

Rhetorical Analysis Essay Rubric

| Criteria | Excellent (5) | Proficient (4) | Competent (3) | Limited (2) | Inadequate (1) |
|----------------------------------|-----------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|
| Thesis & Introduction | Clear, focused thesis that sets the stage for the analysis. Engaging and relevant introduction. | Clear thesis with an effective introduction. | Thesis is present but could be more specific. Introduction is somewhat engaging. | Vague or weak thesis. Introduction lacks focus. | Thesis and introduction are missing or unclear. |
| Rhetorical Strategies | Thorough analysis of ethos, logos, and pathos. Identifies and explains numerous relevant rhetorical devices and techniques. | Strong analysis of ethos, logos, and pathos. Identifies and explains several rhetorical devices and techniques. | Adequate analysis of ethos, logos, and pathos. Identifies and explains a few rhetorical devices and techniques. | Limited analysis of ethos, logos, and pathos. Identifies and explains a couple of rhetorical devices and techniques. | Minimal or no analysis of ethos, logos, and pathos. Few or no rhetorical devices discussed. |

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|-------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|-------------------------------------------------------|
| Style & Tone | Skillful analysis of the author's style and tone. Demonstrates a deep understanding of how these elements contribute to the message. | Strong analysis of style and tone, with a clear understanding of their impact. | Adequate analysis of style and tone, but may lack some depth. | Limited analysis of style and tone, with minimal depth of understanding. | Minimal or no analysis of style and tone. |
| Structure & Organization | Well-structured essay with clear and effective organization. Transitions are smooth and support the flow of the essay. | Well-structured essay with good organization. Transitions are generally effective. | Adequate structure and organization, but transitions may be somewhat abrupt or unclear. | Structure and organization are somewhat challenging to follow. Transitions disrupt the essay's flow. | Poor structure and organization. Lack of transitions. |
| Appeals to the Audience | Comprehensive analysis of how the author adapts to the audience, including language, references, | Strong analysis of audience adaptation, covering language, | Adequate analysis of audience adaptation but may miss some aspects. | Limited analysis of audience adaptation, missing key elements. | Minimal or no analysis of audience adaptation. |

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|------------------------------------------|-----------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|----------------------------------------------------------|
| | and engagement strategies. | references, and engagement. | | | |
| Counterarguments & Refutation | Thorough discussion of counterarguments, including their acknowledgment and effective refutation. | Strong discussion of counterarguments, with clear acknowledgment and refutation. | Adequate discussion of counterarguments but may lack depth or clarity in acknowledgment and refutation. | Limited discussion of counterarguments with minimal acknowledgment and refutation. | Minimal or no discussion of counterarguments. |
| Conclusion | Effective restatement of thesis and summary of key points. Offers meaningful insights and a lasting impression. | Clear restatement of thesis and summary of key points. Provides some insights and a sense of closure. | Adequate restatement of thesis and summary of key points but lacks depth. | Limited restatement of thesis and summary of key points. Lacks insight and closure. | Minimal or no conclusion. Fails to summarize key points. |