

Globalization Writing Criteria

Audience Adaptation	Content Development
<ul style="list-style-type: none"> • Recognize and addresses reader concerns • Structure and develops arguments that lead to the desired response • Select personal references, nouns and verbs, modals, negative and positive words, to create a message suited to the reader and the situation 	<ul style="list-style-type: none"> • State claims (conclusions and recommendations) clearly and consistently • Develop sufficient arguments to support claims • Employ data to support claims • Present content that is essential rather than trivial
Organizational Strategy	Language Control
<ul style="list-style-type: none"> • Develop the message from beginning to end with a clear sense of logic • Use paragraph-to-paragraph and sentence-to-sentence transitions so that the message is coherent • Position claims according to a deliberate communication strategy suited to the situation 	<ul style="list-style-type: none"> • Manage grammar, spelling, and mechanics so that they do not interfere with comprehension and so that management goals for the situation may be achieved • Use vocabulary suited to the situation • Demonstrate overall mastery of correct sentence structure

Holistic three point scale, with pluses and minuses in between. (The full scale is below.)

- 3
- 3-
- 2+
- 2
- 2-
- 1+
- 1

Use the language of the framework to standardize our assessment team and debrief with students. Our inter-rater reliability is typically 94-95%, which is much better than published benchmarks for holistic writing assessment.

A score of 2/2- (which represents a two from one reader and a 2- from another) is the minimum score. We consider a split or discrepancy among readers to be more than one increment apart on our scale. (Therefore, if one reader gives a paper a 2 and another gives it a 1+, that is a split and requires a third read. But if one gives it a 2+ and one gives it a 2 that is not a split. The recorded score in such cases in the combined score is 2/2+, in this case.)