

# PERSUASIVE BUSINESS LETTER RUBRIC

POINTS SCORED	Indicators	<u>Excellent Achievement</u>	<u>Competent Achievement</u>	<u>Evidence of Progress Exists</u>	<u>Initial Stages of Achievement</u>
<b>/40</b>	<p><b>Content</b></p> <p>Students understand and convey significant, creative, and well developed ideas in a logical manner</p>	<ul style="list-style-type: none"> <li>Thesis is insightful, specific, and unique</li> <li>Letter is developed in a compelling and logical manner</li> <li>Detailed and insightful analysis of evidence is demonstrated</li> <li>Alternative perspectives on the issue are carefully explored</li> </ul>	<ul style="list-style-type: none"> <li>Thesis clearly answers the question or prompt</li> <li>Letter is developed in a logical manner</li> <li>Analysis is logical and generally based on reliable evidence</li> <li>Alternative perspectives on the issue are addressed</li> </ul>	<ul style="list-style-type: none"> <li>Thesis answers the question at a basic level; could be more specific</li> <li>Letter's topic is addressed, but inconsistently and, at times, illogically</li> <li>Insufficient analysis, which may be based only on opinion or questionable sources, is presented</li> <li>Alternative perspectives on the issue are rarely examined</li> </ul>	<ul style="list-style-type: none"> <li>Thesis is not apparent (letter is a report or has no argument)</li> <li>Letter's topic is not logically supported by the content</li> <li>Analysis is largely missing</li> <li>Issue is addressed from one point of view</li> </ul>
<b>/30</b>	<p><b>Presentation</b></p> <p>Students write logically structured and coherent documents with grammatical correctness and support for opinion</p>	<ul style="list-style-type: none"> <li>Information is communicated with eloquent, persuasive, &amp; concise language</li> <li>Paragraph structure is excellent throughout and adheres to the format of a traditional block business letter</li> <li>Extreme care is taken in spelling, punctuation, and grammar</li> </ul>	<ul style="list-style-type: none"> <li>Language used is clear, organized and appropriate</li> <li>Paragraphs consistently use topic sentences stemming from the main topic, followed by evidence and analysis tied back to the thesis</li> <li>Few errors in spelling, punctuation, and grammar</li> </ul>	<ul style="list-style-type: none"> <li>Language is understandable, but lacks clarity and precision</li> <li>Paragraphs are sometimes poorly structured; may be lacking topic sentences, sufficient evidence, analysis, and/or tie-back to the thesis</li> <li>Errors in more complex spelling, punctuation, and grammar</li> </ul>	<ul style="list-style-type: none"> <li>Language is often unclear and forces the reader to work to distinguish meaning</li> <li>Paragraphs may be lacking or are often poorly structured</li> <li>Errors in basic spelling, punctuation, and grammar</li> </ul>
<b>/10</b> <b>/20</b>	<p><b>Format</b></p> <p>Students combine rhetorical strategies to produce texts of at least 1,500 words each</p>	<ul style="list-style-type: none"> <li>Business letter is composed of five, distinct paragraphs</li> <li>Student work meticulously follows the traditional block business letter format</li> </ul>	<ul style="list-style-type: none"> <li>Business letter is composed of four, distinct paragraphs</li> <li>Student work follows the traditional block business letter format with few errors in format</li> </ul>	<ul style="list-style-type: none"> <li>Business letter is composed of three, distinct paragraphs</li> <li>Student work follows the traditional block business letter format, but has some major, slightly distracting errors in format</li> </ul>	<ul style="list-style-type: none"> <li>Business letter is composed of less than three, distinct paragraphs</li> <li>Student work does not follow the traditional block business letter format and/or has too many major, distracting errors in format</li> </ul>

**Total Points Scored:**

**/100**

**Comments:**