RUBRIC

Criteria

Criteria	Missing	Needs Much Improvemen	Needs Some Improvement	Meets Expectations	Exceeds Expectations
Analytical Skills (Analysis Paragraphs) Paragraphs clearly identifies and focuses on ONE form of rhetorical appeal (Ethos) per paragraph. Correctly identifies the use of the rhetorical appeal in the article (IDENTIFY) Cites relevant and sufficient examples from the text, coherently explaining how and why these function as the identified rhetorical appeal (ILLUSTRATE) Analysis successfully ties the chosen					

examples back to the thesis/purpose of the argument. Uses critical analysis skills to evaluate the strengths or weaknesses of the rhetorical appeal in achieving the author's persuasive purpose. (EVALUATE)					
Technical/Writing Skills (Both Summary and Paraphrase Paragraphs) Writes with a clear, concise, and sophisticated style, demonstrating variety in sentence structure and vocabulary Introduces few or no mechanical errors; any error that does exist can be easily fixed and does not					

disrupt the reader's experience Follows the assignment's formatting guidelines Uses correct APA format throughout the assignment					