

**Literature and Composition II**  
**“Demonstrative/ How To” Speech Rubric**

Speaker: \_\_\_\_\_ Topic: \_\_\_\_\_

<b>Content</b>	Poor	Mediocre	Sufficient	Good	Better	Excellent
Introduces with a hook and purpose	0	1	2	3	4	5
Provides logic of demonstrating the topic	0	1	2	3	4	5
Provides evidence of credibility of the topic	0	1	2	3	4	5
Conclusion provides a call to action or clincher	0	1	2	3	4	5
Utilizes ethos, logos, and pathos at least one time each in the speech	0	1	2	3	4	5
<b>Physical Delivery</b>						
Eye contact	0	1	2	3	4	5
Expressive body language	0	1	2	3	4	5
Adequate enthusiasm	0	1	2	3	4	5
<b>Vocal Delivery</b>						
Conversational rate and volume	0	1	2	3	4	5
Expressive use of inflection	0	1	2	3	4	5
Avoids filler words or verbal tics	0	1	2	3	4	5

**Two points will be removed for every ten seconds the speaker is under or over two minutes – two and a half minutes.**

Time: \_\_\_\_\_: \_\_\_\_\_ seconds

Score: \_\_\_\_\_/ 55 Points