

PERSUASIVE WRITING RUBRIC

POINTS	0	1	2	3	4
IDEA	not done or doesn't relate to assigned topic	doesn't stay on topic; needs to be more persuasive	somewhat persuasive but could be more convincing	mostly on topic; mostly makes sense; doesn't completely flow	stays on topic; makes sense; is a strong, supported, persuasive idea
KEY POINTS AND FACTS	all opinion with no facts; facts don't support idea	doesn't have factual info; factual info inaccurate; more opinion than fact; only some facts support idea	Insufficient facts; not strong enough to convince; facts only somewhat support idea	strong but not completely convincing; facts support idea but could be stronger	strong choice of facts to support idea; convincing
WORD CHOICE	words not appropriate to audience or topic	few words used on level; words don't fit (awkward usage); words don't make any impression	some level appropriate words; some words don't fit context; some strong words but not enough	audience level appropriate; lots of effective word choices	audience level appropriate; word choice makes writing stand out; interesting
STRUC-TURE	not organized; sloppy	not well organized; hard to follow; doesn't feel finished	parts are organized; points not presented in logical sequence	mostly organized; clear intro, body, and conclusion	very organized; very well presented intro, body, and conclusion
VOICE	very little voice; doesn't match topic; doesn't show interest in topic	mostly dull; not exciting; no passion; voice doesn't match writer	some voice; not distinct; little passion; little enthusiasm	somewhat distinct voice; mostly strong; somewhat passionate, and enthusiastic	clear voice; no dull spots matches subject; is passionate and enthusiastic