**Rubric for ELA 30A Editorial Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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|  |  | **Fully meeting expectations, with enriched understanding (EU)** | **Fully meeting grade level expectations (FM)** | **Mostly meeting grade level expectations (MM)** | **Not yet meeting grade level expectations (NY)** |
| **Message/**  **Meaning** | **Strong, focused message** | Your message is clearly on a current issue or topic and is engaging and suspenseful. You have clearly tapped into both your own interests and those of your audience. Your message is compelling and relevant. | You independently focus on a current issue or topic that is personally relevant, interesting, and meaningful to both you and your audience. | With help your message is mostly clear and on a current issue or topic. Spend a little more time in the pre-writing stage, developing your message. Consider your own interests and those of your audience. | Even with help you struggle to present a message that is clear and on a current issue or topic. Look to the news or social media for topic ideas. Consider your audience. Always keep your main idea in mind and build onto it. |
| **Organization and Coherence** | **Relevant, logical details to support message, and suited to audience and purpose** | You have shared researched, ethical and logical details to support and enhance your message. Audience and purpose were clearly part of your writing process. You are sure of your chosen perspective and support it fully and engagingly. You have a perfect balance between clarity and economy. | You independently use researched, ethical, logical details to clarify and defend your message, which are suited to your intended audience and purpose and well as your chosen perspective. | With help, you provided some details to support your message. How can you build on your ideas to make your editorial be more substantial? | You are having trouble providing enough details to support your message. Consider your audience and purpose. How can you give substance to your editorial? Spend more time in the pre-writing stage. |
| **Engaging introduction** | You introduced the topic in an informative and highly engaging way. Your audience wanted to read more and they clearly understand the importance of your topic and your intent in writing the editorial. | You introduced the main idea of your editorial in a way that captures attention, defines the issue and identifies and attends to the purpose. | You needed help in deciding how to introduce your topic. Before you begin to construct your writing, think about what you really want to say and how to say it in an interesting and engaging way. | You had some trouble introducing your topic and engaging your audience. What is your message? Who is your audience? How can you hook your audience? |
| **Valid and justifiable conclusion** | Your conclusion powerfully and succinctly encapsulates your message and leaves your listeners with deeper understanding and further questions and thoughts. | Your conclusion logically and coherently sums up and brings closure to your message, leaving the reader with something to think about. | With help, your conclusion mostly sums up and brings closure to your message. How can you end your speech in a way that helps your listeners to understand your message? | You are having trouble summing up your message. Spend more time planning all parts of your message. What ideas do you want to leave your listeners with, in the end? |
| **Logical and appropriate organization** | The body of your message is powerfully logical and coherent. You have considered how best to persuade and defend your position. You clearly organized and reorganized for clarity and effect. | The body of your message is logically and coherently organized in order to persuade and defend. | You need help to organize the body of your message in a logical and coherent way. This work needs to be done in the “before” and “during” stage of writing. | You are having trouble organizing the body of your message in a logical and coherent way. Use your planning tool to help you organize better. How do we structure our editorial in order to persuade and defend? |
| **Style and Language Choices** | **Skillful use of rhetorical devices** | You are able to make skillful use of multiple rhetorical devices in order to achieve an engaging effect that suits the audience and purpose. You can explain why you made the decisions you did as it relates to your message. | You are able to make skillful use of rhetorical devices in your speech in order to achieve a desired effect. | With help, you can make use of rhetorical devices in your speech. Continue to look for ways to use rhetorical devices without sacrificing any aspect of your message. How can they be used with the greatest impact? Which works best when? | You are having trouble using rhetorical devices in your speech. Be sure that you know what rhetorical devices are. Look for examples in speeches by other people. What impact do they have on you as a listener? How could you use them in your message? |

**Feedback:**