

Name: _____ Date: _____

Cafeteria Waste

Persuasive Blog Rubric

Traits	4	3	2	1
Lead / Hook	The hook is inviting, appropriate to the topic, and establishes the tone for the overall piece.	The hook is inviting or interesting and is fairly well connected to the topic and tone of the piece.	The hook is present but may include a cliché. It is somewhat connected to the topic, but the tone may be slightly off.	The hook is absent or not connected to the audience, topic, or tone.
Thesis	Thesis is clearly stated and shows insightful thinking.	Thesis is clearly stated.	Thesis is stated.	Thesis is vague or not present.
Arguments and support	Three or more excellent arguments are supported by evidence. It is clear that the writer has researched the subject matter before writing the blog.	Three or more arguments are given. However, the arguments are somewhat weak or repetitive, or the supporting evidence is weak. The writing shows a basic understanding of the topic.	Two arguments are made, but the arguments or the support is weak. The writing shows a basic understanding of the topic.	Arguments do not follow the thesis, they are weak, or too few arguments are presented. Arguments are not supported with evidence. The writing shows an overly simplistic or poor understanding of the topic.
Conclusion	The conclusion restates the writer's opinion without being repetitive. The writer includes insightful commentary.	The conclusion and commentary restate the writer's opinion in a manner that is clear and concise.	To conclude the blog, the writer repeats the thesis statement, perhaps with one or two modifications. No additional commentary is included.	The writer ends the piece without any real conclusion.
Appropriate to audience and purpose	Creative or concise word choice clearly establishes a tone and voice appropriate to the audience and enhances deeper meaning.	Word choice is clear and appropriate to the audience. Voice may be present but is not strong.	There is evidence that the writer attempted to choose words appropriate for the audience.	Word choice is limited or is inappropriate for the intended audience.
Grammar, mechanics, and spelling	There are no errors.	A few errors are present but do not weaken the credibility of the piece.	Several errors weaken the credibility of the piece but do not interfere with meaning.	Numerous errors interfere with meaning or credibility.
Responses	Two or more responses are insightful and further the conversation.	Two or more responses are appropriate and informed.	Two basic responses agree or disagree with the writer of the blog.	Responses are not present, too short, off-topic, or inappropriate.