

Name _____ Sec. _____ Date _____

**Bad News Message
Evaluation Criteria**

Actual Points	Possible Points	
	5	Does the document open indirectly with a buffer?
	5	Did the writer present details and explanations?
	4	Was the information you-oriented?
	6	Did the writer omit all apologies and negative terms (however, but, although, unfortunately, regret)?
	4	Did the writer clearly state the decision/ bad news?
	4	Did the writer include a counterproposal, if appropriate?
	4	Does the message end with a goodwill statement?
	6	Is the document designed to be easy to read?
	6	Is the message in standard letter format?
	6	Are there any technical errors (spelling, grammar, usage, mechanics,etc.)?
_____	50	Total Points

Name _____ Sec. _____ Date _____

**Persuasive or Sales Messages
Evaluation Criteria**

Actual Points Possible Points

- | | |
|----|--|
| 10 | Does the opening gain the reader's attention with a story, a question or statement that introduces a need that the product or service will satisfy, or an emotional reward that the product or service will provide to the reader? |
| 5 | Does the body sell the reader on the idea? |
| 10 | In sales/persuasive messages, the "request" is the bad news, so is the request subordinated, or buried under all of the advantages? |
| 5 | Is the You-Viewpoint used? |
| 5 | Is the emotional or rational appeal used to present ideas? |
| 5 | Does the writer anticipate questions, concerns, objections the reader might have and provide answers, solutions? |
| 5 | Does the writer ask for what he/she wants nicely? <ul style="list-style-type: none">• Strong call or urge to action• Urgent call or urge to action• Take reader through motions (step-by-step process)• Recall basic appeal with benefits |
| 5 | Is the message in standard letter format?

Are there any technical errors (spelling, grammar, usage, mechanics, etc.)? |

_____ _____
50

Total Points

GBA 389

Grade Sheet

Format Correctness 5 - 0 Pts.

Memo _____

Letter _____

Report _____

Other _____

Content 5 - 0

Clarity _____

Coherence _____

Completeness _____

Organization _____

Analysis of Problem/Issue 5 - 0

Complete _____

Incomplete _____

Other _____

Writing Style Selection 5 - 0

Direct _____

Indirect _____

Persuasive _____

Writing Mechanics 5 - 0

Spelling _____

Proofreading _____

Wordiness _____

Grammar _____

Punctuation _____

Other Comments 25 Pts.

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**Good News/Neutral Message
Evaluation Criteria**

Actual Points	Possible Points	
	5	Correct Business Letter Format: Standard Elements for Full Block or Modified Block Format Letterhead
	10	Content: Validity, comprehensiveness, clarity, professionally presented using guidelines for good news/neutral messages.
	10	Audience Adaptation and Tone: You-Viewpoint and positive tone conveys goodwill, furthers business relationship.
	10	Direct Order Organization: Opening, logical sequence with well-developed paragraphs, goodwill closing.
	5	Design-Page Layout: White space, bullets, type size and style.
	10	Correctness: Are there any technical errors (spelling, grammar, usage, punctuation, syntax, etc.)?
_____	50	Total Points

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Direct Plan Memo/Letter Evaluation

<u>Actual Pts.</u>	<u>Possible Pts.</u>	
	10	Content (Validity, comprehensiveness, clarity)
	8	Audience Adaptation (You-viewpoint)
	10	Organization (Opening, logical sequence of points, closing)
	4	Tone (Positive, conversational, goodwill)
	6	Format (Letter or memo, standard elements)
	6	Design (White space, bullets, type size and style)
	6	Correctness (Grammar, spelling, usage, mechanics)
_____	50	Total

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**Bad News Letter/Memo Writing Sample
Evaluation Criteria**

Actual Possible
Points Points

- 2 Does the document open with a buffer?
- 3 Did the writer present details and explanations?
- 2 Was the information you-oriented?
- 3 Did the writer omit all apologies and negative terms (*however, but, although, unfortunately, regret*)?
- 2 Did the writer clearly state the decision / bad news?
- 1 Did the writer include a counterproposal, if appropriate?
- 2 Does the message end with a goodwill statement?
- 3 Is the document designed to be easy to read?
- 3 Is the message in standard letter or memo format?
- 4 Are there any surface errors (spelling, grammar, usage, mechanics)?

_____ 25 **Total points**