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|  | **15-13** | **12-10** | **9-7** | **6-4** | **3-1** |
| **Discursive content:** | ♦ There is a clear idea of who it’s aimed at and what point it’s trying to make. ♦ Detailed research has been used to create each point made, and the evidence used has an impact on the point being made.  ♦ The points being made show detailed awareness of the issues and the reasons those issues exist. The writer has a clear, strong and well-informed point of view on the issues. | ♦ There is a clear idea of who it’s aimed at and what point it’s trying to make.  ♦ The essay is well researched, and each point made links to the other points in a clear way.  ♦ The points being made have a bit of depth to them and are explored with a bit or original analysis or thought from the writer. The writer’s point of view is clear. | ♦ Most of the time you can tell who it’s aimed at and the point it’s trying to make. ♦ There’s evidence the writer researched the topic and included some of that research ♦ The points being made all serve to support the general main point that the writer is making. | ♦ You can’t always tell who its aimed at or what point it’s trying to make. ♦ There hasn’t been much research done, and it doesn’t always link to the points very well. ♦ Ideas/techniques used to inform/argue, discuss/persuade aren’t always convincing and argument isn’t very clear. It reads more like a personal point of view than an argument based on facts. | Writing pieces in this category are likely to be very rare and would be characterised by one or more of the following: ♦ You can’t tell who it’s aimed at or what point it’s trying to make. ♦ It is less than 500 words long ♦ there aren’t any use of writer’s techniques or interesting vocabulary. ♦ It doesn’t make any good points. ♦ It doesn’t make sense or it doesn’t make a point. |
| **Discursive style:** | ♦ The persuasive techniques used are used successfully with good effect.  ♦ The language uses is complex and varied, and creates impact.  ♦ The structure of the piece is used to increase the meaning and impact of the points being made. | ♦ Most of the persuasive techniques used are used successfully.  ♦ The language used fits the tone of the piece and creates good impact.  ♦ The structure of the piece is used to add to the impact of the points being made. | ♦ Persuasive techniques are used, sometimes with impact ♦ The language uses generally has an impact on the reader  ♦ The essay has a clear structure. | ♦ Some persuasive techniques are used, even if they don’t work that well. ♦ Keeps using the same kinds of words all the time. ♦ It doesn’t have a clear structure that makes sense. ♦ There are a lot of spelling and punctuation errors. |
| **Creative content:** | ♦ There is a clear idea of who it’s aimed at and what point it’s trying to make. ♦ The piece is original, highly creative and imaginative  ♦ Feelings/reactions/ experiences are explored in high detail, with good insight and self-awareness from the writer. | ♦ You can clearly tell who it’s aimed at and the point it’s trying to make.  ♦ The piece displays good creativity or imagination  ♦ Feelings/reactions/ experiences are explored in detail, with some insight and self-awareness from the writer. | ♦ Most of the time you can tell who it’s aimed at and the point it’s trying to make. As appropriate to genre: ♦ The piece shows some creativity or imagination ♦ Feelings/reactions/ experiences are explored as if the writer cares about the subject. | ♦ You can’t always tell who its aimed at or what point it’s trying to make. As appropriate to genre: ♦ It isn’t very imaginative or creative in how it’s written. ♦ It talks about experiences but not in any real depth – they are just mentioned |
| **Creative style:** | ♦ Creative techniques used are used successfully with good effect.  ♦ The language uses is complex and varied, and creates impact.  ♦ The structure of the piece is used to increase the meaning and impact of the points being made. | ♦ Most of the creative techniques used are used successfully.  ♦ The language used fits the tone of the piece and creates good impact.  ♦ The structure of the piece is used to add to the impact of the points being made. | ♦ Creative techniques are used, sometimes with impact ♦ The language uses generally has an impact on the reader  ♦ The essay has a clear structure. | ♦ Some creative techniques are used, even if they don’t work that well. ♦ Keeps using the same kinds of words all the time. ♦ It doesn’t have a clear structure that makes sense. ♦ There are a lot of spelling and punctuation errors. |