**Student Performance Expectations
for Using Persuasive Strategies**

- Engages the audience by establishing a context, creating a voice, and otherwise creating reader interest.

- Develops a controlling idea that makes a clear and knowledgeable judgment based on evidence.

- Includes appropriate information and arguments to support the main idea.

- Excludes irrelevant information and arguments.

- Anticipates and addresses reader concerns, counterarguments, or other points of view.

- Supports arguments with detailed evidence, citing sources of information as appropriate.

- Provides a summary or closing to the argument, clearly stating conclusions.