**First Informative Speech (50 pts)**

I. Allotted Time

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (5 pts) | Good (4 pts) | Satisfactory (3 pts) | Unsatisfactory (2 pts) |
| Between 3:30 and 4:30. | 3-3:30, or 4:30-5. | 2:30-3, or 5-5:30. | > 2:30 or <5:30. |

II. Content (Topic Selection Relation to Audience)

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| General and specific purpose of the speech explicitly specified. Relevance of the speech topic to audience explicitly stated. | General or specific purpose of the speech described. Relevance of the speech topic to audience stated, but may be ambiguous. | General or specific purpose of the speech described, or relevance of the speech topic to audience stated, but not both. | No apparent attempt was made to provide purpose of speech or relevance to audience. |

III. Argument (Organization, including Introduction, Body and Conclusion)

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| All elements in correct order as described in Chapter 6. | One element out of order, otherwise correct. See Chapter 6. | More than one element out of order. See Chapter 6. | Missing element as per expectation as described in the instructions and in Chapter 6. |

IV. Delivery (Extemporaneous)

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| Extemporaneous delivery based on short notes with excellent eye contact. | Mostly extemporaneous delivery with good eye contact. | Eye contact poor reflecting strong tendency to read speech. | Read entire speech. |

V. Visual Aids (optional)

VI. Overall Effectiveness of the Speech

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| Kept interest of audience throughout speech as evidenced by audience response. | Kept interest of audience for most of the speech. | Struggled to keep interest of the audience. | No apparent attempt to keep interest of the audience. |

VII. Written Outline

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (5 pts) | Good (4 pts) | Satisfactory (3 pts) | Unsatisfactory (2 pts) |
| No discoverable errors. Matches information provided during speech. | Minor errors, i.e. misspelling. Mostly matches information provided during speech. | A few errors that could have been caught with more careful proofreading. Match with speech poor. | Organization poor. Does not follow outline style. Recommend the UTSA Writing Center. |

**Second Informative Speech (100 pts)**

I. Allotted Time

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| Between 3:30 and 4:30. | 3-3:30, or 4:30-5. | 2:30-3, or 5-5:30. | > 2:30 or <5:30. |

II.A. Content (Topic Selection Relation to Audience)

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| General and specific purpose of the speech explicitly specified. Relevance of the speech topic to audience explicitly stated. | General or specific purpose of the speech described. Relevance of the speech topic to audience stated, but may be ambiguous. | General or specific purpose of the speech described, or relevance of the speech topic to audience stated, but not both. | No apparent attempt was made to provide purpose of speech or relevance to audience. |

II.B. Content (Evidence through citation of sources)

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| Meets minimum number required as per instructions. Article references match citations in the outline. | One shy of minimum number required as per instructions and/or reference and citations do not match in number. | Two shy of minimum number required as per instructions and/or reference and citations do not match in number. | More than two shy of minimum number required as per instructions and/or reference and citations do not match in number. |

III. Argument (Organization, including Introduction, Body and Conclusion)

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| All elements in correct order as described in Chapter 6. | One element out of order, otherwise correct. See Chapter 6. | More than one element out of order. See Chapter 6. | Missing element as per expectation as described in the instructions and in Chapter 6. |

IV.A. Delivery (Extemporaneous): Eye Contact

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| Extemporaneous delivery based on short notes with excellent eye contact. | Mostly extemporaneous delivery with good eye contact. | Eye contact poor reflecting strong tendency to read speech. | Read entire speech. |

IV.B.1. Delivery (Extemporaneous): Body Delivery

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| Extemporaneous delivery with excellent movement, posture, and facial expression. | Mostly extemporaneous delivery with good movement, posture, and facial expression. | Body movement, posture or facial expression poor reflecting strong tendency to maintain static position. | Body movement stiff or loss of poise. |

Continued on next page.

