

Genre Analysis Rubric

	Excellent: exceeds expectations (A to A-)	Good: occasionally exceeds expectations (B+ to B-)	Satisfactory: meets expectations (C+ to C-)	Unsatisfactory: below expectations (D to F)
Genre Rationale	Develops sophisticated analysis regarding both shared and distinct conventions and functions of the genres analyzed, including unique insight regarding identification of patterns of structure, style, content, and intended audience. Analysis includes discussion of rhetorical strategy employed in the texts.	Develops complex analysis regarding both shared and distinct conventions and functions of the genres analyzed, including identification of patterns of structure, style, content, and intended audience.	Analysis of conventions and/or functions within genres is present, and some significance is articulated, but lacks significant identification of patterns of structure, style, content, and intended audience.	Analysis of conventions and functions within genres is unclear or missing. No significant identification of patterns of structure, style, content, or intended audience.
Rhetorical Knowledge and Awareness	Demonstrates knowledge of the role each genre plays in its discourse community. Demonstrates sophisticated awareness of the subject and of audience, and appropriately utilizes rhetorical appeals to develop analysis and to present ideas to the reader.	Demonstrates knowledge of the role each genre plays in its discourse community. Demonstrates clear awareness of the subject and of audience, and makes attempts to utilize rhetorical appeals to develop analysis and to present ideas to the reader.	Demonstrates some knowledge of the role each genre plays in its discourse community. Demonstrates some awareness of the subject and of audience.	Provides little or no evidence of knowledge of the subject or use of specialized concepts. Lacks awareness of the subject and of audience.
Critical Thinking and Composing	Develops a complex and thorough discussion, including presentation of clear connections between the genres that are being analyzed. Strong development of central idea, purpose, evidence, and support.	Develops an often complex discussion, including presentation of clear connections between the genres that are being analyzed. Solid and consistent development of central idea, purpose, evidence, and support.	Develops a discussion, including presentation of some connections between the genres that are being analyzed. Uneven development of central idea, purpose, evidence, and support.	Discussion does not create connections between the genres being analyzed. Incomplete and/or underdeveloped central idea, purpose, evidence, and support.
Writing Processes	Sophisticated organization and structure and use of revision strategies that serve to develop inquiry. Sophisticated development of ideas in a logical sequence.	Organization and structure of the analysis is consistent and serves to develop inquiry.	Adequate organization and structure of the analysis is present and demonstrates attempts to develop inquiry. Shows difficulty presenting ideas in a logical sequence.	Organization and/or structure of analysis is missing. Shows limited understanding of organization; little to no inquiry developed.
Conventions	Sophisticated control of genre specific conventions consistent throughout, as well free of grammar and mechanics errors.	Solid and consistent control of documentation, mechanics, style, format, language, and tone; minimal errors.	Adequate control of documentation, mechanics, style, format, language, and tone; some errors but do not interfere with readability.	Limited and/or lacking control of documentation, mechanics, style, format, language, and tone; too many errors that interfere with readability.