

OPED Rubric
 Name:
 Date:
 Class Period:

Element	Advanced (5 each)	On-Target (3 each)	Novice (1 each)
Content (Ideas)	<p>The writer:</p> <p>5A Begins with a compelling and unique lede.</p> <p>5B Provides a debatable claim that makes clear the focus of the op-ed.</p> <p>5C Makes a strong, multi-point argument:</p> <p>5C1 Analyzes each point thoroughly and discusses the connections between and across points.</p> <p>5C2 Provides strong evidence to support each point.</p> <p>5C3 Sources are credible and evidence is presented persuasively.</p> <p>5D Includes multiple counterarguments.</p> <p>5E Effectively refutes the counterarguments.</p> <p>5F Employs a variety of evidence types: factual, anecdotal, statistical, authorities in the field.</p> <p>5G Provides a conclusion that is a call to action for the reader and makes clear what will happen if this issues goes unaddressed.</p>	<p>The writer:</p> <p>3A Begins with a lede.</p> <p>3B Provides a debatable claim that makes clear the focus of the op-ed.</p> <p>3C Makes a strong, multi-point argument:</p> <p>3C1 Analyzes each point thoroughly.</p> <p>3C2 Provides strong evidence to support each point by pulling from credible sources and presenting it persuasively.</p> <p>3D Includes a counterargument.</p> <p>3E Effectively refutes the counterargument.</p> <p>3F Provides a conclusion that is a call to action for the reader.</p>	<p>The writer:</p> <p>1A Skips the lede.</p> <p>1B Makes an initial claim that is not debatable.</p> <p>1C Provides an argument that contains only one or two points.</p> <p>1C1 Does some analysis of points but could delve deeper.</p> <p>1C2 Provides little or inadequate evidence to support point.</p> <p>1C3 Does not make the connection between key points and evidence clear.</p> <p>1C4 Has not used credible sources.</p> <p>1D Did not include a counterargument; or included a counterargument but does not refute it.</p> <p>1E Concludes the op-ed without providing an action plan for the reader.</p>

Topic: How can Social Media Change the World?

**Who are you submitting your OpEd to?
 What are the requirements?**

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Organization	<p>5H The chosen structure consistently reveals the writer’s line of reasoning both in the presentation of the issue.</p> <p>5I The writer includes a lead/hook, claim, three points with evidence and explanations, a counterargument that is refuted, and a conclusion</p> <p>5J Transitions also make clear the line of reasoning and create a logical flow between sentences and paragraphs.</p>	<p>3G The chosen structure usually reveals the line of reasoning for the writer’s stance on the chosen issue.</p> <p>3H The writing contains the lead, claim, and at least two explained points, acknowledges the counterargument, and contains a conclusion.</p> <p>3I Transitions also make clear the line of reasoning and create a logical flow between sentences and paragraphs.</p> <p>3J There are only occasionally misplaced paragraphs or sentences.</p>	<p>1F The chosen structure does not make clear the line of reasoning for the writer’s stance on the chosen issue.</p> <p>1G The arrangement of paragraphs and sentences lacks logic.</p>
Style & Mechanics	<p>5K Voice is persuasive, authoritative, and consistently appropriate for the intended audience.</p> <p>5L The word choice is interesting, reflects the intended audience, and is specific to the chosen topic.</p> <p>5M Sentence structures are varied and complex.</p> <p>5N The essay contains little to no errors in punctuation, capitalization, spelling, or grammar</p>	<p>3K Voice is appropriately persuasive and a good tonal choice for the intended audience.</p> <p>3L The word choice usually reflects the intended audience and is specific to the chosen topic.</p> <p>3M Sentence structure is varied.</p> <p>3N Sentences are properly punctuated in most cases, as well as correct capitalization, spelling, and grammar.</p>	<p>1H Voice is not appropriate for the intended audience; or shifts in tone throughout the op-ed.</p> <p>1I The word choice is simplistic and/or general and is not specific to the topic or intended audience.</p> <p>1J Op-ed employs subject/verb sentence structure with little variety.</p> <p>1K Contains numerous punctuation and mechanical errors that affect meaning and fluidity.</p>

Total out of 42:

Comments: