

Evaluation of Letters and Memos

SCC Department of English & Humanities

LETTER AND MEMO COMPONENTS AND QUALITIES	Pos.	Neg.	Sales
ABSTRACT (20 points): Capture the reader's attention. <ul style="list-style-type: none"> Provide a bridge to previous communication. State the purpose of the letter or memo clearly, using an effective tone. 			
BODY (40 points): Convince the reader with supporting points. <ul style="list-style-type: none"> Explain or support the purpose of the letter or memo clearly, logically, thoroughly, and concisely. Use an appropriate tone. 			
CONCLUSION (20 points): Control the closing. <ul style="list-style-type: none"> State the action you wish to be taken, if appropriate. Using an appropriate tone, effectively express your appreciation. (You do not need to say "thank you" unless you have received help.) 			
FORMAT (20 points) <ul style="list-style-type: none"> In a letter, type an appropriate greeting and closing. Also, type the return and inside addresses, date, body, conclusion, and closing in an appropriate form, including paragraph spacing. In a memo, type the memo headings and body in an appropriate form, including paragraph spacing. 			
EFFECTIVE SENTENCES (2 points deducted per error)			
Sentence Structure: Avoid errors in subordination, coordination, and parallelism. Avoid sentence fragments, comma splices, and fused, incomplete, or awkward sentences.			
Grammar and Usage: Avoid inappropriate verb or pronoun use, subject-verb or pronoun-antecedent disagreement, unclear pronoun reference, misplaced or dangling modifier, inappropriate shift in person or tense, redundancy, imprecise language, or incorrect usage.			
Spelling and Capitalization: Avoid errors in spelling and capitalization.			
Punctuation: Avoid misuse or omission of the apostrophe, brackets, colon, comma, dash, ellipsis, exclamation point, hyphen, parentheses, period, question mark, quotation marks, semi-colon, slash, underlining, or italics.			
Positive Letter or Memo Grade:			
Negative Letter or Memo Grade:			
Sales Letter or Memo Grade:			
AVERAGE GRADE: A=100-93; B=92-85; C=84-77; D=76-70; F=69-0			