

New Word Persuasive Essay Rubric

Feature	4 Outstanding	3 Good	2 Developing	1 Weak/Missing
Focus	Introduction effectively engages the reader, presents new word, previews case for selection; conclusion sums up argument and effectively reiterates case for word selection.	Introduction attempts to engage the reader, presents the new word, and may preview the case for selection; conclusion sums up argument and restates case for word selection.	Introduction presents the new word, but may or may not preview the case for selection; there is little attempt to engage the reader; conclusion may be weak or missing.	The essay launches into reasons/body paragraphs without introductory material; conclusion may be missing.
Support	Body paragraphs clearly demonstrate and discuss several independent examples of the word's use; demonstrate effectively that the word has been used for a reasonable span of time, and explain persuasively why the word is a useful addition to the language.	Body paragraphs demonstrate and discuss some independent examples of the word's use; demonstrate that the word has been used for a reasonable span of time, and attempt to explain why the word is a useful addition to the language.	One of the key persuasive features is missing for the assignment; or one of the key persuasive features is so underdeveloped as to count as missing. Factual errors or misrepresentations may be a factor.	More than one of the key persuasive features is missing for the assignment; or more than one of the key persuasive features is so underdeveloped as to count as missing. Factual errors or misrepresentations may be a factor.
Organization	All or most ideas are clearly and effectively organized and purposeful transitions are used throughout.	Most ideas are clearly and effectively organized and some purposeful transitions are used.	The reader may have to infer reasons for organization at times and few purposeful transitions are used.	Organization is unclear or impedes understanding. There may no evidence of purposeful transitions.
Voice and Conventions	Language is carefully chosen for audience and purpose; essay is well edited with no or almost no errors in spelling, grammar, sentence structure, or usage.	Most language is carefully chosen for audience and purpose; essay is well edited with only a few errors in spelling, grammar, sentence structure, or usage.	There is some evidence that language is chosen for audience and purpose; there may be some distracting errors in spelling, grammar, sentence structure, or usage.	There is little evidence that language is chosen for audience and purpose; there are several distracting errors in spelling, grammar, sentence structure, or usage.