Persuasive Essay Rubric

	Insufficient	**Basic**	**Proficient**	**Outstanding**
Structure	Paragraphs lack focus and clear topic sentences. Poor organization and paragraph structure.	The initial paragraph clearly states the thesis and overview of main supporting arguments. Each body paragraph clearly details one supporting argument and provides at least two types of general information for that argument (examples, data, etc.) There is a lack of specificity or clear organization.	The initial paragraph clearly states the thesis and overview of main supporting arguments. Each body paragraph clearly details one supporting argument and provides at least two types of specific information for that argument (examples, data, etc.)	The initial paragraph clearly states the thesis and overview of main supporting arguments. Each body paragraph clearly details one supporting argument and provides at least three types of specific information for that argument (examples, data, etc.)
Support	Support is overly general, irrelevant, or otherwise not convincing. Multiple logical fallacies. Counterarguments are not sufficiently acknowledged and addressed.	Support is sometimes too general, but is relevant. There is at least one logical fallacy. Counterarguments are not sufficiently acknowledged and addressed. No citations provided.	Support is specific, logical, relevant, and convincing. There are no logical fallacies. Counterarguments are acknowledged and addressed. A reference list includes at least two citations in APA format. In-text citations are complete and in correct APA format.	Support is specific, logical, relevant, and convincing. There are no logical fallacies. Counterarguments are acknowledged and addressed. A reference list includes at least three citations in APA format. In-text citations are complete and in correct APA format.
Language	More than five errors with some global errors. Poor use of transitions and logical connectors.	Up to five local errors, but no global errors.* Some good use of transitions and logical connectors, but there are some missed opportunities to improve coherence and cohesion.	Grammar and usage are correct. Spelling, capitalization, and punctuation are mostly correct. No more than two typos or local errors. Excellent use of transitions and logical connectors adds coherence and cohesion.	Grammar and usage are correct. Spelling, capitalization, and punctuation are correct. No typos or other errors. Excellent use of transitions and logical connectors adds coherence and cohesion.**

*Local errors do not confuse meaning. Global errors result in changing the intended meaning or creating a confusing sentence.
**Coherence refers to connections between big ideas. Cohesion refers to connections of ideas between sentences.