**Argument Rubric**

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| --- | --- | --- | --- |
| **Name:** |  | **Title:** | Dear Dr. Larson (Strong) |



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| 4 | **Ideas** |
| The writing . . .   * includes a clear, effective opinion statement. * provides a variety of reasons to support the opinion statement. * effectively answers objections. | |
| 5 | **Organization** |
| * begins well by capturing the reader’s interest and providing the opinion statement. * effectively organizes the middle part. * focuses on one main reason in each middle paragraph. * ends well by reviewing the reasons and revisiting the opinion statement. | |
| 5 | **Voice** |
| * shows that the writer cares about the topic. * uses an appropriate emotional tone. | |
| 4 | **Word Choice** |
| * uses precise nouns and active verbs. | |
| 5 | **Sentence Fluency** |
| * uses a variety of sentence lengths and beginnings. * flows smoothly from one sentence to another. | |
| 5 | **Conventions** |
| * uses end punctuation and commas correctly. * correctly capitalizes first words and proper nouns. * avoids spelling errors. * correctly uses words *(there, they’re, their)*. | |

**Comments**: Your letter is clear, organized, accurate, and engaging. You get right to the point, which is always good in business writing.

Perhaps it would have been helpful to include a bit more specific information about your background and training with pets.

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