

Persuasive Personal Writing: ISU Proposal (10 Proposal/ 10 References)

Scale	Voice	Connections	Persuasiveness	Style/Mechanics	Ref. List/ Quotations
9-10	<ul style="list-style-type: none"> - writer speaks directly to the reader in an engaging and individual voice -writer demonstrates wit and flair in use of language, including figurative language and rhetorical patterns 	<ul style="list-style-type: none"> -connections made between the chosen text, personal interest and experience, and secondary sources are insightful, compelling and coherently presented 	<ul style="list-style-type: none"> -writer states main idea clearly in a personally meaningful way -writer includes detailed and compelling evidence from both personal and secondary sources -writer organizes ideas such that reader is led effortlessly to same conclusion as writer 	<ul style="list-style-type: none"> -writer uses rhythmic and varied sentence structure and length -writer uses creative and appropriate connectives emphasize connections of thought -no major grammatical errors; minor grammatical errors do not interfere with communication -paragraphing reinforces the logical organization 	<ul style="list-style-type: none"> -writer has required number of quotations in proposal -writer has fluidly incorporated quotations into own structure -writer has mastered style guide format for reference lists, parenthetical citation, annotations are thorough but succinct
7-8	<ul style="list-style-type: none"> -writer uses diction and organization to create strong impression of personality -the writing is energetic, using strong verbs, precise nouns, and occasional striking adjectives 	<ul style="list-style-type: none"> -connections made between the chosen text, personal interest and experience, and secondary sources are valid and are generally coherently presented 	<ul style="list-style-type: none"> -writer states main idea clearly -writer includes detailed evidence from both personal and secondary sources -writer organizes ideas such that reader is led to same conclusion as writer 	<ul style="list-style-type: none"> -writer uses varied sentence structure and length -writer uses appropriate connectives to emphasize connections of thought -few major and minor grammatical errors do not interfere with communication -paragraphing fits with logical organization 	<ul style="list-style-type: none"> -writer includes required number of quotations in proposal - writer incorporates quotations into own structure -minor deviations from style guide format for reference lists and parenthetical citation -annotations are sufficiently informative
5-6	<ul style="list-style-type: none"> -the writing is personal and pleasant, but not compelling -the writer reaches toward personal insight, but remains in safe generalities 	<ul style="list-style-type: none"> -several connections are made between the chosen text, personal interest and experience, and secondary sources -connections may be less than completely relevant -connections are humdrum, vague or generalized 	<ul style="list-style-type: none"> -writer has a sense of purpose, but does not clearly communicate it -writer includes evidence from both personal and secondary sources -organization of ideas is too loose to compel the reader 	<ul style="list-style-type: none"> -writer attempts varied sentence structure and length -writer sometimes uses appropriate connectives to signal connections of thought -a few grammatical errors interfere with communication -paragraphing is attempted, but does not always fit with logical organization 	<ul style="list-style-type: none"> -writer has the required number of references , but incorporation is mechanical, forced, or unnatural -some minor omissions in reference list entries -writer seems to be aware of style guide format, but has missed nuances of organization, spacing and punctuation -annotations are present but vague
3-4	<ul style="list-style-type: none"> -the writing is cliched and/or vague -the writer struggles to convey meaning with limited vocabulary 	<ul style="list-style-type: none"> -few connections made between the chosen text, personal interest and experience, and secondary sources -connections are forced, invalid, or illogical 	<ul style="list-style-type: none"> -writer has very little awareness of reader -evidence is minimally present, but completely undeveloped 	<ul style="list-style-type: none"> -sentences are generally grammatically correct, but lack variety in structure and length -connectives are present, but do not fully contribute to organization of thought -errors in grammar, punctuation, paragraphing, and usage often distract the reader 	<ul style="list-style-type: none"> -writer has fewer than required number of quotations -incorporation is mechanical, forced, or unnatural -major omissions from required information in entries -major deviation from style guide spacing, punctuation, or organization format -annotations missing or contain minimal information
1-2	<ul style="list-style-type: none"> -development of the topic is so limited that no point of view is discernible 	<ul style="list-style-type: none"> -writer has misunderstood purpose of assignment 	<ul style="list-style-type: none"> -writer has not defined the purpose of the proposal -evidence is so minimal that no case can be said to be made 	<ul style="list-style-type: none"> -sentences are choppy, incomplete, rambling, or awkward -either overuse or complete lack of connectives make writing incoherent -errors in grammar, punctuation, paragraphing, and usage continually distract the reader 	<ul style="list-style-type: none"> -reference list is missing altogether -proposal lacks formal reference to secondary sources