

Sample

Rubric: *Persuasive Devices* for Year 6-7

Types of Devices

Emotional Appeals, such as, *emotive language, emphatic statements, exaggeration (hyperbole), and manipulated modality*

Evidence, such as, *examples, expert opinions, logical reasoning, and statistics*

Emphasis, such as, *textual formatting (e.g. bold, exclamation mark), alliteration, figurative language, and tricolons*

	A (4 Points)	B (3 Points)	C (2 Points)	D (1 Point)	E (0 Points)
Emotional Appeals	Made 4 (or more) types of emotional appeal	Made 2-3 types of emotional appeal	Made more than 1 emotional appeal, but the appeals were the same type	Included 1 emotional appeal	Made no emotional appeals
Evidence	Used 3 (or more) types of evidence	Used 2 types of evidence	Used evidence more than once, but used the same type of evidence	Used more than 1 piece of evidence	Made no use of evidence
Emphasis	Used 4 (or more) types of emphasis	Used 2-3 types of emphasis	Used emphasis more than once, but used the same type of emphasis	Used more than 1 piece of emphasis	Made no use of emphasis

