

## Judging Criteria for the Public Speaking Competition in Denmark

The speaker and the speech is judged and evaluated based on 8 criteria:

1. General performance
2. Structure
3. Language
4. Argumentation: Reason (Logos)
5. Argumentation: Credibility (Ethos)
6. Argumentation: Emotional appeal (Pathos)
7. Use of audio-visual equipment (AV equipment)
8. Timing

*Each category receives between 0 and 7 points; a speaker can therefore receive a total of 0 to 56 points.*

If several judges are used, each judge has to give his total points independently of the other judges. The winner is found by calculating the sum of the different judges' points.

Should the unlikely event happen that two or more participants share the first place, it is up to the judges to make the final decision of who wins. The judges should, however, consider the points given according the above-mentioned criteria in that order, where performance and structure weigh a little more than AV-equipment and timing. Apart from this special case, all the criteria are weighted *equally*.

The 8 criteria are described in detail below.

### **1 . General performance**

Words have little effect if there is no connection to the way they are presented. Presentation, body language, intonation and voice should support the content of the speech and should be adapted to fit the speaker's personal style.

Does the speaker appear assured and convincing at the podium / on the floor? Is the speaker familiar with the rhetorical tools well suited to him / her? Is the speaker able to make a good connection with the audience? Are there eye contact? Is the body language appropriate, e.g. subdued or committed, compared to the rhetorical situation and the special demands it makes to the speaker's appearance and performance? Is there adequate and impactful variation in voice, tone, tempo, etc.? Is the attire of the speaker in line with the message by not attracting unnecessary attention?

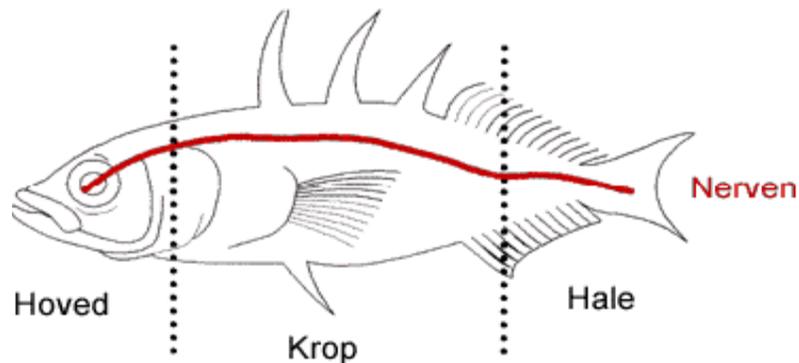
### **2 . Structure**

A speaker may be very knowledgeable about a topic and be very good at conveying the message with well-chosen language and supporting body language. But if the speech lacks a clear structure, the speaker risks losing his audience and the speech can be viewed as long or diffuse.

The disposition of the speech should support the message so that it appears clear and certain.

Does the speech have a clear and overall structure? Is the structure logic, chronological or thematic? Is the speech divided into manageable parts, or is the message made clear through a contrast? Does the speaker use apparent structure signals that may mark the transition between individual parts of the speech so that participants can easily follow where the speech is going?

There are many ways to structure a speech and many models to choose from. One model a speaker can choose is to follow is the 'fish principle' which is as follows:



Following elements or parts of the fish are important to consider:

- Head:** Welcome to the audience  
 Getting the interest of the audience: Anecdotes, relevant jokes, clarification of relevance  
 Presentation of the speech: Name of the speaker, topic, relevant background information  
 Subject and goal, intent, outline of the structure: What is the speaker going to talk about, why this topic and which points will be addressed during the presentation.  
 If the speaker is able to outline the structure of the speech in the beginning, it will be easier for the audience to maintain an overview of the speech and the message.  
 The above is in any order, but all are important elements of an effective introduction.
- The body:** The body is a deepening of the main points that were mentioned in the introduction. Does the speaker address all the main points? Are the main points supported by relevant and qualified arguments? Are there any loose ends in the speech? Is it clear to the audience where we are in the speech? This can be done either verbally or using AV equipment or by using any physical elements of the room such as moving between the different parts of the speech, using the floor, getting close to the audience etc. or other structural signals.
- The tail:** During this part the speaker should summarize and conclude his speech. Are all points and arguments summarized and concluded? Is the message clear and does it have an effect with the audience? It is the end that sums it all up which is why it is important. The worst end is where the speaker just stops because he runs out of words or time. The skilled and well-prepared speaker can choose another model than fish principle, but should assess the risk of losing the audience in a less clear structure.
- The nerve:** The speech should have a nerve that binds all the parts together. As the fish has a nerve that controls the entire body, a good speech also has a nerve that goes through the entire speech and connects the head, body and tail. In other words, be consistent in what is said. arguments must be linked, anecdotes must be perceived as relevant and there should be a natural flow through the speech.

