

PERSUASIVE ESSAY RUBRIC/GRADING

"A" Paper

ORGANIZATION: Essay has an introduction with thesis statement, at least two body paragraphs, and a conclusion. Each body paragraph has a topic sentence. Essay remains focused on the topic. Points are presented in a logical manner with transitions.

IDEAS/DEVELOPMENT: Writer has taken a stand on an issue he or she knows something about. That stand has been presented clearly, backed with evidence and facts, and elaborated on with relevant commentary.

MECHANICS: Writer consistently uses educated English with little or no errors in mechanics.

VOICE: The writer demonstrates conviction with originality

WORD CHOICE/SENTENCE STRUCTURE: Writer uses language at the appropriate level for the assignment and the class. There are a variety of sentence types.

MISCELLANEOUS: Essay has a title. The introduction "hooks the reader." The essay is somewhat interesting to read.

"B" Paper

ORGANIZATION: Essay has an introduction with thesis statement, at least two body paragraphs, and a conclusion. Body paragraphs have a topic sentence and are focused on the issue.

IDEAS/DEVELOPMENT: Writer has taken a stand on an issue he or she knows something about. That stand has been presented clearly, backed with evidence and facts, but lacks some relevant commentary.

MECHANICS: Writer consistently uses educated English with an occasional error.

VOICE: The writer demonstrates conviction with originality

WORD CHOICE/SENTENCE STRUCTURE: Writer uses language at the appropriate level for the assignment and the class. There are a variety of sentence types.

MISCELLANEOUS: Essay has a title. The introduction "hooks the reader."

"C" Paper

ORGANIZATION: Essay has an introduction with thesis statement, at least two body paragraphs, and a conclusion. Body paragraphs have topic sentences and are somewhat focused on the issue.

IDEAS/DEVELOPMENT: Writer has taken a stand on an issue he or she knows something about. That stand has been presented clearly, and backed with evidence and facts. There may be an attempt to elaborate with commentary.

MECHANICS: Writer consistently uses educated English but marred by consistent mechanical errors.

VOICE: The writer tries to demonstrate conviction but does not communicate it effectively.

WORD CHOICE/SENTENCE STRUCTURE: Writer uses language at the appropriate level for the assignment and the class.

"D" Paper

ORGANIZATION: Essay has an introduction with thesis statement, at least two body paragraphs, and a conclusion.

IDEAS/DEVELOPMENT: Writer has taken a stand on an issue he or she knows something about. That stand has been presented clearly, and backed with evidence and facts.

MECHANICS: Writer uses educated English, but errors make the writing very difficult to comprehend.

VOICE: The writer obviously just wanted to finish.

How to Write an Introduction for an Essay: Capture the Reader's Attention

There are several methods to capturing the reader's attention depending on the audience:

- Quotation: One that sums up the essay would be nice
- Definition: Use sparingly. Too many amateur writers use this method.
- Question: Ask a question in the introduction...and answer it in the body.
- Problem: Pose a problem in the introduction...and solve it in the body.
- Statistics: Make sure they're actual statistics and not something you made up on the way to the library.
- Comparison: Take something the reader is unfamiliar with and relate it to something they are familiar with.
- Metaphor/Simile: An even more effective comparison for making the complex seem simple.
- Shocker: Everybody likes surprises. Unfortunately, it's getting harder to shock people.
- Summary: A brief summary piques reader interest.
- Anecdote: A short humorous story relevant to the topic eases the reader into the material.
- Expert opinion: An expert gives you instant credibility with the reader. Make sure the expert is an actual expert and not your Uncle Fred from Topeka

How to Write an Introduction for an Essay: The Thesis Statement

The thesis statement is the most important part of the essay introduction.

- It introduces the topic in a structured manner.
- It appears as the last sentence of the introduction.
- It contains a subject and an opinion.
- In a persuasive essay it must take a stand.