

Toastmasters International Speech Contest Judging Criteria

This document is a quick-reference guide and is in no way intended to be a substitute for any Toastmasters International publication.

TOASTMASTERS INTERNATIONAL REQUIRES THE USE OF **OFFICIAL SPEECH CONTEST FORMS** ONLY.

“OFFICIAL” MEANS **COMPLETE**, WHICH MAY MEAN DOUBLE-SIDED, **AND CURRENT**, BECAUSE RULES OCCASIONALLY CHANGE.

The front of each Judges Guide and Ballot lists each speech criterion, followed by a **synopsis** of the full standard. Judges are not to judge only on these synopses, for **these few words are not the entirety of the criteria**. The complete standard for each criterion is printed on the back of the Judges form. Any judge who bases his scores solely on the synopses is being unfair to the contestant and is demeaning the integrity of Toastmasters International.

Judges must base their scores only on the criteria printed on the back of the Judges Guide and Ballot.

To assist both judges and contestants, the criteria of all four District 14 contests are herein reprinted, with the synopsis in *italics* below each criterion title.

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2, 3	INTERNATIONAL	CONTENT (50%) <i>Speech Development (20%) Effectiveness (15%) Speech Value (15%)</i>
		DELIVERY (30%) <i>Physical (10%) Voice (10%) Manner (10%)</i>
		LANGUAGE (20%) <i>Appropriateness (10%) Correctness (10%)</i>
4, 5	HUMOROUS	CONTENT (55%) <i>Speech Development (15%) Effectiveness (10%) Speech Value (15%) Audience Response (15%)</i>
		DELIVERY (30%) <i>Physical (10%) Voice (10%) Manner (10%)</i>
		LANGUAGE (15%) <i>Appropriateness (10%) Correctness (5%)</i>
6	TABLE TOPICS	SPEECH DEVELOPMENT (30%) EFFECTIVENESS (25%) PHYSICAL (15%) VOICE (15%) LANGUAGE (15%)
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Source: 2010 Judges Guide and Ballot for 4 Speech Contests: International; Humorous; Table Topics; Evaluation

INTERNATIONAL CONTEST SPEECH CRITERIA

CONTENT

50% OF INTERNATIONAL SPEECH SCORE

SPEECH DEVELOPMENT (20% of International Score)

Structure; Organization; Support Material

SPEECH DEVELOPMENT is the way the speaker puts ideas together so the audience can understand them. The speech is structured around a purpose, and this structure must include an opening, body, and conclusion. A good speech immediately engages the audience's attention and then moves forward toward a significant conclusion. This development of the speech structure is supported by relevant examples, illustrations, facts, and figures, delivered with such smoothness that they blend into the framework of the speech to present the audience with a unified whole.

EFFECTIVENESS (15% of International Score)

Achievement of Purpose; Interest; Reception

EFFECTIVENESS is measured in part by the audience's reception of the speech, but a large part is your subjective judgment of how the speech came across. You should ask yourself such questions as "Was I able to determine the speaker's purpose?" "Did the speech relate directly to that purpose?" "Was the audience's interest held by the speaker?" "Was this speech subject appropriate for this particular audience?"

SPEECH VALUE (15% of International Score)

Ideas; Logic; Original Thought

SPEECH VALUE justifies the act of speaking. The speaker has a responsibility to say something meaningful and original to the audience. **The listeners should feel the speaker has made a contribution to their thinking***. The ideas should be important ones, although this does not preclude a humorous presentation of them.

**** Editor's Note: Emphasis added.***

DELIVERY

30% of INTERNATIONAL SCORE

PHYSICAL (10% of International Score)

Appearance; Body Language; Speaking Area

PHYSICAL presentation of a speech carries part of the responsibility for effective communication. The speaker's appearance should reinforce the speech, whether profound, sad, humorous, or instructional. Body language should support points through gestures, expressions, and body positioning. The speaker makes effective use of and stays within the designated speaking area.

VOICE (10% of International Score)

Flexibility; Volume

VOICE is the sound that carries the message. It should be flexible, moving from one pitch level to another for emphasis and should have a variety of rate and volume. A good voice can be clearly heard and the words easily understood.

MANNER (10% of International Score)

Directness; Assurance; Enthusiasm

MANNER is the indirect revelation of the speaker's real self as the speech is delivered. The speaker should speak with enthusiasm and assurance, showing interest in the audience and confidence in their reactions.

LANGUAGE

20% of INTERNATIONAL SCORE

APPROPRIATENESS (10% of International Score)

To Speech Purpose and Audience

APPROPRIATENESS of language refers to the choice of words that relate to the speech purpose and to the particular audience hearing the speech. Language should promote clear understanding of thoughts and should fit the occasion precisely.

CORRECTNESS (10% of International Score)

Grammar; Pronunciation; Word Selection

CORRECTNESS of language ensures that attention will be directed toward what the speaker says, not how it is said. Proper use of grammar and correct pronunciation will show that the speaker is the master of the words being used.

HUMOROUS CONTEST SPEECH CRITERIA

CONTENT

55% of HUMOROUS SCORE

SPEECH DEVELOPMENT (15% of Humorous Score)

Structure; Opening; Body; Support Material

SPEECH DEVELOPMENT is the way the speaker puts ideas together so the audience can understand them. The speech is structured around a purpose or theme, and the structure must include an opening, body and conclusion. A good humorous speech immediately engages the audience's attention and then builds to a significant conclusion; it is not a series of jokes or a monologue.

