

Sample of a Persuasive Essay Rubric Template
By wrlter.com

Rubric

	Excellent/4 points	Good/3 points	Average/2 points	Poor/1 point
Organization	The introduction captures the reader's attention, includes a clear thesis statement, and summarizes the issue. The essay contains information presented in a logical order and maintains the audience's interest. Besides, the conclusion reveals a personal opinion.	The introduction part includes a clear thesis statement and provides an overview of the issue. The writer presents the information in a logical order but fails to maintain the interest of the audience. The conclusion contains a personal opinion.	The introduction includes the thesis statement. Most information presented in the essay contains a logical order. The composition contains a conclusion that does not reveal a personal opinion.	The essay does not contain a clear introduction, structure, or conclusion.
Format	The essay contains an introduction, supporting and counter-argument paragraphs. The composition comprises sharp and transition sentences.	The essay contains an introduction and supporting and counter-argument paragraphs.	The essay contains an introduction and body paragraphs and a conclusion. However, the paper lacks counter-arguments.	The essay contains an introduction, body paragraphs but lacks a definite conclusion.
Thesis Statement	The essay contains one goal or thesis that firmly and clearly states a personal opinion regarding the topic.	The essay contains a thesis that states a personal opinion and identifies the issue.	The thesis fails to state personal opinion clearly. The thesis makes little reference to the issue.	The personal opinion presented in the thesis is not understandable. The statement shows little or no reference to the issue.
Content	The content states an arguable claim. The essay proposes a solution, course of action, or a new way to deal with an underlying solution.	The content reveals an arguable claim but fails to propose a solution or a new approach to a specific topic.	The content reveals confusing or unclear claims.	The content does not show what the argument or claim is.
Reasons and Support	The content gives precise and accurate claims that support main arguments. The essay reveals logic with facts, statistics, research, and named sources.	The work outlines supporting claims but overlooks essential reasons. The writer fails to include specific evidence.	The paper contains one or two weak claims that fail to support the argument. The evidence appears irrelevant or confusing.	The evidence does not give convincing claims when supporting arguments.
Use of Language	The writer uses striking, natural, varied, and vivid words.	The writer makes routine word choices.	Word choices or usage appears inappropriate.	Writers use the same words throughout the essay.

Grading Scheme:

A+ = 22+ points

A = 20-21 points

A- = 18-19 points

B+ = 16-17 points

B = 14-15 points

B- = 12-13 points

C+ = 10-11 points

C = 9-10 points

C- = 8 points

D = 5-7 points

F = less than 4 points