

BUILDING A SPEECH	4--Advanced	3--Proficient	2--Basic	1--Emerging
Audience	Speech was perfectly designed for this specific audience; key points were understandable ; several clear connections to this audience	Speech was clearly designed for this audience; one or two points or key terms should have been more clearly explained; two or three attempts to connect with the audience	Little evidence that the speech was designed for this audience; several key points needed explanation; only one attempt to connect	No evidence that this particular audience was considered; no attempt to explain things for this audience; no connectors
Content	All required content was included; purpose of speech was clear; no extraneous material was included	All required content was included; purpose of speech was clear; some extraneous material;	Most required content was included; audience could figure out the purpose; unnecessary information was presented; verbal viruses present but not problematic	Important omissions of required content; unable to understand purpose of speech; random information in speech; verbal viruses detracted from speech
Organization	Good choice of organizational structure; opening grabbed the listeners; explicit and frequent signposts; powerful closing	Good choice of organizational structure; opening grabbed the listeners; some signposts; powerful closing	Good choice of organizational structure; ineffective opening; infrequent signposts; ineffective closing	Disorganized; ineffective opening; no signposts; speech just stopped