

### Rubric for Writing to Explain Causes or Effects (175 points)

Criteria	Expectations
<b>Audience</b>  (15 points)	<ul style="list-style-type: none"><li>- Target audience identified; audience is related to a specific community or current/future career</li><li>- Writing adapted to the audience effectively</li><li>- Audience-based reasons and evidence used</li><li>- Style and form appropriate for the audience used</li></ul>
<b>Introduction: Presentation of Causes/Effects and Thesis</b>  (15 points)	<ul style="list-style-type: none"><li>- Gets reader's attention</li><li>- Introduces the issue for which the writer will establish the cause-effect argument (related to the author's specific community or current/future career)</li><li>- Explains the importance of the causes or effects</li><li>- States a clear claim/thesis with specific causes or effects to be developed</li></ul>
<b>Development of Writer's Position</b>  (35 points)	<ul style="list-style-type: none"><li>- Develops the causes or effects logically and thoroughly</li><li>- Explains in detail how the relationship stated in the claim in fact exists</li><li>- Provides convincing and sufficient evidence to support the claim</li><li>- Doesn't jump to quick conclusions or generalizations; doesn't discuss the relationship only at a national or international level</li></ul>
<b>Development of Rebuttal</b>  (25 points)	<ul style="list-style-type: none"><li>- Carefully considers possible objections and/or alternative explanations</li><li>- Shows (with evidence) weaknesses in opposing views and refutes them effectively</li></ul>
<b>Conclusion</b>  (15 points)	<ul style="list-style-type: none"><li>- Brings essay to a closure</li><li>- Concludes by summarizing the cause-effect relationship discussed in the paper</li><li>- Leaves strong last impression</li></ul>

<b>Integrating Sources</b>  (15 points)	<ul style="list-style-type: none"> <li>- Sources attributed properly and incorporated into the text effectively</li> <li>- Scholarly and academic/credible sources selected; writer's reasoning for source choice is apparent</li> <li>- Sources summarized, paraphrased, or direct-quoted when appropriate (used a minimum of 5 citations)</li> </ul>
<b>Citation and Documentation</b>  (10 points)	<ul style="list-style-type: none"> <li>- In-text citations and References page adhere to APA guidelines</li> <li>- Project formatted according to APA guidelines</li> </ul>
<b>Conventions</b>  (10 points)	<ul style="list-style-type: none"> <li>- Topic sentences, concluding sentences, and proper transitions used</li> <li>- Grammar, punctuation, and spelling errors corrected</li> <li>- Writing flows well</li> </ul>
<b>Multimodal Component</b>  (10 points)	<ul style="list-style-type: none"> <li>- Relevant, purposeful visuals and/or other media selected</li> <li>- Supports writer's points clearly and logically</li> <li>- Integrated into the paper strategically, with consideration to the target audience, rhetorical purpose, and genre</li> </ul>
<b>Multimodal Analysis</b>  (15 points)	<ul style="list-style-type: none"> <li>- Explains and justifies design choices in relation to the specific audience identified</li> <li>- Discusses use of the rhetorical appeals (ethos, pathos, logos)</li> <li>- Reflects on the utility of composing in different media and how he/she might apply these skills in other areas of his/her life</li> </ul>
<b>Revision Analysis</b>  (10 points)	<ul style="list-style-type: none"> <li>- Synthesizes the feedback received through multiple channels</li> <li>- Discusses how feedback was applied and reasons for making the revisions</li> </ul>