

Indirect Case Exam Rubric

HAC/GNV Apr/12 rev

50 Reader-centered writing

You attitude/audience-centered; buffer/attention, not purpose in opening paragraph

Clear explanation

Logical discussion

Specifics to “show” points rather than general statements

Uses passive voice to subordinate negative ideas

Avoids negative words

Conversational writing style

30 Coverage of important case information using correct indirect protocols

Negative: Buffer, Appropriate details, Problem addressed w/o assigning blame, little extraneous explanation or information (does not overexplain), Order of information appropriate for explanation, provides appropriate solution/explanation, provides sense of closure at the end if no action, ends on positive note

Persuasive: Attention and interest in para 1, several para of conviction, appropriate action at end in last para, with final reminder of positive

Use of emphasis and subordination

Subject line does not reveal negative

Appropriate/descriptive headings

10 Writing Style and Proofreading

Correct syntax, diction

Subordinate clauses

Transitions between paragraphs

Useful paragraph divisions

Professional language and appearance

Avoids fatal errors by using correct punctuation, capitalization, spelling (minus 1 for each fatal error)

10 Correct letter/memo format

Addresses, date, salutation, and closing if letter

Headings, emphasis, no signature if memo

Total Points/Comments

