

## Appendix B: Rubric For Evaluating Persuasive Writing

Criteria	5	4	3	2	1
<p><b>CONTENT</b></p> <p>Establishes an argument.</p> <p>Communicates and integrates ideas (information, events, emotions, opinions, perspectives, etc.).</p> <p>Provides details (evidence, anecdotes, examples, descriptions, characteristics, etc.) to support ideas.</p>	<p>Argument is supported by carefully chosen evidence.</p> <p>Ideas are insightful and well considered; writing has a strong central focus.</p> <p>Details are thorough, consistently specific, and precise and enhance ideas.</p>	<p>Argument is logical and sensible.</p> <p>Ideas are thoughtful and clear; writing has a clear and recognizable focus.</p> <p>Details are extensive, mostly specific and precise, and usually support ideas.</p>	<p>Argument is adequately developed.</p> <p>Ideas are straightforward and clear.</p> <p>Details are frequent, often general, and sometimes support ideas.</p>	<p>Argument is inconsistent or has a wandering focus, although it exhibits some development.</p> <p>Ideas are limited and generalized, but evident.</p> <p>Details are occasional and/or repetitive, mostly general, and rarely support ideas.</p>	<p>Argument lacks focus and coherence and shows little or no development of topic.</p> <p>Ideas are generalized and unsupported, and show little evidence of understanding.</p> <p>Details are scant and/or vague.</p>
<p><b>STYLE</b></p> <p>Addresses a particular audience.</p> <p>Uses appropriate voice.</p> <p>Makes effective use of diction to achieve purpose.</p>	<p>Point of view and sense of audience is clearly maintained.</p> <p>Writer's voice and tone consistently sustain reader's interest.</p> <p>Word choice is clear, vivid and precise.</p>	<p>Point of view and sense of audience has been established.</p> <p>Writer's voice and tone usually maintain the reader's interest.</p> <p>Word choice is usually effective.</p>	<p>Point of view and sense of audience are sometimes evident.</p> <p>Writer's voice is established but may not maintain the reader's interest.</p> <p>Word choice is adequate but generalized.</p>	<p>Point of view is unclear and sense of audience is rarely evident.</p> <p>Writing exhibits superficial and/or limited awareness of voice.</p> <p>Word choice is imprecise and/or inappropriate.</p>	<p>Point of view may shift in a confusing way and sense of audience is not evident.</p> <p>There is not evidence of a voice.</p> <p>Word choice is poor and results in unclear writing.</p>
<p><b>MECHANICS</b></p> <p>Sentence structure.</p> <p>Usage.</p> <p>Conventions: spelling, punctuation and capitalization.</p>	<p>Excellent control of longer, complex sentences.</p> <p>Sophisticated.</p> <p>Consistent control.</p>	<p>Uses a variety of sentence structures.</p> <p>Appropriate.</p> <p>Solid control.</p>	<p>Some complex sentence structure.</p> <p>Adequate.</p> <p>Adequate control.</p>	<p>Simple sentence structure predominates.</p> <p>Some problems.</p> <p>Limited control.</p>	<p>Many fragments and/or run-ons.</p> <p>Many problems.</p> <p>Little control.</p>