

## Rubric Editorial Paper

Criteria	Weak	Average	Strong
<b>Introductory Section</b> (referred to as the editorial's lede)	The lede in this editorial is not pulling in readers or hooking an audience. Does not encourage readers to continue.	Editorial written with a lede, but it needs to draw in readers more and have interesting aspects	Editorial written with an interesting lede that hooks readers
<b>Background Information</b>	No valid background information provided.	Contains little background information about the issue.	Contains sufficient background information about the issue
<b>Stance</b>	Stance is vague and confusing.	Stance is not fully developed. Stance might be clear but not throughout entire editorial or has contradictions. Doesn't fully give closure to readers at the end.	Writer's stance on issue clearly stated in the beginning. Writer addresses stance and gives closure at the end.
<b>Audience</b>	Not clear who the audience is supposed to be. Does not use formal English mechanics.	Confusing as to who is the appropriate audience and has some readability issues with grammatical mistakes.	Written to convince appropriate audience and shows effort to demonstrate knowledge of formal English language and mechanics.
<b>Evidence</b>	Editorial has little to no logical or relevant evidence. No commentary or reasoning is provided to readers.	Editorial has some evidence provided, but not all of it is logical or relevant. Does not fully support use of evidence with thorough reasoning and commentary.	Editorial provides logical evidence to support stance and includes reasoning for the support.