



PEER EVALUATION

5

Student presenting: _____

Name of evaluator: _____

Title: _____

THE THREE RHETORICAL APPEALS

Ethos: Name one way that the speaker builds credibility (practical wisdom, moral character, and goodwill) within the speech, particularly during the *exordium*.

Logos: What is one main argument the speaker uses to support his or her thesis?

Pathos: Name one way that the speaker draws upon the persuasive appeal of *pathos*, stirring the audience's emotion in order to influence their judgment, especially in the conclusion/call to action.

THE FIVE CANONS OF RHETORIC

Invention: How strong is the content of the speech? (circle one)

F (unsatisfactory) D (needs work) C (average) B (good) A (excellent)

Organization: How well does the speaker seem to follow the classical organizational structure of *exordium*, *narratio*, and *partitio* for the introduction; *confirmatio* and *refutatio* for the body; and *peroratio* for the conclusion?

Style: What level of style was the speech? (circle one)

low low-middle middle high-middle high

Were figures of speech (schemes and tropes) noticeably incorporated? _____

Memory/Delivery: How would you describe the orator's delivery? _____

Is he or she loud and clear? _____

Circle the speed:

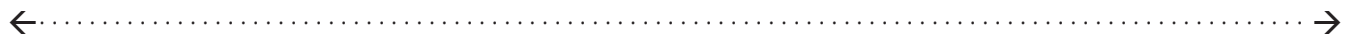
too slow just right too fast

Circle how many gestures are used:

a few a good number too many

How believable is the speaker? That is, does the speaker convey the same emotion he or she is trying to conjure in the audience? _____

OVERALL EVALUATION



Needs work

Isocrates's student
(average)

Cicero
(good)

Demosthenes
(excellent)

*In classical times when Cicero had finished speaking,
the people said, "How well he spoke!"
but when Demosthenes had finished speaking,
they said, "Let us march!"*
Adlai E. Stevenson II, 1960³

3. Adlai Stevenson II said this when introducing John F. Kennedy in 1960, as quoted in *Adlai Stevenson and the World: The Life of Adlai E. Stevenson* (1977) by John Bartlow Martin, p. 549.

