**ELA 20 Persuasive Essay – Specific Criteria Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **Message/ Meaning** | **Strong, focused position** | Your position contains a strong and focused message that is engaging and thought-provoking. | You independently represent a clear central position. |  With help your message is mostly focused and clear. Spend a little more time in the pre-writing stage, developing your message to ensure all aspects of your writing support this message. | Even with help you struggle to present a message that is strong and focused. Always keep your main idea in mind and build onto it. Maybe revisit your topic to ensure you are committed to what you have chosen. |
| **Persuasive and realistic reasons and solutions**  | You have shared engaging and thorough reasons and solutions to support your argument. Your details create a strong sense of unity and coherence. You carefully choose which details to share in order to support your message and create emphasis that is engaging. You clearly addressed any opposing arguments with confidence. | You independently use persuasive and realistic reasons and solutions to support your message. Your details support unity, coherence and appropriate emphasis. You have anticipated some objections and addressed them convincingly.  | With help, you provided some details to support your message. How can you build on your ideas to make your writing be more persuasive? How can you ensure that your details are related to support unity and coherence, while still placing emphasis on important aspects of your writing? Be sure to spend time anticipating opposing arguments so you can address them in your writing. | You are having trouble providing enough details to support your argument. How can you give substance to your argument? How can all your details work together to support your message? What are the most important parts? Spend more time in the pre-writing stage. Be sure to think about all sides of an issue – it makes your argument stronger. |
| **Variety of sources** | You use a rich variety of relevant and reliable sources when appropriate and confidently and accurately cite them within your message to ensure your facts are correct. You have left no stone unturned! | You independently use and accurately cite a variety of current reliable sources when appropriate in order to ensure your facts are correct. | With help you use and accurately cite a variety of current reliable sources. Would a graphic organizer help you do this more independently? Ensure every fact is correct and you support information with documentation to strengthen your argument. | You are having trouble using and accurately citing some current reliable sources. Use a graphic organizer and keep track as you go! Look for facts that support your argument. |

**General Writing Criteria**

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| **Organization and Coherence** | **Logical and effective structures** | The organization of your writing enhances the desired effect on your audience, and clarifies the purpose and context of your creation. You have taken some risks to enhance impact. | Your writing is clearly organized in a manner that is logical to its audience, purpose and context. | With help you create a written piece that is somewhat organized to suit audience, purpose and context. Review that ways this genre of writing could be organized.  | You are having trouble creating writing that is organized to suit its audience, purpose and context. Use a visual organizer to help you plan your writing early on.  |
| **Engaging introduction** | You introduced the topic in an informative and highly engaging way. Your audience wanted to read more! | You introduced the main idea of your topic in a correctly constructed way. Your audience knew what was going to happen in your writing. | You needed help in deciding how to introduce your topic. Before you begin to construct your writing, think about what you really want to say and how to say it in an interesting way. | You had some trouble introducing your topic and engaging your audience. What is your message? Who is your audience? How can you hook your audience? |
| **Valid and justifiable conclusion** | Your conclusion powerfully and succinctly encapsulates your message and leaves your listeners with deeper understanding. | Your conclusion is valid and justifiable and brings closure to your message. | With help, your conclusion is mostly valid and justifiable and brings closure to your message. How can you end your writing in a way that helps your readers to understand your message completely? | You are having trouble summing up your message. Spend more time planning all parts of your message. What ideas do you want to leave your readers with, in the end? How do you want them to think about your message? |
| **Language choice and conventions** | **Other cues and conventions** | Your syntax is varied and polished and your word choices show style and efficiency. Any exceptions to standard usage are used for stylistic effect. Your text adheres to accepted standards of spelling, punctuation, and capitalization. Any errors are a result of risk taking. | Your syntax is effective, with some variety in length or structure. Your common sentence constructions are correct. The words you use to describe are clear but somewhat generalized. Your spelling, punctuation, and capitalization are generally correct. Your ideas are clear despite any mechanical errors. | Any uncomplicated sentence structures are usually clear, but your attempts at more complicated structures result in awkwardness and/or obscured meaning. The word choice you used to describe is sometime vague or overused. You needed some help with aspects of syntax and mechanics. Where can you go for help with this? How can you expand on your word choices? | You are having trouble with language cues and conventions. Your sentences are incomplete, run-on, or simple in structure. What tools do you have to improve word choice? What will help with creating effective sentence structure? Where can you go for help with mechanics?  |

Feedback: