

Grading Rubric

A Memorandum on Proper Email Etiquette

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Total Possible Points: 100/100

Below, you will find the evaluative criteria with total possible points for the Memorandum on Proper Email Etiquette.

Focus (10 points)

Does your document have a clear, central purpose? Is the scope of your document manageable given the constraints of the directions? Do you have an effective thesis? Do you stay on topic?

Support and Development (10 points)

Do you have topic sentences that support and develop your thesis? Does the body of each paragraph support and develop the topic sentence? Does your research help you to effectively prove the assertions that you are making?

Organization (10 points)

Is your document organized/structured logically for your audience? Are your paragraphs organized/structured logically for your audience?

Style (10 points)

Is your presentation acceptable to the audience's expectations? Are you able to reach the pertinent audiences (i.e., primary audiences, secondary audiences, specialists, semi-specialists, or lay audiences)? Is your word choice appropriate?

Format (10 points)

Do you follow the conventions of the genre as laid out by the textbook, the directions, and/or the Applied Learning Writer's Resources?

Headings (10 points)

Do you format the headings correctly according to the Applied Learning Writer's Resources?

Bibliographic Citations (10 points)

Are your bibliographic citations consistent and correctly formatted in line with the Applied Learning Writer's Resources?

Parenthetical Citations (10 points)

Are your parenthetical citations consistent and correctly formatted in line with the Applied Learning Writer's Resources?

Correct Integration of Quotations/Paraphrases (10 points)

Do you integrate quotations/paraphrases effectively, using the correct punctuation? Are your transitions to the quotations/paraphrases smooth? Do you sufficiently explain the significance of the quotation/paraphrase to your overall focus?

Grammar & Mechanics (10 points)

Do you use Standard English to express yourself?