

Standard 1.11 Persuasive (Informational Writing)

In persuasive writing, students judge, propose, and persuade

Criterion	5 Exceeds	4 Meets (Accomplished)	3 Nearly Meets (Intermediate)	2 Below Standard (Basic)	1 Far Below (Limited)
PURPOSE <ul style="list-style-type: none"> • topic • focus / controlling idea • context/ background for reader as needed throughout paper 	Meets Score 4 PLUS one or more of following: <ul style="list-style-type: none"> • insightful focus • insightful anticipation and addressing of reader concerns 	<ul style="list-style-type: none"> • clear topic • clear position / point of view taken on topic (thesis) • clear context / background defining and / or describing problem or issue • context as needed throughout 	<ul style="list-style-type: none"> • clear topic • position / point of view taken on topic (thesis) • some context / background defining problem or issue, but may not be enough • some context throughout 	<ul style="list-style-type: none"> • topic may be unclear • position attempted or unclear • position may wander • little or no context 	<ul style="list-style-type: none"> • no clear topic • no position • no context • may be rambling
ORGANIZATION <ul style="list-style-type: none"> • overall structure * introduction * conclusion * transitions * logical progression of ideas 	<ul style="list-style-type: none"> • unusual but highly effective organizational structure 	<ul style="list-style-type: none"> • compelling introduction • strong persuasive body • effective transitions • logical, effective arrangement of ideas • satisfying conclusion which synthesizes arguments and may include call to action 	<ul style="list-style-type: none"> • introduction • body • conclusion may be weak • some transitions, may be weak • ideas may be listed without being related 	<ul style="list-style-type: none"> • weak or missing introduction and/or conclusion • gaps in ideas, or sections/ideas that are off-track • few or no transitions 	<ul style="list-style-type: none"> • little or no organization - confusing to reader • very brief
DETAILS <ul style="list-style-type: none"> • accurate facts, evidence, ideas, information to support purpose 	<ul style="list-style-type: none"> • elaboration using striking imagery • exceptionally well-chosen evidence / information • insightful, in-depth reflection on evidence/ideas 	<ul style="list-style-type: none"> • depth of details suited to purpose and audience • specific, credible, accurate arguments / information / reasons • effectively used counterarguments • variety of types of details (statistics, anecdotes, examples, scenarios, quotes from expert sources) 	<ul style="list-style-type: none"> • not enough specific evidence / information to support focus • some specific, credible, accurate arguments / information / reasons • some use of counterargument • some variety in details (statistics, anecdotes, examples, scenarios, quotes from expert sources) 	<ul style="list-style-type: none"> • evidence may be limited to lists or repetitive • evidence very general and/or inaccurate • evidence may be unconnected to position • no or poorly used counterargument 	<ul style="list-style-type: none"> • very little or no evidence • much inaccurate evidence
STYLE / VOICE / TONE <ul style="list-style-type: none"> • word choice, sentence structure/ variety to create chosen effect and engage reader 	<ul style="list-style-type: none"> • sophisticated word choice and/or sentence structure • exceptionally convincing tone, strong persuasive appeal 	<ul style="list-style-type: none"> • precise (not vague or general) word choice • variety of sentence patterns • appropriate tone • persuasive, convincing tone (never insulting) 	<ul style="list-style-type: none"> • appropriate word choice • clear sentences, but not enough variety in sentence structures / patterns • appropriate tone - may not show sense of conviction 	<ul style="list-style-type: none"> • basic, simple word choice • some awkward or repetitious sentences • monotonous tone • too informal, very inconsistent, or inappropriate tone or no conviction 	<ul style="list-style-type: none"> • very limited word choice • many awkward and/or repetitious sentences • monotonous tone • too informal, very inconsistent, or inappropriate tone or no conviction