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| ****Document Organization**** | |
| Characteristic | Observations |
| The purpose is clear. |  |
| The main message appears near the beginning of the document. (i.e**.,** “The bottom line is on top.”) |  |
| Information is grouped and labeled to show hierarchy. |  |
| The document has the right content to support the main message. |  |
| ****Paragraph Structure**** | |
| Characteristic | Observations |
| Each paragraph has one main idea. |  |
| Each paragraph flows logically to support the main idea. |  |
| ****Sentence Readability**** | |
| Characteristic | Observations |
| Style is concise and tone is appropriate. |  |
| Sentences have correct grammar, punctuation, and other mechanics. |  |