

Persuasive Essay Standards

Required elements	0 – 2 points	3 – 4 points	4 – 5 points	Points possible	Points earned
A hook or an attention grabber	You didn't use a hook or an attention grabber! You're <i>boring</i> your reader.	Your opening sentence is good, but it fails to create interest. (If you're not interested in your topic...will your reader be interested?)	Your opening sentence grabs the reader's attention. (You got 'em!) Your reader is immediately <i>drawn into</i> your essay.	5	
A stated opinion	You didn't state your opinion! You need to <i>state</i> your opinion.	Your opinion may be stated, but it's not stated in your first paragraph.	Your opinion is stated clearly in your first paragraph. Your reader <i>understands</i> your opinion.	5	
A topic sentence	You didn't include a topic sentence! You need to <i>prepare</i> your reader.	Your topic sentence doesn't connect to the rest of your essay.	Your topic sentence is <i>clear</i> and it connects to the rest of your essay.	5	
Concrete details	You didn't include any concrete details! You need to provide <i>evidence</i> .	Your concrete details don't support your argument.	Your concrete details support your argument and <i>enhance</i> your essay.	5	
Commentary	You didn't include any commentary! You need to <i>explain</i> your argument.	Your commentary doesn't support your argument.	Your commentary supports your argument and you kept your reader <i>interested</i> .	5	
A review of the main points	You didn't review your main points! What <i>are</i> your main points?	You reviewed some (but not all) of your main points.	You reviewed every main point and you explained everything <i>completely</i> .	5	
A strong conclusion	Your conclusion is weak! (You simply restated your first paragraph.)	Your conclusion is good, but not connected to your main points.	Your conclusion is strong and your reader is able to make <i>connections</i> .	5	
Mechanics, grammar, and fluency	You need to <i>proofread</i> your essay...then ask somebody to read it.	Your essay contains a few distracting errors.	Your essay is without grammatical, punctuation, and spelling errors.	5	
Organization	You didn't organize your thoughts...so you didn't organize your writing! <i>Think</i> first...then <i>write</i> .	Your essay isn't confusing, but your paragraphs are out of order.	Your introduction, body paragraphs, and conclusion are all <i>well organized</i> .	5	
Ideas and content	You didn't make any sense! Good ideas yield good writing.	Your essay makes sense, but may also confuse your reader.	Your essay makes sense and your reader <i>will learn</i> a lot.	5	
Total				50	