Grading Report for Final Assignment:
Social Media and Ethics

Name: **Date:**

Grading Key:
4 points = Very good—a positive strength of this paper. Good job!
3 points = OK. Strengths balance any weaknesses in this category. Keep working on this.
2 points = Needs improvement to eliminate weaknesses. Make studying this element a priority.
0-1 points = Unacceptable. Focus on this problem right away.

	APPROACH AND AUDIENCE PERSPECTIVE • Good analysis of the business situation and relationships. • Communication objectives are met. • Appropriate approach and tone for the audience.	+ Good audience perspective and tone. Appropriate for Amita and for maintaining the relationship. - Adjust the tone for Amita. Focus on maintaining a positive relationship with an employee.
	CONTENT AND DEVELOPMENT • Fulfills the assignment purpose. • Complete, thorough, substantive. Explains ideas fully and clearly. • Convinces reader with clear explanations and concrete, specific details.	+ Clear explanation and rationale for your decision. - Could explain your rationale more clearly and in more detail. + Good choices for the email and the meeting. - Reconsider what is covered in the email rather than in the meeting. - Ensure more time for Amita to express her view during the meeting. + Good focus on preventing a similar situation in the future. - Include more about how to prevent a similar situation in the future.
	ORGANIZATION *Introduction* • Purpose, stage setting, context. Why you are writing. *Body* • Logical sequencing and paragraph breaks. • Movement between generalizations and specific, concrete details to support those points. *Closing* • Reinforces reader-writer relationship; not abrupt.	+ Good context upfront. - Provide more context upfront. + Clear, logical organization. - Clarify the organization; consider reorganizing. + Nice, goodwill closing in the email. - Expand your closing with a "goodwill" message for Amita.

	WRITING STYLE • Sentences are smooth and easy to follow. • Appropriate, exact word choice. • Natural, but professional style. • Concise.	+ Generally good sentence structure. + Natural style works well. - Clarify phrasing to improve awkward sentences. - Work on tightening writing to improve conciseness. - Omit extraneous words.
	EDITING AND FORMAT • *No* errors in grammar, usage, spelling, punctuation, mechanics, proofreading. • Attractive, appropriate format.	+ Good attention to detail. - See edits for punctuation. - Proofread more carefully.
	TOTAL 20 = A+ 15 = C 19 = A 14 = C-/D+ 18 = A-/B+ 13 = D 17 = B 12 and below = F 16 = B-/C+	