***Persuasive Letter Assessment Rubric***

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| **Score** | **Statement of Purpose/Focus****and Organization** | **Development: Language and Elaboration of Evidence** | **Conventions** |
| **Statement of Purpose/Focus** | **Organization** | **Elaboration of Evidence** | **Language and Vocabulary** |
| **4** | The response is fully sustained and consistently and purposefully focused:* opinion is clearly stated, focused, and strongly maintained
* opinion is communicated clearly within the context
 | The response has a clear and effective organizational structure creating unity and completeness:* effective, consistent use of a variety of transitional strategies
* logical progression of ideas from beginning to end
* effective introduction and conclusion for audience and purpose
 | The response provides thorough and convincing support/evidence for the writer’s opinion that includes the effective use of facts and details:* effective use of a variety of elaborative strategies
 | The response clearly and effectively expresses ideas, using precise language:* use of persuasive vocabulary is clearly appropriate for the audience and purpose
 | The response demonstrates a strong command of conventions:* few, if any, errors in usage and sentence formation
* effective and consistent use of punctuation, capitalization, and spelling
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| **3** | The response is adequately sustained and generally focused:* opinion is clear and for the most part maintained, though some loosely related material may be present
* context provided for the claim is adequate
 | The response has a recognizable organizational structure, though there may be minor flaws and some ideas may be loosely connected:* adequate use of transitional strategies with some variety
* adequate progression of ideas from beginning to end
* adequate introduction and conclusion
 | The response provides adequate support/evidence for the writer’s opinion that includes the use of facts and details:* adequate use of some elaborative strategies
 | The response adequately expresses ideas, employing a mix of precise with more general language:* use of persuasive vocabulary is generally appropriate for the audience and purpose
 | The response demonstrates an adequate command of conventions:* some errors in usage and sentence formation are present, but no systematic pattern of errors is displayed
* adequate use of punctuation, capitalization, and spelling
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| **Score** | **Statement of Purpose/Focus** | **Organization** | **Elaboration of Evidence** | **Language and Vocabulary** | **Conventions** |
| **2** | The response is somewhat sustained with some extraneous materials or a minor drift in focus:* may be clearly focused on the opinion but is insufficiently sustained
* opinion on the issue may be unclear and unfocused
 | The response has an inconsistent organizational structure, and flaws are evident:* inconsistent use of transitional strategies with little variety
* uneven progression of ideas from beginning to end
* introduction and conclusion, if present, are weak
 | The response provides uneven, cursory support/evidence for the writer’s opinion that includes partial or uneven use of facts and details:* weak or uneven use of elaborative strategies
 | The response expresses ideas unevenly, using simplistic language:* use of persuasive vocabulary may at times be inappropriate for the audience and purpose
 | The response demonstrates a partial command of conventions:* frequent errors in usage may obscure meaning
* inconsistent use of punctuation, capitalization, and spelling
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| **1** | The response may be related to the purpose but may offer little or no focus:* may be very brief
* may have a major drift
* opinion may be confusing or ambiguous
 | The response has little or no discernible organizational structure:* few or no transitional strategies are evident
* frequent extraneous ideas may intrude
 | The response provides minimal support/evidence for the writer’s opinion that includes little or no use of facts and details. | The response expression of ideas is vague, lacks clarity, or is confusing:* use of limited language or persuasive vocabulary
* may have little sense of audience or purpose
 | The response demonstrates a lack of command of conventions:* errors are frequent and severe, and meaning is often obscured
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