IV.B.2. Delivery (Extemporaneous): Vocal Delivery

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| Extemporaneous delivery with excellent vocal delivery including appropriate loudness, rate, emphasis, variety, fluency, articulation and naturalness. | Mostly extemporaneous delivery with good vocal delivery containing a few strong qualities. | Vocal delivery poor in one or more areas reflecting a lack of practice. | No apparent attempt to practice delivery out loud. |

V. Visual Aids

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| Unobtrusive use of visual aids which did not detract but listed sources and enhanced the message. | Mostly unobtrusive use of visual aids with a few minor errors. | Visual aids detracted from the message or speaker in one or more ways. | Visual aids were treated as the message by the speaker. |

VI. Overall Effectiveness of the Speech

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| Kept interest of audience throughout speech as evidenced by audience response. | Kept interest of audience for most of the speech. | Struggled to keep interest of the audience. | No apparent attempt to keep interest of the audience. |

VII. Written Outline

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| No discoverable errors. Matches information provided during speech including references. | Minor errors, i.e. misspelling. Mostly matches information provided during speech. | A few errors that could have been caught with more careful proofreading. Poor match with speech. | Organization poor. Does not follow outline style. Recommend the UTSA Writing Center. |

**First Persuasive Speech (100 pts)**

I. Allotted Time

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| Between 4:30 and 5:30. | 4-4:30, or 5:30-6. | 3:30-4, or 6-6:30. | > 3:30 or <6:30. |

II.A. Content (Topic Selection Relation to Audience)

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| General and specific purpose of the speech explicitly specified. Relevance of the speech topic to audience explicitly stated. | General or specific purpose of the speech described. Relevance of the speech topic to audience stated, but may be ambiguous. | General or specific purpose of the speech described, or relevance of the speech topic to audience stated, but not both. | No apparent attempt was made to provide purpose of speech or relevance to audience. |

II.B. Content (Evidence through citation of sources)

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| Meets minimum number required as per instructions. Article references match citations in the outline. | One shy of minimum number required as per instructions and/or reference and citations do not match in number. | Two shy of minimum number required as per instructions and/or reference and citations do not match in number. | More than two shy of minimum number required as per instructions and/or reference and citations do not match in number. |

II.C. Content (Evidence through quality of sources)

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (5 pts) | Good (4 pts) | Satisfactory (3 pts) | Unsatisfactory (2 pts) |
| Sources are credible and from scholarly, peer-reviewed journals. | Sources are credible though may not be from peer-reviewed journals. | The credibility of the sources is suspect. | The sources are not credible. |

III. Argument (Organization, including Introduction, Body, and Conclusion)

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| All elements in correct order as described in Chapter 6. | One element out of order, otherwise correct. See Chapter 6. | More than one element out of order. See Chapter 6. | Missing element as per expectation as described in the instructions and in Chapter 6. |

IV.A. Delivery (Extemporaneous): Eye Contact

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| Extemporaneous delivery based on short notes with excellent eye contact. | Mostly extemporaneous delivery with good eye contact. | Eye contact poor reflecting strong tendency to read speech. | Read entire speech. |

IV.B.1. Delivery (Extemporaneous): Body Delivery

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (5 pts) | Good (4 pts) | Satisfactory (3 pts) | Unsatisfactory (2 pts) |
| Extemporaneous delivery with excellent movement, posture, and facial expression. | Mostly extemporaneous delivery with good movement, posture, and facial expression. | Body movement, posture or facial expression poor reflecting strong tendency to maintain static position. | Body movement stiff or loss of poise. |

IV.B.2. Delivery (Extemporaneous): Vocal Delivery

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (5 pts) | Good (4 pts) | Satisfactory (3 pts) | Unsatisfactory (2 pts) |
| Extemporaneous delivery with excellent vocal delivery including appropriate loudness, rate, emphasis, variety, fluency, articulation and naturalness. | Mostly extemporaneous delivery with good vocal delivery containing a few strong qualities. | Vocal delivery poor in one or more areas reflecting a lack of practice. | No apparent attempt to practice delivery out loud. |

IV.C. Delivery (Extemporaneous): Language

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (5 pts) | Good (4 pts) | Satisfactory (3 pts) | Unsatisfactory (2 pts) |
| Style of language is clear and unambiguous, language is vivid and very descriptive. | Language used is mostly unambiguous, but could be more vivid and descriptive. | Language is ambiguous or vague. | Style of language is distracting or vulgar and takes attention away from the message. |

