

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 | 0: Not able to rate | 1: Unsatisfactory | 2. Marginally Satisfactory | 3: Satisfactory |
|---|--|---------------------|---|--|--|
| 2 | Reason clearly in writing to inform, persuade, and exchange views. | | <ul style="list-style-type: none"> Contains frequent errors in grammar, usage, and punctuation that distract and confuse the reader Lacks clarity and organization | <ul style="list-style-type: none"> Many errors in grammar, usage, and punctuation are present but do not impede reader comprehension Shows some effort at organization and structure, if ineffectual at times | <ul style="list-style-type: none"> Is mostly free from errors in grammar, usage, and punctuation. Is clear and organized Informs or persuades in a clearly reasoned fashion |
| | | | <ul style="list-style-type: none"> Lacks an identifiable thesis or position statement. Lacks an identifiable conclusion | <ul style="list-style-type: none"> Includes a thesis or position statement, but may be unclear or vague Offers some support for that statement, but support is thin or incomplete Includes a conclusion, but it does not sum up the document's major points or address their implications | <ul style="list-style-type: none"> Includes a clearly articulated and identifiable thesis, position statement, or central idea Supports that thesis, statement, or idea with presented research Includes a conclusion that sums up its major points or addresses their implications |
| | | | <ul style="list-style-type: none"> Makes no attempt to accommodate its reasoning and style to its target audience | <ul style="list-style-type: none"> Makes an attempt to accommodate its reasoning and style to its target audience, but is not always successful | <ul style="list-style-type: none"> Accommodates its reasoning and style to its target audience |
| 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. | | <ul style="list-style-type: none"> Is unable to clearly identify a specific issue and establish its relevance Does not adopt a critical, informed position Does not acknowledge source materials¹ when appropriate* | <ul style="list-style-type: none"> Makes an attempt to identify a specific issue but supporting arguments are largely absent Attempts but does not fully develop a critical, informed position Acknowledges source materials, but does so inconsistently or incorrectly* | <ul style="list-style-type: none"> Identifies a specific issue Addresses the identified issue with a critical, informed position Acknowledges source materials when appropriate, or does so responsibly* |
| | | | <ul style="list-style-type: none"> Lacks multiple viewpoints on its chosen topic or issue AND/OR Presents viewpoints in a biased fashion | <ul style="list-style-type: none"> Makes some attempt at addressing differing viewpoints, but may be unintentionally biased or include too little information | <ul style="list-style-type: none"> Addresses multiple viewpoints on its chosen topic or issue |

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