

# CONTENTS

<i>Preface</i>	<i>xi</i>
<i>Acknowledgments</i>	<i>xiii</i>
<b>PART I</b>	
<b>Introduction</b>	<b>1</b>
1 Making connections	3
2 Thinking and decision making: starting to persuade	12
<b>PART II</b>	
<b>Setting: audience, timing, and location</b>	<b>21</b>
3 The judicial audience	23
4 Kairos: fitting time and place	31
<b>PART III</b>	
<b>Invention: stories, metaphors, and analogies</b>	<b>39</b>
5 Uncover embedded plots, characters, and images	41
6 Introduction to storytelling	50
7 Telling fact stories differently	57
8 Developing law stories	72

**x** Contents

9	Making intuitive connections	80
10	Shape connections: familiar analogies and metaphors	84
11	Reinforce favorable connections: arguing by analogy	88
12	Break unfavorable connections: novel metaphors	96
<b>PART IV</b>		
<b>Arrangement: organization and connection</b>		<b>105</b>
13	Introduction to priming: story and emotion	107
14	Priming interpretations and impressions	113
15	Introduction to syllogistic frameworks	123
16	Syllogistic and analogical case arguments	128
<b>PART V</b>		
<b>Connecting through tone</b>		<b>141</b>
17	Structuring arguments to appear reasonable	143
18	Volunteering adverse information	149
19	The trap of attack	155
<b>PART VI</b>		
<b>Conclusion</b>		<b>159</b>
20	Putting it together	161
<i>Index</i>		165