

**COM 181 EVALUATION FORM – PERSUASIVE SPEECH
MONROE'S MOTIVATED SEQUENCE**

Rate the speaker on each point

5 4 3 2 1
excellent good average fair poor

Speaker _____

Topic _____

Attention step

Comments

- ___ gained attention of listeners
- ___ introduced topic clearly and
 showed importance of topic to this audience
- ___ established credibility

Need step

- ___ problem clearly explained
- ___ problem demonstrated with evidence
- ___ problem related to audience

Satisfaction step

- ___ plan clearly explained
- ___ plan well thought out

Visualization step

- ___ practicality of plan shown
- ___ benefits of plan related to audience
- ___ vivid imagery used to show effects of plan

Action step

- ___ call for specific action by audience
- ___ vivid concluding appeal

Support

- ___ cited sufficient supports and sources
- ___ varied and relevant to the audience/
 appropriate visual aids

Delivery

- ___ maintained eye contact
- ___ extemporaneous and conversational
- ___ poised, confident presentation
- ___ nonverbal communication effective/
 presented visual aids well
- ___ communicated enthusiasm for topic

Overall evaluation

- ___ language clear, concise
- ___ connectives effective
- ___ completed in time limit
- ___ speaker's purpose achieved

_____ **TOTAL POINTS**

Evaluated by: _____