

# Rhetorical Analysis Essay Rubric

	Beginning	Developing	Proficiency	Mastery	Score
<b>ELEMENTS OF ANALYSIS</b>					
<b>Rhetorical Analysis</b>  <i>15 points</i>	The writer focuses on own thoughts and beliefs about the topic; neglects the rhetorical elements	The writer identifies some of the rhetorical elements but may misidentify others; attempts to articulate their purpose and effectiveness, but lacks confidence	The writer identifies most of the rhetorical elements and explores their purpose and effectiveness but doesn't touch on all points	The writer thoroughly addresses the rhetorical elements (logos, pathos, ethos, audience, and purpose) and articulates their purpose and effectiveness in regard to the target audience	
<b>Support/Reasoning</b>  <i>15 points</i>	Offers simplistic, undeveloped, or cryptic support for the ideas. Inappropriate or off-topic generalizations, faulty assumptions, errors of fact	Offers somewhat obvious support that may be too broad. Details are too general, not interpreted, irrelevant to thesis, or inappropriately repetitive.	Offers solid but less original reasoning. Assumptions are not always recognized or made explicit. Contains some appropriate details or examples.	Substantial, logical, and concrete development of ideas. Assumptions are made explicit. Details are relevant, original, and convincingly interpreted.	
<b>ELEMENTS OF COMPOSITION</b>					
<b>Structure and Organization</b>  <i>15 points</i>	Work lacks structure; lacks a clear thesis or conclusion, body seems haphazard; transitions are not present	Thesis statement is present but not clear; body lacks a clear direction; supporting evidence loosely tied to thesis	Appropriate thesis and conclusion; body mostly supports the thesis; transitions are awkward at times	Effective thesis; body flows from thesis; conclusion effectively wraps up the essay; transitions guide the reader smoothly through the text.	
<b>Grammar and Mechanics</b>  <i>5 points</i>	Errors so numerous they distract the reader and skew the writer's meaning	Repeated weaknesses in mechanics and usage. Pattern of flaws. Meaning is still clear.	Occasional minor errors do not distract the reader or interfere with meaning.	Essentially free from mechanical, grammatical, punctuation, and spelling errors.	