

		Language and Style					
		Ideas and Content	Organization	Voice	Word Choice	Sentence Fluency	Conventions
4	<ul style="list-style-type: none"> Focus on topic is clear and definite. Effective and appropriate details create a vivid picture showing knowledge and insight. Fresh (uncommon) approach to topic holds the reader's attention. 	<ul style="list-style-type: none"> Memorable introduction and conclusion are clearly linked (may be explicit or implicit connection) and establish focus. Sequencing of details is effective and logical. Transitions effectively tie the ideas of the paper together. 	<ul style="list-style-type: none"> The writer's personality is expressed; confidence and feelings are apparent. Individual, powerful commitment to the topic is obvious. Connection to audience and purpose is excellent. Writing evokes strong emotion in the reader. 	<ul style="list-style-type: none"> Precise, vivid, natural language creates a clear and complete picture in the reader's mind. Powerful verbs, precise nouns, appropriate adjectives and phrases enhance meaning. Original phrasing and memorable language prompt reflective thoughts and insights. Dialogue, if used, sounds natural. 	<ul style="list-style-type: none"> Sentences contain words that are relevant so the meaning is enhanced. Sentences vary in beginnings, length and structure. Sentences sound smooth and rhythmic when read aloud; they invite expressive reading. 	<ul style="list-style-type: none"> A strong grasp of the standard writing conventions is apparent. Capitalization is accurate. Punctuation is smooth and enhances meaning. Spelling is correct even on more difficult words. Grammar is essentially correct. Word usage is correct. Paragraphing (indenting) enhances the organization of the paper. 	
	<ul style="list-style-type: none"> Focus on topic is clear. Sufficient details create a picture showing some knowledge and insight. Fresh (uncommon) approach adds to the readers understanding. 	<ul style="list-style-type: none"> Effective introduction and conclusion are clearly linked (may be explicit or implicit connection) and establish focus. Sequencing of details is logical. Transitions attempt to tie the ideas of the paper together. 	<ul style="list-style-type: none"> Writer's personality pokes through; confidence and feelings fade in and out. A commitment to the topic is apparent. Connection to audience and purpose is appropriate. The writing evokes some emotion in the reader. 	<ul style="list-style-type: none"> Correct, adequate word choice creates a clear picture in the reader's mind. Lively verbs, specific nouns, and appropriate adjectives and phrases add to the meaning. Some colorful language and unusual phrasing encourage reflection. Dialogue, if used, sounds appropriate. 	<ul style="list-style-type: none"> Sentences contain words that are necessary for the meaning to be clear. Sentences vary in beginnings, length, and structure. Most sentences sound smooth and rhythmic when read aloud. 	<ul style="list-style-type: none"> A strong grasp of the standard writing conventions is apparent. Capitalization is correct. Punctuation is smooth and enhances meaning. Spelling of common words is correct. More difficult words are generally correct. Grammar is essentially correct. Word usage is generally correct. Paragraphing (indenting) works with the organization of the paper. 	
	<ul style="list-style-type: none"> Focus on topic is somewhat defined. Underdeveloped details show little knowledge and are too general to create a picture. Fresh approach to topic is attempted yet lacks support which will aid the reader's understanding. 	<ul style="list-style-type: none"> Introduction and conclusion attempt to establish focus. Sequencing of details is limited. Transitions are limited. 	<ul style="list-style-type: none"> Writer's personality is undefined; writing is cautious. Commitment to topic is limited. Connection to audience and purpose is limited. Writing evokes limited emotion in the reader. 	<ul style="list-style-type: none"> Ordinary word choice attempts to create a picture in the reader's mind. Verbs, nouns, adjectives, and phrases are adequate. Language choice and phrasing lack inspiration. Dialogue, if used, sounds forced. 	<ul style="list-style-type: none"> Sentences contain some unnecessary words; however, meaning is fairly clear. Sentences offer some variety in beginnings, length and structure. Sentences follow a predictable pattern and rhythm when read aloud. 	<ul style="list-style-type: none"> A basic grasp of the standard writing conventions is apparent. Errors in conventions may impair readability. 	
	<ul style="list-style-type: none"> Focus on topic is not clearly defined. Limited or disconnected details show a lack of understanding and sidetrack the reader. Approach is common. 	<ul style="list-style-type: none"> Introduction and/or conclusion lack focus. Sequencing of details is not clear. Transitions are not evident. 	<ul style="list-style-type: none"> Writer's personality is not evident. Commitment to topic is lacking. Connection to audience/ purpose lacking. Writing evokes little emotion in the reader. 	<ul style="list-style-type: none"> Limited vocabulary searches for words to create a picture in the reader's mind. Verb and noun choice is rather general. Adjectives and phrases lack definition. Language choice and phrasing is inappropriate, repetitive or lacks meaning. Dialogue, if used, is limited. 	<ul style="list-style-type: none"> Sentences contain unnecessary words that detract from the meaning. Sentences offer little or no variety in beginnings, length, and structure. Sentences lack rhythm or pattern when read aloud. 	<ul style="list-style-type: none"> A minimal grasp of the standard writing conventions is apparent. Numerous errors in conventions distract and/or confuse the reader. 	
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