

Speech (Advertising Analysis) Rubric

Name: _____

Date: _____

	Possible Points	Self-Evaluation	Deirdre's Evaluation
I. Content (50 pts)			
Clear, interesting point (“strong thesis”)	10		
Thesis explained (elaborated)	5		
Detailed description of ad (story / message / audience)	5		
Evidence 1 presented to support analysis	3		
Detailed description of evidence	3		
Evidence related to thesis	4		
Evidence 2 presented to support analysis	3		
Detailed description of evidence	3		
Evidence related back to thesis	4		
Analyzed and related to thesis in multiple ways	4		
Conclusion – summary and go wide (implications?)	6		
TOTAL CONTENT POINTS:	50		
II. Visual Aid (20 pts)			
Text supports presentation	5		
Speaker relates the images to the analysis	10		
Clear, big images – easy to see	5		
TOTAL VISUAL AID POINTS:	20		
III. Presentation (30 pts)			
Spoken (not read or recited)	4		
Loud enough	3		
Length (5 to 6 minutes)	4		
“Flow” – you know what you’re going to say, where you’re going, how to say it.	7		
Faces audience (not computer)	2		
Gesture to screen or print (point things out)	2		
Revisit thesis (re-state thesis periodically)	3		
Clear transitions (navigation)	5		
TOTAL PRESENTATION POINTS	30		
TOTAL POINTS	100		