

	0	1-2	3	4	5
Reader focus	The writing is not suitable for the context, lacks a reader focus and / or much of the content is unsuitable for the given objective. Audience composition, knowledge, needs and concerns, attitude and motivation are overlooked.	Some of the content is context-specific, reader-focused and in line with the overall objective. However, key aspects such as audience composition, knowledge, needs and concerns, attitude and motivation are largely overlooked.	Content is to a large degree context-specific, suitable for the readership and aligned with the communication objective. However, there may be some information which fails to take into consideration audience composition, knowledge, needs and concerns, attitude or motivation.	Content is context-specific (internal and external use), and mostly appropriate for the reader and the communication objective. Audience composition, knowledge, needs and concerns, attitude and motivation are all addressed.	Content is context-specific (internal and external use), appropriate for the reader and aligned with the communication objective. Audience composition, knowledge, needs and concerns, attitude and motivation are fully addressed.
Content development	<p>The message is fragmented and there is no sense of a meaningful whole. Message requires rereading; many sections remain unclear.</p> <p>The text is difficult to read. Ideas are not divided into logical units and the central idea is unclear. No reader-friendly devices are used.</p> <p>The text fails to follow the conventions specific to a particular genre (e.g. press release).</p> <p>In persuasive writing, claims are unclear and unsubstantiated.</p>	<p>Although some passages hold together, there is little overall sense of a meaningful whole. Frequent rereading of passages may be necessary; some sections may still remain unclear.</p> <p>Little attention is paid to paragraphing and ideas are vague and lack appropriate support. Reader-friendly devices are not used.</p> <p>The text fails to follow the conventions specific to a particular genre (e.g. press release).</p> <p>In persuasive writing, claims may not be substantiated by suitable evidence.</p>	<p>Message forms an overall sense of meaning around a central idea and has a generally logical progression throughout. However, occasional rereading is necessary.</p> <p>Content is not always divided into clear logical units and the central idea may be inadequately developed. Reader-friendly devices are used to some extent.</p> <p>When necessary, the text mostly follows the conventions specific to a particular genre (e.g. press release).</p> <p>In persuasive writing, a number of the claims might lack solid, compelling evidence.</p>	<p>Message forms a meaningful whole to a very large degree and there is a controlling idea that is logically developed throughout the text. Rereading is rarely necessary.</p> <p>Content is divided into clear logical units and the idea is almost always sufficiently presented and adequately developed. Reader-friendly devices are used but they are not always as effective as they could be.</p> <p>When necessary, the text follows the conventions specific to a particular genre (e.g. press release).</p> <p>In persuasive writing, most claims are supported by solid, compelling evidence (both quantitative and qualitative) from relevant and respected sources.</p>	<p>Message forms a meaningful whole with a controlling idea that is logically developed throughout the text. Rereading is unnecessary, even when content is complex.</p> <p>Content is divided into clear logical units consisting of a central idea which is very well developed. Reader-friendly devices (headings, listing, bulleting) are used very effectively throughout the text.</p> <p>When necessary, the text follows the conventions specific to a particular genre (e.g. press release).</p> <p>In persuasive writing, claims are always supported by solid, compelling evidence (both quantitative and qualitative) from relevant and respected sources.</p>
Language	The number and frequency of grammatical and vocabulary inaccuracies makes it difficult to understand the text. Inappropriate tone.	Meaning often unclear. Many grammatical and vocabulary inaccuracies. Tone frequently inappropriate for the given readership. The reader might be confused or offended by some of the language used.	Meaning might not always be clear. Some inappropriateness of style and tone. Frequent grammatical inaccuracies and vocabulary slips which may hamper understanding from time to time.	Competent handling of the language. To a large degree, conveys ideas with clarity and fluency. Almost no inappropriateness of style and tone. There may be some grammatical inaccuracies and vocabulary slips.	Confident handling of the language. Conveys ideas with clarity and fluency. Meaning always clear. Style and tone are ideal for the context and given readership. There may be some minor grammatical inaccuracies and vocabulary slips.