



Standards – Task 7

- Students will use writing styles that appeal to a variety of audiences for a variety of purposes.
- Students will use appropriate word choice when producing persuasive documents.
- Students will produce documents that exhibit a range of persuasive writing techniques that contain topic sentences, position statements, support for position statements, and proposals using formats suitable for submission.
- . Students will apply the rules of grammar in writing.

Letter of Complaint

Have you or has someone you know, ever bought an item, used it once, and found out it didn't work the way you expected, or that it broke entirely? Choose a time when this happened to you and write a complaint letter to the manufacturer to express your disappointment. In order for you to completely tell your story, your letter must contain at least 3 paragraphs with a minimum of 6-8 sentences each. Your letter should be in correct letter format and apply the rules of grammar, spelling and punctuation.

Keep in Mind:

- State the problem, explain what happened and propose a reasonable solution.
- Use language that will persuade, not anger.
- Make sure your argument is clear.
- Explain how it happened. (6-8 meaningful sentences per paragraph.)
- Remember to use words that persuade.



Complaint Letter Rubric

	5	3	1	0	
Audience	Complex, clever and emotional appeal to words/language chosen that convinces the target audience	Use of clever, and emotional words/language that appeals to a target audience.	Appropriate use of words/language that somewhat appeals to a target audience.	Language is inappropriate for subject and target audience.	X1
Word Choice	Definite emotional appeal to word choice. Lively action verbs, colorful adjectives and definite attempt by the writer to use new and varied words.	Somewhat emotional appeal to word choice. Occasional lively action verbs & colorful adjectives. A modest attempt by the writer to use new and varied words.		Little or no emotional appeal to word choice. Verbs and adjectives are ordinary and mundane. Little or no attempt by the writer to use new and varied words.	X2
Position Statement	The position statement is a clear strong statement of the author's position on the topic. Definitely know how you feel about the subject matter.	Position statement provides a statement of the author's position on the topic. Know how you feel about subject matter.	A position statement is present but the author's position is not clear. Unable to tell how you feel about the subject matter.	There is no position statement.	X2
Grammar, punctuation and spelling	Correct grammar, spelling and punctuation are used throughout the letter. 0-2 mistake.	Correct grammar, spelling and punctuation are used throughout most of the letter. 3-4 errors.	Correct grammar spelling and punctuation are used throughout some of the letter. 5-6 errors.	There are numerous errors in grammar, punctuation and spelling making it difficult to read your letter. More than 7 errors.	X1
Business Letter format	Correct business letter format including dateline, return address, company name, address and signature.		Some type of format was used, but it was not totally correct.	No format was used whatsoever.	X2
Concluding paragraph	The conclusion is strong and leaves the reader solidly understanding the writer's position. Effective restatement of the position statement begins the closing paragraph.	The author's position is restated, but it is not near the beginning of the closing paragraph.	The author's position is not clearly restated, and the paragraph just ends with no focus or understanding	There is no conclusion. The paper just ends	X2

