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

Below-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.

My Editorial

I think that its bad to have ads in school because there just wrong. There's too much ads anyway in the world on tv and on billboards and we should get the chance to go to school without them. Some schools like my cousins have tvs in them now and they learn from watching tv programs. Some of them are made by big companys that just want you to buy stuff.

I don't like to watch tv really at home even and I sure don't think we need to have it at school. It gives me a headache and makes me want to sleep. Most of the ads are so dumb and repeat all the time, they just ruin the 1 or 2 shows I like anyway.

Title is generic and ineffective.

Opening presents opinion but contains grammatical errors, vague statements, and circular reasoning.

Conclusion includes irrelevant ideas and lacks a call to action.

Summary: *This piece attempts to respond to the prompt by including the writer's opinion about advertising in school, but the editorial lacks a clear argument, central claim, and purpose for writing. Also, the piece presents irrelevant statements and doesn't provide any supporting examples or a call to action. The writing could be improved by revising it to add specific, relevant evidence presented in a logical order and by stating a clear central claim and call to action. The writing also could be improved by paying greater attention to persuasive language and by eliminating errors in spelling and grammar.*

This piece would probably receive a 1 if evaluated by the holistic scoring method. It might receive a 63 if evaluated by the analytic scoring method—21 points for Focus/Organization, 22 points for Elaboration/Support/Style, and 20 points for Grammar, Usage, and Mechanics.

Persuasive Writing