

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