EFFECTIVENESS (10% of Humorous Score)

Excitement Created; Suspense; The Unexpected Twist; Surprise; Connection of Humorous Events; Achievement of Purpose

EFFECTIVENESS refers to your subjective judgment of how the speech came across. What was the purpose or theme of the speech? Did the speech relate directly to that purpose or theme? Was humor used effectively?

SPEECH VALUE (15% of Humorous Score)

Ideas; Originality of Thoughts and Material

SPEECH VALUE justifies the act of speaking. The speaker has a responsibility to say something meaningful and original to the audience, even in a humorous speech. The ideas should be important, even though they are presented humorously.

AUDIENCE RESPONSE (15% of Humorous Score)

Attentiveness; Laughter; Interest; Reception

AUDIENCE RESPONSE reflects the audience's reaction to the speech. Did the speech hold the audience's interest? Did people understand and laugh at the humor?

DELIVERY

30% of Humorous Score

PHYSICAL (10% of Humorous Score)

Appearance; Body Language; Speaking Area

PHYSICAL presentation of a speech carries part of the responsibility for effective communication. The speaker's appearance should reinforce the speech. Body language should support points through gestures, expressions and body positioning. The speaker makes effective use of and stays within the designated speaking area.

VOICE (10% of Humorous Score)

Flexibility; Volume

VOICE is the sound that carries the message. It should be flexible, moving from one pitch level to another for emphasis, and should have a variety of rate and volume. A good voice can be clearly heard and the words easily understood.

MANNER (10% of Humorous Score)

Directness; Assurance; Enthusiasm

MANNER is the indirect revelation of the speaker's real self as the speech is delivered. The speaker should speak with enthusiasm and assurance, showing interest in the audience and confidence in their reactions.

LANGUAGE

15% of Humorous Score

APPROPRIATENESS (10% of Humorous Score)

To Speech Purpose and Audience; Reflecting Good Taste

APPROPRIATENESS of language refers to the choice of words that relate to the speech purpose and to the particular audience hearing the speech. Language should promote clear understanding of thoughts, should fit the occasion, and should be in good taste.

CORRECTNESS (5% of Humorous Score)

Grammar; Pronunciation; Word Selection

CORRECTNESS of language ensures that attention will be directed toward what the speaker says, not how it is said. Proper use of grammar and correct pronunciation will show that the speaker is the master of the words being used.

TABLE TOPICS CONTEST SPEECH CRITERIA

SPEECH DEVELOPMENT

30% of Table Topics Score

Opening; Body; Close; Organization; Smoothness

SPEECH DEVELOPMENT is the way the speaker puts ideas together so the audience can understand them. The Table Topics response is structured around a purpose, and this structure must include an opening, body and conclusion. The response is supported by relevant examples and illustrations, facts, and figures, if appropriate, and is delivered smoothly.

EFFECTIVENESS

25% Of Table Topics Score

Logic; Directness; Enthusiasm; Achievement of Purpose; Audience Response

EFFECTIVENESS is your subjective judgment of how the response came across. Were you able to determine the speaker's purpose? Did the speech relate directly to the given question or topic? Was the response clearly and logically presented?

PHYSICAL PRESENTATION

15% of Table Topics Score

Appearance; Body Language; Speaking Area

PHYSICAL PRESENTATION of the response carries part of the responsibility for effective communication. The speaker's appearance should reinforce his or her response. Body language should support points through gestures, expressions and body positioning. The speaker makes effective use of and stays within the designated speaking area.

VOICE

15% of Table Topics Score

Flexibility; Volume

VOICE is the sound that carries the message. It should be flexible, moving from one pitch level to another for emphasis, and should have a variety of rate and volume. A good voice can be clearly heard and the words easily understood.

LANGUAGE

15% of Table Topics Score

Appropriate to Speech, Purpose & Audience; Good Grammar, Pronunciation & Word Selection

LANGUAGE refers to the choice of words that relate to the response. Language should promote clear understanding of thoughts and should fit the occasion precisely. Proper use of grammar and correct pronunciation will show that the speaker is the master of the words being used.

EVALUATION CONTEST SPEECH CRITERIA

Editor's Note: The Evaluation Speech Contest does not include judging criteria for **Delivery (Physical, which includes Speaking Area; Voice; Manner)** or **Language (which includes Appropriateness and Correctness)**. Therefore, Judges may not consider these in their scoring.

ANALYTICAL QUALITY

40% of Evaluation Score

Clear; Focused

ANALYTICAL QUALITY refers to the effectiveness of the evaluation. Every evaluation should carefully analyze the strengths and weaknesses of the speaker's presentation. Were the evaluator's comments clear and logical? Did the evaluator identify specific strengths and weaknesses of the presentation?

RECOMMENDATIONS

30% of Evaluation Score

Positive; Specific; Helpful

RECOMMENDATIONS are an important part of an evaluation. An evaluator not only points out the strengths and weaknesses of a speech, he/she also offers specific recommendations for improvement. Recommendations should be practical, helpful and positive, and they should enable the speaker to improve his or her next presentation.

TECHNIQUE

15% of Evaluation Score

Sympathetic; Sensitive; Motivational

TECHNIQUE refers to the manner in which the evaluator presents his/her comments and recommendations. An evaluator should be sensitive to the feelings and needs of the speaker, yet inspire and encourage the speaker in his/her future speaking efforts.

SUMMATION

15% of Evaluation Score

Concise; Encouraging

SUMMATION is how the evaluator concludes the evaluation. The conclusion should briefly summarize the evaluator's comments and suggestions, and be positive and encouraging.