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| Category | 4 | 3 | 2 | 1 |
| Introduction | Introduction is exceptionally creative and original. Demonstrates ingenuity. | Introduction grabs the attention of the audience creatively with originality. | Introduction fails to creatively and originally grab audience attention. | Introduction lacking or barely present. |
| Thesis/Purpose | Audience is clearly aware of purpose/thesis with outstanding presentation of argument | Speaker clearly stated purpose/thesis of speech; informed audience of specific argument | Purpose/thesis stated, but lacks clarity. Argument needs specificity. | Purpose/thesis is vague or not present. Argument is unclear. |
| Appeals | Two or more ethical appeals (ethos) and two or more logical appeals (logos) relate directly to argument specifically and with profundity. Emotional appeals (pathos) are subjugated to others, but effectively presented. | Speaker used two or more ethical appeals (ethos) and two or more logical appeals (logos). Refrains from using emotional appeals(pathos) as *particular* evidence of argument. | Lacking two or more ethical appeals (ethos) and logical appeals (logos); evidence relies more heavily on emotional appeals (pathos). | Appeals lacking in number and kind. |
| Opposing View | Opposing viewpoints presented; concession or refutation of opposing viewpoints are persuasive and effective | Opposing viewpoints were presented in speech and were conceded or refuted with evidence. | Opposing viewpoint presented, but refutation or concession lacks grounding. | Lacks clearly refuted or conceded opposing viewpoint (s). |
| Language | Vocabulary was appropriate for audience with specific adjectives, action verbs, and analysis. Language was formally precise and specific. | Language was precise, specific and concrete. Vocabulary was appropriate to the audience. Avoided slang or euphemisms. | Vocabulary contained slang and/or euphemisms. Vocabulary too colloquial for formal speech. | Vocabulary inappropriate; overuse of slang and colloquial language. |
| Visual Support | Visual presentation cleverly reinforced key points of argument. Repetend was obvious as well as creative and clearly representative of themes and message. | Visuals and/or sound was used effectively to reinforce key points in the message. Repetend was present and obvious with clear connection to theme and argument. | Visual presentation lacked effort; repetend was unclear and difficult to discern its relation to theme. | Visual representation lacked effort; repetend unrelated to theme and key points. |
| Speaking Skills | Poised delivery; confidently delivers presentation with appropriate facial expressions, gestures and movements. Unnatural pauses and filler expressions (eg. Umm, like, ya know, etc.) absent; preparation obvious. | Argument delivered effectively with confidence. Facial expressions, gestures and movements were natural. Poised; limited unnatural pauses and filler expressions (eg. Umm, like, ya know, etc.) | Overuse of filler expressions; poise and confidence wavered at times. Facial expressions, gestures and movements were at times unnatural. | Lacked poise and confidence. Overuse of filler expressions; stiff and unnatural facial and body language. |