Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Topic: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Persuasive Rubric**

**\_\_\_\_\_/5** Title- catches the attention of reader/audience

**\_\_\_\_\_/5** ‘Hook’- pulls the reader in and sparks a genuine interest in your writing piece

**\_\_\_\_\_/5** Thesis- your stand/position on the subject/issue; how you feel about it

**\_\_\_\_\_/18** Reason 1- develops one specific argument that supports your thesis  
 -is well supported and/or refutes the opposing view  
 -contains facts, statistics, examples, and powerful persuasion (words/techniques)

**\_\_\_\_\_/18** Reason 2- - develops one specific argument that supports your thesis  
 -is well supported and/or refutes the opposing view  
 -contains facts, statistics, examples, and powerful persuasion (words/techniques)

**\_\_\_\_\_/18** Reason 3- - develops one specific argument that supports your thesis  
 -is well supported and/or refutes the opposing view  
 -contains facts, statistics, examples, and powerful persuasion (words/techniques)

**\_\_\_\_\_/15** Conclusion- restates argument and summarizes reasons/argument in a new/different way

**\_\_\_\_\_/4** Organization- 5 paragraphs, each reason given separate paragraph with strongest reason last

**\_\_\_\_\_/4** Word Choice- words provide powerful persuasion, words are specific to topic/thesis, smooth   
 transitions are evident between paragraphs

**\_\_\_\_\_/4** Varied Sentence Structure- use of sassy sentences, complex sentences, etc. that

helps your essay flow and sound less formulaic

**\_\_\_\_\_/4** Conventions- Correct spelling & proper use of capitalization, punctuation, tense, subject-verb   
 agreement, etc.

**\_\_\_\_\_\_/100 = \_\_\_\_\_\_\_\_\_\_\_%**