

## Word Choice

**Key Question: Does the author's choice of words convey precise meaning and/or create a vivid picture for the reader?**

**Not Proficient**

**Proficient**

	1-Beginning	2-Emerging	3-Developing	4-Capable	5-Experienced	6-Exceptional
A	Words are so broad, generic and/or inaccurate no; message is communicated	Words are vague and mundane so message is limited and unclear (e.g., "good," "bad," "nice")	Words are adequate and correct in a general sense; message is emerging and can be inferred	Words work to clarify purpose and meaning and begin to shape a unique, individual piece; message is easy to identify	An easily understood message is clearly communicated through careful word choice	Words are precise and accurate and chosen to enhance purpose and meaning; author's ability to craft a vivid image is evident
B	Vocabulary is vague; words create no clear message	Vocabulary is confusing or misleading; even simple words may be used incorrectly; no images emerge	Vocabulary is very basic; simple words rule; words tend to "tell" not "show"; illustrations and/or examples are mostly missing; technical vocabulary is limited or inaccurate	Vocabulary includes familiar words and phrases that communicate clearly with a moment or two of sparkle or imagery; technical vocabulary is used accurately	Vocabulary is strong; it's easy to "see" what the author says because of vivid and/or figurative language; technical vocabulary is used to demonstrate author's understanding	Vocabulary is striking, powerful, and engaging; it catches the reader's imagination and lingers in mind; recall of significant phrases or mental images is easy and automatic; technical vocabulary use is professional
C	Words are used incorrectly, making message unclear and secondary to distracting word errors	Words are inappropriate to the purpose: either too plain or so exaggerated that they impede understanding	Word choices are functional but limited, slang/text language (e.g., LOL, b4, etc.) is used allowing only for a basic message	Attempts at creative word choice demonstrate willingness to stretch and grow; author shows mastery of appropriate vocabulary for message, purpose, and audience	Author frequently chooses creative, precise words to clarify and enhance meaning	Word choice is natural, original and suited to purpose and audience; words and phrases are unique, effective, and enrich the author's message
D	Misuse of parts of speech is frequent, confusing reader and clouding the message	Limited variety in parts of speech and/or jargon or clichés distracts from message	Mechanical parts of speech reflect a lack of craftsmanship; passive verbs, overused nouns, and lack of modifiers and variety limit the message and make the piece uninteresting	Accurate and occasionally refined parts of speech are functional and start to shape message	Correct and varied parts of speech are chosen carefully to communicate message and clarify and enrich writing	Parts of speech are crafted to best convey message; lively verbs energize, precise nouns/modifiers add depth, color, and specificity