

### Understand the Scoring Criteria for The Persuasive Essay

CRITERIA		SCORE
<b>CONTENT</b>	The writer identifies the subject/proposal of the essay	
	The thesis statement includes the claim and purpose of the essay and targets a specific audience appropriately.	
	The writer utilizes reason and emotion to persuade the reader; including sufficient supporting facts, opinions and/or examples.	
	The writer acknowledges the opponent's viewpoint and uses a counterargument.	
<b>ORGANIZATION</b>	The essay starts with an interesting beginning, or hook. (i.e. anecdote, analogy, statistic, research, question, etc.)	
	Each paragraph of the paper has a topic sentence and supporting detail sentences that connect to each other in a logical order using appropriate transition words to indicate cause-and-effect, compare and contrast, opposing viewpoints, etc.	
	The writer concludes with a detailed summary linked to the purpose of the composition, and restates the thesis.	
<b>LANGUAGE USE</b>	The writer uses conditional statements and questions using if and auxiliary verbs would, will, might, must, can, could, should. (Ex: if you do this, you will...)	
	The writer uses a variety of sentence structures.	
	The writing has been edited for grammar, capitalization, punctuation, and indentation.	