

Trial Advocacy: A View from the Bench

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Overview

- Trial lawyers are story tellers.
- Before there was T.V., a trial was the town's entertainment.
- The person with the best story wins.



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Story Telling Techniques

- Arouse the listener's curiosity
- Use the active voice
- Tell the story in the present tense
- Use lay terminology



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Story Telling Techniques

- Present compelling characters
- Employ evocative language which transforms the actions into memorable images
- Appeal to all of the senses



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The Picture Theory

- Create a picture at trial to frame the story the way you want the jury to see it.
- Create a picture in the courtroom without the use of demonstrative evidence, but with words.



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The Picture Theory

Using the right words can mean the difference of the jury remembering your story better than the opposing counsels’.



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