

Persuasion Rubric

	4	3	2	1	Points
Organization	The introduction was inviting, stated the goal or thesis, and provided an overview of the issue. Information was presented in a logical order and maintained the interest of the audience. The conclusion strongly stated a personal opinion.	The introduction included the goal or thesis and provided an overview of the issue. Information was presented in a logical order, but did not always hold the interest of the audience. The conclusion stated a personal opinion.	The introduction included the goal or thesis and most information was presented in a logical order. The conclusion did not clearly state a personal opinion.	There was no clear introduction, structure, or conclusion.	
Goal or Thesis	There was one goal or thesis that strongly and clearly stated a personal opinion and identified the issue.	There was one goal or thesis that stated a personal opinion and identified the issue.	The goal or thesis was not clear. A personal opinion was not clearly stated or there was little reference to the issue.	The personal opinion was not stated or not easily understood. There was no reference to the issue.	
Reasons and Support	Three or more excellent reasons were stated with good support. A lot of thought and research was put into the assignment.	Three or more reasons were stated, but some of the arguments were weak.	Two reasons were stated, but the arguments were weak.	Less than two arguments were stated and the arguments were very weak.	
Attention to Audience	Demonstrated a clear understanding of the audience with the argument and anticipated counterarguments.	Demonstrated a clear understanding of the audience with the argument.	Demonstrated some understanding of the audience with the argument.	Did not demonstrate understanding of the audience with the argument.	
Word Choice	Word choice was creative and enhanced the argument.	Word choice enhanced the argument.	Word choice somewhat enhanced the argument.	Word choice was limited and did not enhance the argument.	
Visuals and Delivery	Visuals were appealing, highly relevant, and added support to the argument. Delivery was fluent with engaging flow of speech.	Visuals were appealing and added support to the argument. Delivery was fluent.	Visuals were related to the topic. Delivery lacked some fluency.	Visuals were not directly related to the topic. Delivery was not fluent.	
Grammar and Spelling	There were no errors in grammar, mechanics, or spelling.	There were a few errors in grammar, mechanics, or spelling, but they did not interfere with understanding.	There were several errors in grammar, mechanics, or spelling, and they somewhat interfered with understanding.	The errors in grammar, mechanics, or spelling were numerous and interfered with understanding.	

Total Points
 ____/28
Average