### **3 . Language**

The speech should be delivered in a good language that is appropriate to the rhetorical situation (the topic, the person and the context).

Is the language free of errors, bad formulations, fillers (like 'uh' and 'but') and misuse of idioms? Is the language transparent, does it promote the understanding of the message?

Does the speaker make use of concrete examples, repetition, contrasts, imagery, wordplay, rhetorical questions and other stylistic effects that can help to create an impression of elegance and linguistic proficiency? Does the linguistic expression fit the rhetorical situation?

### **4 . Argumentation: Reason (Logos)**

The speaker must convey factual arguments as justification for his message. Key figures and factual issues should be involved to the extent necessary, and the speaker must reason in a logical and convincing manner.

It must be emphasized that there is no requirement that the information conveyed is objectively / scientifically correct. Likewise, there are differences in what is considered as reason or logic depending on the approach you have for a subject.

Evaluation of reason / logos will not be dependent on what the judges personally may think of the position on a subject. What matters is that the reason / logos are consistent and reasonable in relation to the approach you choose.

### **5 . Argumentation: Credibility (Ethos)**

The speaker should appear as a person to trust and believe in. This credibility is achieved primarily by demonstrating professional approach and competence, moral virtue and good will towards the audience. The speaker is judged as himself and should therefore not act in a role.

Does the speaker argue in a sensible and balanced way? Is the speaker credible and trustful; is he / she open, idealistic, altruistic and demonstrate his / her ability to self-criticism? Does the speaker have a message to convey and is it relevant for others than just the speaker? Is the speaker worth following or listening to?

### **6 . Argumentation: Emotional appeal (Pathos)**

The speaker must be able to evoke emotions in the audience and use them to create support for his message.

Depending on the situation, the speaker can work with emotions like anger, lust, indignation, compassion, enthusiasm, provocation, happiness, humor, etc. The essence is that the emotions support and are adapted to the overall message.

Does the speaker evoke feelings among the audience? Or is it too much? Is the amount of pathos tuned so it seems appropriate to the situation? Humor is the classic shortcut to the audience's emotions, but other emotions can be at least as effective, if not more. Remember that emotions will help to create support for the *message*.

### **7 . AV-equipment**

It can be a good idea to support or underline your messages with PowerPoint or other AV equipment such as whiteboard, flipchart, or physical props, But be aware that the speech and the speaker is at the center. The AV equipment should never be the focus, only a supporting function.

Does the AV equipment add something extra that in a special way helps to promote the message? Is the use of AV equipment appropriate and measured, or do they steal attention from the speaker so that he loses touch with the audience?

Do note that there need not necessarily be intensive use of AV equipment to get high points; it is the effective emphasis of the speech that for which points are given. Many speakers use Power Point excessively precisely because it removes the audience's attention from the person (and thus removes some of the pressure by standing there). However, it can also draw away attention from the message.

## **8 . Timing**

The speech should be adapted to the time available (5 minutes) so it is neither too short or too long.

The speaker has 5 minutes for the speech (though 7 minutes in the national finals). This means that maximum points (7) are given when the speech is between 4:46 and 5:00 minutes.

If the speech is shorter than 4.46 minutes, 1 point will be deducted in the grading for every 15 seconds, so that a speech between 4:30 and 4:46 minutes will give 6 points, a speech between 4:15 and 4:30 minutes will give 5 points and so on. The same applies for speeches longer than 5:00 minutes. If the speaker uses 2 minutes more than the set time of 5 or 7 minutes, the speaker will be stopped and not allowed to continue. This will be graded with 0 points. This means that the speaker is not able to finish his speech, which can influence the grading for the other criteria.

The speaker must not use any type of time indicator while speaking such as a wrist watch, watches of others, alarm clock, vibrating cell phone, time indicator on the computer etc., and there may not be a visible clock in the room. The timing of the speech is a part of a good preparation.

