8th Grade Language Arts

Rubric for Business Letters

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| 600px-MA_Route_4.svg.png | * Has a clear recognition of audience and appropriate voice & personal style * Presents information purposefully and succinctly * Clearly presents the purpose and intent of the letter * Gives a detailed description of the positives and negatives of a product or service * Clearly articulates suggestions for improvement * Correctly formats the letter with no errors |
| 600px-MA_Route_3.svg_.png | * Shows some understanding of audience, voice, & personal style * Presents information purposefully and succinctly * Conveys the purpose of the letter * Presents the positives and negatives of a product or service * Includes suggestions for improvement * Generally formats the letter correctly with few errors |
| route2sign.png | * Attempts to appropriately address audience, voice, & personal style * Presents information but may lack purpose or clarity * Attempts to convey the purpose of the letter * Attempts to present positives and negatives of a product or service, but description may be vague or incomplete * Attempts to include suggestions for improvement, but suggestions may be unrealistic or lack information * Attempts to format letter correctly, but significant errors exist |
| 37762859.png | * Lacks awareness of audience, voice, and/or personal style * Information lacks purpose and clarity * Fails to convey a purpose * Fails to present positives and negatives of a product or service * Fails to include suggestions for improvement * Do not format letter correctly |