Scoring Rubric: Persuasive Essays

To get a 5 for INTRODUCTION/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 thesis should also act as a roadmap for the paper.

To get a 15 for BODY, you must provide three claims supported with specific evidence. The evidence must be presented appropriately. You must use evidence that defends your claim. You must establish the logical connection between each claim and your evidence. The writer needs to supply lengthy commentary; in other words, you must thoroughly explain and pertain how and why a particular piece of evidence is good support for a specific claim.

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. Recognition of a universal truth may show mastery over the source material.

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,” “have,” and “has.” 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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Introduction/Thesis |  |  |  |  |  |
| Body #1 |  |  |  |  |  |
| Body #2 |  |  |  |  |  |
| Body #3 |  |  |  |  |  |
| Conclusion |  |  |  |  |  |

Expression 1 2 3 4 5

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

Score \_\_\_\_\_\_\_\_ / 40