English 9A, Argument Unit Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Persuasive Letter Primary Traits** Period**:** \_\_\_\_\_\_\_Final Score: \_\_\_\_\_\_ /100

Directions: Compose an informative and persuasive letter to encourage your specific audience to take necessary action to address media literacy in secondary schools.

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| **Category** | **Description** | **Total Points Possible** | **Points Earned** |
| **Format** | Letter follows MLA business letter format, and includes: date/address, greeting, closing | 10 |  |
| **Topic & Claim** | Issue is directly stated in opening paragraph and claim is complete  | 5 |  |
| **Persuasive Strategies** | Uses at least 3 persuasive strategies List them here:1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | 15 |  |
| **Action Steps** | Clearly provides steps the reader can take to address issue (clearly understands the role of the reader can play to make a difference to address issue—conducts research as necessary) | 15 |  |
| **Consequences** | Addresses specific consequences of not following action steps | 10 |  |
| **Sources** | Reliable, credible, and most current and most helpful sources provide reader a complete or balanced picture of issue | 5 |  |
| **Target Audience** | Letter is suitable for its formal target audience  | 5 |  |
| **Editing** | Letter is free of spelling, grammar, punctuation issues | 10 |  |
| **Appeals** | Uses at least 2 of 3 persuasive appeals to reach audience (ethos, pathos, logos) | 10 |  |
| **MLA Works Cited** | Properly formatted for all sources researched (at least 3) | 15 |  |

**Target Audience: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Letter will be published/sent to (list location): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Notes:**
1. You MUST have one peer (not in your group) provide you written feedback, using this checklist as a guide. This feedback will be due when final product is submitted.

2. You MUST use this checklist to score yourself before you submit your final product.