Persuasive Presentation – Assessment Rubric

Element	Skill Mastered	Developing Skill	Area for Improvement
Structure	Presentation is logically structured. It begins by orienting the listener to the point of view, providing related arguments and concludes by reiterating or reinforcing the key message.	Key topic and viewpoint are clear and all arguments relate to the main focus, thought at times they may not be logically linked.	Key topic and viewpoint are unclear, or some arguments don't related to the key message.
Arguments	At least three distinct arguments, relevant to the audience are included.	At least three distinct arguments have been included, but not all are relevant to the audience.	Some supporting arguments are included. or Arguments are repeated or rephrased rather than additional reasons being provided.
Impact	Language choices and expression engage and invigorate the audience.	Language choices and expression add strength to arguments, but do not connect emotionally to audience.	There is limited use of specific techniques or strategies to strengthen arguments or connect with audience.
Rhetorical Devices	The rhetorical devices ethos, pathos and logos have been used in the presentation and have the effect of adding strength/impact to arguments.	The rhetorical devices ethos, pathos and logos have been used in the presentation, however their use does not flow naturally.	There has been some attempt to use either ethos, pathos or logos in the presentation.
Relevance of Topic	The presentation relates to a pertinent issue in Australian society, and the impact of change for the community is made clear through the presentation.	The presentation relates to a less significant issue in Australian society, and some impact of change for the community is noted.	The impact of change for Australian society is not clear.

Any extra comments on what was done well/suggestions for improvement:

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