

Persuasive Letter Rubric



Target



Focus

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| <ul style="list-style-type: none"> Writing contains a clear focus, presents and maintains a single position, point of view or opinion. Convincing support with relevant reasons or examples provided to the audience. | <ul style="list-style-type: none"> Writing takes a clear position, point of view, or opinion. Support with relevant reasons and or examples provided to the audience. | <ul style="list-style-type: none"> Position, point of view or opinion presented but provides uneven support to the audience. Support lacks development or is repeated. | <ul style="list-style-type: none"> Attempts to take a position, point of view, or opinion, but no position is made clear and minimal or no support provided to the audience. |
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Content & Development

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| <ul style="list-style-type: none"> Precise and relevant supporting evidence within paragraphs that support the position, point of view, or opinion. | <ul style="list-style-type: none"> Some relevant, supporting evidence within paragraphs support the position, point of view, or opinion. | <ul style="list-style-type: none"> Limited evidence within paragraphs that support the position, point of view, or opinion. | <ul style="list-style-type: none"> Little or no supporting evidence within paragraphs that support the position, point of view, or opinion |
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Organization

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| <ul style="list-style-type: none"> Logical order or sequence of paragraphs to develop a position, point of view, or opinion with strong support. | <ul style="list-style-type: none"> Logical order or sequence of paragraphs to develop a position, point of view, or opinion with some support. | <ul style="list-style-type: none"> Confused arrangement of content (inconsistent). May or may not attempt transitions within paragraphs to develop a position, point of view, or opinion. | <ul style="list-style-type: none"> Little or no organization of sentences, paragraphs, or content. (Insufficient presentation of a position, point of view, or opinion.) |
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Style/ Voice

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| <ul style="list-style-type: none"> Correct and varied word choice (vocabulary) and sentence variety make meaning clear. Voice is expressive which engages the audience. Point of view is consistent and convincing. Choice of phrases are original. | <ul style="list-style-type: none"> Some variety of vocabulary and sentence structure. Voice lacks some expression to engage the audience. Point of view is consistent. | <ul style="list-style-type: none"> Limited variety of vocabulary and sentence structure lessens voice and interferes with point of view. Writing is not smooth. Limited awareness of audience. | <ul style="list-style-type: none"> Needs an awareness of audience. No variety of sentence structure or vocabulary. No personality or voice. Inconsistent point of view. |
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Conventions

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| <ul style="list-style-type: none"> Strong use of conventions make writing meaningful and easy to read. Few or no errors. | <ul style="list-style-type: none"> Some mistakes in grammar, spelling or punctuation, but meaning is still is clear. | <ul style="list-style-type: none"> Many errors in all areas of conventions. Errors get in the way of meaning. | <ul style="list-style-type: none"> Many errors in word usage, mechanics, spelling, and sentence structure make meaning unclear to the audience. |
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