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Persuasive Writing Rubric: Six Traits

Trait	5	Л	3	2	1
Ideas	The essay has a clear thesis statement with three topics. Persuasive details support the writer's opinion, and opposing viewpoints are acknowledged. Techniques for getting a reader's attention are used.	The thesis is clear and most details support the writer's opinion.	The thesis statement is clear. More details are needed.	The thesis statement is unclear and persuasive details are needed.	The thesis statement, reasons, and details are needed.
Organization	The beginning contains a thesis statement. The middle provides clear support. The ending reinforces the writer's opinion.	The beginning contains the thesis statement. The middle provides support. The ending needs work.	The beginning has a thesis statement. The middle and ending need work.	The beginning, middle, and end run together.	The organization is unclear. The reader is easily lost.
Voice	The writer's voice is confident and helps persuade the reader.	The writer's voice is confident. It needs to persuade the reader more.	The writer's voice needs to be more confident and persuade the reader.	The writer's voice rambles on without any confidence.	The writer's voice can't be heard or is very inconsistent.
Word Choice	Precise words create a clear message and fit the purpose.	Accurate words create a message. More persuasive words are needed.	More precise and accurate words are needed to create a clear message.	The words do not create a clear message.	The author has not carefully considered Word choice.
Sentence Fluency	Variety is seen in both the types of sentences and their beginnings.	Varied sentence beginnings are used. Sentence variety would make this more interesting.	Varied sentence beginnings are needed. Sentence variety would make this more interesting.	Most of the sentences begin the same way. Needs compound sentences.	Sentence fluency has not been established. Ideas do not flow smoothly.
Conventions	Grammar and punctuation errors are few. Errors do not distract the reader.	Grammar and punctuation errors are seen in a few sentences. They distract at times.	There are a number of errors that may confuse the reader.	Frequent errors make the essay difficult to read.	Nearly every sentence contains errors.
Presentation	The document correctly displays the MLA requirements including heading, font type and size, margin spacing, spacing between lines, and title.	The document has one MLA presentation error.	The document has two MLA presentation errors.	The document has three MLA presentation errors.	MLA requirements have not been considered.

Comments

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