# Writing: Persuasive Essay

CRITERIA FOR EVALUATION	SCORE POINT 4	SCORE POINT 3	SCORE POINT 2	SCORE POINT 1
Genre, Organization	, and Focus			
Introduction grabs reader's attention.	Introduction grabs reader's attention with an interesting question or surprising fact.	Introduction only partially develops attention-grabbing opening.	Introduction is rele- vant but does not engage reader's attention.	Introduction is trite and dull.
Thesis presents issue and writer's point of view.	Well-defined thesis presents specific issue and writer's point of view.	Thesis presents issue and writer's point of view but is somewhat vague.	Thesis hints at an issue but is unclear and omits point of view.	Thesis is omitted.
Reasons are in order of importance.	Reasons are clearly in order of importance.	Reasons are mostly in order of impor- tance, but some supporting details are out of order.	Reasons are in a dis- cernible order, but not in order of importance.	Reasons are in ran- dom order.
Evidence supports each reason for the opinion and reflects a consistent point of view.	Persuasive evidence (fact, statistics, anecdote, specific example, analogy, comparison, expert opinion) supports each reason for the opinion and reflects a consistent point of view.	Relevant evidence (fact, statistics, anec- dote, example, analogy, compari- son, expert opinion) supports each rea- son and reflects a consistent point of view, but some rea- sons need more specific evidence.	Evidence supports at least one reason, but some evidence is not clearly rele- vant to the reason or does not reflect a consistent point of view.	No evidence supports any stated reason.
Body elaborates upon reasons and evidence.	Body thoroughly and persuasively elaborates upon reasons and evidence.	Body elaborates upon reasons and evidence, but more detail is needed.	Body elaborates upon only one reason or support- ing piece of evidence.	Body does not elab- orate upon reasons or evidence.
Reader concerns or counter- arguments are addressed.	Reasonable reader concerns or coun- terarguments are thoroughly and per- suasively addressed.	At least one reader concern or counter- argument is ade- quately addressed.	One reader concern or counterargument is mentioned, or concerns are only superficially addressed.	Reader concerns and counter- arguments are ignored.

# **Rubric For Writing Argumentitive Essay**

Scheg, Abigail G.

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