

Module 2: The Art of Persuasive Writing

Topic 4 Application: Persuasive Essay Rubric

Now it is time to put together all you have learned about persuasive writing. Throughout this module, you drafted an outline for a persuasive argument. For this application activity, you will write a first draft of your developing persuasive essay. Using the outline you have perfected throughout the module, compose a rough draft of your persuasive essay. Remember to incorporate the new skills you learned in this topic, such as incorporating transitions and writing an effective conclusion.

Before you begin writing the rough draft of your persuasive essay, review the Persuasive Essay Rubric to help you complete your assignment and understand how your work will be graded.

Once you have completed the final draft of your persuasive essay, please submit your work to the dropbox.

Persuasive Essay Rubric

As you complete your persuasive essay, please review the Persuasive Essay Rubric to help you complete your assignment and understand how your work will be graded.

	20 Points	15 Points	10 Points	5 Points
Organization and Clarity	The persuasive writing is very organized and clear. The organization of the essay adheres to the standard essay format with effective use of transitions.	The persuasive writing is organized and clear. The essay is organized and uses transitions.	The persuasive writing lacks some organization and clarity. The use of transitions is limited.	There is very little evidence of organization or clarity within the persuasive writing.
Introduction and Thesis Statement	The introduction provides a strong and effective attention grabber, support, and transition to thesis. The thesis statement clearly states the writer's stance on the issue.	The introduction provides an effective attention grabber, support, and transition to thesis statement. The thesis statement states the writer's stance on the issues.	The introduction is present but lacks development. The thesis statement is unclear and does not connect with the rest of the essay.	An attempt at an introduction and The thesis statement is made but is ineffective and unclear.

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Evidence and Support	Ample and accurate supportive details and evidence (statistics, facts, examples, expert testimony, analogies, definitions, and anecdotes) are provided and effectively used.	Details, supportive information, and evidence (statistics, facts, examples, expert testimony, analogies, definitions, and anecdotes) are provided.	The details, supportive information, and evidence (statistics, facts, examples, expert testimony, analogies, definitions, and anecdotes) contain misinterpreted statements. Details, supportive information, and evidence lack development.	The details, supportive information, and evidence (statistics, facts, examples, expert testimony, analogies, definitions, and anecdotes) are limited and contain misinterpreted statements about the topic. Some details are provided; however, it lacks development.
Conclusion	The essay ends with a strong and effective conclusion. The writer leaves the reader with a strong stance on the issue and a call to action.	The essay ends with an effective conclusion. The writer leaves the reader with a stance on the issue and a call to action.	The essay ends with a restatement of ideas.	There is little evidence of a conclusion. The reader is left hanging with no sense of closure or call to action.
Mechanics (Format, Works Cited, Grammar, and Spelling)	The formatting of quotes, paraphrased information, and source information adheres to the proper formatting guidelines. The writer makes no errors in grammar that distract the reader from the content.	There are minor formatting (quoted and paraphrased material and source information) errors. Overall, the persuasive writing adheres to the formatting guidelines. The writer makes 1-2 errors in grammar or spelling that distract the reader from the content.	There are several formatting errors (issues with quoted and paraphrased material and source information). The writer makes 3-4 errors in grammar or spelling that distract the reader from the content.	An attempt at formatting is made, but it does not follow the proper guidelines. The writer makes more than 4 errors in grammar or spelling that distract the reader from the content.