

CER Holistic Rubric

Score	Academic Argumentation	Propaganda
0	No response to topic.	No response or only unfounded propaganda
1	Undeveloped argument. Posting responds to topic and/or provides a claim but no evidence is given to support the claim, or the evidence given is unrelated to or inconsistent with the claim, or it is incoherent.	Highly propagandist and/or severe logical fallacies.
2	Minimally developed argument. Posting states a clear claim and gives one or two pieces of evidence to support the claim but no reasoning is provided linking the claim to the evidence. The reasons may be limited plausibility and inconsistencies may be present.	Blatant use of propaganda included in argument and/or there is a clear case for logical fallacy.
3	Partially developed argument. Posting states a claim and gives evidence to support the claim plus some explanation or elaboration of the reasons. The reasons are generally plausible though not enough information is provided to convince a reader (audience awareness). There may be some inconsistency, irrelevant information, or problems with organization and clarity.	Although plausible, there is a case for the use of propaganda and/or logical fallacy.
4	Well-developed argument. Posting states a clear claim and gives evidence to support the claim. The reasons are explained clearly and elaborated using information that could be convincing to the reader. The posting is generally well organized and may include a concluding statement. The posting is free of inconsistencies and irrelevancies that will weaken the argument.	Minimal evidence of propaganda techniques and/or presence of fallacies.

Claim – Evidence – Reasoning Definitions

Claim – A political proposal or position that is an arguable opinion, rather than an absolute.

Claims are supported by verifiable fact (evidence).

Example: We should donate water to an international fund. (An opinion)

Evidence – Verifiable facts that support or refute arguable claims. In a political argument, these facts are not the issue being debated. Facts are verified by scientific observation, which is done in a scientific argument, not a political one.

Example: Less-developed countries do have enough water to survive. (Verifiable fact)

Reasoning – The connection between the claim and the evidence supporting it. Answers the question, “Why does the evidence support the claim?”

Example: The international cost of donating water to a fund is less than the cost of poor health in LDC’s. (Why the facts support the opinion)