

Persuasive Devices Ethos Logos Pathos

A surprising, and entertaining, explanation of how the words we use (even the ones we don't notice) reveal our personalities, emotions, and identities.

"What is involved, when we say what people are doing and why they are doing it? An answer to that question is the subject of this book."--Mr. Burke, as quoted on the cover.

Rhetoric is often seen as a synonym for shallow, deceptive language, and therefore as something negative. But if we view rhetoric in more neutral terms, as the 'art of persuasion', it is clear that we are all forced to engage with it at some level, if only because we are constantly exposed to the rhetoric of others. In this Very Short Introduction, Richard Toye explores the purpose of rhetoric. Rather than presenting a defence of it, he considers it as the foundation-stone of civil society, and an essential part of any democratic process. Using wide-ranging examples from Ancient Greece, medieval Islamic preaching, and modern cinema, Toye considers why we should all have an appreciation of the art of rhetoric. ABOUT THE SERIES: The Very Short Introductions series from Oxford University Press contains hundreds of titles in almost every subject area. These pocket-sized books are the perfect way to get ahead in a new subject quickly. Our expert authors combine facts, analysis, perspective, new ideas, and enthusiasm to make interesting and challenging topics highly readable.

A journalist's passionate expose of the media's portrayal of the disabled.

De Oratore; 2

Freedom or death

The Software Architect Elevator

A Theory of Civic Discourse

The Essential Guide for Students

On the rhetoric of GMOs. Ethos, Logos and Pathos

What Our Words Say About Us

An introduction to the art of rhetoric explains how persuasion can profoundly influence personal and professional successes and reveals an array of techniques employed by such personalities as Aristotle and Winston Churchill. This new edition of George A. Kennedy's highly acclaimed translation and commentary offers the most faithful English version ever published of *On Rhetoric*. Based on careful study of the Greek text and informed by the best modern scholarship, the second edition has been fully revised and updated. As in the first edition, Kennedy makes the work readily accessible to modern students by providing an insightful general introduction, helpful section introductions, a detailed outline, extensive explanatory notes, and a glossary of Aristotle's rhetorical terms.

Striving to convey a sense of Aristotle'

In *The Art of Rhetoric*, Aristotle demonstrates the purpose of rhetoric—the ability to convince people using your skill as a speaker rather than the validity or logic of your arguments—and outlines its many forms and techniques. Defining important philosophical terms like ethos, pathos, and logos, Aristotle establishes the earliest foundations of modern understanding of rhetoric, while providing insight into its historic role in ancient Greek culture.

Aristotle's work, which dates from the fourth century B.C., was written while the author lived in Athens, remains one of the most influential pillars of philosophy and has been studied for centuries by orators, public figures, and politicians alike. HarperTorch brings great works of non-fiction and the dramatic arts to life in digital format, upholding the highest standards in ebook production and celebrating reading in all its forms. Look for more titles in the HarperTorch collection to build your digital library.

The old saying goes, "To the man with a hammer, everything looks like a nail." But anyone who has done any kind of project knows a hammer often isn't enough. The more tools you have at your disposal, the more likely you'll use the right tool for the job - and get it done right. The same is true when it comes to your thinking. The quality of your outcomes depends on the mental models in your head. And most people are going through life with little more than a hammer. Until now. *The Great Mental Models: General Thinking Concepts* is the first book in *The Great Mental Models* series designed to upgrade your thinking with the best, most useful and powerful tools so you always have the right one on hand. This volume details nine of the most versatile, all-purpose mental models you can use right away to improve your decision making, productivity, and how clearly you see the world. You will discover what forces govern the universe and how to focus your efforts so you can harness them to your advantage, rather than fight with them or worse yet- ignore them. Upgrade your mental toolbox and get the first volume today. AUTHOR BIOGRAPHY Farnam Street (FS) is one of the world's fastest growing websites, dedicated to helping our readers master the best of what other people have already figured out. We curate, examine and explore the timeless ideas and mental models that history's brightest minds have used to live lives of purpose. Our readers include students, teachers, CEOs, coaches, athletes, artists, leaders, followers, politicians and more. They're not defined by gender, age, income, or politics but rather by a shared passion for avoiding problems, making better decisions, and lifelong learning. AUTHOR HOME Ottawa, Ontario, Canada

