Scoring Rubric: Persuasive Essay Introduction

 To get a 5 for HOOK, the hook must be one of the five attention-grabbing techniques taught in class (quote, vivid description, story, definition, question) and have an appropriate connection to your poem.

 To get a 5 for BACKGROUND, the background information must introduce the reader to the poet and poem, include a summary, and show research and work derived from the other parts of the poetry project (initial response, interviews, biographical research).

 To get a 5 for THESIS, the thesis must expertly convey a strong argument (not simply statements of fact). The introduction should draw the reader in and be engaging. The introduction should identify the author, any intended audience, and the subject. It may also chose to touch upon the purpose, tone, and medium.

 To get a 5 for CONCLUSION, you must summarize the main points of the paper, and make a logical and interesting connection between the arguments and the original thesis. Returning to the hook is a good way to recall the interest of the reader.

 To get a 5 for PRECISION, you must master active, precise verbs to invigorate both analytical and persuasive papers. Frequently those choices will help you avoid unnecessary passive voice and excessive use of “is,” “are,” “was,” “were,” “I,” or “we.” This must include the use of rich, colorful, precise language that communicates not just in a functional way, but in a way that moves and enlightens the reader.

 To get a 5 for FLUENCY, you must showcase the rhythm and flow of the language, the sound of word patterns, the way in which the writing plays to the ear, not just to the eye. This also requires mechanical correctness of the piece and these five elements: spelling, punctuation, capitalization, grammar/usage, and paragraphing.

 To get a 5 for VOICE, you must come through the words; it is the heart and soul of the writing, the magic, the wit, the feeling, the life and breath. You must make the piece your own.

Argumentation 1 2 3 4 5

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| Hook |  |  |  |  |  |
| Background |  |  |  |  |  |
| Thesis |  |  |  |  |  |

Expression 1 2 3 4 5

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| --- | --- | --- | --- | --- | --- |
| Precision |  |  |  |  |  |
| Fluency |  |  |  |  |  |
| Voice |  |  |  |  |  |

Score \_\_\_\_\_\_\_\_ / 30