

LETTER WRITING

Performance Standard 3C.I

Each student will write two letters, one an informal letter to a friend, one a business letter to complain about a problem he/she has encountered. The two letters will be evaluated for format and content accordingly:

- **Business Letter**
 - *Formatting the letter:* include the components of the business letter (i.e., return address, date, inside address, salutation, body, closing, signature); place components (e.g., margins, spacing, paragraphing, sequence of components) on the page; punctuate components.
 - *Organizing content – Message and Tone:* include five required parts of the message (i.e., person addressed, nature of the problem, how it was discovered, what will satisfy the writer, how to reach writer) in the body; use formal tone; use appropriate language.
- **Informal (Friendly) Letter**
 - *Formatting the letter:* include components of the friendly letter (i.e., date, salutation, body, closing, signature); place components (e.g., margins, spacing, paragraphing, sequence of components) on the page; punctuate components.
 - *Organizing content – Message and Tone:* include in the body, the parts of the message recorded in the business letter; use informal tone.

Procedures

1. ***In order to communicate ideas in writing to accomplish a variety of purposes (3C)***, students should experience sufficient learning opportunities to develop the following:
 - Compose informational writing that supports a topic or thesis statement with well-articulated evidence.
 - Adjust voice, tone, vocabulary, and grammatical conventions according to both purpose and audience.
 - Demonstrate the proper format/conventions for business letters.
 - Convert a formal letter into an informal one (or vice versa).
 - Use available technology to draft, design, produce, revise, and present compositions and multimedia works for specified audiences.
2. Have students review and discuss the assessment task and how the rubric will be used to evaluate their work.
3. Students will be familiar with the elements (format, language, style) of an informal (friendly) and a formal (business) letter.
4. Students will have written several informal and formal letters prior to the assessment.
5. Each student will complete “Letter of Complaint Planning Sheet”.
6. Each student writes a letter of complaint to a company, using a standard business letter format. The letter should include the description of the problem, how the writer became aware of the problem, and the action which the writer wants the company to take to solve the problem.
7. Each student then writes an informal (friendly) letter to a friend, telling the friend about the same problem with the company and explaining what he/she expects the company to do to fix it.
8. Evaluate both letters for proper formatting (i.e., formal (business) style and informal (friendly) style) and for content appropriate to the perceived audiences.
9. Evaluate each student’s performance using the rubric. Add each student’s scores to determine the performance level.

Examples of Student Work follow

Time Requirements

- One to two class periods

Resources

- Writing materials, including available technology
- Copies of the writing assignment
- Letter Writing Rubric

LETTER WRITING

NAME _____ DATE _____

- | | |
|--|--|
| <input type="checkbox"/> Exceeds 15 - 16 total points
<input type="checkbox"/> Meets 11 - 14 total points | <input type="checkbox"/> Approaches 7 -10 total points
<input type="checkbox"/> Begins 4 - 6 total points |
|--|--|

