

		Language and Style				
	Ideas and Content	Organization	Voice	Word Choice	Sentence Fluency	Conventions
4	<ul style="list-style-type: none"> The writer conveys ideas in a controlled and interesting manner. The focus is clearly stated. Fresh approach to topic holds the reader's attention. Writing shows insight: sense of world, people, and situations. Primary and secondary ideas are developed in proportion to their significance. The writing has a sense of balance. 	<ul style="list-style-type: none"> The writing organization enhances meaning / helps develop the central idea. The introduction is inviting. Each developmental paragraph addresses a specific element of the topic. The conclusion is satisfying (ends at the right spot). The sequence is effective and moves the reader through the paper. Transitions work well. 	<ul style="list-style-type: none"> The personality of the writing is evident. The writer's enthusiasm and interest brings the topic to life. The writing is natural and compelling. The tone is appropriate and consistently controlled. The overall effect is individualistic, expressive, and engaging 	<ul style="list-style-type: none"> Well chosen words convey the intended message in an interesting, precise, and powerful way. Powerful verbs, specific nouns, and descriptive modifiers enhance meaning. Expression is fresh and appealing; original or unusual phrasing adds to meaning; figurative language is effective; and technical terms are effective. 	<ul style="list-style-type: none"> Strong and varied sentence structure conveys meaning and invites expressive reading. The writing has a natural flow and rhythm when read aloud. 	<ul style="list-style-type: none"> Strong grasp of all writing conventions that adds to readability and enhances meaning. Specialized conventions enhance the text.
3	<ul style="list-style-type: none"> The writing presents important information about a specific topic by providing facts or directions, explaining ideas, or defining terms. The focus is clearly stated. Primary and secondary ideas are developed in proportion to their significance. The writing has a sense of balance. 	<ul style="list-style-type: none"> The writing is clearly organized. The introduction is inviting. Each developmental paragraph addresses a specific element of the topic. The closing reminds the reader of the importance of the subject. Transitions work well. 	<ul style="list-style-type: none"> Personality, confidence, and feeling are expressed through the writing. The writer connects to the audience and clearly indicates a purpose for writing. The tone is sincere, pleasant, and appropriate. The writer evokes emotion in the reader. 	<ul style="list-style-type: none"> Well chosen words convey the intended message in an interesting, precise and powerful way. Expression attempts to be fresh and appealing; original or unusual phrasing adds to the meaning; figurative language, if used is effective; vocabulary is striking; technical terms may be overdone. 	<ul style="list-style-type: none"> Some strong and varied sentence structure that conveys meaning and adds to expressive reading. The writing sounds smooth and rhythm when read aloud. 	<ul style="list-style-type: none"> Good grasp of writing conventions. Errors do not interfere with meaning. Specialized conventions generally enhance the text.
2	<ul style="list-style-type: none"> The writing presents important information about a specific topic by providing facts or directions, explaining ideas or defining terms. The focus is unclear. An attempt is made op provide primary and secondary. The writing has a limited sense of balance. 	<ul style="list-style-type: none"> The writing is fairly organized. The introduction is obvious. Each developmental paragraph attempts to address a specific topic. A closing is attempted. Transitions are limited. 	<ul style="list-style-type: none"> Personality, confidence, and feeling weave in and out of the writing. The tone is generally appropriate. The writing evokes little emotion in the reader 	<ul style="list-style-type: none"> Word choice conveys the intended message in a general manner. Expression is limited. Vocabulary is common. Use of technical terms limits effectiveness. 	<ul style="list-style-type: none"> Inconsistent sentence structure hinders meaning and expressiveness. The writing sounds businesslike or mechanical when read aloud. 	<ul style="list-style-type: none"> Basic understanding of writing conventions. Errors interfere with readability of text. Specialized conventions are confusing.
1	<ul style="list-style-type: none"> The writing presents important information about a specific topic by providing facts or directions, explaining ideas, or defining terms. The focus is unclear. Primary and secondary ideas lack a sense of development and balance. 	<ul style="list-style-type: none"> The writing needs more structure. The introduction / conclusion may be attempted. Developmental paragraphs are limited in focus and may be confusing. Transitions are limited / non-existent. 	<ul style="list-style-type: none"> The writing lacks commitment to the topic. Connection to the audience and purpose for writing are unclear. The writing evokes no emotion in the reader. 	<ul style="list-style-type: none"> Word choice limits the clarity of the intended message. Expression is lacking. Vocabulary is limited. 	<ul style="list-style-type: none"> My sentences are all short and choppy. Sentence structure is choppy. Meaning is difficult to discern. Writing lacks fluency when read aloud. 	<ul style="list-style-type: none"> Little grasp of writing conventions. Numerous errors distract and confuse the reader.