

Please cite as: Bergland, C. (2019). *The eloquent letter*. Portland State University.

Criteria	Level 4	Level 3	Level 2	Level 1	Level 0
Claim: Proposed Solution and Argument	<p>30 points</p> <p>Specific claim (proposed solution) is imaginative and clearly stated, taking into account the complexities of an issue. Proposed solution or ask is appropriate to the position, authority, and responsibility of the recipient.</p> <p>Limits of position (perspective, solution) are acknowledged.</p> <p>Others' points of view are synthesized within position (argument, perspective, solution).</p>	<p>25.5 points</p> <p>Specific claim (proposed solution) takes into account the complexities of an issue. Uses differing perspectives to develop evidence and proposed solution, and proposed solution or ask is appropriate to the position, authority, and responsibility of the recipient.</p>	<p>22.5 points</p> <p>Specific claim (proposed solution) acknowledges different sides of an issue, and/or is not appropriate for the recipient based on their position, authority, or responsibility.</p>	<p>19.5 points</p> <p>Specific claim (proposed solution) is unclear, simplistic or obvious or does not acknowledge different sides of issue.</p>	<p>0 points</p> <p>Specific claim (proposed solution) is unclear, simplistic or obvious or does not acknowledge different sides of issue.</p>
Ethical Use of Sources	<p>30 points</p> <p>Uses relevant and credible sources to support claims. Sources are chosen based on a clear understanding of recipient's values, background, and motivations.</p> <p>AND</p> <p>Ethically and accurately introduces, contextualizes, and interprets source material.</p> <p>AND</p> <p>Summarizes, paraphrases, and/or quotes sources accurately, and gives accurate attribution to sources both in text and in a works cited page.</p>	<p>25.5 points</p> <p>Uses relevant or credible sources. Summarizes, paraphrases, and/or quotes sources accurately.</p> <p>AND</p> <p>Gives accurate attribution to sources both in text and in a works cited page.</p>	<p>22.5 points</p> <p>Uses some relevant and credible sources but does not always give accurate attribution to sources in text or in a work cited page.</p>	<p>19.5 points</p> <p>Uses few or no relevant or credible sources.</p> <p>OR</p> <p>Misquotes or misapplies source material.</p> <p>OR</p> <p>Does not give accurate attribution to sources in text</p> <p>OR</p> <p>Does not include a works cited page.</p>	<p>0 points</p> <p>Uses few or no relevant or credible sources.</p> <p>OR</p> <p>Does not give accurate attribution to sources in text</p> <p>AND</p> <p>Does not include a works cited page.</p>

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<p>Context and Purpose of Writing</p>	<p>30 points Includes considerations of audience, purpose, and the circumstances surrounding the writing task(s). 20 points Addresses an actual recipient who may be opposed or undecided about writer’s claim and who has the ability to take the requested action or accomplish the proposed solution. AND Demonstrates a thorough understanding of context, audience, and purpose that is responsive to the assigned task(s) and focuses all elements of the work. Thorough understanding is evidenced by appropriate rhetorical choices in tone; language; specific references to audience’s experience, knowledge, and values; and/or historical and current context of the issue.</p>	<p>25.5 points Addresses an actual recipient who may be opposed or undecided about writer’s claim and who has a stake in the topic. AND Demonstrates adequate consideration of context, audience, and purpose and a clear focus on the assigned task(s) (e.g., the task aligns with audience, purpose, and context). Adequate understanding may be evidenced by rhetorical choices in tone; language; specific references to audience’s experience, knowledge, and values; or historical and current context of the issue.</p>	<p>22.5 points Demonstrates awareness of context, audience, purpose, and to the assigned tasks(s) (e.g., begins to show awareness of audience's perceptions and assumptions). BUT Addresses a recipient who is not opposed or undecided about the writer’s claim or who does not have the ability, position, and/or authority to take the action requested or accomplish the proposed solution.</p>	<p>19.5 points Does not address an actual recipient, but a general group. OR Demonstrates minimal attention to context, audience, purpose, and to the assigned tasks(s) (e.g., expectation of instructor or self as audience).</p>	<p>0 points Does not address an actual recipient, but a general group or audience.</p>
<p>Evidence and Reasoning</p>	<p>30 points Supports claims with detailed, specific evidence and logical reasoning. AND Includes appeals to ethos, logos, and pathos.</p>	<p>25.5 points Supports most claims with detailed, specific evidence and logical reasoning BUT Some claims are not well-developed with support, or the evidence used does not adequately support the claims</p>	<p>22.5 points Supports some claims with detailed, specific evidence and logical reasoning BUT Some claims are not well-developed with support, or the evidence used does not support the claim</p>	<p>19.5 points Many claims are not well-developed. Evidence used does not support the claims AND Many claims require further explanation or elaboration AND</p>	<p>0 points Most claims are not well supported or rely on logical fallacies or loaded language to support claims.</p>

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		OR Some claims require further explanation or elaboration.	AND Some claims require further explanation or elaboration OR Some claims rely on loaded language or logical fallacies to support claims.	Relies on loaded language or logical fallacies to support claims.	
Common Ground	30 points Establishes common ground and rapport with recipient, demonstrating knowledge of recipient’s background, role, and values. Uses this to convincingly support claims.	25.5 points Establishes common ground and builds rapport with recipient.	22.5 points Does not convincingly establish common ground with audience.	19.5 points Does not attempt to establish common ground with audience.	0 points N/A
Style and Readability	20 points Exhibits precise word choice and a command of grammar and mechanics that enhances meaning and readability. Uses at least one metaphor or simile eloquently to enhance argument.	17 points Exhibits attention to word choice and command of grammar and mechanics. Uses at least one metaphor or simile.	15 points Includes some word choice problems, awkward or wordy sentence constructions, and/or misspelling and grammar errors.	12 points Includes several word choice problems, awkward sentence constructions, and/or misspelling and grammar errors that interfere with meaning and readability. OR Is not written in proper letter form.	0 points N/A
Integrated Learning and Reflection (Articulation)	30 points Evaluates and articulates changes in own learning over time, recognizing complex contextual factors. Applies learning to future learning experiences. Cites specific experiences, texts, ideas to support explanation.	25.5 points Articulates strengths and challenges within the course of the term, describes changes in learning with some specificity.	22.5 points Describes own performances with general descriptors, defining learning on a surface level.	19.5 points Claims to have not learned anything new from the class.	0 points Does not include an articulation essay.