

Course ID: ENG101 **Course Name:** Advanced English Composition **Test Name:** Persuasive Essay Writing **Test Type:** Essay

Scoring Criteria (Total: 50 points)

Criteria	Description	Points
Thesis Statement & Introduction	Clearly states the thesis with a strong introduction that engages the reader.	10 points
Argument Development & Supporting Evidence	Presents well-structured arguments with relevant and credible evidence.	15 points
Organization & Coherence	Maintains a logical flow with smooth transitions between ideas and paragraphs.	10 points
Grammar, Syntax & Vocabulary	Demonstrates proper grammar, varied sentence structures, and precise word choice.	10 points
Conclusion & Persuasiveness	Effectively summarizes key points and reinforces the argument convincingly.	5 points

Detailed Rubric

Criteria	5 (Excellent)	3–4 (Proficient)	1–2 (Developing)	0 (Needs Improvement)
Thesis Statement & Introduction (10 pts)	The thesis is clearly stated, well-developed, and compelling. The introduction grabs attention and sets a strong foundation.	The thesis is present but may lack depth or clarity. The introduction is adequate but could be more engaging.	The thesis is weak, unclear, or underdeveloped. The introduction does not effectively set up the argument.	No clear thesis statement. The introduction is missing or fails to establish the argument.
Argument Development & Supporting Evidence (15 pts)	Arguments are logical, well-developed, and fully supported with strong, credible evidence.	Arguments are mostly logical and supported with evidence, but some points need further explanation or stronger sources.	Arguments lack depth, contain weak reasoning, or provide minimal supporting evidence.	Arguments are unclear, illogical, or unsupported. No evidence is provided.

Organization & Coherence (10 pts)	Essay is well-structured with clear paragraphing and logical progression of ideas. Transitions are smooth and natural.	Essay is generally well-organized but may have minor lapses in coherence or transition effectiveness.	Essay has some organizational issues, making it difficult to follow. Transitions are weak or inconsistent.	Essay lacks structure and coherence. Ideas jump randomly, and transitions are missing.
Grammar, Syntax & Vocabulary (10 pts)	Demonstrates strong command of grammar, punctuation, and sentence structure. Vocabulary is sophisticated and precise.	Grammar and sentence structure are mostly correct with occasional errors. Vocabulary is appropriate but could be more varied.	Frequent grammar and sentence structure issues. Vocabulary is basic and repetitive.	Numerous grammar mistakes make comprehension difficult. Vocabulary is too simple or inappropriate.
Conclusion & Persuasiveness (5 pts)	Conclusion effectively summarizes key points and reinforces the thesis with strong persuasive impact.	Conclusion restates the thesis but lacks impact or originality.	Conclusion is weak and does not effectively summarize the argument.	No conclusion or it does not relate to the essay's argument.