

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
and 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, semicolons, 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: