

# Writing Assessment and Evaluation Rubrics

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

## 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.

#### No Advertising in Schools

According to Principal Marshall we get approached all the time by big name companies that want to sponsor things in our schools. So far they've said no, and I think that's great. But soon the school boards elections are coming up and some people running don't think advertising in the school is a bad thing. Lots of schools do it because they need the money. The buget is cut we've got to make up the money somewhere.

I think that this is wrong. School is a place where you go to learn not buy stuff. I think it's an insult to try to make them buy things instead of just learn things. Students are not just customers. Plus, they lie and say things like fast food is good for you or these athletic shoes make you play better sports. There just not true and we're not supposed to be learning lies in school, are we? If you agree with me, come to a community meeting.

*Opening identifies a problem but lacks direct, powerful language and specific examples.*

*Some potentially powerful arguments, but grammatical errors make the arguments confusing*

*Call to action is not clearly stated.*

**Summary:** *This piece attempts to use logical reasoning and to address opposing arguments, but the editorial's central claim is not clearly stated and the writing lacks adequate supporting evidence. Also, the word choices used within the argument are not particularly powerful or specific. The writing could be improved by revising it to include a more directly stated central claim, by using specific language with connotations that support the writer's argument, by adding relevant examples and other evidence, and by elaborating on the call to action.*

*This piece would probably receive a 2 if evaluated by the holistic scoring method. It might receive a 77 if evaluated by the analytic scoring method—28 points for Focus/Organization, 25 points for Elaboration/Support/Style, and 24 points for Grammar, Usage, and Mechanics.*