

Contents

<i>Preface</i>	xix
<i>Acknowledgments</i>	xxi
Part I The Art (and Science) of Advocacy.....	1
Chapter 1 Introduction to Rhetoric and Bias.....	3
§1.1 Rhetoric.....	3
§1.1.1 The Greeks (425 BCE to 225 BCE).....	4
a. Syllogism.....	5
b. Enthymeme.....	5
c. Antithesis.....	5
d. Anadiplosis.....	6
e. Anaphora.....	6
f. Antistrophe.....	6
§1.1.2 The Romans (35 CE to 410 CE).....	7
§1.1.3 The Middle Ages (426 CE to 1320 CE).....	7
§1.1.4 The Renaissance (1426 CE to 1623 CE).....	8
§1.2 Using Rhetoric Today.....	8
§1.2.1 Storytelling/Narrative.....	8
§1.2.2 Priming.....	9
§1.2.3 Negativity Bias.....	9
§1.2.4 Confirmation Bias.....	10
§1.2.5 Racial and Gender Bias.....	11
§1.3 Ethics of Using Implicit Biases to Support Your Position.....	12
Part II Motion Briefs.....	15
Chapter 2 Motion Briefs.....	17
§2.1 Audience.....	17
§2.2 Purpose.....	18
§2.3 Conventions.....	18
§2.4 <i>State v. Patterson</i>	18
Chapter 3 Beginning the Motion Brief: Theory of the Case, Caption, and Preliminary Statement.....	21
§3.1 Theory of the Case.....	21
§3.2 The Caption.....	23
§3.3 Introductory Paragraph/Preliminary Statement.....	23

Chapter 4 Statement of Facts.....	25
§4.1 Select the Facts.....	26
§4.1.1 Background Facts.....	26
§4.1.2 Legally Significant Facts.....	26
§4.1.3 Emotionally Significant Facts.....	26
§4.2 Select an Organizational Scheme.....	27
§4.3 Present the Facts in a Light Favorable to Your Client.....	27
§4.3.1 Prime the Judge to Rule in Your Client's Favor.....	28
§4.3.2 Create a Favorable Context.....	28
§4.3.3 Tell the Story from the Client's Point of View.....	29
§4.3.4 Emphasize the Facts That Support Your Theory of the Case, and De-emphasize Those That Do Not.....	30
a. Airtime.....	30
b. Detail.....	31
c. Positions of Emphasis.....	32
d. Sentence Length.....	33
e. Active and Passive Voice.....	34
f. Dependent and Main Clauses.....	34
§4.3.5 Select Words Both for Their Denotation and Their Connotation.....	35
§4.4 Checklist for Critiquing the Statement of Facts.....	36
Chapter 5 Issue Statements and Ordering the Issues and Arguments.....	39
§5.1 Issue Statements.....	39
§5.1.1 Select the Lens.....	39
§5.1.2 Select a Format.....	40
§5.1.3 Make Your Issue Statement Subtly Persuasive.....	41
§5.1.4 Checklist for Critiquing the Issue Statement.....	43
§5.2 Ordering the Issues and Arguments.....	44
§5.2.1 Present the Issues and Arguments in a Logical Order.....	44
§5.2.2 Decide Which Issues and Arguments Should Be Presented First.....	45
Chapter 6 Argumentative Headings and the Arguments.....	47
§6.1 Argumentative Headings.....	47
§6.1.1 Use Your Argumentative Headings to Define the Structure of the Argument.....	47
§6.1.2 Use Your Argumentative Headings to Persuade.....	49
§6.1.3 Make Your Headings Readable.....	50
§6.1.4 Follow the Conventions: Number, Placement, and Typefaces.....	51
§6.2 Checklist for Critiquing the Argumentative Headings.....	52
§6.3 The Arguments.....	53