BUSINESS LETTER		INFORMAL (FRIENDLY) LETTER	
	Format	Content – Message and Tone	Format
4	<ul style="list-style-type: none"> • All components of the business letter are present (i.e., return address, date, inside address, salutation, body, closing, signature). • All components (e.g., margins, spacing, paragraphing, sequence of components) are properly placed on the page. • All components are properly punctuated. 	<ul style="list-style-type: none"> • All five required parts of the message (i.e., person addressed, nature of the problem, how it was discovered, what will satisfy the writer, how to reach writer) are present in the body. • Consistently uses formal tone. • Consistently uses appropriate language. 	<ul style="list-style-type: none"> • All components of the friendly letter are present (i.e., date, salutation, body, closing, signature). • All components (e.g., margins, spacing, paragraphing, sequence of components) are properly placed on the page. • All components are properly punctuated.
3	<ul style="list-style-type: none"> • Most components of the business letter are present. • Most components are properly placed on the page. • Most components are properly punctuated. 	<ul style="list-style-type: none"> • All five required parts of the message are present in the body. • Usually uses formal tone. • Usually uses appropriate language. 	<ul style="list-style-type: none"> • Most components of the friendly letter are present. • Most components are properly placed on the page. • Most components are properly punctuated.
2	<ul style="list-style-type: none"> • Some components of the business letter are present. • Some components are properly placed on the page. • Some components are properly punctuated. 	<ul style="list-style-type: none"> • 3 - 4 of the required parts of the message are present in the body. • Sometimes uses formal tone. • Sometimes uses slang or jargon. 	<ul style="list-style-type: none"> • Some components of the friendly letter are present. • Some components are properly placed on the page. • Some components are properly punctuated.
1	<ul style="list-style-type: none"> • Few or no components of the business letter are present. • Few or no components are properly placed on the page. • Few or no components are properly punctuated. 	<ul style="list-style-type: none"> • 0 - 2 of the required parts of the message are present in the body. • Seldom or never uses formal tone. • Overuses slang or jargon. 	<ul style="list-style-type: none"> • Few or no components of the friendly letter are present. • Few or no components are properly placed on the page. • Few or no components are properly punctuated.
Score			

Dear Jenna,

Long time no talk! What have you been up to lately? I've just been playing soccer and schoolwork. Yuck! We are gonna have to get together sometime soon to hang out. You know, like the old times.

Oh my gosh! You will never believe what happened to me the other day! Do you remember those shoes that I bought at the Mall of America with you last summer? They were the same ones you bought, only with a different color? Well, I've never worn 'em because they don't fit very well, so I decided to return them. When I took them back to the store, though, they wouldn't let me! How bogus is that?

Okay, so I walked in all polite like, and I asked the guy if I could return the shoes. I gave him the receipt and put the shoes on the counter (never worn). He just looked at the receipt and was like, "Um, it's been too long since you bought these, I'm sorry." So I told him that the shoes had never been worn, and asked for a refund for the second time. Again, he told me that it had been too long. I was so so so so so mad! I didn't want to cause a scene though because there were lots of people there, so I just left. When I got home I got online to the Champs website to see if there was a way I could just ship them back to the company, and I found out that there was a return policy! You can only return items within thirty days. Do you remember anyone telling us that they had a return policy? Because I sure don't! The guy didn't even tell me when I tried to return them. What incompetent employees they have!

So yeah, I'm not really sure what I am going to do. I spent sixty-five bones on those shoes, and I'm never going to wear them. No way am I just gonna forget about my money. Maybe I should write them a letter. Yeah, that's what I'll do! I better get going on that then. Catch me back later about hanging out sometime soon. Talk to you later!

Your friend,

1310 Schroeder Drive
Normal, IL 61761
March 20, 2002

Corporate Officer
Champs Sporting Goods
Address
City/State

Dear Sir or Madam:

I am writing to you today concerning the purchase of a pair of shoes that I bought from your store in the Mall of America on (date). After not being told of the return policy, I tried to return the shoes a couple months later and was not allowed. I am asking today for a refund for the shoes, or even a store credit.

On (date) I purchased a pair of Adidas Superstars with silver stripes from your store in the Mall of America, in Minneapolis, Minnesota, for sixty-five dollars. Upon returning home to Illinois, I decided that the shoes did not fit very well and I should return them. About two months later, I took the shoes to your store in Normal, Illinois, and asked for a refund. I presented the employee with a receipt and the brand new shoes. The store employee then informed me that it had been too long since I had bought the shoes and he would not be able to give me a refund. When I told him I had the receipt, and that the shoes had never been worn he again told me that it had been too long. Not knowing why, but also not wanting to be rude or cause a scene, I left the store.

It was only after I got on your website at home that I learned of your return policy. Neither the employee that sold me the shoes, nor the man I tried to return them to told me that I could not return them after thirty days. The receipt I was given also said nothing about returns. If I had been informed about the policy when first purchasing the shoes, I would not have waited so long to take the shoes back.

