

Persuasive Video Grading Rubric

Expectations	Points Possible	Points Earned	Comments
Speaker begins by effectively captivating the audience's attention	10		
Claim is clearly stated in the beginning of the speech	10		
Speaker effectively uses tone of voice and/or body language, gestures, etc. to emphasize his/her argument	10		
Speaker effectively appeals to logos, ethos, and pathos	10		
Images and/or music/sound effectively used to contribute to the argument	10		
Volume and pacing are effective and appropriate	10		
Video is 3-5 minutes long	10		
Overall quality of the video	10		
Overall effectiveness of the persuasive argument/purpose is clearly established or implied	10		
Rhetoric is appropriate to the purpose and the audience	10		
FINAL SCORE	100		