

ASSESSMENT OF PERSUASIVE TEXT WRITING

Figure 11.8 Assessment criteria

	Yes	No	Comment
Uses persuasive texts appropriately			
Knows the difference between types of persuasive texts (for example, arguments, discussions and advertisements)			
Understands the purpose of each type of persuasive text			
Identifies the structure of arguments			
Identifies the structure of discussions			
Identifies the structure of advertisements			
Identifies the audience when writing a persuasive text			
Writes well-structured arguments and discussions			
Arguments			
Includes an opening statement of the issue or concern			
Includes a statement of position			
Includes appropriate background information			
Arranges points in order of strength or persuasiveness			
Supports each opinion or proposal with evidence or examples			
Includes a concluding statement that sums up the argument			
Discussions			
Includes an opening statement that identifies the issue or topic to be examined			
Includes appropriate background information			
Includes arguments for and against the issues			
Supports each argument with evidence or examples			
Includes recommendations for action			
Both			
Organises information into paragraphs			
Logically sequences paragraphs into cohesive text			
Identifies fact and opinion			
Uses appropriate language features of arguments and discussions			
Uses emotive words			
Writes in the present tense			
Uses connectives to indicate the sequence of arguments and points			
Uses conjunctions to link reasons and actions or opinions			
Includes appropriate specialised vocabulary			
Includes quotes or reported speech when appropriate to support arguments			
Uses a variety of verbs			
Occasionally uses the passive voice			
Varies sentence beginnings			
Writes topic sentences that indicate the content of the paragraph			
Uses words that introduce another point of view			
Uses appropriate words to conclude or sum up an argument or discussion			
Uses appropriate language features of advertisements			
Uses emotive language			
Uses print features to capture audience's attention (for example, style, size, colour and placement)			
Identifies and uses appropriate visual text			
Uses appropriate strategies to plan and write arguments and discussions			
Identifies issues to be argued or discussed			
Anticipates opposing views or arguments			
Develops appropriate questions to focus research			
Uses a range of resources for research			
Lists arguments and adds evidence to support each			
Organises information in order of importance			
Uses appropriate strategies to plan and write advertisements			
Identifies target audience			
Identifies key information, features or promotional points			
Experiments with use of language to find optimal persuasive techniques			
Experiments with placement of written and visual text			
Experiments with features of visual text (font type, style, size, effects, colour)			