

LHS Persuasive Writing Rubric

	4	3	2	1/0
Purpose & Synthesis	<i>How effectively does the writing reflect the prompt and generate thoughtful ideas?</i>			
	<input type="checkbox"/> Writing is effective for the audience & purpose <input type="checkbox"/> Outstanding critical thinking (insightful analysis, little summary) <input type="checkbox"/> Effective & insightful controlling idea/thesis <input type="checkbox"/> Effective introduction that “sets up” the essay <input type="checkbox"/> Skillful conclusion	<input type="checkbox"/> Writing is appropriate for audience & purpose <input type="checkbox"/> Adequate critical thinking (more analysis, less summary) <input type="checkbox"/> Adequate & appropriate controlling idea/thesis <input type="checkbox"/> Adequate introduction that “sets up” the essay <input type="checkbox"/> Appropriate conclusion	<input type="checkbox"/> Writing is ineffective for audience & purpose <input type="checkbox"/> Weak critical thinking (more summary, less analysis) <input type="checkbox"/> Vague &/or weak controlling idea/thesis <input type="checkbox"/> Vague &/or weak introduction that is missing some vital info. <input type="checkbox"/> Vague &/or weak conclusion	<input type="checkbox"/> Writing is inappropriate for audience & purpose <input type="checkbox"/> Little to no critical thinking (mostly summary, little to no analysis) <input type="checkbox"/> No or misplaced controlling idea/thesis <input type="checkbox"/> One sentence or non-existent introduction <input type="checkbox"/> One sentence or non-existent conclusion
Support	<i>How skillfully does the writing use support for the persuasive purpose?</i>			
	<input type="checkbox"/> Clear link to controlling idea/thesis in each body paragraph <input type="checkbox"/> Purposeful & clearly relevant examples, evidence, reasons, etc. enhance the argument’s effectiveness	<input type="checkbox"/> Clear link to controlling idea/thesis in most body paragraphs <input type="checkbox"/> Adequate & appropriate examples, evidence, reasons, etc. support the argument’s effectiveness	<input type="checkbox"/> Vague &/or weak link to controlling idea/thesis in body paragraphs <input type="checkbox"/> Few examples, evidence, reasons, etc. support the argument	<input type="checkbox"/> No link to controlling idea/thesis in body paragraphs <input type="checkbox"/> Little to no examples, evidence, reasons, etc. support the argument
Organization & Fluency	<i>How easy is the writing to follow with only one reading?</i>			
	<input type="checkbox"/> Clear & logical idea progression <input type="checkbox"/> Effective transitions <input type="checkbox"/> Skillfully fluent sentences	<input type="checkbox"/> Adequate idea progression <input type="checkbox"/> Adequate transitions <input type="checkbox"/> Mostly fluent sentences	<input type="checkbox"/> Weak idea progression <input type="checkbox"/> Ineffective transitions <input type="checkbox"/> An accumulation of run-on, choppy, or incomplete sentences	<input type="checkbox"/> Little to no idea progression <input type="checkbox"/> Incorrect or no transitions <input type="checkbox"/> Pervasive run-on, choppy, or incomplete sentences
Grammar, Spelling, &/or Punctuation	<i>How clear is the meaning of the writing with only one reading?</i>			
	<input type="checkbox"/> Generally free of most errors	<input type="checkbox"/> Some errors	<input type="checkbox"/> Accumulation of errors	<input type="checkbox"/> Pervasive errors
Vocabulary	<i>How effective and accurate is the word choice?</i>			
	<input type="checkbox"/> Skillful & accurate vocab.	<input type="checkbox"/> Adequate & appropriate vocab.	<input type="checkbox"/> Vague &/or weak vocab.	<input type="checkbox"/> Ineffective &/or incorrect vocab.
Resources & Presentation	<i>How accurate is the style and formatting of the writing, and does the writer show mastery of academic integrity?</i>			
	Mastery of academic integrity. <input type="checkbox"/> Accurately credits others’ work <input type="checkbox"/> Accurate style & formatting appropriate to content area/assignment <input type="checkbox"/> Accurate & complete citations &/or formatting	Attempt to master academic integrity. <input type="checkbox"/> Mostly credits others’ work <input type="checkbox"/> Mostly accurate style & formatting appropriate to content area/assignment <input type="checkbox"/> Mostly accurate citations &/or formatting	Inconsistent mastery of academic integrity. <input type="checkbox"/> Inconsistent credit to work of others <input type="checkbox"/> Inconsistent style & formatting appropriate to content area/assignment <input type="checkbox"/> Inconsistent citations &/or formatting	Little to no mastery of academic integrity. <input type="checkbox"/> Inaccurate or no credit to work of others <input type="checkbox"/> Inaccurate or nonexistent style & formatting appropriate to content area/assignment <input type="checkbox"/> Inaccurate or no citations &/or formatting