V. Visual Aids

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| Unobtrusive use of visual aids which did not detract but listed sources and enhanced the message. | Mostly unobtrusive use of visual aids with a few minor errors. | Visual aids detracted from the message or speaker in one or more ways. | Visual aids were treated as the message by the speaker. |

VI. Overall Effectiveness of the Speech

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| Kept interest of audience throughout speech as evidenced by audience response. | Kept interest of audience for most of the speech. | Struggled to keep interest of the audience. | No apparent attempt to keep interest of the audience. |

VII. Written Outline

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| No discoverable errors. Matches information provided during speech including references. | Minor errors, i.e. misspelling. Mostly matches information provided during speech. | A few errors that could have been caught with more careful proofreading. Match with speech poor. | Organization poor. Does not follow outline style. Recommend the UTSA Writing Center. |

**Second Persuasive Speech**

I. Allotted Time

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| Between 4:30 and 5:30. | 4-4:30, or 5:30-6. | 3:30-4, or 6-6:30. | > 3:30 or <6:30. |

II.A. Content (Perspective, pro or con)

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| Effectively demonstrates the strength of case (pro or con) while acknowledging the evidence supporting the oppositional position. | Describes the evidence supporting the case (pro or con), but provides only tepid information supporting the oppositional position. | Clearly argues only one side of the case. | Fails to provide sufficient evidence to support or oppose the proposition. |

II.B. Content (Evidence through citation of sources)

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| Meets minimum number required as per instructions. Article references match citations in the outline. | One shy of minimum number required as per instructions and/or reference and citations do not match in number. | Two shy of minimum number required as per instructions and/or reference and citations do not match in number. | More than two shy of minimum number required as per instructions and/or reference and citations do not match in number. |

II.C. Content (Evidence through quality of sources)

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| Sources are credible and from scholarly, peer-reviewed journals. | Sources are credible though may not be from peer-reviewed journals. | The credibility of the sources is suspect. | The sources are not credible. |

III.A. Argument (Organization, including Introduction, Body, and Conclusion)

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| All elements in correct order as described in Chapter 6. | One element out of order, otherwise correct. See Chapter 6. | More than one element out of order. See Chapter 6. | Missing element as per expectation as described in the instructions and in Chapter 6. |

III.B. Argument (Logical Reasoning Based on Evidence)

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| Extensive use of evidence to back (warrant) claims. | Acceptable use of evidence to warrant claims. Could use additional forms. See Chapter 14, and page 15 in the Course Handbook. | Use of only one form of evidence to warrant claims. See Chapter 14, and page 15 in the Course Handbook. | No apparent attempt to tie (warrant) evidence to claims. See Chapter 14. |

Continued on next page.

III.C. Argument (Lack of Fallacious Reasoning)

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| Speaker avoids all forms of common fallacies and persuasive tactics that detracts from the message. See page 25 in the Course Handbook. | Speaker avoids all forms of common fallacies but may use one or more persuasive tactics that detracts from the message. See page 25 in the Course Handbook. | Use of one or more common fallacies. See page 24 in Course Handbook. | Extensive use of one or more common fallacies. See page 24 in Course Handbook. |

IV.A. Delivery (Extemporaneous): Eye Contact

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| Extemporaneous delivery based on short notes with excellent eye contact. | Mostly extemporaneous delivery with good eye contact. | Eye contact poor reflecting strong tendency to read speech. | Read entire speech. |

IV.B.1. Delivery (Extemporaneous): Body Delivery

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| Extemporaneous delivery with excellent movement, posture, and facial expression. | Mostly extemporaneous delivery with good movement, posture, and facial expression. | Body movement, posture or facial expression poor reflecting strong tendency to maintain static position. | Body movement stiff or loss of poise. |

IV.B.2. Delivery (Extemporaneous): Vocal Delivery

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| Extemporaneous delivery with excellent vocal delivery including appropriate loudness, rate, emphasis, variety, fluency, articulation and naturalness. | Mostly extemporaneous delivery with good vocal delivery containing a few strong qualities. | Vocal delivery poor in one or more areas reflecting a lack of practice. | No apparent attempt to practice delivery out loud. |

IV.C.1. Delivery (Extemporaneous): Clear Language

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| Style of language is clear and unambiguous. | Language used is mostly unambiguous. | Language is ambiguous or vague. | Style of language is distracting or vulgar and takes attention away from the message. |

IV.C.1. Delivery (Extemporaneous): Descriptive Language

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| Style of language is vivid and very descriptive. | Language used could be more vivid and descriptive. | Language used is satisfactory but uninspired. | Style of language is distracting or vulgar and takes attention away from the message. |

Continued on next page.

