**Argument Rubric**

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| --- | --- | --- | --- |
| **Name:** |   | **Title:** | Dear Dr. Larson (Strong) |



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| --- | --- |
| 4 | **Ideas** |
| The writing . . .* includes a clear, effective opinion statement.
* provides a variety of reasons to support the opinion statement.
* effectively answers objections.
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| 5 | **Organization** |
| * begins well by capturing the reader’s interest and providing the opinion statement.
* effectively organizes the middle part.
* focuses on one main reason in each middle paragraph.
* ends well by reviewing the reasons and revisiting the opinion statement.
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| 5 | **Voice** |
| * shows that the writer cares about the topic.
* uses an appropriate emotional tone.
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| 4 | **Word Choice** |
| * uses precise nouns and active verbs.
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| 5 | **Sentence Fluency** |
| * uses a variety of sentence lengths and beginnings.
* flows smoothly from one sentence to another.
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| 5 | **Conventions** |
| * uses end punctuation and commas correctly.
* correctly capitalizes first words and proper nouns.
* avoids spelling errors.
* correctly uses words *(there, they’re, their)*.
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**Comments**: Your letter is clear, organized, accurate, and engaging. You get right to the point, which is always good in business writing.

 Perhaps it would have been helpful to include a bit more specific information about your background and training with pets.

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