

Rubric for the Argument Essay

	Elementary (70%) 7	Developing (80%) 8	On Target (90%) 9	Advanced (100%) 10
ORGANIZATION	<i>Basic structure: Intro with claim Body with evidence Conclusion</i>	Multiple body paragraphs	Employs any of the following: Intro with hook Strategic presentation of reasons Conclusion to motivate reader	CAREFUL organization of MULTIPLE STRATEGIES to influence reader
CONTENT	<i>Discusses reasons Provides evidence Connects ideas</i>	Uses variety of transitions Cites multiple evidence sources Presents counterclaim	Uses precise transitions Cites abundance of evidence Argues against counterclaim Uses topic-specific vocabulary	Sense of larger significance: WHY SHOULD WE CARE? Shares COMPELLING evidence Weighs claim vs. counterclaim
CRAFT	<i>Formal tone</i>	Expressive Voice Appeal to emotion or logic	Engages reader with persuasive techniques	SOPHISTICATED expressive voice and tone
CONVENTIONS	<i>Errors interfere with comprehension</i>	Pattern of careless errors: Run-ons or fragments, spelling, vague word choice, capitalization, basic punctuation	Use of technical vocabulary; Use of sophisticated punctuation	Virtually ERROR-FREE

Totals _____

Name _____ Period _____

Essay Grade _____

ARGUMENT ESSAY REVISION: WORKING CHECKLIST**Introduction: CONVINCING YOUR READER TO CARE**

- Hook the reader**
 - Use an *emotional appeal*: make your reader feel something about your side of the argument
 - Use a *logical appeal*: help your reader understand why your side of the argument makes sense
- Clearly state your position**
- Convey to reader why he/she should care about this issue**
 - Create a *sense of urgency* – this is a problem that must be dealt with now
 - Help your reader understand *why this problem matters* to everyone

Body: PROVIDE AN ABUNDANCE OF EVIDENCE and STRATEGICALLY USE ARGUMENT TECHNIQUES

- Use an *abundance of evidence* to strengthen your position**
 - Provide multiple reasons
 - Provide one or more citations for each reason
 - Cite sources within the text—“according to _____, in _____”—or parenthetically (author’s last name, title)
- Strategize the order in which you will present reasons and evidence**
 - Build from weakest to strongest?
 - Start strong, provide weaker points, finish strongest?
- Strategize the approach(es) for presenting your argument**
 - Point/counterpoint*: attack the other side by arguing against their main points one at a time
 - Repeat* a well-crafted statement or phrase (slogan?) that continually reminds your reader of your position
 - Ask rhetorical questions*: (“isn’t it clear...” “wouldn’t you agree...”) to make your position seem like the obvious choice

Conclusion: MOTIVATE YOUR READER TO ACT

- Sum up your argument’s main points**
- Motivate the reader**
 - What can be done?
 - How can they help?

Craft: BE SOPHISTICATED

- Be formal in tone**
- Be expressive about your position: make it clear how you FEEL**
- Engage your reader: ask questions and speak to them**
- Review the overall strategy in your argument**
- Come up with an *interesting and clever title***

Conventions: PRESENT YOUR BEST WRITING

- Proof read**
 - Avoid run-ons
 - Avoid fragments
 - Avoid careless and “spell-check” errors
 - Use commas correctly
 - Try using semicolons, colons, dashes, and parentheses
- Edit for effective and descriptive word choices**
- Include *technical language* specific to your subject**
- Consider *peer editing***