

**PERSUASIVE ESSAY RUBRIC**

Criteria	Quality			
	4	3	2	1
<b>Make a claim</b>	I make a claim and explain why it is controversial.	I make a claim but don't explain why it is controversial.	I make a claim but it is buried, confused, or unclear.	I do not make a claim.
<b>Give reasons in support of the claim</b>	I give clear and accurate reasons in support of the claim.	I give reasons in support of the claim, but overlook important reasons.	I give 1 or 2 reasons which don't support the claim well, and/or irrelevant or confusing reasons.	I do not give convincing reasons in support of the claim.
<b>Consider reasons against the claim</b>	I thoroughly discuss reasons against the claim and explain why the claim is valid anyway.	I discuss reasons against claim, but leave out important reasons and/or don't explain why the claim still stands.	I acknowledge that there are reasons against the claim but don't explain them.	I do not give reasons against the claim.
<b>Relate the claim to democracy</b>	I discuss how democratic principles and democracy can be used both in support of and against the claim.	I discuss how democratic principles and democracy can be used to support the claim.	I say that democracy and democratic principles are relevant but do not explain how or why clearly.	I do not mention democratic principles or democracy.
<b>Organization</b>	My writing is well organized, has a compelling opening, strong informative body and satisfying conclusion. Has appropriate paragraph format.	My writing has a clear beginning, middle and end. I generally use appropriate paragraph format.	My writing is usually organized but sometimes gets off topic. Has several errors in paragraph format.	My writing is aimless and disorganized.
<b>Word choice</b>	The words I use are striking but natural, varied and vivid.	I use mostly routine words.	My words are dull, uninspired or they sound like I am trying too hard to impress.	I use the same words over and over and over.... Some words may be confusing.

<b>Sentence Fluency</b>	My sentences are clear, complete and of different lengths.	I wrote well-constructed but routine sentences.	My sentences are often flat or awkward. Some run-ons and fragments.	Many run-ons, fragments and awkward phrasings make my essay hard to read.
<b>Conventions</b>	I use first-person form, and I use correct sentence structure, grammar, punctuation and spelling.	My spelling is correct on common words. some erros in grammar and punctuation. I need to revise it again.	Frequent errors are distracting to the reader but do not interfere with the meaning of my paper.	Many errors in grammar, capitalization, spelling and punctuation make my paper hard to read.

Source: <http://www.middleweb.com/6904/mwclassic-exploring-rubrics/>