

Persuasive Writing Rubric

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| 4 | <p>The Writing</p> <ul style="list-style-type: none"> ▪ Clearly addresses all parts of the writing task ▪ Demonstrates a clear understanding of purpose and audience ▪ Maintains a consistent point of view, focus, and organizational structure, including the effective use of transitions ▪ Includes a clearly presented central idea with relevant facts, details, and/or explanations ▪ Includes a variety of sentence types ▪ Contains few, if any, errors in the conventions of the English language (grammar, punctuations, capitalization, spelling). These errors do not interfere with the reader's understanding of the writing <p>Persuasion</p> <ul style="list-style-type: none"> ▪ Includes a clear position on a proposition/proposal ▪ Clearly supports the position with organized and relevant evidence ▪ Effectively anticipates and addresses reader concerns and counterarguments |
| 3 | <p>The Writing</p> <ul style="list-style-type: none"> ▪ Adequately addresses all parts of the writing task ▪ Demonstrates a general understanding of purpose and audience ▪ Maintains a mostly consistent point of view, focus, and organizational structure, including the effective use of transitions ▪ Presents a central idea with relevant facts, details, and/or explanations ▪ Includes a variety of sentence types ▪ Contains some errors in the conventions of the English language (grammar, punctuations, capitalization, spelling). These errors do not interfere with the reader's understanding of the writing <p>Persuasion</p> <ul style="list-style-type: none"> ▪ Includes a generally clear position on a proposition/proposal ▪ Adequately supports the position with organized and relevant evidence ▪ Adequately anticipates and addresses reader concerns and counterarguments |
| 2 | <p>The Writing</p> <ul style="list-style-type: none"> ▪ Addresses only parts of the writing task ▪ Demonstrates little understanding of purpose and audience ▪ Maintains an inconsistent point of view, focus, and/or organizational structure, which may include in effective or awkward transitions that do not unify important ideas ▪ Suggests a central idea with limited facts, details, and/or explanations ▪ Includes little variety in sentence types ▪ Contains several errors in the conventions of the English language (grammar, punctuations, capitalization, spelling). These errors may interfere with the reader's understanding of the writing <p>Persuasion</p> <ul style="list-style-type: none"> ▪ Position or proposal is unclear ▪ Limited support with minimal evidence ▪ Ineffectively anticipates or addresses reader concerns and counterarguments |
| 1 | <p>The Writing</p> <ul style="list-style-type: none"> ▪ Addresses only parts of the writing task ▪ Demonstrates no understanding of purpose and audience ▪ Lacks a point of view, focus, organizational structure, and transitions that unify important ideas ▪ Lacks a central idea but may contain marginally related facts, details, and/or explanations ▪ Includes no sentence variety ▪ Contains serious errors in the conventions of the English language (grammar, punctuations, capitalization, spelling). These errors may interfere with the reader's understanding of the writing <p>Persuasion</p> <ul style="list-style-type: none"> ▪ No position or proposal stated ▪ Little or no evidence ▪ Fails to address reader concerns |