

Persuasive Proposal Rubric

Description	Exceeding (5)	Meeting (4)	Approaching (3-2)	Beginning (1-0)
Outline: Completes Parts of a Proposal Outline	All sections of outline are filled in with own well-thought out ideas for the problem, solution, reasons, counter arguments, and conclusion. The essay clearly shows the use of the outline in the writing process.	All sections of outline are filled in with own ideas for the problem, solution, reasons, counter arguments, and conclusion. The essay shows the use of the outline in the writing process.	Most of the sections of the outline are filled in with own ideas. The essay shows some use of the outline in the writing process.	Few of the sections of the outline are filled in with own or others' ideas. The essay shows little or no use of the outline in the writing process
Parts of a Proposal: Contains identification and description of problem, solution, reasons, counter arguments, and conclusion	All parts of a proposal are included in the essay with smooth transitions between the parts.	All parts of a proposal are included in the essay with transitions between the parts.	Most of the parts of a proposal are included in the essay with some attempted transitions between the parts.	Basic parts of a proposal are included in the essay with no transitions between the parts.
Appeals: Uses two of the three appeals (Emotional, Ethical, Logical) in the essay to persuade the audience	Uses more than two of the three appeals, or multiple examples of appeals, with clear and very convincing examples	Uses two of the three appeals with clear and convincing examples	Uses one of the three appeals with examples	Uses one or none of the three appeals with examples that are difficult to identify
Situational Irony and Inversion: Uses situational irony and inversion in the essay to tell a message about society and/or the chosen problem.	Uses both situational irony and inversion in one or more clear examples each in the essay that, when reflected on, very clearly tells a message about society and/or the chosen problem	Uses both situational irony and inversion in at least one clear example each in the essay that, when reflected on, tells a clear message about society and/or the chosen problem	Uses either situational irony or inversion in example(s) in the essay that attempts to tell a message about society and/or the chosen problem	Does not use either situational irony or inversion in examples in the essay and does not attempt to tell a message about society and/or the chosen problem
Conventions: Uses correct spelling and grammar conventions in the essay	Uses correct spelling and grammar conventions with no errors in the essay	Uses mostly correct spelling and grammar conventions with few errors in the essay. The few errors do not distract from the essay's meaning	Uses mostly correct spelling and grammar conventions but with many errors in the essay that may distract from the essay's meaning	Uses little correct spelling and grammar conventions and has very many errors in the essay that distract from the essay's meaning