Persuading People

Narrative of the Life of Frederick Douglass

Prescriptions for Change

Rhetoric: A Very Short Introduction

How to Read Like a Writer

The Poetics of Aristotle

Killing Monsters

The ability to speak with confidence and deliver winning presentations can accelerate your career, earn people's respect, and enable you to achieve your greatest goals. Anyone can learn to be a great speaker, just as easily as they can learn to drive a car or ride a bike. As one of the world's premier speakers and personal success experts, Brian Tracy reveals time-tested tricks of the trade that you can use to present powerfully and speak persuasively, whether in an informal meeting or in front of a large audience. In *Speak To Win*, you will learn how to: become confident, positive, and relaxed in front of any audience grab people's attention from the start use body language, props, and vocal techniques to keep listeners engaged transition smoothly from one point to the next use humor, stories, quotes, and questions skillfully deal with skepticism when presenting new ideas wrap up strongly and persuasively This no nonsense handbook is perfect for delivering talks that inform, impress, persuade and motivate. Brimming with unbeatable strategies for winning people over every time, *Speak To Win* lets you in on his most powerful presentation secrets in this indispensable, life-changing guide.

"This best-selling combination rhetoric and thematically organized reader shows students how to analyze all kinds of arguments, not just essays and editorials, but clothes, smartphone apps, ads, and Web site designs, and then how to use what they learn to write their own effective arguments. Newly streamlined and featuring e-Pages that take argument online, its signature engaging, informal, and jargon-free instruction emphasizes cultural currency, humor, and visual argument."--Back cover.

Narrative of the Life of Frederick Douglass First published in 1845, *Narrative of the Life of Frederick Douglass* is an eye-opening depiction of American slavery. Part autobiography, part human-rights treatise, it describes the everyday horrors inflicted on captive laborers, as well as the strength and courage needed to survive. *Narrative of the Life of Frederick Douglass* Born into slavery on a Maryland plantation in 1818, Frederick Douglass spent years secretly teaching himself to read and write—a crime for which he risked life and limb. After two failed escapes, Douglass finally, blessedly boarded a train in 1838 that would eventually lead him to New York City and freedom. *Narrative of the Life of Frederick Douglass* Few books have done more to change America's notion of African Americans than this seminal work. Beyond its historical and social relevancy, it is admired today for its gripping stories, the intensity of spirit, and

heartfelt humanity. Narrative of the Life of Frederick Douglass This ebook has been professionally proofread to ensure accuracy and readability on all devices. Narrative of the Life of Frederick Douglass Born into a life of bondage, Frederick Douglass secretly taught himself to read and write. It was a crime punishable by death, but it resulted in one of the most eloquent indictments of slavery ever recorded. His gripping narrative takes us into the fields, cabins, and manors of pre-Civil War plantations in the South and reveals the daily terrors he suffered. Narrative of the Life of Frederick Douglass Written more than a century and a half ago by a Black man who went on to become a famous orator, U.S. minister to Haiti, and leader of his people, this timeless classic still speaks directly to our age. It is a record of savagery and inhumanity that goes far to explain why America still suffers from the great injustices of the past. Narrative of the Life of Frederick Douglass

The Poetics of Aristotle is the earliest surviving work of dramatic theory and first extant philosophical treatise to focus on literary theory. In it, Aristotle offers an account of what he calls "poetry". In this reflections Aristotle includes verse drama – comedy, tragedy, and the satyr play – as well as lyric poetry and epic poetry. The similarities and differences are being described in this work.

Our Children's Need For Fantasy, Heroism, and Make-Believe Violence

The Story Grid

Opening Doors to Student Understanding

You Talkin' To Me?

Law and Language

Thank You for Arguing

The two-volume set LNCS 10271 and 10272 constitutes the refereed proceedings of the 19th International Conference on Human-Computer Interaction, HCII 2017, held in Vancouver, BC, Canada, in July 2017. The total of 1228 papers presented at the 15 colocated HCII 2017 conferences was carefully reviewed and selected from 4340 submissions. The papers address the latest research and development efforts and highlight the human aspects of design and use of computing systems. They cover the entire field of Human-Computer Interaction, addressing major advances in knowledge and effective use of computers in a variety of application areas. The papers included in this volume cover the following topics: HCI theory and education; HCI,

innovation and technology acceptance; interaction design and evaluation methods; user interface development; methods, tools, and architectures; multimodal interaction; and emotions in HCI. After shaking up writing classrooms at more than 550 colleges, universities, and high schools, *Understanding Rhetoric*, the comic-style guide to writing, has returned for a third edition! *Understanding Rhetoric* encourages deep engagement with core concepts of writing and rhetoric. With brand-new coverage of fake news, sourcing the source, podcasting as publishing, and support for common writing assignments, the new edition of the one and only composition comic covers what students need to know--and does so with fun and flair.

