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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. |
| **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. |
| **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 |

**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!!!!!**