

**SPEAKER** \_\_\_\_\_ **SPEECH #** \_\_\_\_\_

**RATER** \_\_\_\_\_ **DATE** \_\_\_\_\_

**ETHOS**  
**Speaker Credibility**

1. <b>Speaker appears sincere</b>	Very poor	Poor	Fair	Good	Very Good	Excellent
2. <b>Speaker shows interest in topic</b>	Very poor	Poor	Fair	Good	Very Good	Excellent
3. <b>Speaker demonstrates mastery of subject</b>	Very poor	Poor	Fair	Good	Very Good	Excellent
4. <b>Speaker's demeanor</b> - appropriate to topic - appears good-natured - willingness to communicate - pleasant attitude toward audience	Very poor	Poor	Fair	Good	Very Good	Excellent
5. <b>Speaker has sense of proportion</b> - not overly dramatic/extreme/radical - conveys confidence - doesn't take self too seriously - seems to have sense of humor	Very poor	Poor	Fair	Good	Very Good	Excellent
6. <b>Speaker has strong commitment to message</b> - committed to speech purpose	Very poor	Poor	Fair	Good	Very Good	Excellent
7. <b>Speaker fair in presenting evidence</b>	Very poor	Poor	Fair	Good	Very Good	Excellent

## Delivery Skills - Vocalization

<p>1. <b>Vocal fluency</b>          - fluent speech          - not many uhs, y'know, ok, etc.</p>	<p>Very poor    Poor    Fair    Good    Very Good    Excellent</p>
<p>2. <b>Articulation</b>          - rate of speech appropriate          - words clear, distinct          - volume sufficient</p>	<p>Very poor    Poor    Fair    Good    Very Good    Excellent</p>
<p>3. <b>Authoritative delivery</b>          - got, maintained attention          - sounds natural, not "rehearsed"</p>	<p>Very poor    Poor    Fair    Good    Very Good    Excellent</p>
<p>4. <b>Speaker enthusiastic</b></p>	<p>Very poor    Poor    Fair    Good    Very Good    Excellent</p>
<p>5. <b>Uses variety in communication</b>          - no monotone          - varied sentence length          - varied rhythm; no singsong</p>	<p>Very poor    Poor    Fair    Good    Very Good    Excellent</p>

## Delivery Skills - Nonverbal

<p>1. <b>Good eye contact</b></p>	<p>Very poor    Poor    Fair    Good    Very Good    Excellent</p>
<p>2. <b>Appropriate facial expressions</b></p>	<p>Very poor    Poor    Fair    Good    Very Good    Excellent</p>
<p>3. <b>Good posture</b>          - upright, yet relaxed          - no slouching          - no hands in pockets, etc.</p>	<p>Very poor    Poor    Fair    Good    Very Good    Excellent</p>
<p>4. <b>Controlled body movement</b>          - co-ordinated with speech          - no swaying, pacing</p>	<p>Very poor    Poor    Fair    Good    Very Good    Excellent</p>
<p>5. <b>Gestures smooth</b>          - within visual square          - not flamboyant or jerky</p>	<p>Very poor    Poor    Fair    Good    Very Good    Excellent</p>
<p>6. <b>Gestures complete</b>          - full, not haphazard          - reinforce verbal message</p>	<p>Very poor    Poor    Fair    Good    Very Good    Excellent</p>

## LOGOS Language Usage

1. <b>Appropriate language</b>	Very poor	Poor	Fair	Good	Very Good	Excellent
2. <b>Precise language</b> - words have meaning to audience - special terms defined - no vague terms	Very poor	Poor	Fair	Good	Very Good	Excellent
3. <b>Originality of expression</b> - avoids cliches - good vocabulary	Very poor	Poor	Fair	Good	Very Good	Excellent
4. <b>Descriptive language</b>	Very poor	Poor	Fair	Good	Very Good	Excellent
5. <b>Striking statements</b>	Very poor	Poor	Fair	Good	Very Good	Excellent
6. <b>Colorful, vivid language</b> - powerful imagery	Very poor	Poor	Fair	Good	Very Good	Excellent

## Speech Structure

1. <b>Speech well organized</b>	Very poor	Poor	Fair	Good	Very Good	Excellent
2. <b>Flow of speech smooth</b> - orderly progression of thoughts - transitions logical	Very poor	Poor	Fair	Good	Very Good	Excellent
3. <b>Variety of transitions</b>	Very poor	Poor	Fair	Good	Very Good	Excellent
4. <b>Unusual tactics</b> - used effectively - element of surprise	Very poor	Poor	Fair	Good	Very Good	Excellent

