

Rubric for Persuasive Writing**Ideas**

- 6 The clear reasoning informs and convinces the reader.
- 5 The essay has a clear opinion statement. Logical reasons support the writer's opinion.
- 4 The opinion statement is clear, and most reasons support the writer's opinion.
- 3 The opinion statement is clear. Reasons and details are not as complete as they need to be.
- 2 The opinion statement is unclear. Reasons and details are needed.
- 1 An opinion statement, reasons, and details are needed.

Organization

- 6 The organization logically presents a smooth flow of ideas from beginning to end.
- 5 The opening contains the opinion statement. The middle provides clear support. The transitions build strong connections.
- 4 The opening contains the opinion statement. The middle provides support. Some transitions do not work.
- 3 The beginning, middle, and ending exist. Transitions are needed.
- 2 The beginning, middle, and ending run together.
- 1 The organization is unclear. The reader is easily lost.

Voice

- 6 The writer's voice is confident, positive, and completely convincing.
- 5 The writer's voice is confident and helps persuade the reader.
- 4 The writer's voice is confident. It needs to persuade the reader.
- 3 The writer's voice needs to be more confident and persuade the reader.
- 2 The writer's voice sounds bored.
- 1 The writer's voice can't be heard.

Word Choice

- 6 Strong, engaging, positive words contribute to the main message. Every word counts.
- 5 Strong, positive words help make the message clear.
- 4 Strong, positive words are used, but some overused words need synonyms.
- 3 Many words need to be stronger and more positive.
- 2 The same weak words are used throughout the essay.
- 1 Word choice has not been considered.

Sentence Fluency

- 6 The sentences flow smoothly, and people will enjoy reading the variety of sentences.
- 5 Variety is seen in both the types of sentences and their beginnings.

- 4 Varied sentence beginnings are used. Sentence variety would make the essay more interesting to read.
- 3 Varied sentence beginnings are needed. Sentence variety would make the essay more interesting.
- 2 Most sentences begin the same way. Most of the sentences are simple. Compound and complex sentences are needed.
- 1 Sentence fluency has not been established. Ideas do not flow smoothly.

Conventions

- 6 The essay is free of errors.
- 5 Grammar and punctuation errors are few. The reader is not distracted by the errors.
- 4 Grammar and punctuation errors are seen in a few sentences. They distract the reader in those areas.
- 3 There are a number of errors that may confuse the reader.
- 2 Frequent errors make the essay difficult to read.
- 1 Nearly every sentence contains errors.