**Five-Point Scoring Rubric**

**Persuasive Essay**

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|  | **1 Experimenting** | **2 Emerging** | **3 Developing** | **4 Effective** | **5 Strong** |
| **Ideas** | -Immature topic  -Unclear/ contradictory information  -Vague supporting details  -Random thoughts |  | -Maturing Topic  -Reasonably clear ideas  -Mostly relevant reasons  -Limited expansion of sup. details  -Shows some specifics about topic |  | -Mature Topic  -Clear and focused  -Relevant reasons and supporting details  -Shows insight into topic |
| **Organization** | -Flat intro. and conclusion  -Body paragraphs resemble lists  -Sequencing is illogical |  | -All parts of intro, body and conclusion are included, as per checklist, but are sparse  -Mostly logical sequencing |  | -All parts of intro, body and conclusion are included, as per checklist and formula  -Logical sequencing |
| **Voice** | -No concern for audience  -Lifeless  -Flat or inappropriate  -No evidence of interest or commitment |  | -Occasionally compelling or persuasive  -Reflects some interest and commitment to topic (fades in and out) |  | -Compelling and persuasive  -Reflects interest and commitment to topic |
| **Word Choice** | -Limited  -Simple words used incorrectly |  | -Some persuasive vocabulary  -Some effective transitions  -Some strong word choice and phrasing |  | -Persuasive vocabulary  -Effective transitions  -Strong word choice and phrasing |
| **Sentence Fluency** | -Choppy, rambling or incomplete  -No “sentence sense” |  | -Some creative use of sentence length and structure  -Invites expressive reading at time, but falls flat at others |  | -Creative use of sentence length and structure  -Invites expressive reading |
| **Conventions** | -Spelling errors impede readability (10 or more)  -Incorrect capitalization and punctuation (10 or more times)  -Lack of paragraphing |  | -Most spelling is correct (up to 5 errors)  -Mostly accurate and creative use of punctuation and capitalization (up to 5 errors) |  | -Spelling correct on all words  -Accurate and creative use of punctuation and capitalization |
| **Presentation** | -Unreadable writing  -Random spacing or no spacing  -Overall appearance is unacceptable  -No title page |  | -Some inconsistent writing  -Double spaced  -Some indenting of paragraphs  -Mostly pleasing appearance- clean, crisp paper  -Title page mostly correctly formatted |  | -Consistent and uniform writing in pen  -Double spaced  -Clear indenting of paragraphs  -Pleasing appearance- clean, crisp paper  -Title page correctly formatted |