

**Author's Name:** \_\_\_\_\_  
**Eng 4 / Mr. Neff**

### Rubric for Editorial (2017-18)

	<b>Advanced (100%) 20 points</b>	<b>Proficient (80%) 16 points</b>	<b>Developing (60%) 12 points</b>	<b>Limited (0-50%) 0-10 points</b>
<b>Focus (Viewpoint) (20%)</b> Editorial states a clear opinion in organized fashion and issues a call to action through argument based on a variety of evidence.	*Essay contains a <u>clear central argument</u> *Essay <u>supports this argument</u> with connected evidence, <u>effective organization, never straying off-topic</u>	* <u>Argument is evident, but occasionally strays off-topic or contains unrelated details or contains some organizational flaws</u>	* <u>Unclear or unsustained central argument</u> *Some writing <u>off-topic</u> or <u>contains organizational flaws</u>	*Lacks central focus *Writing off-topic *Contains organizational flaws
<b>Content (Evidence) (20%)</b> Editorial uses variety of compelling evidence to support opinion, and cites reliable sources.	*Supports argument with <u>variety of credible and convincing evidence, examples, anecdotes, facts, expert opinions, etc.</u>	*Supports argument with <u>credible and mostly convincing evidence</u> *Writer <u>may rely too heavily on only one type of evidence</u>	*Same as proficient, except <u>some evidence may not support argument</u>	* <u>Minimal credible and convincing evidence</u> which may or may not support argument
<b>Content (Analysis &amp; Persuasion) (20%)</b> Convincingly argues point of view by providing relevant evidence, using valid examples, developing analysis, and countering opposition—all in a clear and organized fashion	*Writer <u>advances his/her argument with insightful and fully developed analysis</u> *Writer <u>addresses and convincingly counters opposition's claim(s)</u>	*Same as Advanced, except <u>some analysis needs further development</u> OR * <u>Writer may fail to counter opposition's claim(s)</u>	* <u>Most analysis needs further development</u>	* <u>Most analysis needs further development AND</u> *Writer <u>fails to counter opposition's claims</u>
<b>Language (Style) (20%)</b> Editorial has a strong voice and hooks the reader through the opening lines, engages the reader through the rest of the piece, and leaves a positive impression with a memorable closing. It uses language, style and tone appropriate to its purpose.	* <u>Opening lines effectively hook reader's attention</u> * <u>Writing sustains reader's interest</u> * <u>Closing presents an effective "call to action"</u> and/or leaves reader with a positive impression * <u>Voice, tone, word choice are consistent, articulate, appropriate, and precise throughout</u>	* <u>EITHER opening or closing would benefit from revision</u> *Language is <u>usually appropriate and precise; minor revisions may be required for word choice</u> *Written voice may occasionally lapse	* <u>BOTH opening and closing</u> would benefit from revision * <u>Language sometimes vague; erroneous or ineffective word choice</u> *Written voice or tone inconsistent	* <u>BOTH opening and closing</u> would benefit from revision * <u>Language vague; frequent erroneous or ineffective word choice</u> *Voice and tone don't create a positive impression of the writer
<b>Language (Conventions) (20%)</b> Editorial features correct grammar, spelling and punctuation. Also includes accurate MLA in-text citation and Works Cited.	*Grammar, syntax, mechanics, spelling, punctuation, and usage all correct per standard English; <u>no errors</u> *In-text citation and Works Cited properly formatted per MLA 8 <sup>th</sup> ed. guidelines: <u>no errors</u>	*Proficient control of grammar, etc. but <u>may contain some minor errors</u> (spelling, punctuation, or usage, etc.) *MLA in-text and/or Works Cited <u>may contain frequent or significant errors</u>	*Developing control of grammar, etc. <u>may contain frequent errors that detract from written voice</u> *MLA in-text and/or Works Cited <u>may contain frequent or significant errors</u>	*Limited control of grammar, etc. <u>may contain significant errors that detract from written voice</u> *MLA in-text and/or Works Cited <u>may contain significant errors or may be missing</u>

Write total word count here (inaccurate number may result in deduction): \_\_\_\_\_

**Total Score = \_\_\_\_\_ of 100 points**  
**Score yourself above** before turning in by circling each score you think your writing earned