*The Mark of Zorro* Creative Persuasive Letter Rubric

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|  | 3 | 2 | 1 |
| Ideas & Organization (10) | Effective topic sentences; persuasive ideas; strong evidence; persuasive organization of ideas (10) | Some effective topic sentences; somewhat persuasive ideas; mostly relevant evidence; organization of ideas somewhat persuasive (5) | Ineffective or missing topic sentences; non-persuasive ideas; insufficient or irrelevant evidence; disorganized ideas or no clear purpose for organization (3) |
| Persuasive Appeals (15) | Effective use of appeals (ethos, pathos, logos); acknowledgement of counterarguments and strong rebuttals (15) | Somewhat effective use of appeals (ethos, pathos, logos); acknowledges counterarguments but does not effectively address them. (10) | Ineffective use of appeals (ethos, pathos, logos); fails to acknowledge counterarguments or offer rebuttals. (5) |
| Style (15) | Strong and varied sentence structure; precise diction; clear author voice portraying your chosen character (15) | Somewhat strong and varied sentence structure; reasonable diction; attempts to create a character voice. (10) | Repetitive or simple sentence structure; weak diction; ineffective voice (5) |
| Mechanics (5) | No errors in spelling, punctuation, or grammar; Correct letter format (5) | 2-3 errors in spelling, punctuation, or grammar; correct letter format (3) | 4+ errors in spelling, punctuation, or grammar; lacking elements of a letter (0) |

Total \_\_\_\_\_\_\_\_\_\_\_/45