

Hero Intro Paragraph

FCA's:

1. Lead (quality and quantity to "hook" audience) 3 pts
2. LIST (structure) 4 pts
3. Thesis (clear, with 3+ reasons) 3 pts

Lead:

- 3 pts--the hook is complete and gets the attention of the reader
- 2.5 pts--the hook is short, but attention getting
- 2 pts--the hook doesn't really pull the reader's attention

LIST:

- 4 pts--the parts are in order and clearly lead to the theme
- 3.5 pts--the parts are there but not in order or very complete
- 3 pts--one part is missing or hard to follow
- 2.5 pts--only two parts are there
- 2 pts--very little order

Thesis:

- 3 pts--thesis is clear and includes at least 3 reasons
- 2.5 pts--thesis is clear but lacking a reason
- 2 pts--thesis is incomplete