

Scoring Rubric Persuasive Essay

SCORE:

	4	3	2	1
Content and Point of View	Focus on consistent and strong point of view	Focus on consistent point of view	Focus on single point of view	Point of view missing or not readily apparent
	Main ideas, novel ideas, and evidence of higher-order thinking	Several main ideas and supporting details	Two or three main ideas supporting and extending point of view	Content deviates from point of view or topic
	All readily apparent counterarguments considered and refuted	At least one counterargument considered		
Arguments and Evidence	Abundant arguments and evidence	Three or four arguments and points of evidence for each main idea	One or two arguments and points of evidence for each main idea	Arguments and evidence lacking
	Arguments logical, factually sound, and researched	Arguments logical, factually sound, and supported with research or details	Arguments logical or factually sound	Arguments based on opinions, arbitrary statements, or flawed logic
	Opinions supported by logic, facts, and research, or expressed implicitly through presentation of logic, facts, and research	Opinions supported by logic, facts, or research	Some opinions	Unconvincing
Organization and Clarity	Organization moves from point of view to arguments to details with smooth transitions and flow	Organization moves from point of view to main ideas to arguments	Organization centered around point of view and main ideas	Organization scattered, disjointed
	Introduction and conclusion naturally incorporated	Some transitions	Basic conventions of writing and grammar	Grammar and writing conventions poor
	Persuasive writing believable, convincing, and eloquent	Introduction and conclusion		
	Mastery of writing and grammar conventions	Proper writing and grammar conventions		