Presents a comprehensive comprehensive treatment of the art of persuasion with 150 entries, written by leading scholars, who bring together expertise in classical studies, philosophy, literature, literary theory, cultural studies, speech, and communications. Combines theory, history, and practice, with a special emphasis on public speaking, performance, and communication.

'I am a woman's rights. I have plowed and reaped and husked and chopped and mowed, and can any man do more than that? I am as strong as any man that is now' A former slave and one of the most powerful orators of her time, Sojourner Truth fought for the equal rights of Black women throughout her life. This selection of her impassioned speeches is accompanied by the words of other inspiring African-American female campaigners from the nineteenth century. One of twenty new books in the bestselling Penguin Great Ideas series. This new selection showcases a diverse list of thinkers who have helped shape our world today, from anarchists to stoics, feminists to prophets, satirists to Zen Buddhists.

Rhetoric Alive! Book 1

Rhetorical Devices

Six Pixels of Separation

The Gettysburg Address

A Graphic Guide to Writing

A Grammar of Motives

19th International Conference, HCI International 2017, Vancouver, BC, Canada, July 9-14, 2017, Proceedings, Part I

WHAT IS THE STORY GRID? The Story Grid is a tool developed by editor Shawn Coyne to analyze stories and provide helpful editorial comments. It's like a CT Scan that takes a photo of the global story and tells the editor

or writer what is working, what is not, and what must be done to make what works better and fix what's not. The Story Grid breaks down the component parts of stories to identify the problems. And finding the problems in a story is almost as difficult as the writing of the story itself (maybe even more difficult). The Story Grid is a tool with many applications: 1. It will tell a writer if a Story ?works? or ?doesn't work. 2. It pinpoints story problems but does not emotionally abuse the writer, revealing exactly where a Story (not the person creating the Story'the Story) has failed. 3. It will tell the writer the specific work necessary to fix that Story's problems. 4. It is a tool to re-envision and resuscitate a seemingly irredeemable pile of paper stuck in an attic drawer. 5. It is a tool that can inspire an original creation.

Completed in 1964, Harold J. Berman's long-lost tract shows how properly negotiated, translated and formalised legal language is essential to fostering peace and understanding within local and international communities. Exemplifying interdisciplinary and comparative legal scholarship long before they were fashionable, it is a fascinating prequel to Berman's monumental Law and Revolution series. It also anticipates many of the main themes of the modern movements of law, language and ethics. In his Introduction, John Witte, Jr, a student and colleague of Berman, contextualises the text within the development of Berman's legal thought and in the evolution of interdisciplinary legal studies. He has also pieced together some of the missing sections from Berman's other early writings and provided notes and critical apparatus throughout. An Afterword by Tibor Várady, another student and colleague of Berman, illustrates via modern cases the wisdom and utility of Berman's theories of law, language and community.

As the digital economy changes the rules of the game for enterprises, the role of software and IT architects is also transforming. Rather than focus on technical decisions alone, architects and senior technologists need to combine organizational and technical knowledge to effect change in their company's structure and processes. To accomplish that, they need to connect the IT engine room to the penthouse, where the business strategy is defined. In this guide, author Gregor Hohpe shares real-world advice and hard-learned lessons from actual IT transformations. His anecdotes help architects, senior developers, and other IT professionals prepare for a more complex but rewarding role in the enterprise. This book is ideal for: Software architects and senior developers looking to shape the company's technology direction or assist in an organizational transformation Enterprise architects and senior technologists searching for practical advice on how to navigate technical and organizational topics CTOs and senior technical architects who are devising an IT strategy that impacts the way the organization works IT managers who want to learn what's worked and what hasn't in large-scale transformation

What are "essential questions," and how do they differ from other kinds of questions? What's so great about

them? Why should you design and use essential questions in your classroom? Essential questions (EQs) help target standards as you organize curriculum content into coherent units that yield focused and thoughtful learning. In the classroom, EQs are used to stimulate students' discussions and promote a deeper understanding of the content. Whether you are an Understanding by Design (UbD) devotee or are searching for ways to address standards—local or Common Core State Standards—in an engaging way, Jay McTighe and Grant Wiggins provide practical guidance on how to design, initiate, and embed inquiry-based teaching and learning in your classroom. Offering dozens of examples, the authors explore the usefulness of EQs in all K-12 content areas, including skill-based areas such as math, PE, language instruction, and arts education. As an important element of their backward design approach to designing curriculum, instruction, and assessment, the authors

