

# Persuasive Rubric

Points	Criteria
4	<p>Development: The writer identifies a clear position, fully supports or refutes that position with relevant factual information and ends with a strong conclusion (restatement of position, summary or call to action).</p> <p>Organization: The writer presents relevant ideas logically so the reader can easily follow the writer's argument.</p> <p>Attention to Audience: The writer maintains appropriate tone, chooses vocabulary appropriate to the audience and holds the reader's attention.</p> <p>Language: The writer consistently uses vocabulary appropriate to the topic, maintains a consistent point of view and demonstrates correct usage and mechanics.</p>
3	<p>Development: The writer identifies a clear position and partially supports or refutes that position with relevant personal and/or factual information.</p> <p>Organization: The writer presents an organizational plan that is logical and maintained, but with minor flaws.</p> <p>Attention to Audience: The writer adequately addresses the needs and characteristics of the identified audience.</p> <p>Language: The writer frequently uses language choices to enhance the text.</p>
2	<p>Development: The writer identifies a position, yet that position lacks clarity. The writer tries to support or refute that position with relevant personal and/or factual information.</p> <p>Organization: The writer presents an organizational plan that is only generally maintained.</p> <p>Attention to Audience: The writer minimally addresses the needs and characteristics of the identified audience.</p> <p>Language: The writer sometimes uses language choices to enhance the text.</p>



1	<p>Development: The writer identifies an ambiguous position with little or no relevant personal and/or factual information to support that position; or the writer fails to identify a position.</p> <p>Organization: The writer presents an argument that is illogical and/or minimally maintained.</p> <p>Attention to Audience: The writer does not address the needs and characteristics of the identified audience.</p> <p>Language: The writer seldom, if ever, uses language choices to enhance the text.</p>
0	Does not attempt or meets none of the criteria.

