

Persuasion: Persuasive Essay

Rubric and Scoring Models

Rubric for Persuasive Essay

Use the following criteria to evaluate persuasive essays.

| | Score 4 | Score 3 | Score 2 | Score 1 |
|-----------------------------|--|---|--|---|
| Audience and Purpose | Provides arguments, illustrations, and words that forcefully appeal to the audience and effectively serve persuasive purpose | Provides arguments, illustrations, and words that appeal to the audience and serve the persuasive purpose | Provides some support that appeals to the audience and serves the persuasive purpose | Shows little attention to the audience or persuasive purpose |
| Organization | Uses clear, consistent organizational strategy | Uses clear organizational strategy with occasional inconsistencies | Uses inconsistent organizational strategy | Shows lack of organizational strategy; writing is confusing |
| Elaboration | Provides specific, well-elaborated support for the writer's position | Provides some elaborated support for the writer's position | Provides some support, but with little elaboration | Lacks support |
| Use of Language | Uses transitions to connect ideas smoothly; shows few mechanical errors | Uses some transitions; shows few mechanical errors | Uses few transitions; shows some mechanical errors | Shows little connection between ideas; shows many mechanical errors |