

Persuasion Rubric

Directions: Your assignment will be graded based on this rubric. Consequently, use this rubric as a guide when working on your assignment and check it again before you submit it.

Traits	4	3	2	1
Organization	The introduction is inviting, states the goal or thesis, and provides an overview of the issue. Information is presented in a logical order and maintains the interest of the audience. The conclusion strongly states a personal opinion.	The introduction includes the goal or thesis and provides an overview of the issue. Information is presented in a logical order but does not always maintain the interest of the audience. A conclusion states a personal opinion.	The introduction includes the main goal or thesis. Most information is presented in a logical order. A conclusion is included, but it does not clearly state a personal opinion.	There is no clear introduction, structure, or conclusion.
Goal or Thesis	There is one goal or thesis that strongly and clearly states a personal opinion and identifies the issue.	There is one goal or thesis that states a personal opinion and identifies the issue.	A personal opinion is not clearly stated. There is little reference to the issue.	The personal opinion is not easily understood. There is little or no reference to the issue.
Reasons and Support	Three or more excellent reasons are stated with good support. It is evident that a lot of thought and research was put into this assignment.	Three or more reasons are stated, but the arguments are somewhat weak in places.	Two reasons are made but with weak arguments.	Arguments are weak or missing. Less than two reasons are made.
Attention to Audience	Argument demonstrates a clear understanding of the potential audience and anticipates counterarguments.	Argument demonstrates a clear understanding of the potential audience.	Argument demonstrates some understanding of the potential audience.	Argument does not seem to target any particular audience.
Word Choice	Word choice is creative and enhances the argument.	Word choice enhances the argument.	There is evidence of attention to word choice.	Word choice is limited.
Visuals/Delivery	Visuals are appealing, highly relevant, and add support to the argument. Delivery is fluent, with an engaging flow of speech.	Visuals are appealing and add support to the argument. Delivery is fluent.	Visuals are related to the topic. Delivery lacks some fluency.	Visuals are not directly related to the topic. Delivery is not fluent.
Grammar, Mechanics, & Spelling	There are no errors in grammar, mechanics, and/or spelling.	There are few errors in grammar, mechanics, and/or spelling, but they do not interfere with understanding.	There are several errors in grammar, mechanics, and/or spelling.	There are numerous errors in grammar, mechanics, and/or spelling.