

Persuasive ASL Rough Draft Content Evaluation (LEA)

Criteria	1	2	3
Opening/Hook	No story or hook	dull story or hook	Great story or interesting hook
Make a Claim/ State an Opinion	No claim	Unclear claim	Clear, controversial claim
Reasons given to support Claim/Opinion	No convincing reasons	There are less than 3 reasons, Unclear, Not right, not logical	3 clear, accurate, logical reasons
Supporting Facts/Details for each Reason	Not enough details, not strong appeal	Less than 3 details, may be weak	3 or more details that support each reason that appeals to logic, emotion, or ethics
Opposing Viewpoints	No opposing viewpoints	One weak, opposing viewpoint	One or more clear, logical opposing viewpoint
Visual Cueing System	No system	Confusing system	Clear system
A Call to Action	No call to action	Weak or confusing call to action	Strong call to action
It Persuades	Not very persuasive	A little persuasive	Very persuasive
Total			

Comments: