Grading Rubric
Generate Business Correspondence Documents Based on Real Life Situations

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A successful letter/report will

1. Define the situation and why it calls for your attention; persuade your audience that there is a problem that allows for your investigation and explanation.

2. Identify an audience who is (or should be) invested in this situation or problem.

3. Use credible and well-chosen written sources. This means that websites conveying basic information (or promotional material) will not suffice. Instead, look to articles published in books or journals, longer-form review pieces or blogs written at a professional level. It is up to you evaluate your sources and decide whether they deserve a lot of space in your letter or just a little.

4. Rhetorical strategies: choose an effective form of organization. It is often more helpful to combine and mix the sources under specific aspects of the discussion that you have identified—instead of simply listing a string of arguments in random order and calling it a day. Show your audience the connecting lines between the various critiques.

5. Effectively combine the citation techniques of quotation, paraphrasing, and summary when using sources.

Your Ethos

- How do you "come across" in the correspondence? Is your tone appropriate to the particular audience, purpose, and context?

- Are you attentive to how your ethos is constructed at all levels: not just in stating your authority or character, but also in how it is conveyed at the level of your attitude, writing style, tone, document design, grammar, spelling, etc.?

Your Audience and Purpose

1. Does your document present a considered, strategic response to the scenario? Does it adequately address the issues presented in the scenario?

2. Are you attentive to the emotional state of the audience, and do you make pathos appeals that are appropriate to the rhetorical situation?

3. Do you have a strategic disposition overall? That is, are you thinking about how the document serves

4. Organization, Usability, Design, and Style:

   ● Do your documents live up to the audience's formal expectations for letters, reports, and memos?

   ● Are your documents structured appropriately for their intended audiences? Does the ordering and presentation of the information in your document reflect your consideration of the audience and their needs?

   ● Is your writing style—your tone, manner of address, vocabulary, grammar, tense, etc.—tailored to the specific audience, purpose, and context of your proposal?