

Persuasive Essay :Writing to Propose or Persuade

	Score Point 4 Exceeds	Score Point 3 Meets	Score Point 2 Approaching	Score Point 1 Not at Standard	Score Point .5 Little evidence
Purpose	<ul style="list-style-type: none"> -Has a clear and focused position statement, which is maintained throughout the piece. -Appropriate to audience. -Establishes background info. (context) for the presentation of ideas. 	<ul style="list-style-type: none"> -Has a clear and focused position statement, which is maintained throughout the piece. -Appropriate to audience. -Establishes background info. (context) for the presentation of ideas. <p><i>W- 2.1, 2.2, -6.2, 7.1, 7.2,</i></p>	<ul style="list-style-type: none"> -Has a clear position statement. -Attempts to maintain focus throughout. -Establishes context. -May have some digressions. 	<ul style="list-style-type: none"> -Topic may be unclear. -Weak position statement/focus is unclear. -May meander or contain digressions. 	<ul style="list-style-type: none"> -No position statement or focus. -No context. -May be rambling, long, or unfocused.
Organization	<ul style="list-style-type: none"> -Interesting ideas, expressed in an original way. 	<ul style="list-style-type: none"> -Has a strong opening, convincing body, and a strong conclusion. -Arranges arguments, reasons, and/or evidence effectively and persuasively. -Uses effective transitions in a logical sequence. -Possesses overall coherence and unity. <p><i>W-1.2, 1.3, 6.1, 6.2</i></p>	<ul style="list-style-type: none"> -May lack effective beginning or ending. -Arranges ideas in simple ways, listing without relating them to each other. -Weak transitions. 	<ul style="list-style-type: none"> -Introduction and/or conclusion are weak. -May possess simple, straightforward organization. -Lacks transitions. -Weak coherence. 	<ul style="list-style-type: none"> -Shows little logical arrangement of ideas. -Too brief. -No transitions.
Voice/Tone	<ul style="list-style-type: none"> -Language is selected with careful attention to persuasive appeal. -Writer shows confidence, conviction, and enthusiasm. 	<ul style="list-style-type: none"> -Language must be persuasive as well as convey conviction and confidence. -Uses precise language effectively and purposefully. -Is appropriate for the anticipated audience. -Sentence structure is varied. <p><i>W-7.3, 7.4, 1.1, 1.4</i></p>	<ul style="list-style-type: none"> -Uses appropriate language, but may lack precision. -Usually conveys a sense of conviction. 	<ul style="list-style-type: none"> -Language is predictable and general rather than precise. -Lacks conviction. -Little sentence variety. 	<ul style="list-style-type: none"> -Language may be inappropriate or inexact.
Details/ Elaboration	<ul style="list-style-type: none"> -Presents unusually perceptive arguments/reasons with richly elaborated supporting details. -Argue effectively for position. -Insightful in anticipating and addressing possible reader concerns. -Embeds prior knowledge, personal experience, and/or reflection into the fabric of argument. <p>*Meets all criteria listed in score point 3.</p>	<ul style="list-style-type: none"> -Uses a range of strategies: statistics, anecdotes, etc. -Relevant facts, convincing arguments, and examples are used to elaborate on the position statement. -Anticipates and refutes counter-arguments. <p><i>W-2.3, 8.1, 8.2, 8.3, 8.4</i></p>	<ul style="list-style-type: none"> -Some attempt at using persuasive strategies. -States appropriate arguments or reasons. -Provides some supporting evidence for arguments or reasons. -Assumes the reader will find the ideas credible. -Identifies counter-arguments, but may not refute them. 	<ul style="list-style-type: none"> -Little use of persuasive strategies. -Reasons are thinly developed. -Presents some info, but lacks elaboration. -May contain irrelevant or inappropriate details or examples. -Does not identify counter-arguments. 	<ul style="list-style-type: none"> -Uses few or no supporting ideas. -Does not recognize the counter-arguments or the concerns of the reader.