

Holistic Scoring Rubric

Upper Half: Mastery				Lower Half: Lack of Mastery		
	<i>consistent</i>	<i>effective</i>	<i>exceptional</i>	<i>inconsistent</i>	<i>marginal</i>	<i>incompetent</i>
	4	5	6	3	2	1
Purpose	Makes major aims clear, demonstrating the conventions of an appropriate genre	and adopts aims central to the topic, demonstrating control of generic conventions	and engages subtleties and nuances of the topic and the generic conventions	Does not always make clear its major aims nor observe conventions of the implied genre	and confuses the reader about its major aims, perhaps also violating some of the conventions	and persuades the reader that it has neither aims nor understanding of generic considerations
Audience	Reflects consistent awareness of desired impact on audience	and effectively appeals to audience expectations	and involves and engages the audience in the topic	Reflects inconsistent awareness of desired impact on audience	and may occasionally violate audience expectations	and apparently has no awareness of audience impact; alienates audience
Voice	Establishes a voice appropriate to audience and purpose	and effectively maintains control of voice	and may use that voice compellingly	Does not always establish an appropriate voice for audience and purpose	or uses an inappropriate or inconsistent voice	or creates an image of the writer that undermines and jeopardizes credibility or sympathy
Representation	Develops and represents an idea, experience, or text	and further analyzes its significance effectively	and offers notable insight	Does not develop or represent an idea, experience, or text	and may partially misrepresent it	or appears to have misunderstood the idea, experience, or text
Organization	Selects and arranges material to establish a clear focus, providing essential transitions	and supports that focus effectively with purposeful arrangement and purposeful transitions	and may support that focus compellingly through clever but subtle control of arrangement and coherence	Fails to arrange material effectively	and may show a lack of focus	and may confuse readers
Presentation	Controls sentence level features of written language, including grammar, spelling, punctuation, usage	and shows mature command of these features, particularly as regards clarity and precision	and exhibits mastery of these features in an engaging rhetorical style	Loses control of one or more elements of written language at the sentence level	or reveals only rudimentary knowledge of the conventions of standard written English	or fails to acknowledge these conventions

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