

Name : _____

Class: _____

Book: _____

Author: _____

Book Commercial Presentation Rubric

	Missing	70% D	80% C	100% A
Hook	0	Hook is weak and does not get audience attention <i>14 points</i>	Hook is a question and lacks enthusiasm or excitement <i>16 points</i>	Strong hook that grabs audience attention, connects with audience, gets readers excited <i>20 points</i>
Content	0	Tells about some but not all traits to the far right <i>14 points</i>	Tells about most, but not all of the traits to the right <i>16 points</i>	Tells about the title of book, author, characters, plot, gives a brief summary of story and mentions interesting characters <i>20 points</i>
Cliffhanger	0	Cliffhanger does not get audience excited <i>14 points</i>	Cliffhanger lacks excitement or enthusiasm <i>16 points</i>	Strong cliffhanger that leaves the listener's wanting more so they will want to read the book to find out what happens. <i>20 points</i>
Presentation	0	Speaker is mumbling and looking down. Speaker is treating presentation like a joke. <i>7 points</i>	Speaker looks and tells the story to a few people in the audience. We can hear them, but not all the time. <i>8 points</i>	Speaker looks and tells the story to all members of the audience. Voice is loud and clear. <i>10 points</i>
Persuades Audience	0	Speaker has no confidence or enthusiasm for book. Does not persuade audience members to read the book. <i>7 points</i>	Speaker lacks confidence and enthusiasm in book. Persuades some but not all audience members to read the book. <i>8 points</i>	Speaker has lots of confidence and enthusiasm and gives an energetic presentation about book. Persuades all audience members to read the book. <i>10 points</i>
5-10 sentence plot summary	No plot summary	Less than 5 sentence summary that is incomplete. <i>7 points</i>	5-10 sentence plot summary, but does not have adequate details or does not highlight the main idea of the book. <i>8 points</i>	Full, detailed, and complete 5-10 sentence plot summary. <i>10 points</i>
Script for commercial	No script	Incomplete script. <i>7 points</i>	Script is present, but speaker does not follow it. <i>8 points</i>	Prepared and accurate script for what is said during book commercial. <i>10 points</i>

Comments: _____

Total: _____ / 100