V. Visual Aids

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| Unobtrusive use of visual aids which did not detract but listed sources and enhanced the message. | Mostly unobtrusive use of visual aids with a few minor errors. | Visual aids detracted from the message or speaker in one or more ways. | Visual aids were treated as the message by the speaker. |

VI. Overall Effectiveness of the Speech

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| Kept interest of audience throughout speech as evidenced by audience response. | Kept interest of audience for most of the speech. | Struggled to keep interest of the audience. | No apparent attempt to keep interest of the audience. |

VII. Written Outline

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| No discoverable errors. Matches information provided during speech including references. | Minor errors, i.e. misspelling. Mostly matches information provided during speech. | A few errors that could have been caught with more careful proofreading. Match with speech poor. | Organization poor. Does not follow outline style. Recommend the UTSA Writing Center. |

**Groupwork**

I. Group Contract signed: \_\_\_\_\_\_\_ Yes (5 pts) \_\_\_\_\_\_\_ No (0 pts)

II.A. Content (Evidence supporting the proposition – Pro)

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| Sources are credible and from scholarly, peer-reviewed journals. | Sources are credible though may not be from peer-reviewed journals. | The credibility of the sources is suspect. | The sources are not credible. |

II.B. Content (Evidence supporting the opposition – Con)

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| Sources are credible and from scholarly, peer-reviewed journals. | Sources are credible though may not be from peer-reviewed journals. | The credibility of the sources are suspect. | The sources are not credible. |

III.A. Argument (Organization of outlines – one each for pro and con)

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| All elements in correct order as described in Chapter 6. | One element out of order, otherwise correct. See Chapter 6. | More than one element out of order. See Chapter 6. | Missing element as per expectation as described in the instructions and in Chapter 6. |

III.B. Argument (Affirmative – Pro)

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (5 pts) | Good (4 pts) | Satisfactory (3 pts) | Unsatisfactory (2 pts) |
| Accurately analyzes the evidence supporting the proposition. | Analysis of the evidence supporting the proposition may be mostly accurate but may be missing a few key details. | Analysis of the evidence supporting the proposition is unclear or inaccurate. | Analysis of the evidence supporting the proposition is demonstrably incorrect. |

III.C. Argument (Negative – Con)

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (5 pts) | Good (4 pts) | Satisfactory (3 pts) | Unsatisfactory (2 pts) |
| Accurately analyzes the evidence opposing the proposition. | Analysis of the evidence opposing the proposition may be mostly accurate but may be missing a few key details. | Analysis of the evidence opposing the proposition is unclear or inaccurate. | Analysis of the evidence opposing the proposition is demonstrably incorrect. |

Continued on next page.

IV. Mechanics (grammar, spelling, APA Style

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| No discoverable errors. | Minor errors, i.e. tense, misspelling, or incorrect treatment of article title, author name, journal name, etc. | More than one type of error that could have been caught with more careful proofreading. See *Tips for Writing Essays and Research Papers*, in the Course Handbook, p.13. | Substantial errors in grammar, spelling, and/or APA Style. See *Tips for Writing Essays and Research Papers*, in Handbook, p.13. See sample Rhetorical Criticism Essay in the Course Handbook, p. 11. Recommend the UTSA Writing Center. |

V. Sources (quantity, quality)

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| Meets minimum number required as per instructions. Article references match citations in the outline. | Two shy of minimum number required as per instructions and/or reference and citations do not match in number. | Four shy of minimum number required as per instructions and/or reference and citations do not match in number. | More than four shy of minimum number required as per instructions and/or reference and citations do not match in number. |