- *Give a comprehensive explanation of why EQs are so important;**
- *Explore seven defining characteristics of EQs;**
- *Distinguish between topical and overarching questions and their uses;**
- *Outline the rationale for using EQs as the focal point in creating units of study; and**
- *Show how to create effective EQs, working from sources including standards, desired understandings, and student misconceptions. Using essential questions can be challenging—for both teachers and students—and this book provides guidance through practical and proven processes, as well as suggested "response strategies" to encourage student engagement. Finally, you will learn how to create a culture of inquiry so that all members of the educational community—students, teachers, and administrators—benefit from the increased rigor and deepened understanding that emerge when essential questions become a guiding force for learners of all ages.**

Power Persuasion

The Secret Life of Pronouns

Rhetoric

Encyclopedia of Rhetoric

Understanding Rhetoric

Persuasive Legal Writing

Principles of Persuasion

Rhetoric is the art of using language for persuasion by employing special devices. The three-classic means of persuasion (since Aristotle) are: a)Ethos. b)Pathos. c)Logos. To manage these three elements means to write skillfully.

The Gettysburg Address is a speech by U.S. President Abraham Lincoln, one of the best-known in American history. It was delivered by Lincoln during the American Civil War, on the

afternoon of Thursday, November 19, 1863, at the dedication of the Soldiers' National Cemetery in Gettysburg, Pennsylvania, four and a half months after the Union armies defeated those of the Confederacy at the Battle of Gettysburg. Abraham Lincoln's carefully crafted address, secondary to other presentations that day, was one of the greatest and most influential statements of national purpose. In just over two minutes, Lincoln reiterated the principles of human equality espoused by the Declaration of Independence and proclaimed the Civil War as a struggle for the preservation of the Union sundered by the secession crisis, with "a new birth of freedom" that would bring true equality to all of its citizens. Lincoln also redefined the Civil War as a struggle not just for the Union, but also for the principle of human equality. Beginning with the now-iconic phrase "Four score and seven years ago"—referring to the United States Declaration of Independence in 1776—Lincoln examined the founding principles of the United States as stated in the Declaration of Independence. In the context of the Civil War, Lincoln also memorialized the sacrifices of those who gave their lives at Gettysburg and extolled virtues for the listeners (and the nation) to ensure the survival of America's representative democracy: that "government of the people, by the people, for the people, shall not perish from the earth." Despite the speech's prominent place in the history and popular culture of the United States, the exact wording and location of the speech are disputed. The five known manuscripts of the Gettysburg Address in Lincoln's hand differ in a number of details, and also differ from contemporary newspaper reprints of the speech.

This fascinating and practical book explores persuasive techniques in the English language, and is the ideal introduction for students and others with a professional interest in persuasion. Using a wide range of lively and accessible illustrative material, Robert Cockcroft and Susan Cockcroft unpick the complexities of persuasive language - both written and spoken - and enable readers to develop and enhance their rhetorical skills. Now thoroughly revised and expanded, the second edition of this successful text includes: - developed application of cognitive linguistic theory, which sheds new light on the emotional and logical powers of persuasion - extended and updated examples of rhetoric in action - clear pointers for further study to allow readers to continue their exploration into rhetorical theory and

practice - a new final chapter which invites readers to practice their skills using updated versions of traditional rhetorical exercises.

Offering practical and constructive advice for students giving presentations, this book presents a detailed explanation of how to conduct a successful presentation and how to feel at ease with public speaking. The book includes: Real-life examples illustrating how to achieve an effective presentation Explains the importance of body language, voice control and the relationship with your audience Demonstrates an awareness of cross-cultural communication a thoroughly up-to-date analysis of new technologies as a medium through which to communicate. Written from a practical perspective, this text will be essential reading for both undergraduate and postgraduate students and researchers, together with students on professional and vocational courses. SAGE Study Skills are essential study guides for students of all levels. From how to write great essays and succeeding at university, to writing your undergraduate dissertation and doing postgraduate research, SAGE Study Skills help you get the best from your time at university. Visit the SAGE Study Skills hub for tips, resources and videos on study success!

