

writing argument qualities

IDEAS

*the writing is **clear** and **focused**:
the reader knows what is important and why
the **claim** is supported well with **credible evidence***

ORGANIZATION

*a strong lead moves the argument forward
the evidence is arranged in a logical order and the elements work together
use of transitional phrases connect evidence strands to one another
and to the central argument
the conclusion draws the evidence together into a cohesive whole*

VOICE

*the voice is appropriate for the audience
a confident, efficient voice holds the reader's attention
& shows a command of the subject*

WORD CHOICE

*original, ear-catching phrases
strong verbs, clear nouns and fewer adverbs and adjectives
meaning is illuminated by vivid, precise words*

SENTENCE STYLE

*smooth, fluent sentence structure works to advance the argument
writer has paid attention to repeating structures and altered them
varied sentence lengths and beginnings of sentences*

CONVENTIONS

*punctuation (of dialogue, colons, semi-colons and possessive nouns) is perfect
intentional risks in conventions allowed if they work in the context of the piece—
although these are rare in argument*

COMMENTS: