

# Persuasive Writing Rubric

	<b>Organization</b>	<b>Developing/Expressing Ideas</b>	<b>Voice/Style</b>	<b>Mechanics</b>	<b>Spelling</b>
<b>4</b>	<ul style="list-style-type: none"> <li>Clearly addresses all parts of the writing task.</li> <li>Provides a meaningful thesis, maintains a consistent tone and focus, and purposefully illustrates a control of organization.</li> <li>Well organized and paragraphed.</li> <li>Correctly cites examples and provides a thorough bibliography.</li> </ul>	<ul style="list-style-type: none"> <li>Position is clearly stated and consistently maintained. Clear references to the issues are stated.</li> <li>Evidence clearly supports the position. The evidence is sufficient.</li> <li>Skillfully addresses audience's concerns, biases and expectations.</li> </ul>	<ul style="list-style-type: none"> <li>Provides a variety of sentence types and uses precise, descriptive language.</li> <li>Demonstrates a clear sense of audience.</li> <li>Persuasive strategies such as anecdotes, quotations, statistics, testimony and visual aids are used effectively.</li> </ul>	<ul style="list-style-type: none"> <li>Mastery of mechanics: grammar, capitalization, punctuation.</li> </ul>	<ul style="list-style-type: none"> <li>Shows mastery of spelling.</li> </ul>
<b>3</b>	<ul style="list-style-type: none"> <li>Addresses all parts of the writing task</li> <li>Provides a thesis maintains a consistent tone and focus, and illustrates a control of organization.</li> <li>Reader easily follows thought through use of paragraphing.</li> <li>Correctly cites examples and provides an adequate bibliography.</li> </ul>	<ul style="list-style-type: none"> <li>Position is clearly stated and maintained, but references to the issue are missing.</li> <li>Evidence provided supports position, but there is not enough evidence.</li> <li>Addresses most of audience's concerns, biases, and expectations.</li> </ul>	<ul style="list-style-type: none"> <li>Provides a variety of sentence types and uses some descriptive language.</li> <li>Demonstrates general sense of audience.</li> <li>Persuasive strategies such as anecdotes, quotations, statistics, testimony and visual aids are used adequately.</li> </ul>	<ul style="list-style-type: none"> <li>Contains some errors, but errors do not interfere with understanding of the essay.</li> </ul>	<ul style="list-style-type: none"> <li>Spells most complex and familiar words correctly. Errors do not interfere with understanding of the essay.</li> </ul>
<b>2</b>	<ul style="list-style-type: none"> <li>Addresses only parts of the writing task.</li> <li>May provide a thesis, maintains an inconsistent tone and focus, and illustrates little, if any, control of organization.</li> <li>An attempt at paragraphing is evident, but inconsistent.</li> <li>An attempt at citation is made. Bibliography is minimal.</li> </ul>	<ul style="list-style-type: none"> <li>A position is stated, but is not maintained.</li> <li>The argument is supported by very little evidence.</li> <li>Addresses few concerns, biases and expectations.</li> </ul>	<ul style="list-style-type: none"> <li>Provides few, if any types of sentences, and uses basic, predictable language.</li> <li>Demonstrates little, or no sense of audience.</li> <li>Persuasive strategies such as anecdotes, quotations, statistics, testimony and visual aids are attempted but not successful.</li> </ul>	<ul style="list-style-type: none"> <li>Contains several errors in English Language conventions. Errors interfere with the reader's understanding of the essay.</li> </ul>	<ul style="list-style-type: none"> <li>Spells some familiar words successfully, but is largely inventive in spelling difficult or complex words.</li> </ul>
<b>1</b>	<ul style="list-style-type: none"> <li>The essay is too short to evaluate, or addresses only one part of the essay.</li> <li>Provides a weak thesis if any at all.</li> <li>There is no paragraphing, and no control of organization.</li> <li>There are no citations and no bibliography is provided.</li> </ul>	<ul style="list-style-type: none"> <li>There is no statement of position, or statement cannot be determined.</li> <li>Evidence is unrelated to topic or argument.</li> <li>Fails to address concerns, biases, or expectations.</li> </ul>	<ul style="list-style-type: none"> <li>Provides no variety of sentence types and uses very limited vocabulary.</li> <li>Demonstrates no sense of audience.</li> <li>There is no understanding of introduction and conclusion.</li> <li>Essay does not include persuasive strategies.</li> </ul>	<ul style="list-style-type: none"> <li>Contains serious errors.</li> <li>Errors severely inhibit reader's ability to understand essay.</li> </ul>	<ul style="list-style-type: none"> <li>Largely uses inventive spelling.</li> </ul>