V. Overall Effectiveness of the Group.

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| Groupwork report and peer evaluation form indicated that the entire group was able to work together to produce strong arguments for both sides. | Groupwork report and peer evaluation form indicated that either the entire group did not work as a team or the product was missing some elements. | Groupwork report and peer evaluation form indicated that the entire group did not work as a team and the product was missing some elements. | Groupwork report and peer evaluation form indicated a lack of group effectiveness to work together toward a common goal. |

VII. Groupwork Peer Evaluation Form Score: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Rhetorical Analysis Essay**

I.A. Content (Speaker and Subject Identification)

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| Accurately described the speaker’s background and the relationships between the speaker and the subject of the speech. | Described some aspect of the speaker and the speaker’s relationship to the subject. | Described either the speaker’s background or the subject, but not both. | No apparent attempt was made to describe the speaker’s background or the speaker’s relationship to the subject. |

I.B. Content (Audience and Occasion Analysis)

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| Accurately described the occasion of the speech and the audience including why the speech was chosen for analysis. | Described some aspect of the occasion and the audience. | Described some aspect of the occasion or the audience, but not both. | No apparent attempt was made to describe the occasion or the audience. |

I.C. Content (Structure of the Speech)

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| Accurately described the structure of the speech including the general and specific purposes, the central idea, main points, supporting evidence, and speaker’s organization of the speech. | Described major aspects of the structure of the speech with some missing detail. | Described some aspects of the structure of the speech, but with substantial missing detail. | No apparent attempt was made to describe the structure of the speech. |

I.D. Content (Delivery of the Speech)

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| Clear description and critique of the speaker’s delivery, including vocal and physical delivery techniques. | Clear description of the speaker’s delivery, including vocal and physical delivery techniques. | Description of the speaker’s delivery, including either vocal or physical delivery techniques. | No apparent attempt was made to describe the speaker’s delivery techniques. |

I.E. Content (Effectiveness of the Speech)

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| Clear, unambiguous statement of the effectiveness of the speech. | Effectiveness of the speech was described. | Timid statement regarding the effectiveness of the speech was offered. | No statement regarding the effectiveness of the speech was offered. |

Continued on next page.

II.A. Argument (Logical conclusions based on evidence)

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| Accurately analyzes the speech represented by evidence in the speech and sources cited. | Analysis of the speech may be mostly accurate but may be missing a few key details. | Analysis of the speech is unclear or inaccurate. | Analysis of the speech is demonstrably incorrect. |

II.B. Argument (Organization of ideas, including Introduction, Body, and Conclusion)

|  |  |  |  |
| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| Clearly stated thesis in introduction. All other elements in correct order as described in Chapter 6. | Somewhat clear thesis statement. One element out of order, otherwise correct. See Chapter 6. | More than one element out of order. See Chapter 6. | Missing element as per expectation as described in the instructions and in Chapter 6. |

III. Mechanics (grammar, spelling, APA Style)

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| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| No discoverable errors. | Minor errors, i.e. tense, misspelling, or incorrect treatment of article title, author name, journal name, etc. | More than one type of error that could have been caught with more careful proofreading. See *Tips for Writing Essays and Research Papers*, in the Course Handbook, p.13. | Substantial errors in grammar, spelling, and/or APA Style. Recommend the UTSA Writing Center. See *Tips for Writing Essays and Research Papers*, in Handbook, p.13. See sample Rhetorical Criticism Essay in the Course Handbook, p. 11. |

IV.A. Sources (quality, quantity).

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| --- | --- | --- | --- |
| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| Meets minimum number required as per instructions. Article references match citations in the text. | One shy of minimum number required as per instructions and/or reference and citations do not match in number.  | Two shy of minimum number required as per instructions and/or reference and citations do not match in number. | More than two shy of minimum number required as per instructions and/or reference and citations do not match in number. |

V. Overall Effectiveness of the Rhetorical Criticism.

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| Excellent (10 pts) | Good (8 pts) | Satisfactory (6 pts) | Unsatisfactory (4 pts) |
| Central thesis of the paper is clearly and effectively argued. | Overall content and argument of the Rhetorical Criticism mostly matches a stated central thesis. | Overall content and argument of the Rhetorical Criticism somewhat matches an implied central thesis. | Overall content and argument of the Rhetorical Criticism does not match a central thesis or purpose of the assignment. |