Persuasive Letter Rubric

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | 4 | 3 | 2 | 1 |
| Goal/Thesis | Strongly and clearly states a personal opinion. Clearly identifies the issue. | Clearly states a personal opinion. Some references to the issue. | Personal opinion is not clearly stated. Little or no references to the issue.  | Personal opinion is not easily understood. Has no reference to the issue.  |
| Reason 1 and Support | Excellent point is made with good support. It is evident the writer put much thought and research into the assignment. | Good point is made with support, but is weak in some areas. The writer didn’t persuade completely. | An okay point is made and shows some preparation, weak argument. | Preparation is weak; or missing. |
| Reason 2 and Support | Excellent point is made with good support. It is evident the writer put much thought and research into the assignment. | Good point is made with support, but is weak in some areas. The writer didn’t persuade completely. | An okay point is made and shows some preparation, weak argument. | Preparation is weak; or missing. |
| Reason 3 and Support | Excellent point is made with good support. It is evident the writer put much thought and research into the assignment. | Good point is made with support, but is weak in some areas. The writer didn’t persuade completely. | An okay point is made and shows some preparation, weak argument. | Preparation is weak; or missing. |
| Conclusion | Summarizes personal opinion in a strong concluding statement. | Summarizes personal opinion in a concluding statement. | Concluding statement is a weak summary of personal opinion. | Concluding statement makes no reference to personal opinion. |
| Word Choice/Tone | Choice of words are clear, descriptive, and accurate. Maintains consistent persuasive tone throughout the letter. | Adequate choice of words that are clear and descriptive. Demonstrates a persuasive tone in parts of the letter. | Choice of some words are clear and descriptive. Lacks consistant persuasive tone.  | Language and tone of letter is unclear and lacks description. |
| Organization | Sentences and paragraphs are complete, well written, and varied. | Sentence and paragraph structure is generally correct.  | Sentence and paragraph structure are inconsistent. | Little of no evidence of sentence or paragraph structure. |
| Mechanics and Grammar | Contains few, if any punctuation, spelling, or grammatical errors. | Contains several errors in punctuation, spelling or grammar. | Contains many punctuation, spelling and/or grammatical errors. | Little of no evidence of sentence or paragraph structure. |
| Salutation and Conclusion | Salutation and closing have no errors in capitalization and punctuation. | Salutation and closing have 1-2 errors in capitalization and punctuation. | Salutation and closing have 3 or more errors in capitalization. | Salutation and/or conclusion are missing. |
| Neatness | Letter is typed, clean, not wrinkled and easy to read with no distracting errors.  | Letter is neatly hand-written, clean, not wrinkled and is easy to read with no distracting error corrections. | Letter is typed/messily hand written and crumbled. It may have 1-2 distracting error corrections. | Letter is typed and looks like it had been shoved in a locker/folder. Very distracting error corrections. |
| Rubric 5 points |  |  |  |  |
| Follow up questions  | Answered completely and honestly in complete sentences. | Answered completely, not in complete sentences | Incomplete answers. | Minimal effort on answering the questions. |
| APA Works Cited attached to the letter | 3 or more valid sources are used and completely done in APA, ABC format. | 3 or more sources, invalid sources, in APA, ABC format | 2 sources, invalid/ not APA or ABC | 1 SourceValid |
|  |  |  |  |  |

Follow up Questions:

1. Did you utilize your time 100% of the time on this project? Explain
2. What do you feel you earned on this project and why?
3. What would you do differently on a similar project in the future?
4. What was the most interesting fact you learned while researching this project?
5. Do you think that cloning people will happen in “real life” in the future? Why or why not?
6. Give one good argument that an opposing side could give you to possibly change your views on cloning?