

Grading rubric: Persuasive presentation

Name: _____

	“A” description	“B” description	“C” description	“D” description
Organization	The presentation has an engaging opening and memorable conclusion. Support is always relevant, detailed, and presented logically and coherently. The presentation is very well prepared and fits the time limit.	The presentation has an effective opening and conclusion. Support is mostly relevant, detailed, and/or presented logically and coherently. The presentation is well prepared and fits the time limit.	The presentation has an opening and conclusion though they may be not very effective. Support may be too general, limited or not well-organized. The presentation may demonstrate limited preparation.	The presentation does not have an effective opening and/or conclusion. Support is weak and/or disconnected. The presentation may demonstrate poor preparation.
Comments				
Persuasiveness	The presenter takes a clear position and is very convincing. The presenter consistently engages the audience with excellent presentation skills and arguments.	The presenter takes a clear position and is convincing. The presenter mostly engages the audience with good presentation skills and arguments.	The presenter takes a position, but is not entirely convincing or engaging because of inconsistent presentations skills and/or arguments.	The presenter does not take a clear position, and/or is not convincing or engaging because of poor presentation skills and/or arguments.
Comments				
Nonverbal communication	The speaker makes excellent use of voice, eye contact and gestures to make presentation very persuasive.	The speaker makes effective use of voice, eye contact and gestures to make presentation persuasive.	The speaker mostly makes effective use of voice, eye contact and gestures, but shortcomings limit the persuasiveness of presentation.	The speaker does not make effective use of voice, eye contact and gestures which severely limits the persuasiveness of presentation.
Comments				
Language and Pronunciation	The presenter communicates very effectively. Though there may be occasional errors with complex structures, the presenter has fluent control over grammar, pronunciation and intonation.	The presenter communicates effectively. There are grammar, pronunciation, and/or intonation errors but they do not limit listener comprehension.	The presenter mostly communicates effectively, but grammar and/or pronunciation errors limit comprehension.	The presenter does not communicate effectively. Grammar and/or pronunciation errors block comprehension.
Comments				

FINAL GRADE: _____