Assessment Rubric for Effective and Persuasive Communication (Written)

Carolina Core learning outcome: Identify and analyze issues, develop logical and persuasive arguments, and communicate ideas clearly for a variety of audiences and purposes through writing and speaking

#	Learning Outcome	1: Unsatisfactory	2: Satisfactory
2	Reason clearly in writing to inform, persuade, and exchange views.	The document produced: • Is full of errors in grammar, usage, and punctuation. • Is unclear and unorganized. • Does not inform or persuade in a clearly reasoned fashion. • Does not include a clearly articulated and identifiable thesis, position statement, or central idea. • Does not support that thesis, statement, or idea with presented research. • Fails to accommodate its reasoning and style to its target audience. • Does not include a conclusion that sums up its major points or addresses their implications.	The document produced: • Is mostly free from errors in grammar, usage, and punctuation. • Is clear and organized. • Informs or persuades in a clearly reasoned fashion. • Includes a clearly articulated and identifiable thesis, position statement, or central idea. • Supports that thesis, statement, or idea with presented research. • Accommodates its reasoning and style to its target audience. • Includes a conclusion that sums up its major points or addresses their implications.
3	Articulate a critical, informed position on an issue and engage in productive responsible intellectual exchanges that demonstrate the ability to grasp and respond to other positions as well as to set forth their own.	The document produced: • Does not identify a specific issue. • Fails to address the identified issues with a critical, informed position. • Does not acknowledge source materials[*] when appropriate, or fails to do so responsibly. • Fails to address multiple viewpoints on its chosen topic or issue.	The document produced: • Identifies a specific issue. • Addresses the identified issue with a critical, informed position. • Acknowledges source materials when appropriate, or does so responsibly. • Addresses multiple viewpoints on its chosen topic or issue.

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[*] The phrase "source materials" refers to either primary sources or secondary sources.