

**Com 114 Performance Assessment
Informative Speech Feedback Form**

Name: [REDACTED]
Topic: Colors Red & Blue

Time: 3:24

I. Introduction (17 points total)

- | | |
|---|---------------|
| a. Gained audience attention (3 points) ^{3/3} rhetorical question | 3 /03 |
| b. Audience analysis (3 point) ^{3/3} sarcas | 4 /03 |
| c. Credibility is established (4 point) ^{4/4} - art of color | 5 /04 |
| d. Thesis statement (5 points) ^{5/5} etymology - mitchel r. - 1105 color | 5 /05 |
| e. Transition (2 points) ^{2/2} - uses of red & blue - Derrick Smith | 2 /02 |
| Leading to | <u>17 /17</u> |

II. Body (31 points total)

- | | |
|---|---------------|
| a. Clear main points (10 points) ^{10/10} | 8 /10 |
| b. Supporting material (10 points) ^{10/10} | 10 /10 |
| c. Sources cited in speech (5 points) ^{4/5} | 4 /05 |
| d. Appropriate language usage (3 points) ^{3/3} | 3 /03 |
| e. Transition (3 points) ^{3/3} | 3 /03 |
| | <u>28 /31</u> |

III. Conclusion (12 points total)

- | | |
|---|---------------|
| a. Signpost ending (3 points) ^{3/3} | 3 /03 |
| b. Thesis restated (5 points) ^{5/5} | 5 /05 |
| c. Appreciation shown (1 point) ^{1/1} | 1 /01 |
| d. Overall speech preparation evident (3 points) ^{3/3} | 3 /03 |
| | <u>12 /12</u> |

IV. Delivery (20 points total)

- | | |
|--|---------------|
| a. Eye contact (5 points) ^{4/5} | 4 /05 |
| b. Bodily movements (4 points) ^{4/4} | 4 /04 |
| c. Voice quality (4 points) ^{4/4} | 4 /04 |
| d. Extemporaneous delivery (5 points) ^{5/5} | 5 /05 |
| e. Appropriate appearance (2 points) ^{2/2} | 2 /02 |
| | <u>19 /20</u> |

V. Presentational Aids (10 points total)

- | | |
|--|---------------|
| a. Two aids (4 points) ^{4/4} | 4 /04 |
| b. Clarify/explain aids (4 points) ^{4/4} | 4 /04 |
| c. Professionalism of aids (2 points) ^{2/2} | 2 /02 |
| Power point, Poster | <u>10 /10</u> |

VI. Outline (5 points total)

4 /05

VII. Reference Page (5 points total)

5 /05

Great Speech! This was a very unique and interesting topic that really intrigued your audience. You used good sarcas to support your topic and thoroughly explained the etymology and usage of the colors red and blue. Also, your presentational aids were planned and helped prove your point.

Total Points: 95/100



Thesis Statement: I will be intriguing you all in the etymology, meaning, and usage of the colors red and blue.

I. Introduction

A. Attention getter: Rhetorical Question-How does the color red make you feel?

B. Thesis Statement

C. *Transition Statement: To move forward with my first point, the etymology*
Moving right along. *not so strong*

II. Body

A. Etymology of the colors red and blue (MacLaury, 2007)

1. Red was prized by ancient Egyptians. (Phipps, 2010)

2. Blue was once used by the ancient Greek. (Pastoureau, 2001)

B. Meanings of the colors red and blue

1. Red is associated with danger. (Smeesters, 2011)

2. What blue means in general with emotions

C. The usage of red and blue in advertisements

1. Red stimulates a quicker decision and metabolism. (Color, 2010)

2. Blue is used to sale cleaning products (Color, 2010)

III. Conclusion

signpost:
A. To bring it to an end...

Restate Thesis:
B. That was the etymology, meaning, and usage

C. Thank the audience.

Reference Page

MacLaury, R., Paramei, G., & Derick, D. (2007). *Anthropology of Color: Interdisciplinary Multilevel Modeling*. Pennsylvania: Benjamins

Pastoureau, M., & Cruse, M. I. (2001). *Blue: The history of a color*, (p. 64). Princeton, NJ: Princeton University Press.

Phipps, E. (2010). *Cochineal Red: The Art History of a Color*. Metropolitan Museum of Art New York.

See color theory in action. (2010) Retrieved from

<http://www.color-wheel-pro.com/color-meaning.html>

Smeesters, D., & Liu, J. E. (2011). *The Effect of Color (red versus blue) on Assimilation Versus Contrast in Prime-to Behavior Effects*. *Journal of Experimental Social Psychology*, 47(3), 653-656.