Persuasive Essay Rubric

Criteria	4	3	2	1
The argument	Clearly states an arguable claim. Proposes a solution, course of action, or a new way to approach topic.	Makes an arguable claim but does not propose a solution, action, or new approach to topic.	Arguable claim is buried, confused and/or unclear.	Doesn't say what argument or claim is.
Subtopics: claims in support of the Argument	Gives clear and accurate supporting claims in support of argument. Uses logic with facts, statistics, research and named sources.	Outlines supporting claims in but may overlook important reasons.	Gives 1 or 2 weak claims that don't support argument and/or irrelevant or confusing reasons.	Does not give convincing claims in support of argument.
Reasons against the argument or a claim	Discusses the reasons against overall argument or supporting claim and explain why it is valid anyway.	Discusses the reasons against argument or supporting claim but leaves some reasons out and/or don't explain why the claim still stands.	Says that there are reasons against the argument or supporting but doesn't discuss any specifically.	Does not acknowledge or discuss the reasons against the argument or supporting claim.
Organization	Writing has a compelling opening, an informative middle and satisfying conclusion.	Writing has a beginning, middle and end. It is organized, but could be more compelling.	Writing is organized but sometimes gets off topic.	Writing is aimless and disorganized.
Voice and tone	Writer cares about argument. Appeals to all three sides of rhetorical triangle: emotion (pathos), reason (logos), credible argument, (ethos) facts.	Tone is acceptable but paper could have been written by anyone. Needs to address one side of rhetorical triangle (voice, facts, audience).	Writing is bland or indistinctive. Needs to address two sides of rhetorical triangle.	Writing is too formal or too informal. It sounds like writer doesn't like or is invested in topic. Needs to address all sides of rhetorical triangle.
Word choice	Words used are striking but natural, varied and vivid.	Writer makes routine word choices.	Word choice or usage is often inappropriate or wrong.	Writer uses same words over and over and over and over. Some words may be confusing to a reader.
Sentence fluency	Sentences are clear, complete, and of varying lengths.	Writer has well-constructed sentences.	Writer's sentences are sometimes awkward, and/or contain run-ons and fragments.	Many run-ons, fragments and awkward phrasings make writer's essay hard to read.
Conventions	Writer uses correct grammar, spelling, and punctuation.	Writer generally uses correct conventions, may have a couple of errors that could be easily fixed.	Writer has enough errors in essay to distract a reader.	Numerous errors make writer's essay hard to read.