

**ENG 123 Assignment 2, Milestone 1 Guidelines and Rubric**

*5-6 Draft*

**Overview:** Persuasion is a constant in each and every one of our lives. No matter where we look, what we read, what we see, or who we interact with, we are inevitably going to encounter some form of persuasion. Advertisements want us to buy things. Newspapers and television want to convince us of what we should feel about events. We are put into positions where we must defend our thoughts and beliefs to others, and the process we apply is typically some form of persuasion.

Persuasive writing is one of the most powerful forms of writing—it has the ability to influence one’s thoughts, and also the ability to change one’s mind about a particular issue. The persuasive essay is an ideal opportunity to support an opinion on an issue utilizing researched facts and information. This also gives the chance to recognize that there is an opposing viewpoint to a position and to refute the opposing argument, noting that those who hold the opposing viewpoints are the intended audience of the piece.

**Prompt:** For this milestone, you will submit a draft of your persuasive essay. At this point in the course, if you have completed the previous milestone guided activities, the text boxes should be combined and transformed into a draft. This milestone will help you address the critical elements from Sections I–III below, which will ultimately inform your final submission of the persuasive essay. You have until the deadline to work on this draft. Whatever is completed by the deadline will be submitted to your instructor for grading and feedback.

Specifically, the following **critical elements** must be addressed:

**I. Introduction**

This is where readers will have a chance to get an idea of what your essay will be about and what you will prove throughout. Do not give all of your information away here, but give readers a sample of what is to come. Do not forget to review your writing plan to make sure you are hitting all of the points that you planned out, while also stating your argument.

- A. Provides an **overview** of the issue you have selected, briefly describing main points and your argument.
- B. Compose an engaging **thesis** that states the argument that you will prove and support throughout your essay. This statement will give direction to your essay and should be well thought out.

**II. Body**

The body is your opportunity to describe and support your argument in depth. Make sure your thoughts and evidence are clear and organized in a way that is easy for readers to follow and understand.

- A. Be sure that you write multiple paragraphs that are focused, clearly state their **intent**, and move logically from one to the other, building the thesis argument as the essay progresses.
- B. Your **body paragraphs** should support your argument by combining thoughts and ideas with evidence from sources. There is no such thing as a right or wrong argument; the key is how it is supported and the quality of the evidence used.

- C. Address and refute any **opposing viewpoints** to your argument. This is your chance to discredit any opposing views, thus strengthening your own.

### III. Conclusion

Think of the conclusion as a review of your argument. Use this section to restate your argument and remind readers of your supporting evidence. Think of this as your last chance to persuade readers to agree with you.

- A. **Review** your argument. This section should consist of a review of your main points employed to support your argument. Think of this as your last chance to prove your point or your closing arguments.
- B. Your conclusion should articulate **insights** about your argument established through your essay. This should follow logically from your essay, referring to key points or quotes used to support your argument.

### Rubric

**Guidelines for Submission:** This milestone will be completed through the interactive activity provided in your MindEdge eLearning materials and then submitted through Blackboard.

Critical Elements	Proficient (100%)	Needs Improvement (75%)	Not Evident (0%)	Value
<b>Introduction: Overview</b>	Provides an overview of the issue being analyzed and briefly describes main points of argument	Provides an overview of the issue being analyzed and briefly describes main points of argument but contains issues regarding accuracy	Does not provide an overview of the issue being analyzed	10
<b>Introduction: Thesis</b>	Composes a thesis that states the argument that will be supported and proven throughout the essay	Composes a thesis but contains issues related to clarity or relevancy	Does not compose a thesis	10
<b>Body: Intent</b>	Writes multiple paragraphs that are focused, clearly state their intent, and build the thesis argument	Writes multiple paragraphs but writing does not build the thesis argument	Does not write multiple paragraphs	10
<b>Body: Body Paragraphs</b>	Body paragraphs communicate argument by combining thoughts and ideas with evidence	Body paragraphs communicate argument but do not combine thoughts and ideas with evidence	Does not communicate argument through body paragraphs	30
<b>Body: Opposing Viewpoints</b>	Addresses and refutes opposing viewpoints in a way that strengthens the argument	Addresses and refutes opposing viewpoints but not in a way that strengthens the argument	Does not address or refute opposing viewpoints	10
<b>Conclusion: Review</b>	Reviews claim and summarizes key supporting points of essay	Reviews claim and summarizes key supporting points but contains issues regarding alignment to the intent of the thesis	Does not review claim	10

<b>Conclusion: Insights</b>	Articulates insights about argument established through the analysis, following argument logically, referring to key points or quotes used to support argument	Articulates insights about argument established through the essay, but does not follow argument logically or does not refer to key points or quotes used to support claim	Does not articulate insights about argument	10
<b>Articulation of Response</b>	Submission has no major errors related to citations, grammar, spelling, syntax, or organization	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	10
<b>Earned Total</b>				<b>100%</b>