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- Each claim is distinctive from alternate or opposing claims.
- Claims, competing claims, counterclaims, reasons, and evidence are presented in a logical order.
- The text includes a concluding statement or section that is based on and reinforces the argument presented.

## Part II: Topic Development

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- The text anticipates the audience's background knowledge, values, and biases.



## Part III: Transitions and Flow

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- The text exhibits cohesion—ideas fit together well and flow logically.
- The language makes clear the relationships between claims and reasons, between reasons and evidence, and between claims and counterclaims.

## Part IV: Effective Language and Tone

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- The text has a formal style and an objective tone.
- The text follows standard norms and conventions, including standard English grammar, usage, and mechanics.