

WRITING A PERSUASIVE ESSAY

Use the writing rubric to help guide the development of a persuasive essay. Turn the rubric into a series of questions or checkpoints as you write. Here is an example of how to turn the rubric into questions.

PURPOSE, FOCUS AND ORGANIZATION

Is the content of the essay directly connected to the audience, purpose and task?

- Is that connection consistent and sustained throughout?
- Does the response avoid material that is unrelated to the audience, purpose or task?

Are the claims and counterclaims clearly identified?

- Is the claim maintained throughout the essay?
- Are the counterclaims addressed and effectively refuted?

Is the organizational structure effective in supporting the argument?

- Does the structure hold the essay together coherently?
- Does the structure provide the reader with a sense of completeness?
- Are transitions effectively used to move from one point to another?

Do the ideas in the essay progress logically?

- Do the ideas move the reader smoothly from the beginning to the end of the essay?
- Does the claim connect directly to the introduction and conclusion?

Does the style of the writing match the intended purpose and audience?

Evidence and Elaboration

Is the support from the text convincing and relevant?

- Does it directly connect to and support the claim being made?

Is the evidence addressing the claim and counterclaim smoothly integrated into the response?

- Are quotes and paraphrased evidence cited?

Does the response include elaboration on the claims being made?

- Does this elaboration reflect a clear understanding of the argument and the text?
- Is the language clear, appropriate and directly related to the topic?

Is there evidence of both academic and domain specific vocabulary?

Do the sentences vary, avoiding repetitious phrases, words and construction?

Conventions

Are there errors in semantics or grammatical structure?

Does the writing exhibit an understanding of spelling and punctuation?