## Topic - Problem/Solution

1. <b>Selected interesting topic</b>	Very poor	Poor	Fair	Good	Very Good	Excellent
2. <b>Understanding of material</b> - speaker asks right questions - purpose of speech fulfilled	Very poor	Poor	Fair	Good	Very Good	Excellent
3. <b>Topic</b> - limited, manageable - topic not too broad	Very poor	Poor	Fair	Good	Very Good	Excellent
4. <b>Solution</b> - clear and concise - practicable - fits with thesis	Very poor	Poor	Fair	Good	Very Good	Excellent
5. <b>Statement/Selection of problem</b> - new way of viewing topic - topic not trite - problem expressed clearly - problem commonly understood	Very poor	Poor	Fair	Good	Very Good	Excellent
6. <b>Solution contains novel ideas</b>	Very poor	Poor	Fair	Good	Very Good	Excellent

## Supporting Material

1. <b>Appropriate evidence</b> - relevant, logical	Very poor	Poor	Fair	Good	Very Good	Excellent
2. <b>Logical use of evidence</b> - clear relationships drawn - credible sources	Very poor	Poor	Fair	Good	Very Good	Excellent
3. <b>Numerical information</b> - easy to understand #s - effective presentation - simplified, meaningful	Very poor	Poor	Fair	Good	Very Good	Excellent
4. <b>Variety of supporting material</b> - i.e. metaphors, anecdotes stats, analogy, etc. - examples & illustrations	Very poor	Poor	Fair	Good	Very Good	Excellent

## PATHOS

### Audience stimulus/response

<p><b>1. Response to topic</b></p> <ul style="list-style-type: none"> <li>- demonstrates importance of topic</li> <li>- makes topic relevant</li> <li>- arouses curiosity</li> </ul>	<p>Very poor    Poor    Fair    Good    Very Good    Excellent</p>
<p><b>2. Identification with audience</b></p> <ul style="list-style-type: none"> <li>- creates interest in topic</li> <li>- establishes common ground</li> <li>- adapts material to audience</li> <li>- inspires audience</li> </ul>	<p>Very poor    Poor    Fair    Good    Very Good    Excellent</p>
<p><b>3. Advantages to audience</b></p> <ul style="list-style-type: none"> <li>- speaker shows significance of topic</li> <li>- focus on personal benefits to be derived by audience</li> </ul>	<p>Very poor    Poor    Fair    Good    Very Good    Excellent</p>
<p><b>4. Audience reactions</b></p> <ul style="list-style-type: none"> <li>- appropriate response generated</li> <li>- creates desire for results</li> <li>- speaker's style compelling</li> </ul>	<p>Very poor    Poor    Fair    Good    Very Good    Excellent</p>

### Delivery Skills - Emotional

<p><b>5. Expressive eye contact</b></p>	<p>Very poor    Poor    Fair    Good    Very Good    Excellent</p>
<p><b>6. Humor used as persuasive strategy</b></p> <ul style="list-style-type: none"> <li>- used when appropriate</li> <li>- illustrates key points</li> </ul>	<p>Very poor    Poor    Fair    Good    Very Good    Excellent</p>
<p><b>7. Audience riveted by speaker</b></p> <ul style="list-style-type: none"> <li>- held attention constantly</li> </ul>	<p>Very poor    Poor    Fair    Good    Very Good    Excellent</p>

### Develop Need For Speech

<p><b>8. Strong need created</b></p> <ul style="list-style-type: none"> <li>- why listen?</li> <li>- speaker builds tension in audience</li> <li>- effectively induces state of imbalance</li> <li>- creates a conflict</li> </ul>	<p>Very poor    Poor    Fair    Good    Very Good    Excellent</p>
<p><b>9. Cog dissonance effectively resolved</b></p> <ul style="list-style-type: none"> <li>- speaker relieves audience tension</li> <li>- balance regained by audience</li> <li>- conflict resolved</li> </ul>	<p>Very poor    Poor    Fair    Good    Very Good    Excellent</p>

## MOTIVATED SEQUENCE

<b>1. Attention Step</b> <ul style="list-style-type: none"><li>- Speaker gets and maintains audience's attention</li></ul>	Very poor	Poor	Fair	Good	Very Good	Excellent
<b>2. Need Step</b> <ul style="list-style-type: none"><li>- speaker shows the need</li><li>- describes the problem</li><li>- creates cognitive dissonance</li></ul>	Very poor	Poor	Fair	Good	Very Good	Excellent
<b>3. Satisfaction Step</b> <ul style="list-style-type: none"><li>- speaker satisfies the need</li><li>- presents the solution</li></ul>	Very poor	Poor	Fair	Good	Very Good	Excellent
<b>4. Visualization Step</b> <ul style="list-style-type: none"><li>- vividly shows what will happen</li><li>- if plan <u>is</u> adopted and/or</li><li>- if plan <u>is not</u> adopted</li></ul>	Very poor	Poor	Fair	Good	Very Good	Excellent
<b>5. Action Step</b> <ul style="list-style-type: none"><li>- speaker requests action</li><li>- tells aud what s/he wants them to do</li><li>- tells aud what they should do</li><li>- tells aud what they can do</li></ul>	Very poor	Poor	Fair	Good	Very Good	Excellent