I have had great experiences with your company in the past, and hope to have many more in the future. I would greatly appreciate a refund or a store credit for the tennis shoes since I was never informed of your return policy. In addition, it might be of help to your company if you asked all of your employees to inform customers of the return policy when items are purchased.

You can reach me at my home, by phone, or by e-mail, all of which are enclosed. Thank you for taking time out of your busy schedule to help me with my problem

Sincerely,

Encl: Receipt; shoes \$
Home phone;
E-mail;

Bloomington, Illinois 61704
March 25, 2002

Dear Jeremy,

What's going on? Thanks for letting me spend the night on Saturday. That was a lot of fun. The real reason I'm writing at this time though, is to tell you of a bad experience I encountered at Chili's. I got really mad the other weekend when I ended up waiting for hours to get a seat at Chili's. My family and I went to Chili's to celebrate my birthday. Normally we have a good time at Chili's, but this time we all got really ticked off with their service.

We got there about 6:30 and got in line while my dad gave the hostess our name. We were patiently waiting for a seat but, after about 40 minutes we started to get frustrated. After an hour of waiting we finally got seated. My dad is not very patient so he complained to the waiter and hostess about the inconvenience. They apologized but made it clear that there wasn't anything they could do about it at this time.

Now that we were finally seated we faced another problem of having to wait until we actually received our food. We waited close to another 40 minutes until our food arrived, which made us even more upset. By the time we were done eating we were all in a very bad mood and just wanted to leave as soon as possible.

We later came up with the idea to write a complaint letter to the manager at Chili's in hopes of having them establish a reservation system to help people move in and out of their restaurant more quickly. Anyways, sorry about just complaining the whole time but I needed to get this situation off my chest. Next time you go to Chili's try and say something about the long wait so hopefully they'll consider using reservations. I'll talk to you later.

Your Friend,

Bloomington, IL 61704

March 20, 2002

Manager

Chili's Restaurant

2107 North Veterans Parkway

Bloomington, IL 61704

Dear Manager:

I am writing you at this time to inform you of a great inconvenience that some friends and I experienced at your restaurant. On December 22, some friends and I decided to come eat at your restaurant. We ended up waiting to be seated for almost an hour and had to wait close to another hour before we received our food. I'm bringing this situation to your attention to let you know of some ideas that I believe would help the customers have a better time at your restaurant.

My friends and I called before we left to see if we could make some reservations. Unfortunately, your restaurant doesn't take reservations, but we decided to go anyway since we'd been so pleased with the food in the past. We arrived at around 6:30 and gave the hostess our name, then got in line. The line didn't seem so long, but we ended up standing for over forty-five minutes before being seated. We later complained to the hostess, but understood there wasn't anything they could do about the problem at the time. We were upset by this entire situation, which was worsened after we had to wait for about forty more minutes until our food arrived. We left your restaurant in a sour mood and upset with the seating situation we'd just encountered.

I thought that it would be important for this problem to be brought to your attention to help improve the service at your restaurant. I think that it would be a great help to add some kind of reservation system into your seating policy at Chili's. With reservations people would be able to know whether or not it would be much of a wait or not. Also, with reservations, since you'd be moving people in at your own rate, there would be less delay and less wait until the customer receives their food. I believe that incorporating reservations into your restaurant would help reduce the wait that's experienced by your customers. It would also allow the seating and food serving process to run much smoother than it does at this time, and would greatly increase customer satisfaction at Chili's.

I have had great times at your restaurant in the past, and hope that with a few changes to help business run more smoothly, I will have many more great times at Chili's in the future. I hope that you will strongly consider my suggestions regarding reservations at Chili's, and I anticipate hearing from you in the near future. If you do indeed wish to contact me, you can write to the address above, or you can call me at home at (309) ~~666-6666~~.
~~Thank you~~ Thank you very much for your time and consideration.

Sincerely,