



ELEMENTS BEING JUDGED

1. Eye Contact:
 - a. Who does the candidate look at?
 - b. Does the candidate hold eye contact long enough to look sincere?
2. Vocal Variety:
 - a. Does the speaker sound interesting?
 - b. Does the speaker's use of voice match the message?
 - c. Does the speaker sound natural and comfortable?
 - d. Does the speaker emphasize particular words to highlight points?
 - e. Does the speaker sound interested in the topic?
3. Articulation/Pronunciation
 - a. Can you clearly understand the speakers' articulation and pronunciation?
 - b. Does the speakers' articulation of sounds or pronunciation of words interfere with your ability to follow the message?
4. Facial Expressions:
 - a. Are they appropriate to the moment?
 - b. Are they recognizable? In other words, does the speaker hold them long enough?
5. Gestures:
 - a. Did they match the message?
 - b. Did they seem strong enough?
 - c. Were they big enough to be easily connected to the message?
 - d. Was one or more too repetitive?
6. Wording/Organization/Language:
 - a. Does word choice seem appropriate for clarity?
 - b. Is sentence structure simple or convoluted?
 - c. Are the questions and answers easily understood?
 - d. Does the speaker exhibit the ability to discuss complex issues in a simple manner?
 - e. Are you able to follow the speakers' line of thinking?
7. Body Language:
 - a. Did the speaker look comfortable?
 - b. When applicable, did the speaker move to and from the camera, audience, and other candidate?
 - c. Did body movement seem stiff, rehearsed or repetitive?
8. & 9. Speed (Rate and Pace): Rate is the speed at which the speaker produces one word after another. Pace is the speed at which the speaker puts thoughts together.
 - a. Was the rate appropriate to the message?
 - b. Did the rate impede or improve overall effectiveness?
 - c. Was the rate too consistent and repetitive or appropriately varied?
 - d. Did the speaker use rate & pace to aid emphasis?
 - e. Did the speaker use rate & pace to aid understanding?
 - f. Did the speaker allow appropriate pace-pause time between thoughts?
10. Connection/Theme
 - a. Did the speaker make a connection with the listeners?
 - b. Regardless of technical speaking skill or validity of content, did the listeners seem to be reactive or responsive?
 - c. Was the speaker's message clear, consistent, and memorable?