

Clearly Written

Rubric: *Persuasive Devices* for Year 7

Types of Devices

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

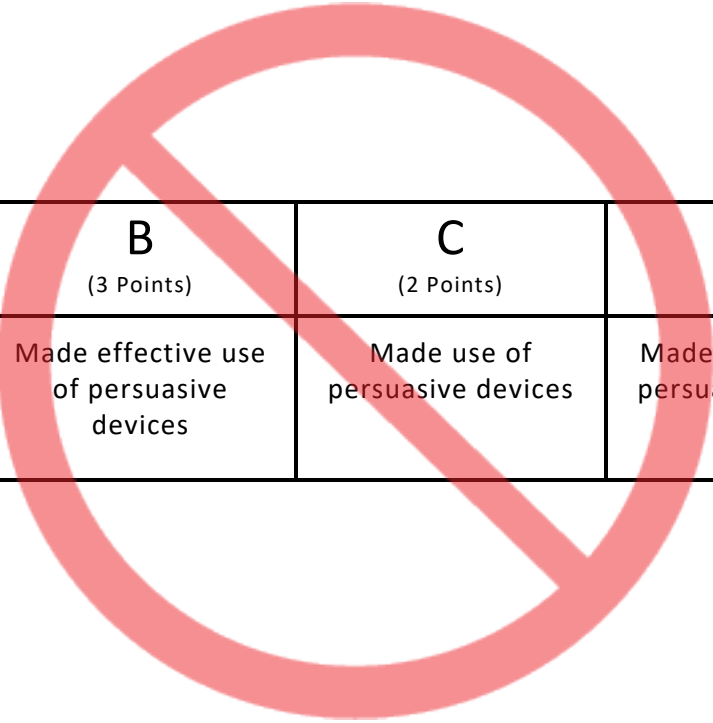
Evidence, such as *examples, expert opinions, logical reasoning, and statistics*

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

Unclear

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	A (4 Points)	B (3 Points)	C (2 Points)	D (1 Point)	E (0 Points)
Persuasive Devices	Made discerning use of persuasive devices	Made effective use of persuasive devices	Made use of persuasive devices	Made some use of persuasive devices	Made no use of persuasive devices