

## **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.