

Written Communication Graduate SOM

Learning goal: Graduating students will communicate clearly in writing.

Outcomes: Upon graduation students will be able to:

Organize the paper well.

Use language fluently.

Spell and use grammar accurately.

Clearly state the purpose of the paper.

Date: _____ Reviewer: _____ Class: _____ Term: _____

Criterion	Exceeds expectations 3	Meets Expectations 2	Does Not Meet Expectations 1
Purpose Circle your score. 3 2 1	Decisions about focus, organization, style, and content fully support the purpose and keep the purpose at the center of the piece	Good decisions about focus, organization, style, and content so as to achieve the purpose of the writing.	The purpose and focus of the writing are not clear to the reader
Language Circle your score. 3 2 1	Develops concise standard sentences, balances a variety of sentence structures effectively.	Word forms are correct, sentence structure is effective. Presence of a few errors is not distracting.	Uses words that are unclear, sentence structures inadequate for clarity, errors are seriously distracting
Spelling and Grammar Circle your score. 3 2 1	The writing is essentially error-free in terms of spelling and grammar	While there may be minor errors, the writing follows normal conventions of spelling and grammar.	Writing contains frequent spelling and grammar errors which interfere with comprehension
Organization 3 2 1	Develops ideas clearly, organizes them with paragraphs and connects them with effective transitions. Clear and specific introduction and conclusion. Paper reflects correct use of	Develops unified and clear ideas within paragraphs using adequate transitions; clear overall organization relating most ideas together, good introduction and conclusion.	Does not develop ideas clearly, uneven and ineffective overall organization, unfocused introduction or conclusion

Rhetorical Choices 3 2 1	In addition to communicating clearly and effectively, decisions about organization, style/tone, and content made reading a pleasurable experience.	Good decisions about focus, organization, style/tone and content to communicate clearly and effectively. The purpose and focus of the writing are clear to the reader and the organization and content achieve the	Decisions about focus, organization, style/tone, and/or content interfere with communication.
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