## KEYSTONE PERSUASIVE SCORING GUIDELINES

<table>
<thead>
<tr>
<th>Scoring Domain</th>
<th>Score Point 4</th>
<th>Score Point 3</th>
<th>Score Point 2</th>
<th>Score Point 1</th>
<th>Score Point 0</th>
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<tbody>
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| **Thesis/Focus** | • establishes and sustains a precise claim or position  
   • displays a clear understanding of task, purpose, and audience | • establishes a claim or position  
   • displays an understanding of task, purpose, and audience | • provides an inconsistent claim or position  
   • displays a limited understanding of task, purpose, and audience | • provides vague or indistinct claim or position  
   • displays a minimal understanding of task, purpose, and audience | • provides no evidence of claim or position  
   • displays no understanding of task, purpose, and audience  
   OR  
   • does not respond to prompt |
| **Content** | • provides relevant content and specific and effective supporting details that demonstrate a clear understanding of purpose  
   • uses sophisticated transitional words, phrases, and clauses to link ideas and create cohesion  
   • considers possible counterclaims (alternate or opposing arguments) | • provides relevant content and effective supporting details  
   • uses transitional words, phrases, and clauses to link ideas  
   • acknowledges possible counterclaims (alternate or opposing arguments) | • provides insufficient content and ineffective supporting details  
   • may use simplistic and/or illogical transitional expressions  
   • may not acknowledge possible counterclaims (alternate or opposing arguments) | • provides minimal content  
   • uses few or no transitional expressions to link ideas  
   • does not acknowledge possible counterclaims (alternate or opposing arguments) | • provides little to no content  
   • does not use transitions to link ideas  
   OR  
   • does not respond to prompt |
| **Organization** | • chooses sophisticated organizational strategies appropriate for task, purpose, and audience  
   • presents fair and relevant evidence to support claim or position  
   • includes a clear and well-defined introduction, body, and conclusion that support or reinforce the argument | • chooses appropriate organizational strategies for task, purpose, and audience  
   • presents relevant evidence to support claim or position  
   • includes a clear introduction, body, and conclusion that support the argument | • displays some evidence of organizational strategies  
   • presents insufficient evidence to support claim or position  
   • may not include an introduction, body, and/or conclusion | • displays little evidence of organizational strategies  
   • presents little or no evidence to support claim or position  
   • may not include an identifiable introduction, body, and/or conclusion  
   OR  
   • does not respond to prompt | • displays no evidence of organizational strategies  
   • presents no evidence to support claim or position  
   • does not include an identifiable introduction, body, and/or conclusion  
   OR  
   • does not respond to prompt |
| **Style** | • uses consistently precise language and a wide variety of sentence structures  
   • chooses an effective style and tone, and maintains a consistent point of view | • uses precise language and a variety of sentence structures  
   • chooses an appropriate style, tone, and point of view | • uses imprecise language and a limited variety of sentence structures  
   • may choose an inappropriate style or tone, and may shift point of view | • uses simplistic or repetitious language and sentence structures  
   • demonstrates little or no understanding of tone or point of view  
   OR  
   • does not respond to prompt | • uses repetitious language and simple sentence structures  
   • demonstrates no understanding of style, tone, or point of view  
   OR  
   • does not respond to prompt |