Human-Computer Interaction. User Interface Design, Development and Multimodality

Rhetoric from Aristotle to Obama

Effective Symbols of Community

A Rhetoric with Readings

Everything's an Argument with Readings

Presentation Skills

What Good Editors Know

Through the use of timely case studies and fascinating stories, Six Pixels of Separation offers a complete set of the latest tactics, insights, and tools that will empower you to reach a global audience and consumer base—which, best yet, you can do pretty much for free. Is it important to be connected? Well, consider this: If Facebook were a country, it would have the sixth largest population in the world. The truth is, we no longer live in a world of six degrees of separation. In fact, we're now down to only six pixels of separation, which changes everything we know about doing business. This is the first book to integrate digital marketing, social media, personal branding, and entrepreneurship in a clear, entertaining, and instructive manner that everyone can understand and apply. Digital marketing expert Mitch Joel

unravels this fascinating world of new media-but does so with a brand-new perspective that is driven by compelling results. The smarter entrepreneurs and top executives are leveraging these digital channels to get their voice "out there"-connecting with others, becoming better community citizens, and, ultimately, making strategic business moves that are increasing revenue, awareness, and overall success in the marketplace—without the support of traditional mass media. Everyone is connected. Isn't it time for you and your company to connect to everyone?

Here is a book as joyous and painful, as mysterious and memorable, as childhood itself. *I Know Why the Caged Bird Sings* captures the longing of lonely children, the brute insult of bigotry, and the wonder of words that can make the world right. Maya Angelou's debut memoir is a modern American classic beloved worldwide. Sent by their mother to live with their devout, self-sufficient grandmother in a small Southern town, Maya and her brother, Bailey, endure the ache of abandonment and the prejudice of the local "powhitetrash." At eight years old and back at her mother's side in St. Louis, Maya is attacked by a man many times her age—and has to live with the consequences for a lifetime. Years later, in San Francisco, Maya learns that love for herself, the kindness of others, her own strong spirit, and the ideas of great authors ("I met and fell in love with William Shakespeare") will allow her to be free instead of imprisoned. Poetic and powerful, *I Know Why the Caged Bird Sings* will touch hearts and change minds for as long as people read. "I Know Why the Caged Bird Sings liberates the reader into life simply because Maya Angelou confronts her own life with such a moving wonder, such a luminous dignity."—James Baldwin From the Paperback edition.

Essay from the year 2015 in the subject Business economics - Business Management, Corporate Governance, grade: 2, Dongbei University of Finance and Economics, language: English, abstract: This essay is meant to introduce the reader to the use of rhetoric when it comes to influence a process or persuade an audience to follow the rhetor's idea. The example of the introduction of a GMO (genetic modified organism) is used as a vivid and real life case, where different stakeholders try to influence and give the general narrative a new spin. A rather rich bibliography offers plenty options to dig deeper and gain a better understanding of "Ethos", "Logos" and last but not least "Pathos".

Children choose their heroes more carefully than we think. From Pokémon to the rapper Eminem, pop-culture icons are not simply commercial pied pipers who practice mass hypnosis on our youth. Indeed, argues the author of this lively and persuasive paean to the power of popular culture, even trashy or violent entertainment gives children something they need, something that can help both boys and girls develop in a healthy way. Drawing on a wealth of true stories, many gleaned from the fascinating workshops he conducts, and basing his claims on extensive research, including interviews with psychologists and educators, Gerard Jones explains why validating our children's fantasies teaches them to trust their own emotions and build stronger selves.

Essential Questions

Your Client's Story

On Rhetoric

Moving an Ancient Art Into the Media Age

Rhetoric in Everyday Life

With a Guide to Abbreviation of Bibliographic References ; for the Guidance of Authors, Editors, Compositors, and Proofreaders

A Handbook and Activities for Student Writers

The Art Of RhetoricHarperCollins

Basic composition courses have become a fundamental requirement for the major of university degrees available today. These classes allow students to enhance their critical thinking, writing, and reading skills; however, frequent use of technology and online activity can be detrimental to students' comprehension. Engaging 21st Century Writers with Social Media is a pivotal reference source for the latest research on the integration of social media platforms into academic writing classes, focusing on how such technology encourages writing and enables students to grasp basic composition skills in classroom settings. Highlighting emerging theoretical foundations and pedagogical practices, this book is ideally designed for educators, upper-level students, researchers, and academic professionals.

When you Read Like a Writer (RLW) you work to identify some of the choices the author made so that you can better understand how such choices might arise in your own writing. The idea is to carefully examine the things you read, looking at the writerly techniques in the text in order to decide if you might want to adopt similar (or the same) techniques in your writing. You are reading to learn about writing. Instead of reading for content or to better understand the ideas in the writing (which you will automatically do to some degree anyway), you are trying to understand how the piece of writing was put together by the author and what you can learn about writing by reading a particular text. As you read in this way, you think about how the choices the author made and the techniques that he/she used are influencing your own responses as a reader. What is it about the way this text is written that makes you feel and respond the way you do?

