

Objectives: Persuade listeners to adopt your viewpoint or ideas or to take some action. Appeal to the audience’s interests. Use logic and emotion to support you position. Avoid using notes.

**Evaluation Guide for
Persuade with Power**

5 – 7 Minutes

Title _____

Evaluator _____ Date _____

NOTE TO THE EVALUATOR: *The speaker is to present a speech that uses two or more visual aids. The visual aids selected must be appropriate for the message and audience, and be displayed correctly with ease and confidence. The speaker is to incorporate what he or she learned in previous projects about purpose, organization, word usage, body language and vocal variety. The speaker also is to use appropriate suggestions from the evaluations received and thoroughly research the subject. Please complete this evaluation form by checking the appropriate column for each item. Add comments for items where special praise is warranted or where you can offer specific suggestions for improvement.*

Category	Excellent	Satisfactory	Could Improve	Comments/ Suggestions
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- Did the speaker project sincerity and conviction? _____
- Was the speaker a credible source of information about this topic? _____
- Did the speaker phrase his/her appeal in terms of the audience’s self-interest? _____
- Did the speaker use facts and logical reasoning to support his or her views? _____
- Did the speaker properly use emotion to persuade the audience to support his or her views? _____
- Was the speech organization effective? _____
- Did the speaker’s body language and vocal variety contribute to the message? _____
- Were you persuaded to accept the speaker’s view? _____

- What could the speaker have done differently to make the speech more effective?

- What did you like about the presentation?