

**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

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

Comments

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: _____