

Written Communication Rubric

TRAIT	Unacceptable - 0	Marginal - 1	Good - 2	Excellent - 3	Score
Introduction	<ul style="list-style-type: none"> no introduction or the topic of the paper is not at all clear 	<ul style="list-style-type: none"> an introductory sentence but no transition 	<ul style="list-style-type: none"> announces the topic and transitions to the body but doesn't quite set the scene 	<ul style="list-style-type: none"> announces and topic sets the scene provides overview of the document and smooth transition to the body 	
Body	<ul style="list-style-type: none"> ideas are not all relevant to the topic 	<ul style="list-style-type: none"> ideas are sketchy with no clear relationships and transitions 	<ul style="list-style-type: none"> ideas are there but not presented in a logical manner or presented with inadequate transitions 	<ul style="list-style-type: none"> organizes ideas logically with paragraphs and connects them with transitional expressions 	
Closing/ conclusion	<ul style="list-style-type: none"> no clear closing section 	<ul style="list-style-type: none"> inadequate summary 	<ul style="list-style-type: none"> summarizes main points but lacks a closing statement 	<ul style="list-style-type: none"> summarizes main points logically to lead to a conclusion and ends with a clear closing statement 	
Spelling, grammar, and punctuation	<ul style="list-style-type: none"> writing contains numerous errors in spelling, grammar, and/or sentence structure that interfere with comprehension no use of punctuation style and/or format are inappropriate for the assignment 	<ul style="list-style-type: none"> frequent errors in spelling, grammar (such as subject/verb agreement and tense) sentence structure and/or other writing elements distract the reader some punctuation errors does not consistently follow appropriate style and/or format. 	<ul style="list-style-type: none"> while there may be minor errors, the writing follows normal conventions of spelling and grammar throughout a few missing punctuation or wrong use of punctuation 	<ul style="list-style-type: none"> the writing is essentially error-free in terms of spelling and grammar correct punctuation 	
Purpose, style, content	<ul style="list-style-type: none"> the purpose and focus of the writing are not clear to the reader no attention to appropriate rhetorical style for the audience irrelevant or outdated information or data no news value (no citations) 	<ul style="list-style-type: none"> the writer's decisions about focus, organization, style/tone and/or content sometimes interfere with clear, effective communication some attention to the rhetorical style for the audience some useful information or data the purpose of the writing is not fully achieved. (Some citations correct, many not) 	<ul style="list-style-type: none"> the writer has made good decisions about focus, organization, style, and content so as to achieve the purpose of the writing some minor adjustment needed to make the style appropriate for the audience mostly relevant and current information or data some news value (Most citations correct) 	<ul style="list-style-type: none"> the writer's decision about focus, organization, style, and content fully elucidate the purpose and keep the purpose at the center of the piece appropriate rhetorical style for the purpose and audience sufficient relevant information or data highly topical (all citations correct) 	
Overall Coherence	<ul style="list-style-type: none"> makes very little sense many irrelevant statements 	<ul style="list-style-type: none"> parts of it do not make sense at all trouble following the paper 	<ul style="list-style-type: none"> mostly clear, logical, and understandable with a few vague areas 	<ul style="list-style-type: none"> clear, logical, and understandable makes sense easily 	
Overall Cohesion	<ul style="list-style-type: none"> the paper is not organized at all 	<ul style="list-style-type: none"> some parts do not tie in together 	<ul style="list-style-type: none"> mostly well-put together with a few parts that don't flow naturally 	<ul style="list-style-type: none"> entire paper is organized and put together well. flows nicely to the next section 	
Reader's interest	<ul style="list-style-type: none"> no effort to make the paper relevant and interesting for the reader 	<ul style="list-style-type: none"> does not hold readers' attention for very long 	<ul style="list-style-type: none"> readers find it mostly interesting 	<ul style="list-style-type: none"> keeps and guides readers' attention throughout the paper 	
				Total Score	

Assessed by: _____