

Rhetorical Analysis Rubric (100 Points)

Criteria	A Exceptional 100-90	B Admiral 89-80	C Acceptable 79-70	D Developing 69-60
Introduction	<ul style="list-style-type: none"> Begins introduction with a strong hook. Summarizes the context of the argument. Identify the three appeals used in the article or source. Explicitly or implicitly explains overall evaluation of the article or source. 	<ul style="list-style-type: none"> Begins introduction with a bland hook. Summarizes some context or background information for author's argument. Thesis simply states or implies the overall evaluation of the article or source. 	<ul style="list-style-type: none"> Begins introduction with a cliché' hook. Provides little context or background information for the author's argument. Thesis partially states overall evaluation of the article or source. 	<ul style="list-style-type: none"> Paper does not meet A, B, or C Standards.
Body	<ul style="list-style-type: none"> Explains the significance of the author's subject and its broader context. Explains claim and reasons and the rhetorical appeals: logos, ethos, and pathos. Provides specific examples of rhetorical devices and appeals. Explains and relates specific examples to the evaluation or thesis. 	<ul style="list-style-type: none"> Merely explains the significance of the author's subject and its broader context. Mentions author's claim and reasons. Generally speaks of rhetorical devices and appeals. 	<ul style="list-style-type: none"> Explains the significance of the author's subject or its broader context, but not both. Does not include the author's thesis. Provides specific examples of rhetorical devices or appeals but not both. 	<ul style="list-style-type: none"> Paper does not meet A, B, or C Standards.
Conclusion	<ul style="list-style-type: none"> Restates thesis or overall evaluation. Discusses the meaning and purpose of the article or source. Discusses use of author's evidence. Evaluates strength of the author's case. 	<ul style="list-style-type: none"> Restates thesis or overall evaluation. Discusses the meaning and purpose of the article or source. Evaluates strength of author's case. 	<ul style="list-style-type: none"> Glosses over thesis or overall evaluation. Does not discuss the meaning and purpose of the article or source. Explains the point, significance, or insight gained from the experience. 	<ul style="list-style-type: none"> Paper does not meet A, B, or C Standards.
Style	<ul style="list-style-type: none"> Uses third person point of view. 	<ul style="list-style-type: none"> Uses third person point of view 	<ul style="list-style-type: none"> Uses third person point of view. 	<ul style="list-style-type: none"> Style does not meet A, B,

	<ul style="list-style-type: none"> • Uses precise language that expresses complex ideas clearly. 	<ul style="list-style-type: none"> • Uses language that expresses complex ideas clearly. 	<ul style="list-style-type: none"> • Uses simple language to express complex ideas clearly. 	<p>or C Standards.</p>
Mechanics	<ul style="list-style-type: none"> • Exhibits a sophisticated sentence structure. • Virtually free of grammar, spelling, and punctuation errors. 	<ul style="list-style-type: none"> • Exhibits complex sentence structure. • Virtually free of grammar, spelling, and punctuation errors. 	<ul style="list-style-type: none"> • Exhibits a simple sentence structure. • Virtually free of grammar, spelling, and punctuation errors. 	<ul style="list-style-type: none"> • Use of mechanics does not meet A, B, or C Standards.
APA Format	<ul style="list-style-type: none"> • 3 Page Minimum, Double Space • Title Page, Size 12, Times New Roman Font • APA Heading, Style, and Documentation 	<ul style="list-style-type: none"> • 3 Page Minimum, Double Space • Title Page, Size 12, Times New Roman Font • Mostly exhibits APA Heading, Style, and Documentation 	<ul style="list-style-type: none"> • 2-3Page Minimum, Double Space • Title Page, Size 12, Times New Roman Font • Somewhat exhibits APA Heading, Style, and Documentation 	<ul style="list-style-type: none"> • APA format does not meet A, B, or C Standards.