Freedom or Death is a speech by Emmeline Pankhurst delivered at Hartford, Connecticut - November 13, 1913. It was later transcribed and issued as a pamphlet. The speech was dedicated to the issues of suffrage movement.

Suggestions to Medical Authors and A.M.A. Style Book

I Know Why the Caged Bird Sings

The Great Mental Models: General Thinking Concepts

Techniques of Persuasive Writing

Ain't I A Woman?

The Art Of Rhetoric

Everyone Is Connected. Connect Your Business to Everyone.

Rhetoric gives our words the power to inspire. But it's not just for politicians: it's all around us, whether you're buttering up a key client or persuading your children to eat their greens. You have been using rhetoric yourself, all your life. After all, you know what a rhetorical question is, don't you? In this updated edition of his classic guide, Sam Leith traces the art of argument from ancient Greece down to its many modern mutations. He introduces verbal villains from Hitler to Donald Trump - and the three musketeers: ethos, pathos and logos. He explains how rhetoric works in speeches from Cicero to Richard Nixon, and pays tribute to the rhetorical brilliance of AC/DC's "Back In Black". Before you know it, you'll be confident in chiasmus and proud of your panegyrics - because rhetoric is useful, relevant and absolutely nothing to be afraid of. This work has been selected by scholars as being culturally important and is part of the knowledge base of civilization as we know it. This work is in the public domain in the United States of America, and possibly other nations. Within the United States, you may freely copy and distribute this work, as no entity (individual or corporate) has a copyright on the body of the work. Scholars believe, and we concur, that this work is important enough to be preserved, reproduced, and made generally available to the public. To ensure a quality reading experience, this work has been proofread and republished using a format that seamlessly blends the original graphical elements with text in an easy-to-read typeface. We appreciate your support of the preservation process, and thank you for being an important part of keeping this knowledge alive and relevant.

Your Client's Story: Persuasive Legal Writing centers on the foundations of advocating for a client, with a focus on ways to persuade the reader to grant the relief each client seeks. That sets it apart from other legal writing textbooks, which mainly organize around parts of an appellate brief. Organized to reflect the client-advocacy process that results in written documents, the text begins with meeting the client, moves to investigating the facts, and then provides guidance on analyzing and choosing the

appropriate persuasive strategy. The material is rooted in concepts of narrative theory, brain science, and cognitive psychology. The book is written in an easy-to-read, conversational style to guide students through an explanation that classical rhetoric and modern persuasion theory provide the foundation for memorable legal writing. Coverage includes both the trial and appellate levels. By focusing on the process of persuasion, *Your Client's Story: Persuasive Legal Writing* creates strong connections between the first-year objectives and the upper-level skills, externship, and clinic courses. Editable versions of the sample briefs appear in the appendices so that professors can tailor them to individual needs. New to the Second Edition: A new chapter on logical fallacies, unique among legal coursebooks, categorizing and describing 16 common logical fallacies, providing examples and guidance on how to spot and avoid them A new chapter on reasoning with facts (inferential reasoning), covering fact synthesis, weight of facts, and drawing negative inferences from the absence of critical facts Expanded coverage of how to write a powerful conclusion to your brief Professors and students will benefit from: This book focuses on the question, "How can the lawyer persuade the audience through legal writing?" rather than "What does a brief look like?" This book puts the facts first. It is the only text on the market to devote several chapters to factual research, fact synthesis, and reasoning with facts. The client-centered focus makes this textbook unique in the legal writing market. By learning how to effectively tell "Your Client's Story," this book helps students stay grounded in client-based advocacy. The book includes more extensive coverage of visual design than competing books, including a discussion of visualized legal reasoning. The authors have individually and collectively written germinal legal scholarship about legal narrative and legal document design. The authors are all prior presidents of the Legal Writing Institute. One of them is the co-editor-in-chief of the legal journal devoted to publishing persuasive-writing articles for practicing attorneys.

Redefining the Architect's Role in the Digital Enterprise

What Aristotle, Lincoln, and Homer Simpson Can Teach Us about the Art of Persuasion
Writing Arguments

How to Present with Power in Any Situation

Disability and the Media

Speak to Win

Engaging 21st Century Writers with Social Media