

Written production output	Novice	Average	Advanced	Score paragraph (out of 100)	Score paragraph (out of 10)	Students' Score
	(0-12 points)	(13-16 points)	(17-20 points)			
<b>1. Pattern Construction (20 points)</b>	The written pattern is unclear. The purpose is not clear or at all stated. There is lack of connectors and the main point is underdeveloped or not present. There is no conclusion or the conclusion is not supported by the main body. There is no clear adherence to introduction, middle and conclusion of the essay. Conclusion is not related or connected to the introduction. There is lack of transitions. The comprehension of the essay is difficult.	The subject matter can be discerned as a general idea. However the main point and the introduction may need work. Ideas though are easy to discover, they may be underdeveloped or weakly connect to each other. Connectors and transitions may be a bit rough and not eloquent. Conclusion though connected to the introduction and the main body may still need development through the broader use of connecting material in a linguistically logical form. Audience can understand output if focusing thoroughly.	Well organised output, featuring an introduction, a main body and a conclusion. Message is clearly and easily communicated. Connectors and transition are well placed. The overall output is very good	20	2	0
<b>2. Topic Comprehension (20 points)</b>	The output is off point, exhibiting a misunderstanding of the issues and the context which they relate to. The question was not answered to its core and only peripherally touched. General repetition of statements that may not connect to subject matter.	Output a bit off point but the issues flow from it in an acceptable way. Though it may be unoriginal, the main body is supportive of the introduction which may be a bit underdeveloped and the conclusion which may be a bit unsupported or take on the role of the main body. The reverse could also be true as the introduction could be replaced with the conclusion. The main ideas are there but lack support though not to a disruptive degree.	Topic has been exhausted and output represents a good response to the issues. Introduction leads to the main body and conclusion wraps up arguments. A degree of originality is exhibited and matched well with logical cohesion. Output is clearly understood.	20	2	0
<b>3. Audience Communication (30 points)</b>	The output represents a bad adjustment to the relevant context. It also does not relate to the expected recipient of the communication. Ideas may not be developed or may be unsuited for a specific target group/person. The choice of language and tone is unfortunate.	Output is taking the recipient into account though the arguments put forth do not deliver strong engagement. Though some of the ideas may be convincing, others may need further work. Message may start well and get sidetracked on the way. The overall ideas however do meet a level of acceptance and empathy. The choice in language and tone is acceptable but not convincing.	The recipient is captivated by the output. The message is compelling and the arguments convincing. The choice of language and tone is well matched. All parts of the output are on point with only a minor adjustment needed.	30	3	0
<b>4. Language employed (20 points)</b>	The language used is not proper. Jargon or slang may be opted. Grammatical and other errors are overwhelming. Confusion of verbs could be present. Vocabulary is limited. May exhibit a foreign language influence on the syntax. Only basic expressions. Connectors and transitions omitted or misplaced.	Language is of a certain level but may feature grammatical and syntax mistakes. Vocabulary is relevant but much better choices could have been put forth. The choice of language could be correct but delivery is weak. Connectors and transitions may not be featured too heavily. May exhibit too long or too short sentences.	Output reflects the recipients' expectations. Tone is vivid and not dull. Exhibiting a high degree of vocabulary use and more than basic grammar understanding. Sentences are of an acceptable length and connect well together. The intended message is carried thoroughly.	20	2	0
<b>5. Overall ease (10 points)</b>	The method for the output distracts from the intended message. Too much time is spent on irrelevant or supplementary topics and not enough effort is put on the main subject. It may touch on too many issues or not enough, delivering them rather raw or dull. The style of writing might be difficult rather incomprehensible while exhibiting an overall sense of self-doubt and unease.	Though the output and method are effective, they are not consistent. Some ideas were delivered correctly while others where rushed. Though not raw, the style is still dull. There is a certain degree of confidence though it is not supported all the way through. The style of writing carries the ideas and message across though not in a relevantly effortless way. Some language confusion may be observed but this is not permanent in the output and only acts as a slight disruption. Overall it achieves the intended effect but not sufficiently.	The message is conveyed thoroughly and at a certain degree of originality. Impulsive elements may be present but these match well the rest of the delivery. The style is relevant and may feature personal elements that are well suited. The recipient is taken into account. The method is direct or indirect but it manages the task well. Creativity may be present.	10	1	0
Total						0



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