

Kid-Friendly **Persuasive** Writing Rubric

		Focus	Content	Organization	Style	Conventions
4	Advanced	You have a strong, convincing point of view. You include clear arguments with explanations supporting each argument.	You use clear and descriptive arguments that support your position. Persuasive strategies are used.	You use a logical order of arguments to persuade your audience. Transition words are used often and correctly.	You demonstrate an excellent control of language, techniques, and sentences. A clear position is supported, with excellent arguments. You are convincing!	You use a variety of sentence structures. You have very few errors in grammar, usage, spelling, and punctuation. The errors that are there do not make the writing unclear.
3	Proficient	Your point of view is convincing. You include clear arguments that have some explanations supporting each argument.	You use good arguments that support your position. Some persuasive strategies are used.	You use a logical order of arguments to persuade your audience. Some transitions are used correctly.	You demonstrate good control of language, techniques, and sentences. A position is supported by good arguments. Most of these arguments are convincing!	You use a variety of sentence structures. You have some errors in grammar, usage, spelling, and punctuation. A few of these errors may make parts of the writing unclear.
2	Basic	Your point of view is not strong enough to convince. You include arguments that have explanations, but some are not clear.	Your arguments are present, but may be unclear. This makes it difficult to support your position.	Your order of arguments is unclear or presented in a confusing way. Transition words may be used, although may not be used correctly.	Your language and sentence formation sometimes makes it difficult to understand your position and supporting arguments.	You do not use a variety of sentence structures, and some sentences may be fragments. There are many errors in grammar, usage, spelling, and punctuation.
1	Below Basic	Your point of view is not clear. You have very few explanations and arguments to support an opinion.	You use little or no arguments to support a position.	Your arguments are not organized. If transition words are used, most are not used correctly.	Your language and sentence formations are unclear. Your position is not supported with enough of an argument to convince your reader.	Many sentences are awkward or are fragments. There are many grammar, usage, spelling, and punctuation errors. These errors make the paper very difficult to read.
Score:						
				Total Score:	out of 20 possible points	