

Group Members: _____

Date: _____

Persuasive Writing: Letter to the Principal Rubric

Category	4 - Above Standards	3 - Meets Standards	2 - Approaching Standards	1 - Below Standards	Score
Focus or Thesis Statement	The thesis statement names the topic of the essay and outlines the main points to be discussed.	The thesis statement names the topic of the essay.	The thesis statement outlines some or all of the main points to be discussed but does not name the topic.	The thesis statement does not name the topic AND does not preview what will be discussed.	
Attention to Audience	Demonstrates a clear understanding of the potential reader and uses appropriate vocabulary and arguments.	Demonstrates a general understanding of the potential reader and uses vocabulary and arguments appropriate for that audience.	Demonstrates some understanding of the potential reader and uses arguments appropriate for that audience.	It is not clear who the author is writing for.	
Attention to Audience	Clearly anticipates reader's questions and provides thorough answers appropriate for that audience.	Clearly anticipates reader's questions and provides thorough answers appropriate for that audience.	Clearly anticipates reader's questions and provides thorough answers appropriate for that audience.	Clearly anticipates reader's questions and provides thorough answers appropriate for that audience.	

continued

Persuasive Writing: Letter to the Principal Rubric (continued)

Factual Support	All of the evidence and examples are specific, relevant and explanations are given that show how each piece of evidence supports the author's position.	Most of the evidence and examples are specific, relevant and explanations are given that show how each piece of evidence supports the author's position.	At least one of the pieces of evidence and examples is relevant and has an explanation that shows how that piece of evidence supports the author's position.	Evidence and examples are NOT relevant AND/OR are not explained.	
Strong Word Choice	The letter has strong word choice that is appropriate for the audience.	The letter has somewhat strong word choice, but it is also weak, rambling or inappropriate for the audience.	The author uses imprecise words with no clear connection to the topic.	The word choice is not interesting, is weak AND is not relevant to the topic.	
Ethos	The author's stance shows strong authority on the topic and s/he effectively demonstrates his/her credibility.	The author's stance is somewhat authoritative and demonstrates some credibility.	The author's stance is not authoritative and demonstrates little credibility.	The shows no evidence of his/her authority on the topic AND makes no attempt to demonstrate credibility.	

continued

Persuasive Writing: Letter to the Principal Rubric (continued)

Grammar & Spelling	Author makes no errors in grammar or spelling that distract the reader from the content.	Author makes 1-2 errors in grammar or spelling that distract the reader from the content.	Author makes 3-4 errors in grammar or spelling that distract the reader from the content.	Author makes more than 4 errors in grammar or spelling that distract the reader from the content.	
Capitalization & Punctuation	Author makes no errors in capitalization or punctuation, so the essay is exceptionally easy to read.	Author makes 1-2 errors in capitalization or punctuation, but the essay is still easy to read.	Author makes a few errors in capitalization and/or punctuation that catch the reader's attention and interrupt the flow.	Author makes several errors in capitalization and/or punctuation that catch the reader's attention and interrupt the flow.	