

	4: Excellent: A	3: Average: B	2: Below Average: C	1: Unacceptable: D/F
Persuasive Techniques	Uses a variety of persuasive techniques; at least three different techniques are evident.	Uses a couple of persuasive techniques; two different techniques are evident.	Attempts to use a persuasive techniques; one technique is evident.	No persuasive techniques evident.
Transitions	The paper moves smoothly from one idea to the next. The paper uses transition words to show relationships between ideas. The paper uses a variety of sentence structures and transitions. Five or more transitional phrases.	The paper moves from one idea to the next, but there is little variety. The paper uses comparison and contrast transition words to show relationships between ideas. Three or four transitional phrases.	Some transitions work well; but connections between other ideas are fuzzy. One or two transitional phrases.	The transitions between ideas are unclear or nonexistent. No transitional phrases used.
Organization	The paper is organized clearly. The claim is clear, the reasons are stated in the introduction, and each reason is supported with a paragraph.	The paper is organized fairly clearly. The claim is clear, some of the reasons are stated in the introduction, and most reasons are supported with a paragraph.	The paper has some problems with organization. The claim might not be clear, only a few of the reasons are stated in the introduction, and a few reasons are supported with a paragraph.	The paper is extremely unorganized. The claim is not clear. None (or one) reason is mentioned in the introduction. Several (or all) of the reasons lack supporting paragraphs.
Conventions: Grammar & Spelling	Writer makes no errors in grammar or spelling that distract the reader from the content.	Writer makes 1-2 errors in grammar or spelling that distract the reader from the content.	Writer makes 3-4 errors in grammar or spelling that distract the reader from the content.	Writer makes more than 4 errors in grammar or spelling that distract the reader from the content.