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| --- | --- | --- | --- | --- | --- | --- |
| Criteria | Long | Rating1 | Rating2 | Rating3 | Rating4 | Rating5 |
|  |  | 5 | 4 | 3 | 2 | 1 |
| Analyzes at least four different webpages that focus on four different types of writing produced by someone who works in career field that my major prepares me to work in. | Choose the webpages that you will describe, following these guidelines: [1] Pick specific webpages that a professional in your field typically uses while working. [2] Avoid overly general pages, like Google or Office 365. [3] Choose webpages that focus on four different types (or genres) of writing. For help identifying types of writing, see <https://canvas.vt.edu/courses/205859/pages/resources-for-identifying-types-of-writing> | Exceeds expectations | Yes | Almost There | Needs Work | Missing |
| Uses the Survey of Writing Template, following the indicated memo formatting. | Set up your informal report as a memo from you (your name) to me (my name). Find the template at <https://canvas.vt.edu/courses/205859/pages/annotated-website-survey-memo-template> | Exceeds expectations | Yes | Almost There | Needs Work | Missing |
| Includes document title and all memo headers. | See the Correspondence resources in the Week 02 Readings: <https://canvas.vt.edu/courses/205859/pages/week-02-readings> | Exceeds expectations | Yes | Almost There | Needs Work | Missing |
| Uses a clear, specific subject line. | See the Correspondence resources in the Week 02 Readings at <https://canvas.vt.edu/courses/205859/pages/week-02-readings> and on the Strong Subject Lines page at <https://canvas.vt.edu/courses/205859/pages/strong-subject-lines> for help. | Exceeds expectations | Yes | Almost There | Needs Work | Missing |
| Introduces the report in the first paragraph of the memo. | Explain the purpose of your project and summarize what you discovered in a single sentence or two sentences. You can even start like this: The purpose of this report is to X. Researching for the report, I discovered Y. | Exceeds expectations | Yes | Almost There | Needs Work | Missing |
| Provides details on how you found the info in the second paragraph of the memo, under the Approach heading. | Identify and discuss the approach you took to finding the information. Did you interview someone? If so, who? Where do they work? What's their job title? How do you know them? If you researched online, where did you find the information? Identify your sources in writing. You don't have to list all of the bibliographical material. Just indicate the source titles. | Exceeds expectations | Yes | Almost There | Needs Work | Missing |
| Introduces the four types of writing you’ve examined in the advance organizer, under the Types of Writing heading. | See the Advance Organizer page at <https://canvas.vt.edu/courses/205859/pages/advance-organizers>. | Exceeds expectations | Yes | Almost There | Needs Work | Missing |
| Summarizes each type of writing in a separate subsection. | Include four different subsections, one for each different type of writing. See the details in the assignment above in #5, under the Types of Writing bullet: <https://canvas.vt.edu/courses/205859/assignments/2273825> | Exceeds expectations | Yes | Almost There | Needs Work | Missing |
| Includes a heading that identifies the type of writing for each of the four types of writing. | See the template at <https://canvas.vt.edu/courses/205859/pages/annotated-website-survey-memo-template> and the Using Headings to Organize page at <https://canvas.vt.edu/courses/205859/pages/organization-using-headings-to-organize> | Exceeds expectations | Yes | Almost There | Needs Work | Missing |
| Includes a separate paragraph under the type of writing heading that identifies the 5 required details in paragraph form | In separate sections, each with a heading that identifies the type of writing, summarize the various types of writing you learned about. For each, give the website’s name and provide a link to the site, and then identify these 5 items in paragraph form: [1] genre (what type of writing is it?), [2] purpose of the type of writing (what is it meant to do?), [3] typical audience for it, [4] the usual mode of delivery (paper, blog, database, etc.), and [5] the usual length of the type of writing. Ensure your details are clear and specific. | Exceeds expectations | Yes | Almost There | Needs Work | Missing |
| Provides conclusions drawn from the research (what you learned) under the Conclusions heading. | End the body section by discussing briefly what you learned about the types of writing you might be producing in the workplace. Do not summarize the webpages themselves. | Exceeds expectations | Yes | Almost There | Needs Work | Missing |
| Ends the memo with a conclusion. | End cordially and provide your contact information, using sentences in a paragraph. | Exceeds expectations | Yes | Almost There | Needs Work | Missing |