All competitions (local, regional and national) use a time keeper. The time keeper shows the time intervals to the speaker. The speaker has the right to say no to have time intervals shown if he feels it is more distracting than helpful. Time intervals are shown as follows:

### Local and regional finals:

The speech should last no more than 5 minutes. After 2 minutes, the time sheet with 3 min is shown, indicating that there are 3 minutes remaining. After 4 minutes, the time sheet with 1 minute is shown. After 4 minutes and 30 seconds the time sheet with 30 seconds is shown. If the speaker goes two minutes over time a STOP sign will be shown.

### National finals:

The speech should last no more than 7 minutes. After 2 minutes, the time sheet with 5 minutes is shown, indicating that there are 5 minutes remaining. After 4 minutes, the time sheet with 3 minutes is shown. After 6 minutes, the time sheet with 1 minute is shown. After 6 minutes and 30 seconds the time sheet with 30 seconds is shown. If the speaker goes two minutes over time a STOP sign will be shown.

## **Supplementing recommendations to organizers, participants and judges in the Public Speaking Competition**

**The recommendations below are not part of the rules, but act as guidelines on how to conduct finals in the Public Speaking Competition.**

### **Topics and preparation**

Local organizers / chapters should plan the competition so that participants have at least 10 days to prepare their speech based on one of the approved topics.

In the national finals the participants receive a new topic. All participants are given the same topic to ensure total uniformity by the national organizer of the competition (the final topic does not appear on the list of approved topics used for local and regional finals).

Many JCI chapters have a good tradition of conducting the local finals during the chapter's monthly meeting. However, we do not recommend that participants are informed on the same evening and only get 20-30 minutes of preparation. All participants should have enough time to prepare, practice and adjust their speech, which is why we recommend that local finals are advertised in good time and all relevant information as well as links to relevant websites is given to participants beforehand. By doing so the learning and training will be much greater and provide better speeches for the audience.

### **Judges**

You can choose to use one or more judges in the local finals. Using 2-3 judges is recommended to ensure that personal impressions and preferences are reduced as much as possible. Each judge should be provided with a judges' grading sheet for each participant and the judges should be well-familiarized with the rules and grading sheet.

We recommend using registered judges who have received training. These can be found on the website of the competition. In local finals it is possible to use non-registered judges, just make sure that they are well-prepared members with relevant, personal skills (former participants, coaches, professionals of various kinds) who have the skills to judge the competition.

### **The room**

There are no special requirements for the room beyond that it should be suitable for a good presentation, which means vacant floor space in front of the audience and that everyone can see the floor / podium from their seats. It should also be ensured that the speakers can talk undisturbed.

We recommend using a room that has a screen and projector for PowerPoint presentations. And all wall clocks must be covered or removed before the competition starts.

### **Equipment**

The speaker can use blackboard, flip chart, Power Point, posters, physical props etc. As local organizer remember to inform the participants what type of equipment there is and what they may need to bring with them.

## **Audience**

The audience must in no way interfere in the speeches. The audience may laugh and of course give a big applause to each of the speakers when they are done. If a speaker makes rhetorical question to the audience, the audience should not answer.

Participants in the competition are not allowed to oversee each others' speeches / performance. However, if there is agreement between all the participants to the contrary, it is permissible.

## **The order of the participants**

The order in which the participants present their speech is determined by lot right before the competition starts.

## **Short introduction to rhetoric, for those interested**

Within classic rhetoric five phases are described when working with a speech:

**1 . Inventio.** Is about finding the right arguments and rebuttals. By illuminating the subject, the speaker gives the audience the opportunity to become convinced. The arguments can both appeal to reason (logos), to the emotions (pathos) and to the audience's experience of the speaker's credibility (ethos). The situation determines the balance of forms of appeal, but as a rule, one should not focus exclusively on one form of appeal. Therefore, in the competition points are given to each of the three forms of appeal.

**2 . Dispositio.** Is about structuring the material in a way that supports the structure of the overall message. This is considered in the criteria Structure.

**3 . Elocutio.** Is about creating a suitable linguistic expression. This is assessed in the criteria Language.

**4 . Memoria.** Is about practice so that the message can be delivered in a convincing way. This is part of the assessment criteria General performance (where the speaker can make his speech without the use of notes) and Timing.

**5 . Actio.** Is about advancing the speech clearly and convincingly, to support the message with voice and body language, to make use of the linguistic options such as intonation and to build a connection with the audience. This is the central part of the assessment in the criteria General performance and AV equipment.

*Updated and adopted by the General Assembly at the JCI Denmark National Congress 5 October 2014.*