 **ELA 10B Business Letter – Specific Criteria Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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|  |  | **Fully meeting expectations, with enriched understanding (EU)** | **Fully meeting grade level expectations (FM)** | **Mostly meeting grade level expectations (MM)** | **Not yet meeting grade level expectations (NY)** |
| **Message** | **Purpose stated immediately** | Your purpose is clarified clearly and immediately, and is engaging, informative and succinct. | You independently establish your purpose in the beginning and represent a clear central message. | With help your purpose is mostly clarified immediately. Spend a little more time in the pre-writing stage, developing your message and ensuring your purpose is stated immediately and the message flows consistently from this purpose. | Even with help you struggle to present a purpose immediately. Always keep your main idea in mind and build onto it. Ensure your purpose is clarified right in the beginning so the reader knows what to expect. |
| **Organization** | **Includes all parts of a business letter** | You confidently work with all aspects of a formal business letter. You understand the purpose of this kind of writing and your organization attends to a strong and fluid presentation of your important message. | You have included all necessary parts of a business letter. You have organized your message in such a way that you will be taken seriously. | With reminders, you have included all parts of a business letter. Work on practicing this style of writing so you can remember the parts on your own. How you organize your message will affect how seriously you are taken. | You are having trouble with the parts of a business letter. Look at examples to remind you of all the parts. Perhaps a checklist would help. Think about how you want to organize the things you need to say so it has the most impact. |
| **Language Choice and Conventions** | **Respectful and courteous language** | You intuitively use language choices that add respect, richness, power and clarity to your message. You have stated your purpose while maintaining and courteous tone. | Your language choices are suitable to your message. You have used language effectively to maintain a respectful and courteous tone. | With help you choose some language that is suitable to your message. Explore new ways to express ideas respectfully. Spend time before writing exploring words and phrases. | You are having trouble choosing language that is suitable to your message. Think about how you can make choices for respectful communication. Spend time exploring examples of business letters to get ideas. |

**General Writing Criteria**

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|  |  | **Fully meeting expectations, with enriched understanding (EU)** | **Fully meeting grade level expectations (FM)** | **Mostly meeting grade level expectations (MM)** | **Not yet meeting grade level expectations (NY)** |
| **Message/ Meaning** | **Strong, focused message** | Your message is clearly on one topic with a strong message that is engaging and suspenseful. You clearly leave no room for doubt as to your purpose for writing. | You independently represent a clear central message. Your purpose for writing is clearly expressed. | With help your message is mostly clear and on topic. Spend a little more time in the pre-writing stage, developing your message and working on clearly expressing your message and why you are writing. | Even with help you struggle to present a message that is clear and on topic. Always keep your main idea in mind and build onto it. Really think about what you want to say before you begin to write. Map out your ideas in the “before” stage. |
| **Style and voice appropriate to audience and purpose** | The style and voice of your text was carefully considered and developed to engage your intended audience and purpose. | The style and voice of your text suit your intended audience and purpose. | With help you create a text with a style and voice that suit your intended audience and purpose. Working on making these decisions on your own. | With much help you create a text with a style and voice that somewhat suits your intended audience and purpose. As you work on your writing, check with others to be sure it is making sense. |
| **Organization and Coherence** | **Focused beginning and logical and appropriate organization** | The body of your message is powerfully logical and coherent. Through its organization, it weaves the message in a compelling way. | The body of your message is logically and coherently organized. You have presented a clear beginning, middle and end. | You needed help to organize the body of your message in a logical and coherent way. This work needs to be done in the “before” and “during” stage of writing. | You are having trouble organizing the body of your message in a logical and coherent way. Use your planning tool to help you organize better. How can you tell the reader what your message is early on and continue to develop it throughout? |
| **Relevant, logical details to support message, and suited to audience and purpose** | You have shared engaging and thorough details to support your message. Audience and purpose were clearly part of your writing process. | You independently use relevant, logical details to support your message, which are suited to your intended audience and purpose. | With help, you provided some details to support your message. How can you build on your ideas to make your narrative be more substantial? | You are having trouble providing enough details to support your message. Consider your audience and purpose. How can you give substance to your story? Spend more time in the pre-writing stage. |
| **Justifiable conclusions** | Your conclusion powerfully and succinctly encapsulates your message and leaves your listeners with deeper understanding. | Your conclusion strongly sums up and brings closure to your message. | With help, your conclusion mostly sums up and brings closure to your message. How can you end your speech in a way that helps your listeners to understand your message? | You are having trouble summing up your message. Spend more time planning all parts of your message. What ideas do you want to leave your listeners with, in the end? |
| **Language choice and conventions** | **Smooth transitions** | Your topic flows eloquently from one part to the next enhancing the overall enjoyment of the text. You took some risks, trying new transitions. | Your writing smoothly flows from one part to the next. You effectively use transitional words and phrases. | With help you create basic transitions from one part of your writing to the next. How can you take some risks and try some new transitions? | You are having trouble creating a flow from one part of your writing to the next. Include your plans for transition in your map. Explore ways to move from one idea to the next. |
| **Other cues and conventions attended to (syntactic, semantic, lexical, graphophonic, etc.)** | You intuitively use language choices that add richness, power and clarity to your message. You have taken risks and tried new things! | Your language choices are suitable to your message. You have used language effectively to deliver your point of view. | With help you choose some language that is suitable to your message. Explore new ways to express ideas. Spend time before writing exploring words and phrases that are persuasive. | You are having trouble choosing language that is suitable to your message. Think about how you can make choices for the best communication. Spend time exploring examples of persuasive writing to get ideas. |
| **Effectively uses techniques (flashback, hyperbole, allegory, figurative language, etc.)** | You creatively use multiple techniques to enhance meaning in your message and make your point of view highly engaging and interesting to read. | You effectively use techniques to add meaning to your message and engage your audience in your point of view. | With help you use basic techniques to add meaning to your message. How can you deliver your message using a variety of techniques? Explore new ways to express your ideas. | You need much help to you use techniques to add meaning to your message. Use your planning tool to help you include some techniques that will help others understand your intended meaning. Explore the techniques available. |

Feedback: