

PERSUASIVE CAMPAIGN SPEECH RUBRIC

Use the rubric below to evaluate your peer's speech.

Criteria	Excellent (4)	Proficient (3)	Satisfactory (2)	Needs Improvement (1)
Audience Awareness	Speech is highly appropriate for the intended audience, demonstrating a deep understanding of their interests and values.	Speech is appropriate for the audience, showing a good understanding of their interests.	Speech is somewhat appropriate for the audience, with limited understanding of their interests.	Speech is inappropriate for the audience, showing little to no understanding of their interests.
Purpose Clarity	The purpose of the speech is clear and effectively communicated throughout the entire speech.	The purpose of the speech is mostly clear, with minor lapses in clarity.	The purpose is somewhat clear but often obscured or unclear.	The purpose of the speech is unclear or lost, making it difficult to follow.
Content Relevance	All information presented is relevant and compelling, strongly supporting the persuasive intent.	Most information is relevant and supports the persuasive intent, with few irrelevant details.	Some information is relevant, but there are notable irrelevant details that detract from the speech.	Little to no relevant information is provided, failing to support the persuasive intent.
Organization and Delivery	The speech is very well organized, with a logical flow that enhances understanding; delivery is confident and engaging.	The speech is organized, with a logical flow; delivery is mostly confident and engaging.	The speech has some organization but lacks clear flow; delivery may be hesitant or disengaging.	The speech is poorly organized and difficult to follow; delivery is unclear or lacks engagement.