**Critical Assignment:** The student will develop and deliver an informative speech on an agreed upon topic for a live audience.

**Scoring Rubric:**

<table>
<thead>
<tr>
<th>RUBRIC LEVEL</th>
<th>CONTENT</th>
<th>ORGANIZATION</th>
<th>CONVENTIONS</th>
<th>STYLE/IMPACT</th>
</tr>
</thead>
</table>
| 4            | - conveys a clear message or purpose
 - contains accurate and relevant Information
 - exhibits a thorough knowledge of appropriate content
 - uses evidence to support a point |
|              | - conveys a clear focus or point of view
 - displays logical and clear sequencing of ideas
 - establishes a clear introduction
 - exhibits smooth transitions
 - ends with an effective conclusion that supports the presented material | - establishes and maintains consistent rapport with an audience
 - includes consistent eye contact
 - performs/presents clearly enough to be easily heard
 - includes consistent correct grammar
 - conforms to time restriction | - attracts and engages attention
 - exhibits a thorough sense of audience and purpose
 - includes interesting, appropriate technique, style, or vocabulary
 - includes appropriate expression, voice projection, vocal inflection and pacing to enhance delivery
 - includes appropriate and clear gestures
 - conveys appropriate emotion, originality, liveliness, excitement, humor or suspense
 - presents highly professional appearance |
| 3            | - conveys a message or purpose
 - contains accurate and relevant information, with minimal errors, or extraneous material
 - exhibits knowledge of the appropriate content
 - uses evidence to support a point |
|              | - conveys a focus or point of view
 - displays logical sequencing of ideas
 - establishes an introduction
 - exhibits transitions
 - ends with a conclusion that supports some of the material presented | - establishes and maintains some rapport with an audience
 - includes some eye contact
 - performs/presents clearly enough to be heard
 - includes correct grammar with few errors
 - shortens/extends time limit slightly | - attracts and holds attention
 - exhibits a sense of audience and purpose
 - includes appropriate technique, style, or vocabulary
 - includes some appropriate expression, voice projection, vocal inflection, and pacing
 - includes some gestures
 - conveys some appropriate emotion, originality, liveliness, excitement, humor or suspense
 - presents professional appearance |
| 2            | - conveys a message or purpose but is difficult to follow
 - contains some relevant information; some is irrelevant or extraneous
 - exhibits knowledge of the appropriate content; uses some evidence to support a point |
|              | - conveys a focus or point of view, but difficult to identify displays some sequencing of ideas
 - establishes a simple introduction
 - exhibits few transitions or includes those that are very rough
 - ends with a simple conclusion | - establishes or maintains little rapport with an audience
 - includes minimal eye contact
 - performs/presents so that hearing is difficult or does not pronounce words clearly
 - includes frequent grammatical errors
 - shortens/extends time limit more than one minute | - attracts attention some of the time
 - exhibits little awareness of audience and purpose
 - includes some appropriate style or vocabulary
 - includes little appropriate expression, voice projection, vocal inflection, and pacing
 - includes few gestures
 - conveys little appropriate emotion, originality, liveliness, excitement, humor, or suspense
 - presents questionable professional appearance |
| 1            | - conveys no apparent message or purpose
 - contains little relevant information; much is irrelevant or extraneous
 - exhibits little content knowledge; uses little evidence |
|              | - conveys no apparent focus or point of view
 - displays little or no sequencing of ideas
 - begins with an ineffective or non-evident introduction
 - exhibits no transitions
 - ends with an ineffective or non-evident conclusion | - establishes little or no rapport with an audience
 - includes minimal or no eye contact
 - performs/presents so that hearing is impaired and/or does not pronounce words clearly
 - includes grammatical errors consistently
 - shortens/extends time limit more than two minutes | - attracts little attention
 - exhibits no awareness of audience and purpose
 - includes inappropriate vocabulary
 - includes no appropriate expression, voice projection, vocal inflection, and pacing
 - includes few, if any, gestures
 - conveys no appropriate emotion, originality, liveliness, excitement, humor, or suspense
 - presents unprofessional appearance |

*Use the language of the standard.

**Rubric Levels: 1 = F; 2 = F; 3 = C or D; 4 = A or B

Modified from a scoring guide used by the Los Angeles Unified School District as developed in collaboration with the Council for Basic Education, Washington, D.C., 4/05

Student Name: ___________________________ Instructor Name: ___________________________

Course No.: ___________________________ Section No.: ___________________________

Date: ___________ Score: ___________