

## The Business Letter: A Rubric

	5 (A)	4 (B)	3 (C)	2 (D)	1 (F)
<b>Propaganda Techniques</b>	Correctly identifies and explains at least three propaganda techniques used in article.	Correctly identifies but has trouble explaining the propaganda	Correctly identifies but has a lot of trouble explaining the propaganda.	Doesn't identify correctly, and can't explain it very well.	Doesn't identify or explain correctly at all.
<b>Schaffer Model</b>	No mistakes in Schaffer model.	Body paragraphs lack some commentary, but otherwise are fine.	Body paragraphs lack much commentary or concrete details might be inadequate.	The letter completely lacks commentary or concrete details, or both commentary and concrete details are of inadequate quality.	Schaffer model not used at all.
<b>Business Letter Format</b>	All formatting is correct in the business letter.	Most formatting correct.	A fair amount of formatting correct.	Has a little formatting correct	No formatting correct.
<b>Tone</b>	Letter sounds very formal and professional.	Letter is kind of formal.	Letter has some formality.	Letter has little formality.	Letter has no formality at all.
<b>Grammar and spelling</b>	All spelling and grammar correct in business letter.	Almost all spelling and grammar correct in business letter.	A fair amount of spelling and grammar correct in business letter.	Amount below average for English 1 student	Has nothing spelled correctly and no correct grammar.