# COMM 1: Public Speaking                 Speech Rubric

| Performance Aspect | Exemplary (Graded as an A) | Proficient (Graded as a B) | Competent (Graded as a C) | Novice (Graded as a D) |
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| **Invention**<br><br>(supporting materials & quality of research – informative and persuasive speeches only, content appropriate to assignment) | • Supporting materials must include 6 to 8 sources verbally cited (4 of which must be from academic databases).<br>• Material is appropriate to the assignment (i.e.: autobiographical, informative, persuasive or ceremonial)<br>• The use of ethos, logos and pathos as appropriate based on the assignment. | • Supporting materials must include 4 to 5 sources verbally cited (4 of which must be from academic databases).<br>• Material is appropriate to the assignment (i.e.: autobiographical, informative, persuasive or ceremonial)<br>• The use of ethos, logos and pathos as appropriate based on the assignment. | • Supporting materials must include 3 sources verbally cited (all 3 sources must be from academic databases).<br>• Material is appropriate to the assignment (i.e.: autobiographical, informative, persuasive or ceremonial)<br>• The use of ethos, logos and pathos as appropriate based on the assignment. | • Supporting materials include 3 sources verbally cited that are not from academic databases.<br>• Material is inappropriate to the assignment (i.e.: autobiographical, informative, persuasive or ceremonial)<br>• Student may or may not attempt to use ethos, logos and pathos. |
| **Arrangement**<br><br>(Organization: gain and maintain, thesis, preview, main points, transitions, recap, and concluding gain and maintain) | • Speech is presented with a strong introduction that includes a gain & maintain, thesis, preview and relation/credibility statement.<br>• Main points are fully developed with transitions in between each.<br>• Speech also includes a strong conclusion with a recap and gain & maintain. | • Speech is presented with an introduction that includes a gain & maintain, thesis, preview and relation/credibility statement.<br>• Main points are developed with transitions in between each.<br>• Speech also includes a conclusion with a recap and gain & maintain. | • Speech is presented with an introduction that includes a gain & maintain, thesis, preview and relation/credibility statement.<br>• Main points are presented cleanly.<br>• Speech also includes a conclusion with a recap and gain & maintain. | • Speech may or may not contain an introduction. A gain & maintain, thesis, preview and relation/credibility statement may be included but some elements maybe missing<br>• Main points presented are not cleanly presented and may have some repetition.<br>• Speech may or may not have a conclusion. Recap and gain & maintain may or may not be included. |

| Style (Extemporaneous-ly delivered, Use of presentational aids) | • Speech is presented in an extemporaneously style.<br>• Note cards or speech notes are rarely needed and effectively used.<br><br>• Presentational aids are appropriately selected and used effectively during the speech. | • Speech is presented in an extemporaneously style.<br>• Note cards or speech notes are used effectively.<br><br>• Presentational aids are appropriately selected and used effectively during the speech. | • Speech is presented in an extemporaneously style although student may rely on note cards or speech notes on occasion during the presentation.<br><br>• Presentational aids are used somewhat effectively during the speech. | • Speech is not presented in an extemporaneously style. Student relies on outline, note cards, speech notes or power point and reads some to all of the presentation.<br><br>• Presentational aids may or may not be used during the speech. Aids are distracting to the speech rather than helpful. (items are passed round, kept out during the entire presentation, or aid does not add to the speech) |
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| Memory (Prepared, Fluency of content, Timing) | • Speaker is prepared<br>• Fluency is conversational.<br>• Timing of speech lands within the allotted time frame. | • Speaker is prepared<br>• Fluency is somewhat conversational.<br>• Timing of speech lands within the allotted time frame. | • Speaker is somewhat prepared<br>• Fluency is somewhat conversational.<br>• Timing is at or just above the allotted time frame. | • Speaker has not prepared.<br>• Fluency is choppy.<br>• Timing is below or above the allotted time frame. |
| Delivery (Verbal: volume, rate, pitch, fillers minimized, articulation, flow) | Verbal<br>• Volume is at the appropriate level. Rate is neither too fast or too slow. Fillers are minimized and the flow of the speech is at a conversational rate. | Verbal<br>• Volume is at the appropriate level. Rate is neither too fast or too slow. Fillers are minimized and the flow of the speech is at a conversational rate. | Verbal<br>• Volume is at a level where the audience can hear. Rate is good. Fillers are somewhat minimized and the flow of the speech is at a somewhat conversational rate. | Verbal<br>• Volume can be quiet or too loud.  Rate maybe too fast or too slow. Fillers are apparent and the flow of the speech is choppy. |

| **Delivery** (cont.) (Non Verbal: gestures, eye contact, fillers minimized, position and use of space) | Non Verbal<br>• Gestures are utilized, eye contact is well handled, fillers are minimized. Speaker selects position and utilizes space well. | Non Verbal<br>• Gestures are utilized, eye contact is well handled, fillers are minimized. Speaker selects position and utilizes space well. | Non Verbal<br>• Gestures are utilized, eye contact is good, fillers maybe present but are somewhat minimized. Speaker selects position and utilizes space well. | Non Verbal<br>• Gestures, and eye contact is lacking, and there are several fillers present. Speaker doesn't move or utilize space well. |
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| **Outline**<br><br>(Utilization of template, full sentences, 3 main points, sub-points and sub-sub-points) | • Template utilized<br>• Outline contains all full sentences<br>• Outline has 3 main points with 4 to 5 sub-points and the use of sub-sub-points.<br>• Outline is typed and a minimum of 2 or more pages. | • Template utilized<br>• Outline contains all full sentences<br>• Outline has 3 main points with 3 to 4 sub-points and the use of sub-sub-points.<br>• Outline is typed and a minimum of 2 or more pages. | • Template utilized<br>• Outline contains full sentences<br>• Outline has 3 main points with 2 to 3 sub-points and the use of sub-sub-points.<br>• Outline is typed and a minimum of 1.5 or more pages. | • Template not utilized<br>• Outline contains some full sentences<br>• Outline has more or less than 3 main points, and at least 2 sub-points.<br>• Outline is typed and a less than 1.5 pages. |
| **Reference Page**<br><br>(Informative and Persuasive speeches only: APA format, quality research utilized) | • Reference page is in APA format with little to no errors.<br>• Reference page contains 6 to 8 sources cited correctly with little to no errors. | • Reference page is in APA format with little to no errors.<br>• Reference page contains 4 to 5 sources cited correctly with little to no errors. | • Reference page is in APA format with some minor errors.<br>• Reference page contains 3 sources cited with some minor errors. | • Reference page is not in APA format and contains several to many errors. |