

Name: _____

Date: _____

Rubric for Persuasive Writing

Content Quality and Idea Development	<ul style="list-style-type: none"> • well-focused on topic • clear position stated • many facts and opinions to support position • convincing argument • conveys sense of completeness 	<ul style="list-style-type: none"> • focused on topic • clear position stated • ample support • presents convincing argument • conveys sense of completeness 	<ul style="list-style-type: none"> • fairly focused on topic • position apparent • adequate support, though perhaps uneven • may include extraneous or loosely related material • presents reasonable argument • conveys some sense of completeness
Voice	<ul style="list-style-type: none"> • clear and fitting for topic • confident, engaging, and credible • well-suited for audience and purpose 	<ul style="list-style-type: none"> • clear and fitting for topic • engaging and credible • suited for audience and purpose 	<ul style="list-style-type: none"> • fairly clear and seems to fit topic • fairly engaging • suited for audience and purpose
Organization	<ul style="list-style-type: none"> • logical organization with reasons presented in clear order • clearly contains beginning, middle, and end • easy to follow argument 	<ul style="list-style-type: none"> • logical organization with reasons presented in order • contains beginning, middle, and end • easy to follow argument 	<ul style="list-style-type: none"> • organizational pattern apparent • some lapses may occur in organization • vaguely contains beginning, middle, and end • fairly easy to follow argument
Word Precision	<ul style="list-style-type: none"> • demonstrates mature command of language • precise, persuasive, and interesting word choice • wide variety of word choice 	<ul style="list-style-type: none"> • demonstrates command of language • interesting word choice • variety of word choice 	<ul style="list-style-type: none"> • adequate word choice • some variety of word choice
Sentence Fluency	<ul style="list-style-type: none"> • uses complete sentences • varied sentence structures and lengths 	<ul style="list-style-type: none"> • uses complete sentences • varied sentence structures 	<ul style="list-style-type: none"> • uses complete sentences • varied sentence structure attempted • some simple sentence structures
Mechanics	<ul style="list-style-type: none"> • correct spelling, punctuation, and capitalization • proper grammar and usage • errors do not prevent understanding 	<ul style="list-style-type: none"> • few errors in spelling, punctuation, and capitalization • proper grammar and usage • errors do not prevent understanding 	<ul style="list-style-type: none"> • mostly correct spelling, punctuation, and capitalization • few errors in grammar and usage • errors do not prevent understanding
If using a four-point rubric	4	4	3

Rubric for Persuasive Writing, Cont.

generally focused on topic position may be present some support included, but erratic development includes loosely related material presents mediocre argument conveys some sense of completeness	<ul style="list-style-type: none"> • somewhat related to topic • position may be unclear • inadequate support • includes extraneous or unrelated material • may lack sense of completeness 	<ul style="list-style-type: none"> • minimally focused on topic • position unclear • little, if any, development of support • lacks sense of completeness 	<ul style="list-style-type: none"> • no focus on topic • no position • no development of support • incomplete
generally clear and seems to fit topic engaging at times generally suited for audience and purpose	<ul style="list-style-type: none"> • rarely comes through • basic attempt to engage reader • ill-suited for audience and purpose 	<ul style="list-style-type: none"> • weak • basic attempt to engage reader • not suited for audience or purpose 	<ul style="list-style-type: none"> • no attempt to engage reader • unaware of audience or purpose
organizational pattern attempted attempts to contain beginning, middle, and end generally easy to follow argument	<ul style="list-style-type: none"> • little evidence of organizational pattern • somewhat difficult to follow argument 	<ul style="list-style-type: none"> • no organizational pattern evident • difficult to follow argument 	<ul style="list-style-type: none"> • no attempt at organization present • cannot follow argument
adequate word choice limited, predictable, or occasionally vague word choice some variety of word choice	<ul style="list-style-type: none"> • word choice limited, inappropriate, or vague • little variety of word choice 	<ul style="list-style-type: none"> • limited or inappropriate word choice may obscure meaning • words/phrases repetitive and show minimal variety 	<ul style="list-style-type: none"> • incorrect word choice • word choice shows no variety
uses complete sentences varied sentence structure attempted generally simple sentence structures	<ul style="list-style-type: none"> • occasional sentence fragment or run-on sentence • limited to simple sentence structure 	<ul style="list-style-type: none"> • excessive use of sentence fragments or run-on sentences • limited to simple sentence structure • sentences difficult to understand 	<ul style="list-style-type: none"> • no complete sentences • sentence structure basic/below grade level
generally correct spelling, punctuation, and capitalization some errors in grammar and usage errors do not prevent understanding	<ul style="list-style-type: none"> • some errors in spelling, punctuation, and capitalization • errors in grammar and usage • errors may prevent understanding 	<ul style="list-style-type: none"> • errors in spelling, punctuation, and capitalization • frequent errors in grammar and usage • errors prevent understanding 	<ul style="list-style-type: none"> • critical errors in spelling, punctuation, and capitalization/below grade level • critical errors in grammar and usage/below grade level • errors prevent understanding
3	2	1	