

Criteria	Excellent (4)	Good (3)	Fair (2)	Needs Improvement (1)
Thesis/Claim	Clear, strong, and persuasive thesis.	Thesis is clear but could be stronger.	Thesis is somewhat unclear or weak.	Thesis is missing or unclear.
Supporting Evidence	Provides strong, convincing evidence with examples.	Provides some evidence; may lack detail.	Evidence is minimal or not convincing.	Little or no evidence; examples missing.
Organization	Ideas flow logically with clear introduction, body, and conclusion.	Mostly logical flow; minor organizational issues.	Some ideas are disorganized; unclear structure.	Ideas are poorly organized; hard to follow.
Persuasive Techniques	Uses a variety of persuasive techniques effectively.	Uses some techniques with moderate effect.	Limited use of techniques; not very effective.	Techniques are missing or ineffective.
Language & Style	Clear, precise, and engaging language; strong voice.	Language is mostly clear; voice is present.	Language is simple or unclear; voice is weak.	Language is confusing or inappropriate; voice is missing.
Grammar & Mechanics	No errors in grammar, spelling, or punctuation.	Few minor errors; do not affect readability.	Several errors; some affect readability.	Many errors; affect understanding.

Scoring:

- 21–24 = Excellent
- 16–20 = Good
- 11–15 = Fair
- 6–10 = Needs Improvement