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
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| 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
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| 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
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| 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
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