End-of-Course Instruction Persuasive Writing Checklist

COMPOSING/WRITTEN EXPRESSION				
	4	**3**	**2**	**1**
CENTRAL IDEA AND POSITION	☐ Clear thesis stating position or side ☐ Focus on appropriate audience	☐ Clear position ☐ General focus on audience	☐ May focus on a position ☐ Inconsistent focus on audience or fails to identify an audience	☐ Fails to take a position ☐ No focus on audience or inappropriate audience
ORGANIZATION AND UNITY	☐ Effective introduction ☐ Follows a logical organizational plan ☐ Evidence and reasons are organized logically ☐ Ideas are unified with few digressions ☐ Maintains a consistent point of view ☐ Uses transitions effectively to connect ideas within and across paragraphs	☐ Adequate introduction ☐ Evidence of an organizational plan ☐ Evidence and reasons are organized logically ☐ Few minor digressions ☐ Point of view may shift occasionally but does not distract the reader ☐ Uses transitions effectively to connect ideas within and across paragraphs	☐ Weak introduction ☐ Inconsistent organizational plan ☐ Lack of unity due to major digressions ☐ Shifts in point of view ☐ Limited or inconsistent use of transitions within and across paragraphs	☐ No introduction ☐ Fails to organize ideas ☐ Lacks unity due to major digressions ☐ Shifts in point of view ☐ Absence of transitions connecting ideas
COUNTERCLAIMS	☐ Effectively addresses counterclaims and counterevidence effectively ☐ Introduces claim(s), acknowledge and distinguish the claim(s) from alternate or opposing claims	☐ Adequately addresses counterclaims and counterevidence ☐ May acknowledge or distinguish the claim(s) from counterclaims	☐ Attempts to address counterclaims ☐ May not distinguish counterclaims from other evidence	☐ Fails to address counterclaims
EVIDENCE AND DETAILS	☐ Contains precise and relevant evidence (examples, illustrations, reasons, events, details) supporting purpose and audience ☐ Details clarify and defend the writer's position; fully and clearly elaborates ideas. ☐ Shows how evidence supports each main point of the argument ☐ Provides justification of how the evidence supports the claims	☐ Contains adequate evidence (examples, illustrations, reasons, events, and/or details) supporting purpose and audience ☐ Some details clarify and defend the writer's position, minor lapses in elaboration ☐ Some evidence supports the main argument ☐ Limited justification of how the evidence supports the claims	☐ Contains limited evidence (examples, illustrations, reasons, events, and/or details) supporting purpose and audience ☐ Few details clarify or defend the writer's position ☐ Ideas may be a list of general, underdeveloped statements	☐ Contains little or no evidence (examples, illustrations, reasons, events, and/or details) supporting purpose and audience ☐ Little or no elaboration ☐ List of general unrelated statements

COMPOSING/WRITTEN EXPRESSION

	4	3	2	1
CONCLUSION	☐ Strong, effective conclusion, which provides a call to action, offers a solution, and/or includes a final appeal ☐ Takes a step beyond summary ☐ Leaves the reader with a strong impression	☐ Good conclusion, which may restate the problem and recommends a strong solution ☐ May only provide a summary of main arguments	☐ Presents a weak conclusion or merely restates the thesis ☐ Reader is not left with an overall impression	☐ Fails to draw conclusions ☐ Does not include a call to action
FLOW	☐ Rhythmic flow resulting from purposeful sentence variety ☐ Sentences incorporate subordination of ideas, and/or effective embedding of modifiers	☐ Some rhythmic flow and sentence variety ☐ Some sentences use subordination of ideas, and/or embedding modifiers	☐ Uneven rhythmic flow and limited sentence variety ☐ Little subordination of ideas	☐ No rhythmic flow and no sentence variety ☐ No subordination or embedding modifiers
WORD CHOICE	☐ Contains highly specific word choice, descriptive language, and selected information ☐ Appropriate, purposeful tone ☐ Evidence of writer's voice	☐ Contains specific word choice, descriptive language, and selected information ☐ Evidence of tone ☐ Some evidence of writer's voice	☐ Limited word choice, descriptive language and or selected information ☐ Inconsistent tone ☐ Limited evidence of writer's voice	☐ Lacks tone and voice, little or no specific word choice, descriptive language, and/or selected information ☐ No evidence of writer's voice

Usage/Mechanics Rubric

	4	3	2	1
Sentence Structure	Exhibits consistent control of sentence formation, avoiding fragments, run-ons, and comma splices.	Exhibits reasonable control of sentence formation, avoiding fragments, run-ons, and comma splices.	Exhibits inconsistent control of sentence formation, including occasional fragments, run-ons, and comma splices.	Exhibits inconsistent control of mechanics, including punctuation, capitalization, formatting, and spelling.
Usage	Exhibits consistent control of usage, including subject/verb agreement, pronoun agreement, pronoun case, adjectives and adverbs, verb tenses, plurals and possessives, homophones, and avoidance of double negatives.	Exhibits reasonable control of usage, including subject/verb agreement, pronoun agreement, pronoun case, adjectives and adverbs, verb tenses, plurals and possessives homophones, and avoidance of double negatives.	Exhibits inconsistent control of usage, including subject/verb agreement, pronoun agreement, pronoun case, adjectives and adverbs, verb tenses, plurals and possessives, homophones, and double negatives	Exhibits little or no control of usage, including subject/verb agreement, pronoun agreement, pronoun case, adjectives and adverbs, verb tenses, plurals and possessives, homophones, and double negatives.
Mechanics	Exhibits consistent control of mechanics, including punctuation, capitalization, formatting, and spelling	Exhibits reasonable control of mechanics, including punctuation, capitalization,	Exhibits inconsistent control of mechanics, including punctuation, capitalization, formatting, and	Exhibits little or no control of mechanics, including punctuation, capitalization, formatting, and