**Argument Scoring Guide**

For AP Language / Comp with Mr. Bah

**Introduction:**

* Be clear about why you are addressing this topic, now.
* Be interesting. Remember: People doing things (to other people, or with other people).
* What is your overall Claim / Thesis?
* Know your purpose / Call to action. This may be visible in the persuasive essay, or you may withhold your intent for rhetorical purposes, but you need to be clear in your own thoughts what your desire is.
* Ethos, Logos, Pathos. Consider your balance, your relationship to the audience and topic.

**Body Paragraphs:**

* Provide background: History, conflicts, terms as needed.
* Acknowledge the “other side.”
* Seek “common ground.”
* Use real anecdotes, even emotional ones, but avoid bathos.
* Try giving the “other side” their emotional moment.
* Make your logic clear, easy to follow. Avoid logical errors, fallacies. This is your reasoning. Be reasonable, smart, but also be generous in tone, avoiding snarkiness, arrogance, condescension.
* Provide as much concrete evidence as possible.
* Support evidence with extensive, interesting to read analysis / commentary.
* Have you avoided being further polarizing on this divisive issue?
* Choose an effective tone for your ending: hope, confidence, conciliation, unity, resolution, etc.
* Your ending may be the place to make your call to action clear.