

Letter-Writing : Persuasive Wolf Controversy Letter

Teacher Name:

Student Name:

CATEGORY	4	3	2	1
Parts of a Business Letter	All six parts of a business letter are included using the correct format.	One part of the business letter is missing or there are some formatting errors.	Two parts of the business letter are missing or there are quite a few formatting errors.	All six parts are missing or contains numerous errors.
Sentences & Paragraphs	Sentences and paragraphs are complete, well-constructed and of varied structure.	All sentences are complete and well-constructed (no fragments, no run-ons). Paragraphing is generally done well.	Most sentences are complete and well-constructed. Paragraphing needs some work.	Many sentence fragments or run-on sentences OR paragraphing needs lots of work.
Grammar & spelling (conventions)	Writer makes no errors in grammar or spelling.	Writer makes 1-2 errors in grammar and/or spelling.	Writer makes 3-4 errors in grammar and/or spelling	Writer makes more than 4 errors in grammar and/or spelling.
Capitalization and Punctuation	Writer makes no errors in capitalization and punctuation.	Writer makes 1-2 errors in capitalization and punctuation.	Writer makes 3-4 errors in capitalization and punctuation.	Writer makes more than 4 errors in capitalization and punctuation.
Ideas	Ideas are expressed in a clear and organized fashion.	Ideas are expressed in a pretty clear manner, but the organization could have been better.	Ideas are somewhat scattered and not very clear.	The letter seemed to be a collection of unrelated sentences. It was very difficult to figure out what the letter was about.
Content Accuracy	The letter contains at least three accurate facts about the topic.	The letter contains two accurate facts about the topic.	The letter contains one accurate fact about the topic.	The letter contains no accurate facts about the topic

Persuasive Language	The letter contains strong persuasive language with strong feelings on the topic.	The letter contains persuasive language and demonstrates feeling on the topic.	The letter contains some persuasive language and demonstrates some feeling on the topic.	The letter contains little or no persuasive language and does not demonstrate any feeling on the topic.
Signal Words	The use of varied signal words, such as however, but, on the other hand, etc. are used abundantly.	Signal words are used in your letter.	There are very few signal words in your letter.	There are no signal words in your letter.
Conclusion	The conclusion sums up the argument and really makes the reader care about your position.	The conclusion sums up the argument and/or makes the reader understand your position.	The conclusion is loosely summed up and/or doesn't make the reader understand and care little about your position.	There is no conclusion to the argument and/or there is no feeling or understanding of your position by the reading on your position.