§6.3.1	Identify Your Assertions and Your Support for Those Assertions.....	54
a.	Setting Out Your Assertion.....	54
b.	Supporting Your Assertion.....	54
§6.3.2	Select an Organizational Scheme.....	56
§6.3.3	Present the Rules in the Light Most Favorable to Your Client.....	60
§6.3.4	Present the Cases in the Light Most Favorable to Your Client.....	64
§6.3.5	Present the Arguments in the Light Most Favorable to Your Client.....	66
a.	Present Your Own Arguments First.....	66
b.	Give the Most Airtime to Your Own Arguments....	67
c.	Use Language That Strengthens Your Arguments and Undermines the Other Side's Arguments....	68
d.	Use the Same Persuasive Techniques You Used in Setting Out the Facts, Issues, Rules, and Analogous Cases.....	68
§6.4	Checklist for Critiquing the Argument.....	69
Chapter 7	Finishing the Motion Brief: The Prayer for Relief and Signing the Brief.....	71
§7.1	The Prayer for Relief.....	71
§7.2	Signing the Brief.....	72
Chapter 8	Sample Briefs.....	73
§8.1	Briefs from the <i>Patterson</i> Case.....	75
§8.2	Briefs from a Civil Case Seeking Motion for Summary Judgment.....	98
Part III	Appellate Briefs.....	119
Chapter 9	Practicing Before an Appellate Court.....	121
§9.1	Types of Appellate Review.....	122
§9.2	Time Limits for Filing the Notice of Appeal or Petition for Discretionary Review.....	123
§9.3	The Notice of Appeal or Notice for Discretionary Review.....	123
§9.4	Scope of Review.....	124
§9.5	The Record on Appeal.....	124
§9.6	Types of Briefs.....	125
Chapter 10	Audience, Purpose, and Conventions.....	127
§10.1	Audience.....	127
§10.2	Purpose.....	128

§10.3 Conventions.....	129
Chapter 11 First Steps: Getting the Case and Preparing to Write the Brief.....	135
§11.1 Getting the Case.....	135
§11.2 Preparing to Write the Brief.....	138
§11.2.1 Reviewing the Record for Error.....	138
§11.2.2 Selecting the Issues on Appeal.....	139
a. Was There an Error?.....	140
b. Was the Error Preserved?.....	140
c. What Is the Standard of Review?.....	141
d. Was the Error Harmless?.....	143
§11.2.3 Preparing an Abstract of the Record.....	144
§11.2.4 Preparing the Record on Appeal.....	145
§11.2.5 Researching the Issues on Appeal.....	146
Chapter 12 Planning the Brief.....	147
§12.1 Analyzing the Facts and the Law.....	147
§12.2 Developing a Theory of the Case.....	150
§12.2.1 Exercise: Developing a Theory of a Case.....	151
§12.3 Selecting an Organizational Scheme.....	153
§12.3.1 Deciding on the Number of Issues and Headings....	153
§12.3.2 Ordering the Issues and Arguments.....	154
Chapter 13 Beginning the Appellate Brief: The Cover, Tables, and Jurisdictional Statement, and the Statement of Issues... 	157
§13.1 The Cover, Tables, and Jurisdictional Statement.....	157
§13.1.1 Preparing the Cover.....	157
§13.1.2 Preparing the Table of Contents.....	157
§13.1.3 Preparing the Table of Authorities.....	158
§13.1.4 Drafting the Jurisdictional Statement.....	158
§13.2 Statement of Issues Presented for Review.....	159
§13.2.1 Drafting the Statement of Issues Presented for Review.....	159
§13.2.2 Select a Format.....	160
§13.2.3 Make the Issue Statement Subtly Persuasive.....	161
a. State the Question So That It Suggests the Conclusion You Want the Court to Reach.....	161
b. Emphasize the Facts That Support Your Theory of the Case.....	163
c. Emphasize or De-emphasize the Burden of Proof and Standard of Review.....	164
§13.2.4 Make Sure the Issue Statement Is Readable.....	165

Chapter 14 Statement of the Case.....	167
§14.1 Check the Rules.....	167
§14.2 Draft the Statement of the Case.....	168
§14.3 Draft the Statement of Facts.....	169
§14.3.1 Select the Facts.....	169
a. Legally Significant Facts.....	169
b. Emotionally Significant Facts.....	169
c. Background Facts.....	170
§14.3.2 Select an Organizational Scheme.....	170
§14.3.3 Present the Facts in the Light Most Favorable to the Client.....	171
a. Prime the Judges to Rule in Your Client's Favor... <td>171</td>	171
b. Create a Favorable Context.....	171
c. Tell the Story from Your Client's Point of View... <td>174</td>	174
d. Emphasize Those Facts That Support Your Theory of the Case and De-emphasize Those That Do Not.....	176
1. Airtime.....	176
2. Detail.....	177
3. Positions of Emphasis.....	179
4. Sentence and Paragraph Length.....	181
5. Sentence Construction.....	182
6. Active and Passive Voice.....	183
e. Choose Words Carefully.....	184
f. Be Subtly Persuasive.....	185
§14.4 Identifying Persuasive Techniques: Exercise.....	186
Chapter 15 Drafting the Summary of the Argument and Argumentative Headings.....	189
§15.1 Drafting the Summary of the Argument.....	189
§15.2 Drafting the Argumentative Headings.....	191
§15.2.1 Use the Argumentative Headings to Outline the Argument for the Court.....	191
§15.2.2 Use the Argumentative Headings to Persuade.....	191
a. Make a Positive Assertion.....	192
b. Provide Support for Your Assertions.....	194
c. Make Sure That Your Headings Are Neither Too Specific Nor Too General.....	195
d. Make Your Headings Readable.....	196
e. Use the Same Persuasive Techniques You Used in Drafting the Issue Statements and Statement of Facts.....	197
§15.2.3 Use Conventional Formats for Headings.....	198

