Persuasive Writing Scoring Rubric

Parents, students, and teachers can use the following rubric to rate persuasive pieces created by students.

Above Average
▪ You have definitely taken a stand on the issue we are studying—and you have supported your position with really convincing points.
▪ You have addressed all of the "complaints" that opponents are likely to have with your point of view, detailing the flaws in their thinking or leaving readers convinced to move forward anyway.
▪ I'm impressed by the evidence that you have found to persuade your readers. You have done a great job balancing statistics, star statements, and stories in your piece.
▪ Your writing is top-notch. It is clear and easy to understand, with no spelling or grammar errors. Your paragraphs are all approachable—none are too long and none are too short—and your use of varied sentence lengths, figurative language, and interesting vocabulary makes your piece fun to read.
▪ Overall, your piece changed the way I feel about this issue.

Average
▪ You have definitely taken a stand on the issue we are studying—and more importantly, you have supported your position with several good points.
▪ In places, you have done a good job using convincing evidence—statistics, star statements, and stories—to persuade your readers. In other places, though, you make statements that are not backed up with evidence. While the reader might be able to guess why the points you are making matter, the best persuaders never make their readers fill in the blanks.
▪ While there is nothing particularly fancy about your sentence structure or vocabulary, there are few mechanical errors in your piece that are going to leave your readers confused.
▪ Overall, your piece convinced me that this issue mattered and that your point of view makes sense.

Needs Improvement
▪ I'm not sure I know what your point of view is on the issue we are studying in class. I struggled to follow your thinking, and I'll bet that other readers will struggle, too.
▪ I'm also not sure that you have chosen the most convincing evidence for your piece. While you have included a few statistics, star statements, and stories, they don't always seem connected to the topic we are studying.
▪ Some of my biggest struggles were caused by grammar and spelling mistakes. At times, understanding your writing was difficult.
▪ Overall, your piece didn't leave me convinced that this issue mattered.