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| **Scoring Criteria** | **Exemplary** | **Proficient** | **Emerging** | **Incomplete** |
| **Ideas** | The speech* presents a significant and compelling thesis on a contemporary issue
* is clearly developed and supported
* presents a convincing argument and adeptly uses a variety of rhetorical appeals (at least 5).
 | The speech* presents a clear thesis on a contemporary issue
* is sufficiently developed and supported
* presents a plausible argument and effectively uses rhetorical appeals (at least 3).
 | The speech* presents a thesis
* is somewhat developed and weakly supported
* attempts to make an argument, but it is not plausible and uses rhetorical appeals ineffectively (attempts 2).
 | The speech* presents a position that is difficult to distinguish
* is insufficiently developed and supported
* does not make an argument that is plausible and lacks rhetorical appeals.
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| **Structure** | The speech* sequences ideas to aptly reinforce the argument
* presents an introduction that intrigues the audience while establishing the topic
* Includes an effective counterargument
* concludes with a clear and convincing call to action.
 | The speech* sequences material to support the argument
* presents an introduction that establishes the topic
* Includes a counterargument
* concludes in a way that provides a finished feeling to the speech, possibly suggesting further action.
 | The speech* attempts to sequence material with a weak connection to the argument
* presents an introduction that weakly established the topic
* Attempts to include a counterargument
* concludes abruptly or with a proposed action that is inappropriate.
 | The speech* organizes ideas in a manner that is difficult to follow, or jumps too rapidly between ideas
* does little to introduce the topic, possibly only stating the subject of the speech
* No counterargument or attempt evident
* lacks a conclusion or fails to propose action.
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| **Use of Language** | The speech* deliberately and effectively uses rhetorical devices for the intended purpose
* uses varied syntax in a way that adds to the persuasive impact
* demonstrates well placed inflection and gestures that create an engaging delivery style indicative of advance preparation.
* demonstrates purposeful attention to diction
 | The speech* clearly attempts to use rhetorical devices for the intended purpose
* varies syntax over the course of the speech
* demonstrates some use of inflection and gestures that create an appropriate delivery style indicative of advance preparation.
* demonstrates some attention to diction.
 | The speech* attempts to use rhetorical devices, but the result is ineffective for the intended purpose
* attempts to vary syntax over the course of the speech with limited success
* demonstrates limited use of inflection and gestures, impairing the delivery style.
* Attempts to address diction
 | The speech* does not use rhetorical devices
* uses syntax that is largely repetitive and lacks variation
* demonstrates minimal use of inflection and gestures.
* Does not appear to have considered diction
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**Embedded Assessment** 2.2:

Your assignment is to write and present an original, persuasive two- to three-minute speech that addresses a contemporary issue. It should include:

* a clear claim
* logical support
* effective counterclaim
* meaningful conclusion/call to action

**Incorporate rhetorical appeals and devices to strengthen your argument and to help you achieve your desired purpose!!!!!**