Chapter 16 Drafting the Arguments.....	201
§16.1 Knowing What You Need, and Want, to Argue.....	202
§16.2 Selecting an Organizational Scheme.....	202
§16.3 Presenting the Rules, Descriptions of Analogous Cases, and Arguments in the Light Most Favorable to Your Client.....	207
§16.3.1 Presenting the Rules.....	207
§16.3.2 Presenting the Cases.....	210
§16.3.3 Constructing and Presenting the Arguments.....	217
§16.3.4 Using Quotations.....	220
§16.3.5 Responding to the Other Side's Arguments.....	222
§16.3.6 Avoiding the Common Problem of Neglecting to Make Explicit Connections.....	225
§16.3.7 Avoiding the Common Problem of Not Dealing with Weaknesses.....	227
§16.3.8 Avoiding the Mistake of Overlooking Good Arguments.....	228
Chapter 17 Finishing the Appellate Brief: Drafting the Final Sections and Revising, Editing, and Proofreading.....	231
§17.1 Drafting the Final Sections of the Brief.....	231
§17.1.1 Conclusion or Prayer for Relief.....	231
§17.1.2 Preparing the Signature Block.....	232
§17.1.3 Preparing the Appendix.....	232
§17.2 Revising, Editing, and Proofreading.....	233
Chapter 18 Sample Briefs.....	235
§18.1 Appellant's Brief.....	236
§18.2 Appellee's Brief.....	264
Part IV Oral Advocacy.....	285
Chapter 19 Preparing and Presenting an Effective Oral Argument...	287
§19.1 Audience.....	287
§19.2 Purpose.....	288
§19.3 Preparing for Oral Argument.....	288
§19.3.1 Deciding What to Argue.....	288
§19.3.2 Preparing an Outline.....	289
§19.3.3 Practicing the Argument.....	289
§19.3.4 Reviewing the Facts and the Law.....	289
§19.3.5 Organizing Your Materials.....	290
a. Notes or Outline.....	290
b. The Briefs.....	290
c. The Record.....	290
d. The Law.....	290

§19.4	Courtroom Procedures and Etiquette.....	290
§19.4.1	Seating.....	290
§19.4.2	Before the Case Is Called.....	291
§19.4.3	Courtroom Etiquette.....	291
§19.4.4	Appropriate Dress.....	291
§19.5	Making the Argument.....	291
§19.5.1	Introductions.....	292
§19.5.2	Opening.....	292
§19.5.3	Statement of the Issues.....	293
a.	The Moving Party.....	293
b.	The Responding Party.....	293
§19.5.4	Summary of the Facts.....	293
a.	The Moving Party.....	293
b.	The Responding Party.....	294
§19.5.5	The Argument.....	294
§19.5.6	Answering Questions.....	295
§19.5.7	The Closing.....	296
§19.5.8	Rebuttal.....	297
§19.6	Delivering the Argument.....	297
§19.6.1	Breathe.....	297
§19.6.2	Do Not Read Your Argument.....	297
§19.6.3	Maintain Eye Contact.....	298
§19.6.4	Do Not Slouch, Rock, or Put Your Hands in Your Pockets.....	298
§19.6.5	Limit Your Gestures and Avoid Distracting Mannerisms.....	298
§19.6.6	Speak So That You Can Be Easily Understood.....	298
§19.7	Making Your Argument Persuasive.....	299
§19.8	Handling the Problems.....	299
§19.8.1	Counsel Has Misstated Facts or Law.....	299
§19.8.2	You Make a Mistake.....	300
§19.8.3	You Do Not Have Enough Time.....	300
§19.8.4	You Have Too Much Time.....	300
§19.8.5	You Do Not Know the Answer to a Question.....	300
§19.8.6	You Do Not Understand a Question.....	301
§19.8.7	You Become Flustered or Draw a Blank.....	301
§19.8.8	You Are Asked to Concede a Point.....	301
§19.9	A Final Note.....	302
§19.10	Checklist for Critiquing the Oral Argument.....	302
<i>Glossary of Terms.....</i>		305
<i>Index.....</i>		313