

## IDEA AND CONTENT DEVELOPMENT/PERSUASION RUBRIC

<p><b>1 - As yet, the paper has no clear sense of purpose. To extract meaning from the text, the reader must make inferences based on sketchy details. More than one of the following problems is likely to be evident:</b></p>	<p><b>3 - The paper is clear and focused. The topic shows promise, even though development is still limited, sketchy, or general.</b></p>	<p><b>5 - This paper is clear, focused, and interesting. It holds the reader's attention. Relevant anecdotes, details and/or evidence enrich the central theme or story line. Ideas are fresh and engaging.</b></p>
<ul style="list-style-type: none"> <li>• The writer may restate the topic but has not yet begun to develop it in a meaningful way. <b><u>[I need to tell and show more]</u></b></li> <li>• Information is very limited or unclear.</li> <li>• The author fails to establish a position and/or develop persuasive view; evidence is not there. <b><u>[I have no evidence shown for my work]</u></b></li> <li>• The text is very repetitious or reads like a collection of random thoughts from which no central theme emerges. <b><u>[I need to work on finding details and connecting them]</u></b></li> <li>• Everything seems as important as everything else; the reader has a hard time sifting out what's critical. <b><u>[I haven't developed my topic at all]</u></b></li> </ul>	<ul style="list-style-type: none"> <li>• The writer seems to be writing from experience and/or knowledge but has some trouble going from general observations to specifics. <b><u>[I use more telling than showing]</u></b></li> <li>• Ideas are reasonably clear and purposeful, even though they may not be explicit, detailed, expanded, or personalized to show in-depth understanding.</li> <li>• The writer is developing the topic. Even though it is fairly easy to see where the writer is headed, more information is needed to "fill in the blanks." <b><u>[I am missing details]</u></b></li> <li>• The writer attempts defense or persuasive stance but the evidence is brief or based solely on personal opinion. <b><u>[I need to provide more evidence from the information given to support my work]</u></b></li> <li>• Support is present but doesn't go far enough yet in expanding, clarifying, or adding new insights. <b><u>[I need to develop the topic more]</u></b></li> </ul>	<ul style="list-style-type: none"> <li>• The writer seems to be writing from experience and/or knowledge showing insight/creativity. <b><u>[I used a balance of showing and telling]</u></b></li> <li>• The writing has balance; main ideas stand out.</li> <li>• Supporting, relevant details give the reader important information that he or she could not personally bring to the text. <b><u>[My details try to paint a picture in the reader's head]</u></b></li> <li>• The writer clarifies/defends/or persuades with precise and relevant evidence; clearly defines and frames issues. <b><u>[My work is clearly supported with evidence from the information given]</u></b></li> <li>• The writer works with and shapes ideas, making connections and sharing insights. <b><u>[I stayed on topic throughout the entire writing]</u></b></li> </ul>