



Civically Engaged Writing Analysis Continuum for Public Writing

Analyzing public writing that focuses on civic issues of significance to the writer, the community or the public.

EMPLOYS A PUBLIC VOICE

Analyzes how the writing employs rhetorical strategies, tone and style to contribute to civic discourse or influence action, and how it establishes a writer's credibility. Public voice is directed beyond one's immediate family and friends.

<p>1. The writing:</p> <ul style="list-style-type: none"> • [Tone/Style/Rhetoric] Employs rhetorical strategies, tone, and style that are ineffective or undermine the purpose of encouraging civic discourse or convincing the intended audience to support the argued position. • [Credibility] Undermines the writer's credibility, losing trust and confidence of the audience, by making highly problematic choices or exhibiting inaccuracies in content or language. 	<p>2. The writing:</p> <ul style="list-style-type: none"> • [Tone/Style/Rhetoric] Employs rhetorical strategies, tone, and style that are somewhat ineffective for the purpose of encouraging civic discourse about the issue or convincing the intended audience to support the argued position. • [Credibility] Limits the writer's credibility hindering trust and confidence of the audience, by making problematic choices about content or language. 	<p>3. The writing:</p> <ul style="list-style-type: none"> • [Tone/Style/Rhetoric] Employs rhetorical strategies, tone, and style that are satisfactory for the purpose of encouraging civic discourse or convincing the intended audience to support the argued position. • [Credibility] Satisfactorily establishes the writer's credibility, gaining trust and confidence of the audience, through choices about content and language. 	<p>4. The writing:</p> <ul style="list-style-type: none"> • [Tone/Style/Rhetoric] Employs rhetorical strategies, tone, and style that are effective for the purpose of encouraging civic discourse or convincing the intended audience to support the argued position. • [Credibility] Effectively establishes the writer's credibility, gaining trust and confidence of the audience, through thoughtful choices about content and language.
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ADVOCATES CIVIC ENGAGEMENT OR ACTION

Analyzes how the writing, as crafted for an intended audience, raises awareness and establishes the public importance of a civic issue. When appropriate, advocates for a desired change or civic action, explaining why the action is reasonable and feasible.

<p>1. The writing:</p> <ul style="list-style-type: none"> • [Public Awareness/Importance] Fails to raise awareness about and establish the public importance of a civic issue in relation to an intended audience. • [Reasonableness/Feasibility] When appropriate, presents a call for a desired change or civic action without articulating why the action is a reasonable or feasible OR presents an unreasonable or infeasible approach for addressing the issue. 	<p>2. The writing:</p> <ul style="list-style-type: none"> • [Public Awareness/Importance] Weakly raises awareness about and weakly establishes the public importance of a civic issue in relation to an intended audience. • [Reasonableness/Feasibility] When appropriate, advocates for a desired change or direct civic action, weakly articulating why the action is a reasonable and feasible approach for addressing the issue. 	<p>3. The writing</p> <ul style="list-style-type: none"> • [Public Awareness/Importance] Satisfactorily raises awareness about and establishes the public importance of a civic issue in relation to an intended audience. • [Reasonableness/Feasibility] When appropriate, advocates for a desired change or direct civic action, satisfactorily articulating why the action is a reasonable and feasible approach for addressing the issue. 	<p>4. The writing:</p> <ul style="list-style-type: none"> • [Public Awareness/Importance] Effectively raises awareness about and establishes the public importance of a civic issue in relation to an intended audience. • [Reasonableness/Feasibility] When appropriate, advocates for a desired change or direct civic action, effectively articulating why the action is a reasonable and feasible approach for addressing the issue.
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ARGUES A POSITION BASED ON REASONING AND EVIDENCE

Analyzes how the writing uses reasoning, interprets and presents evidence, and, when appropriate for purpose and audience, addresses alternate positions or perspectives. Evidence may include personal experience as well as primary and secondary research.

<p>1. The writing:</p> <ul style="list-style-type: none"> • [Reasoning] Uses very limited or flawed reasoning in an attempt to develop and support a position on a civic issue, using a value structure that somewhat informs the position. • [Evidence] Presents very limited or no interpretation of information or facts, so lacks evidence to support the argued position. • [Alternate views] Does not acknowledge OR misunderstands or mischaracterizes alternate perspectives, thus undermining the argued position. 	<p>2. The writing:</p> <ul style="list-style-type: none"> • [Reasoning] Uses limited or uneven reasoning in an attempt to develop and support a position on a civic issue, using a value structure that somewhat informs the position. • [Evidence] Presents a limited interpretation of appropriate evidence, or presents evidence insufficient to support the argued position. • [Alternate views] When appropriate for purpose and audience, acknowledges alternate positions or perspectives but without explanation, thus weakening the argued position. 	<p>3. The writing:</p> <ul style="list-style-type: none"> • [Reasoning] Uses satisfactory and logical reasoning to develop and support a position on a civic issue, using a clear value structure to inform the position. • [Evidence] Satisfactorily interprets and links appropriate and sufficient evidence to support the argued position. • [Alternate views] When appropriate for purpose and audience, briefly discusses and counters alternate positions or perspectives, thus supporting the argued position. 	<p>4. The writing:</p> <ul style="list-style-type: none"> • [Reasoning] Uses effective and logical reasoning to develop and support a position on a civic issue, using a clear value structure to guide the position. • [Evidence] Thoughtfully interprets, synthesizes, and links appropriate and sufficient evidence to support the argued position. • [Alternate views] When appropriate for purpose and audience, analyzes and counters alternate positions or perspectives, thus strengthening the argued position.
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EMPLOYS A STRUCTURE TO SUPPORT A POSITION

Analyzes how organization and structure help develop the central argument, including openings, closures, and linkages.

<p>1. The writing:</p> <ul style="list-style-type: none"> • [Organization] Employs an organization that is a simple listing of loosely connected content with no clear central argument. • [Opening/Closing] May include an opening and closing that are inappropriate, unconnected to the call for civic engagement, or missing. • [Linkage] Includes few or no links among ideas. 	<p>2. The writing:</p> <ul style="list-style-type: none"> • [Organization] Employs an organization that muddies or weakens the central argument. • [Opening/Closing] Includes an opening and closing that may be weak or only vaguely related to the call for civic engagement. • [Linkage] Weakly links ideas or ideas may pertain to the topic but not to each other. 	<p>3. The writing:</p> <ul style="list-style-type: none"> • [Organization] Employs an organization that makes clear and satisfactorily develops the central argument. • [Opening/Closing] Includes a clear opening and closing that support the call for civic engagement. • [Linkage] Satisfactorily links ideas. 	<p>4. The writing:</p> <ul style="list-style-type: none"> • [Organization] Employs an organization that makes clear and effectively develops the central argument. • [Opening/Closing] Includes a strong and purposeful opening and closing that establish significance and strengthen the call for civic engagement. • [Linkage] Competently links ideas to create cohesion, clarify relationships, and maintain a consistent flow of ideas.
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