

# Writing Assessment and Evaluation Rubrics

Name ..... Class ..... Date .....

## Above-average Writing Model

### Writing Process in Action: Persuasive Writing (Unit 6, pages 312–315)

**Assignment:** For a monthly newsletter called *Student Voices*, write a two-paragraph editorial that exposes a problem or injustice and encourages readers to take corrective action.

#### Just Say No

What do fast-food restaurants, automobile manufacturers, and athletic shoe companies have in common? Soon they all might be advertising not just in the streets and on TV but right in your classroom or the classroom of your kids. More and more schools are letting in advertisers because school budgets are being cut, administrators need to make ends meet, and companies see students as giant dollar signs. The advertising that companies try to feed students can be obvious, such as a sign in the hallway or a free book jacket covered with a soft-drink company's logo. But advertising also can be subtle, such as when an athletic shoe company pays to install a new scoreboard in the basketball gym or an automobile company sponsors a video about the benefits of cars.

According to Principal Marshall, our school district is approached all the time with proposals for corporate sponsorship of one event or another. So far the district has said no. But the school board elections are coming up, and several candidates have said they don't have a problem with allowing advertising in our schools. But I do. I think it's insulting that a corporation could buy its way into our classrooms. Our school should be a place where students can really learn, not someplace where advertisers can manipulate students. If you don't want your school cluttered with invasive ads for junk food and athletic shoes, come to the open community meeting this Thursday at 7 P.M. and make sure our new school board candidates hear your voice on this important issue. Hope to see you there!

**Summary:** *This piece presents a persuasive argument against advertising in the schools through the use of strong rhetoric and sound logical reasoning. The editorial briefly addresses opposing arguments and uses direct, forceful language to support its own central claim. The conclusion leaves readers with a convincing argument and a clear call to action.*

*This piece would probably receive a 4 if evaluated by the holistic scoring method. It might receive a 97 if evaluated by the analytic scoring method—34 points for Focus/Organization, 33 points for Elaboration/Support/Style, and 30 points for Grammar, Usage, and Mechanics.*

*Opening presents a school-related problem.*

*Includes specific, relevant examples*

*States the central claim in words that have strong connotations*

*Urges readers to take a specific action*