6. RUBRIC FOR SCORING AN OPINION ARTICLE FOR A TEEN AUDIENCE

Criteria	LEVEL 5 ADVANCED	LEVEL 4 THOROUGH	LEVEL 3 ACCEPTABLE
Criteria	The writer demonstrates a superior understanding of the task, its purpose and intended audience and demonstrates a highly developed level of control of the structures and features of the article.	The writer demonstrates a thorough understanding of the task, its purpose and intended audience and demonstrates an assured level of control of the structures and features of the article.	The writer demonstrates an acceptable understanding of the task, its purpose and intended audience and demonstrates an acceptable level of control of the structures and features of the article.
Ideas	The writer addresses the guiding question: • exploits the resources provided to develop distinct, complex ideas • analyzes interesting, focused content • provides and elaborates on pertinent information	The writer addresses the guiding question: • integrates the resources provided to develop key ideas • develops clear content • provides and develops important information	The writer addresses the guiding question: • refers to the resources provided for adequate ideas • provides suitable content • refers to general information
Structures/Features of the Article	The writer demonstrates superior control of the structures/features of an opinion article through revision: • provides a compelling headline • opens with an engaging lead • offers smoothly sequenced and tightly focused ideas • culminates with a pertinent closing • uses the requirements of an opinion article in a sophisticated manner	The writer demonstrates firm control of the structures/features of an opinion article through revision: • provides a suitable headline • opens with a strong lead • offers logical, naturally sequenced ideas • culminates with an effective closing • uses the requirements of an opinion article in a thorough manner	The writer demonstrates adequate control of structures/features of an opinion article through revision: • provides a general headline • opens with a general lead • offers undeveloped ideas • finishes with an acceptable closing • uses the requirements of an opinion article in a general manner
Audience and Purpose	The writer addresses a teen audience: • presents a highly developed stance • creates momentum through a confident and animated voice • deliberately applies techniques and devices to enrich the writing • sustains the reader's interest throughout	The writer addresses a teen audience: • develops a focused stance • establishes a consistent pace through an engaging and sincere voice • effectively uses techniques and devices to develop the writing • engages the reader's interest	The writer addresses a teen audience: • expresses a stance • uses a personable but variable voice that causes the pace to falter • randomly inserts techniques and devices to add on to the writing • holds the reader's interest unevenly

Score	5+	5	4+	4	4-	3+	3	3-
Score	100%	95%	88%	83%	77%	72%	67%	60%

Criteria	LEVEL 2 PARTIAL	LEVEL 1 MINIMAL
Criteria	The writer demonstrates a partial understanding of the task, its purpose and intended audience and demonstrates a limited level of control of the structures/features of the article.	The writer demonstrates a minimal understanding of the task, its purpose and intended audience and demonstrates little or no control of the structures/features of the article.
Ideas	The writer mentions the guiding question: • selects superficial ideas from the resources provided • provides unfocused, vague content • provides unimportant information	The writer reiterates the guiding question: • selects ideas ineffectively and indiscriminately from the resources provided • groups unrelated ideas as content • provides little or no information
Structures/Features of the Article	The writer demonstrates ineffective control of the structures/features of an opinion article and shows little evidence of revision: • provides a topic as headline • opens with a statement • organizes ideas unevenly • inserts an inconclusive closing	The writer demonstrates little or no awareness of the structures/features of an opinion article and writes only one draft: • omits a headline • opens with a bland sentence • offers randomly sequenced ideas • offers no closing
Audience and Purpose	The writer suggests a teen audience: • assumes a vague or undefined stance • creates uncertain or indistinct voice and tone • inserts undeveloped or ineffective techniques or devices • holds the reader's attention sporadically	The writer disregards the teen audience: • falls short of a position or stance • creates flat and unengaged voice and tone • omits techniques and/or devices; lacks direction and a closing • attracts minimal attention from the reader
Score	2+ (55%) 2 (50%) 2- (45%)	1+ (40%) 1 (35%)