



McKinney ISD Writing Product Rubric

PERSUASIVE

	Organization Coherence <i>(Clarity and movement)</i>	Idea Development Content <i>(Examples and Commentary)</i>	Style <i>(Personality and Voice)</i>	Conventions <i>(Mechanics, Usage, and Sentence Formation)</i>
1 Huh?	<ul style="list-style-type: none"> The thesis/position is illogical and/or does not relate to the issue. You use transitions incorrectly or not at all, making your organization difficult to follow. Paragraphs are not related to the thesis/position, making the entire argument unfocused. 	<ul style="list-style-type: none"> Your reasons and evidence are vague, insufficient, a list and/or missing, resulting in an ineffective argument. There is an absence of a functional organizational structure, or the structure is inappropriate to the purpose. You do not use rhetorical strategies or appeals. 	<ul style="list-style-type: none"> Your response has little or no personality. Your choice of words is vague and limited, making your essay difficult to understand. You do not establish an appropriate tone. Sentences are simplistic, awkward, and uncontrolled, significantly limiting the effectiveness of the essay. 	<ul style="list-style-type: none"> Your many spelling mistakes distract the reader. Capitalization errors are present throughout. A lack of command of grammar and mechanics is evident. Most of your sentences are fragments or run-ons. The essay contains a lack of punctuation, causing extreme disruption of thought.
2 Ok...	<ul style="list-style-type: none"> Your thesis/position is weak. Your lack of meaningful transitions makes your organization difficult to follow. Most paragraphs are generally related to the thesis/position; however irrelevant information interferes with the argument. 	<ul style="list-style-type: none"> You use superficial reasons that may be merely listed and evidence, which are partially presented, resulting in an unconvincing argument. Your formulaic response lacks original reasons and evidence. You attempt to use some rhetorical strategies and appeals. 	<ul style="list-style-type: none"> Your personality is evident in some places. Your choice of words is ok but could be improved because your words are general and/or repetitive. You do little to establish an appropriate tone. Sentences lack variety and are awkward or only somewhat controlled, weakening the essay. 	<ul style="list-style-type: none"> You have many spelling mistakes. Capitalization errors are present. A weak command of grammar and mechanics is evident. Sentences may contain multiple run-ons and fragments. Many punctuation errors exist, creating disruptions.
3 Nice.	<ul style="list-style-type: none"> The thesis/position is specific, focusing on the issue. You use mostly meaningful transitions to help the reader follow the organization of your ideas. Most paragraphs are focused and support the thesis/position; however there may be minor shifts in the focus of the argument. 	<ul style="list-style-type: none"> You use specific and appropriate reasons and evidence that are convincing. You support your position through some thoughtfulness in your incorporation of reasons and evidence. Your use of rhetorical strategies and appeals supports the argument. 	<ul style="list-style-type: none"> Your personality is evident most of the time, but your response still sounds a bit generic. Your word choice is clear but doesn't always contribute to the quality and clarity. An appropriate tone is established. Most sentences are varied and controlled, adding to the overall effectiveness of the essay. 	<ul style="list-style-type: none"> You have a few minor errors in spelling that do not distract the reader. Capitalization is perfect. An adequate command of grammar and mechanics is evident. There may be some construction mistakes such as a run-on and/or fragment. You use a variety of punctuation correctly, but there may be some minor errors.
4 Wow!!!	<ul style="list-style-type: none"> The thesis/position is strong and specific, focusing on the issue. Your use of meaningful transitions makes your train of thought very easy to follow. All paragraphs are completely focused, strongly supporting the thesis/position and creating a unified and coherent argument. 	<ul style="list-style-type: none"> Your response is thought provoking because of the forceful and convincing argument presented through the use of specific and well-chosen reasons and evidence. You skillfully incorporate reasons and evidence to support your unique position, recognizing the complexities of the issue and/or alternate point of views. Your skillful use of strategies and details supports an authentic and original argument. 	<ul style="list-style-type: none"> Your response sounds authentic and original. Your word choice is higher level and is purposeful, concise, and clear. A keen awareness of the issue lends itself to an appropriate tone, which is maintained throughout the argument. All sentences are purposeful, varied and well controlled, enhancing the effectiveness of the essay. 	<ul style="list-style-type: none"> You have no spelling mistakes. Capitalization is perfect. Grammar and mechanics are flawless. You consistently write sentences correctly, avoiding run-ons and fragments. A wide variety of punctuation is used correctly.
Comments:				