Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Hour \_\_\_\_\_\_\_

Persuasion Essay Rubric

Introduction Chunk \_\_\_\_\_\_\_ / 10

Captures the audience’s interest with an effective attention grabber. Introduces the topic and a

controversy while establishing goodwill and rapport with the audience. Announces the thesis of

the argument. The title of the essay establishes the main idea of the essay.

Narration Chunk \_\_\_\_\_\_\_ / 10

Summarizes relevant background material, provides any information the audience needs to know

about the environment and circumstances that produce the argument, and sets up the stakes.

Confirmation Chunk \_\_\_\_\_\_\_ / 10

Lays out the claims that support the thesis, providing evidence for each claim in a logical order.

There are several supporting claims made individually, and each one is developed by bringing in facts,

examples, testimony, and definitions. The evidence for each claim supports it and the larger thesis; this

builds a chain of reasoning in support of your argument.

Antithesis Chunk \_\_\_\_\_\_\_ / 10

Looks at opposing viewpoints, anticipates objections from the audience, and allows as much of the opposing

viewpoints as possible without weakening the thesis. It could also creatively use opposing viewpoints as a

way to strengthen the thesis.

Summation Chunk \_\_\_\_\_\_\_ / 10

It refers back to the narration and the issues. Remind the what’s at stake here, and try to show why the

thesis provides the best solution to the issue being faced. This gives an impression of the rightness and

importance of your argument, and suggests its larger significance or long-range impact.

Appeal of Persuasion \_\_\_\_\_\_\_ / 10

Focusing on the content of your message–the facts, logic, and reasoning of an appeal. Appealing to

emotions, sympathies, or motivations. Your own credibility and knowledge, as well as quoted experts

relevant to your topic, to create a sincere impression on the audience.

Word Choice \_\_\_\_\_\_\_ / 10

Words are specific and accurate; it is easy to understand just what the writer means. The language is

natural and never overdone. Lively verbs energize the writing. Precise nouns and modifiers create pictures

in the reader's mind. Striking words and phrases often catch the reader's eye--and linger in the reader's mind.

Sentence Structure \_\_\_\_\_\_\_ / 10

Sentences are constructed in a way that helps make meaning clear. Purposeful sentence

beginnings show how each sentence relates to and builds upon the one before it. Sentences vary in length

as well as structure.

Grammar & Mechanics \_\_\_\_\_\_\_ / 10

Grammar and usage are correct and contribute to clarity and style. Punctuation is accurate and guides the

reader through the text. Spelling is correct.

MLA Format \_\_\_\_\_\_\_ / 10

All ideas and quotes gathered during research that is used in the essay is cited correctly according to the

MLA style guide. The Work Cited page is formatted correctly.

TOTAL \_\_\_\_\_\_\_ / 100

Improvements: