

VOICE (6 + 1 Traits)

5

The writer speaks directly to the reader in a way that is individual, compelling, and engaging. The writer crafts the writing with an awareness and respect for the audience and the purpose for writing.

- A. The writer connects strongly with the **audience** through the intriguing focus of the topic, selection of relevant details, and the use of natural, engaging language.
- B. The **purpose** of the writing is accurately reflected in the writer's choice of individual and compelling content and the arrangement of ideas.
- C. The writer takes a **risk** by the inclusion of personal details that reveal the person behind the words.
- D. **Expository or persuasive** writing reflects a strong commitment to the topic by the careful selection of ideas that show why the reader needs to know this.
- E. **Narrative** writing is personal and engaging; it makes you think about the author's ideas or point of view.

3

The writer seems sincere but is not fully engaged or involved. The writing has discernable purpose, but it is not compelling.

- A. The writing attempts to connect with the **audience** in an earnest, pleasing, but impersonal manner.
- B. The writer seems aware of a **purpose** and attempts to select content and structures that reflect it.
- C. The writer occasionally reveals personal details, but primarily avoids **risk**.
- D. **Expository or persuasive** writing lacks consistent engagement with the topic and fails to use ideas to build credibility.
- E. **Narrative** writing is sincere, but it does not reflect a unique or individual perspective on the topic.

1

The writer seems indifferent to the topic and the content. The writing lacks purpose and audience engagement.

- A. The writer's ideas and language fail to connect with the **audience**.
- B. The writer has no clear **purpose**, and the chosen style does not match the content or ideas.
- C. The writing is **risk** free and reveals nothing about the author.
- D. **Expository or persuasive** writing is lifeless and mechanical or lacks accurate information.
- E. **Narrative**: The development of the topic is so limited that no point of view is discernable.