6-Point
Rubric for Persuasive Writing

Refer to the following rubric for guiding and assessing your persuasive writing. Use it to improve your writing using the six traits.

Ideas

6 The position is convincingly supported and defended; it compels the reader to act.
5 The position is supported with logical reasons; an important objection is countered.
4 Most reasons support the writer’s position. An important objection is addressed.
3 More supporting reasons and a more convincing response to an objection are needed.
2 A clearer position statement is needed. Better support for the position must be provided.
1 A new position statement and reasons are needed.

Organization

6 All of the parts of the essay work together to build a very thoughtful, convincing position.
5 The opening states the position, the middle provides clear support, and the ending reinforces the position.
4 Most parts of the essay are organized adequately except for one part.
3 Some parts of the essay need to be reorganized.
2 The beginning, middle, and ending run together.
1 The organization is unclear and incomplete.

Voice

6 The writer’s voice is extremely confident, knowledgeable, and convincing.
5 The writer’s voice is persuasive, knowledgeable, and respectful.
4 The writer respects the audience but needs to sound more persuasive or knowledgeable.
3 The writer’s voice needs to be more persuasive and respectful.
2 The writer’s voice sounds too emotional and unconvincing.
1 The writer needs to learn about voice in persuasive writing.

Word Choice

6 The writer’s choice of words makes a powerful case.
5 The writer’s word choice helps persuade the reader.
4 The writer avoids inflammatory (unfair) words but needs to remove some qualifiers.
3 The writer needs to change some inflammatory words and remove some qualifiers.
2 The words do not create a clear message. Some inflammatory words are used.
1 Word choice for persuasive writing has not been considered.

Sentence Fluency

6 The sentences spark the reader’s interest in the essay.
5 Variety is seen in both the types of sentences and their beginnings.
4 Variety is seen in most of the sentences.
3 More variety is needed in the beginnings or kinds of sentences used.
2 Too many sentences are worded in the same way.
1 Sentence fluency has not been considered.

Conventions

6 The writing is error free.
5 Grammar and punctuation errors are few. The reader is not distracted by the errors.
4 Distracting grammar and punctuation errors are seen in a few sentences.
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.