

Name: _____

Date: _____

Hour: _____

Advice Article Rubric

90–100	<p>The article gives positive advice about middle school using an engaging lead, strong examples of ethos, pathos, and logos, realistic advice, and a thought-provoking conclusion.</p> <p>The article uses a truism plus a lead strategy to engage readers. Ethos shows the credibility of the author and establishes trust with the reader. Pathos causes readers to emotionally connect with the article. Logos gives specific information about the topic. Each rhetorical appeal strongly encourages 5th grade readers to follow the realistic advice in the article. The conclusion uses full circle ending and call to action techniques to leave the reader with something interesting to think about. A visual is included that clearly adds to the purpose of the article. The article is between 300 and 500 words and lacks grammar and mechanical errors to create a smooth, concise reading experience.</p>
80–89	<p>The article gives positive advice about middle school using a lead, examples of ethos, pathos, and logos, and a conclusion.</p> <p>The article uses a truism plus a lead strategy, but it is not highly engaging. Ethos shows the credibility of the author and/or establishes trust with the reader. Pathos encourages readers to emotionally connect with the article. Logos gives information about the topic. Each rhetorical appeal encourages 5th grade readers to follow the realistic advice in the article, but it could be stronger. The conclusion uses full circle ending and call to action techniques, but it does not leave the reader with something interesting to think about. A visual is included that somewhat adds to the purpose of the article. The article is between 300 and 500 words and has a few grammar and mechanical errors, but they do not detract from the content of the article.</p>
70–79	<p>The article attempts to give advice about middle school using a lead, some examples of ethos, pathos, and logos, and a conclusion.</p> <p>The article uses a truism plus a lead strategy, but it is not highly engaging. There is an attempt to include ethos, pathos, and logos, but one rhetorical appeal may be missing. The present rhetorical devices make an attempt to convince a 5th grade reader to follow the advice in the article. The conclusion may include a full circle ending and/or a call to action statement, but it does not leave the reader with something interesting to think about. A visual is included that connects to the topic, but doesn't seem to have an obvious purpose. The article may be less than 300 words or more than 500 words and has many grammar and mechanical errors that distract from the content of the article.</p>
60–69	<p>The essay attempts to give advice about middle school, but lacks a lead, examples of ethos, pathos, and logos or a conclusion.</p> <p>The article does not use a truism plus a lead strategy. The article may or may not include an attempt at using the three rhetorical appeals, ethos, pathos, and logos. The conclusion does not use a full circle ending or a call to action statement. There may or may not be a visual, and it may not connect to the purpose of the article. The article is significantly less than 300 words or significantly more than 500 words and has many grammar and mechanical errors that make understanding the article difficult.</p>