3 You need to work on _____.
<u>Body and Transitions</u> 5 Your organizational pattern and transitions made your speech easy to follow. 4 You need to make your main points more clear; reorganize or chunk some of your information so it is easier to follow and remember and/or give us stronger cues. 3 Your organizational pattern and/or transitions were unclear, making it difficult for us to follow and understand.	<u>Vocal Quality/Articulation &amp; Pronunciation</u> 5 Your voice was conversational, pleasant, and powerful which helped engage us in your message; articulation and pronunciation were clear. 4 You need to put more life in your voice and/or use a more conversational tone; continue to work on articulation and pronunciation. 3 You need to put a great deal more life in your voice in order to maintain the audience's attention.
<u>Conclusion</u> 5 Your conclusion emphasized your main point(s) and drew your speech to a close with an effective memorable statement. 4 You had a start on a conclusion, but still need a _____. 3 You need to bring your speech to a close by summarizing or reminding us of your main points.	<u>Nonverbal/Posture/Gestures</u> 5 You looked comfortable, using your hands, body, and facial expressions naturally and effectively, without distractions. 4 Your body language worked well overall, though you could work more on _____. 3 You had very few gestures, body motions, or facial expressions; you need to be more animated; your posture and gestures were distracting and/or unnatural.
<u>Support/Explanation of Ideas</u> 5 Your rhetorical support (illustrations, examples, etc.) and/or visual support was effective in making your point(s). 4 Your support was useful, but you needed _____. 3 Your support was weak. You needed _____.	<u>Preparedness, Composure, and Polish</u> 5 You appeared well prepared, confident and comfortable, which enhanced your credibility. Your presentation seemed polished. 4 You seemed fairly comfortable and confident, which started to build credibility although you seemed to need a bit more practice to have a polished presentation. 3 Your presentation seemed pretty rough. You needed more practice to increase your credibility and build your confidence.

Deductions: \_\_\_\_\_ -2 for each minute over or under

\_\_\_\_\_ -5 for late speech

Total: \_\_\_\_\_

Name \_\_\_\_\_

Topic \_\_\_\_\_