

## Persuasive Presentation: Evaluation Rubric

Item	Description	Possible Points	Actual Points
Introduction	Title is clear and matches the thesis statement being made. Thesis statement clearly conveys what you want your audience to believe. Your intended audience is clearly stated.	5	
Terms	Be sure to define each word that is used as a "term" that is used in your argument. Words that are used in the normal dictionary sense should NOT be defined here. Terms are words that have a special meaning in the context in which you are using them. It is best to use definitions from sources that are specific to your context--medical dictionaries, philosophical dictionaries, published studies which have specific operational definitions, etc.	5	
Assumptions	Assumptions are basic beliefs that you share with your audience and will not attempt to prove. These beliefs are usually about how one decides what is true and to be believed.	10	
Claim 1	This is the first point that supports your thesis.	4	
Support for Claim 1	You may use scientific evidence if you cite the academically acceptable source. You may use scripture if you cite a commentary that connects to your claim and supports your use for that purpose. You may use a quote from a well known authority. You may cite relevant statistics from a reliable source. Typically you will cite 3 sources of support for each claim.	6	
Claim 2	This is the second point that supports your thesis.	4	
Support for Claim 2	See description for Support for Claim 1.	6	
Claim 3	This is the third point that supports your thesis.	4	
Support for Claim 3	See description for Support for Claim 1.	6	
Objection 1	State here an objection you might anticipate to your position.	4	
Answers to Objection 1	Give your answer to the objections using evidence as you did for support above.	4	
Objection 2	State here a second objection you might anticipate to your position.	4	
Answers to Objection 2	Give your answer to the objections using evidence as you did for support above.	4	
Actionable Conclusion	State your conclusion here in terms of how you want your audience to respond.	10	
Works Cited	You may use the citation style relevant to your discipline. Use APA style if in doubt.	4	
Visual Presentation & Graphics	All graphics must be cited. If you use a copyrighted graphic you MUST pay for it. Typically you should only use graphics that are from the Creative Commons and do not require payment. Using copyrighted graphics without paying is stealing and will not earn any points. If you are paying for graphics, indicate that you have paid in the notes section.	10	
Verbal Presentation	Speak to your audience; do NOT read notes. Notes should be placed in the notes area below each slide in PowerPoint. Do NOT use note cards or paper notes. Notes are to be used merely as a reminder of the next issue. You should NOT read your notes. Refer to them just to get you started speaking to your audience about your next point.	10	
<b>Total possible points:</b>		<b>100</b>	