

Scoring Rubric: Persuasion

Name _____ Date _____

	4	3	2	1
Organization	The writing begins with a clear and concise statement of opinion. The body provides support for this statement by means of evidence and logic. The support is clearly and sensibly organized. The writing concludes with a call to action or a final thought. In a letter to an editor, the writer uses the correct and complete form for a business letter. Effective and varied transitions are used throughout.	The writing contains a clear statement of opinion. The body provides support for this statement by means of evidence and logic. The support is clearly organized. The writing concludes with a call to action or a final thought. In a letter to an editor, the writer uses the correct and complete form for a business letter. Transitions are used when necessary.	The writing contains a statement of opinion, and the body provides support for this statement with some evidence. The support is organized, but the organization may need improvement. The writing may not conclude with a call to action or a final thought. In a letter to an editor, the writer uses an incomplete or incorrect form for a business letter. Some transitions are used, but more are needed.	The writing lacks any real organization, and it may also lack a statement of opinion. In a letter to an editor, the writer may use an incomplete or incorrect form for a business letter. Transitions may be used inconsistently or may be lacking.
Elements of Persuasion	The writer primarily supports the opinion with facts, statistics, examples, reasons, expert opinions, and persuasive language. The writer anticipates and responds to opposing arguments. The writer builds a strong case for the opinion, while maintaining a committed, reasonable tone. Arguments are tailored to a particular audience.	The writer supports the opinion mainly through facts, statistics, examples, reasons, expert opinions, or persuasive language. The writer anticipates and reacts to opposing arguments. The writer builds a case for the opinion, while maintaining a reasonable tone. The arguments are appropriate for a particular audience.	The writer tries to support the opinion, but the evidence may be weak or hard to follow. More or stronger support is needed. The tone may be inconsistent, and some arguments are inappropriate for the audience.	The persuasive techniques may be limited, and the evidence may be undeveloped or hard to follow. More support is needed. The tone may be inconsistent or sarcastic, and the arguments may be illogical or inappropriate for the audience.
Grammar, Usage, Mechanics, and Spelling	There are few or no errors in mechanics, usage, grammar, or spelling. Word choice is appropriate for the audience and often particularly apt or powerful.	There are minor errors in mechanics, usage, grammar, or spelling. Word choice is appropriate for the audience.	There are numerous errors in mechanics, usage, grammar, or spelling. Word choice may be inappropriate for the audience.	Numerous errors in mechanics, usage, grammar, or spelling may hinder comprehension. Word choice is inappropriate for the audience.

Comments _____

