

Expository Writing

Effective

- *Establishes a clear controlling idea
- *Uses clear, complete descriptions and/or explanations to develop the controlling idea
- *Includes specific details and examples
- *Contains an appropriate organizational strategy for the purpose of explanation, description, comparison and contrast, or problem and solution
- *Is multi-paragraph writing
- *Blends personal experience and knowledge to inform the reader about the topic

NOT Effective

- *Copying words or information from the writing topic
- *Listing facts, personal stories, anything not related to topic
- *Ideas not presented in logical order
- *A single paragraph
- *Formulaic writing or repetitive formula that overshadows the information

Persuasive Writing

Effective

- *Clearly establishes an opinion
- *Fully develops an argument with specific details and examples, personal experience or statistics
- *Defends the writer's position with relevant evidence that is appropriate for the audience
- *Includes appeals to logic and/or emotion

NOT Effective

- *Copying words or information from the writing topic
- *Formulaic writing or a repetitive standard five-paragraph essay that repeats the writer's position
- *Listing irrelevant ideas or supporting ideas that are inappropriate for the audience
- *Listing facts that are unrelated to the topic
- *Simply venting about the topic