When Words Become Action: The Physical Power of Speech in the Courtroom

A Trial Advocacy Presentation

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Words as Physical Action

- When Words Become Action: The Physical Power of Speech in the Courtroom

- In the courtroom, speech is never just words—it is action. Every sentence a trial lawyer speaks travels through breath, rhythm, and body before it ever reaches the jury. One current of advocacy rises from the breath and the feeling life, carrying conviction, imagination, and emotional truth into the room like a strong wind. The other moves downward from the mind, shaping that energy into clear, deliberate language—organizing facts, sharpening judgment, and giving arguments their form.

Words as Physical Action

- The most persuasive trial lawyers unite these two forces: disciplined thinking and lived human feeling. When they do, their voice carries a tone that jurors instinctively trust. It does more than explain what happened; it makes the truth felt. In that moment, speech becomes a physical force—one that frames how the jury understands the case, the lawyer, and ultimately, the justice of the verdict.

Words as Physical Action

- The 3 Shapes or Modes

- There are three musical forms of speech, each with its own source and direction: lyric, epic, and dramatic.

- Lyric (Inward, Personal, Intimate)

- Definition:
- Speech that rises from the inner life and moves in a soft, inward, circular gesture. Personal, warm, intimate—like a spring flowing from within.

Words as Physical Action

- Concrete speech examples:
- Whispering to yourself, “I remember the smell of my grandmother’s garden…”
- Saying softly, “I wish you could see what I’m feeling right now.”
- A quiet poem spoken inwardly: “The moonlight rests on my window…”
- The first lines of a diary entry spoken aloud: “Today felt strange, as if the world were moving a little more slowly.”

Words as Physical Action

- Typical contexts:
- A character recalling a personal memory
- A lover speaking privately to their beloved
- A child describing a dream

Words as Physical Action

- Any moment when speech feels confessional or intimate
- Gesture sense:
- Small, circular, around the mouth; breath stays close.

Words as Physical Action

- Epic (Outward, descriptive, atmospheric)

- Definition:
- Speech that goes outward into space, making pictures. Objective, spacious, forward-moving like a rising column of air.

- Concrete speech examples:

- Narration: “Across the valley, the village lay silent under a blanket of snow.”

- A tour guide describing a scene: “To your left you can see the old cathedral rising above the river.”

Words as Physical Action

- A witness recounting an event factually: “At 3 p.m., the truck turned the corner and continued down Main Street.”
- Storytelling: “Long ago, in a kingdom surrounded by mountains, there lived a quiet king…”
- Typical contexts:
- Epic poetry

Words as Physical Action

- Storytelling and narration
- Descriptions of landscapes, events, or actions
- Any speech that paints a clear visual picture
- Gesture sense: Upward, forward, elongating; breath projects into the room.

Words as Physical Action

- Dramatic (Relational, encounter-driven)

- Definition:
- Speech that occurs in the meeting between oneself and another person or object. It moves between two forces—like two streams colliding.

Words as Physical Action

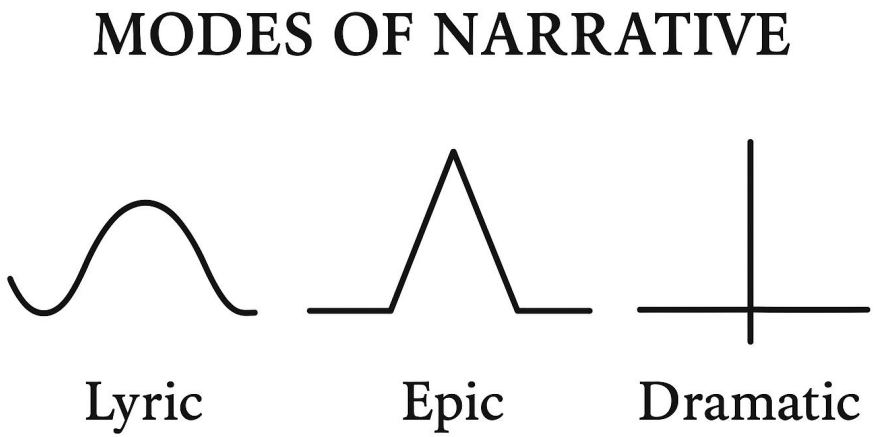
- Concrete speech examples:
- A confrontation: “Why did you come back?”
- A plea: “Please—listen to me.”
- A courtroom moment: “Are you telling this jury the truth?”
- Two actors engaging: “If you walk out that door, everything changes.”

Words as Physical Action

- Typical contexts:
- Dialogue
- Conflict scenes
- Moments of persuasion, bargaining, pleading
- Any time speech becomes charged between two beings

Words as Physical Action

- Gesture sense:
- Interplay of forces; forward and pulled-back; tension and meeting.



Words as Physical Action

- The 6 Revelations

- Rudolf Steiner revealed that there is a way of speaking that can convey very specific actions or inner experiences through speech. These are known as the six revelations:

- 1. Pondering/Reflective

- Inner Gesture:
- The mind turns an idea over slowly, touching it with careful attention; the speech leans slightly forward toward a specific object or thought.

Words as Physical Action

- Examples:
- “This… this is what I’ve been trying to understand.”
- “When I consider it closely, the pattern becomes clearer.”
- “There’s something here… something worth thinking about.”

Words as Physical Action

- 2. Sympathetic

- Inner Gesture:
- Warmth extends outward like a gentle bowing motion; breath and tone flow forward toward the listener in kindness.

- Examples:

- “I know this is difficult, and I’m here with you.”

- “Please don’t worry—everything will be alright.”

- “I understand how you must have felt.”

Words as Physical Action

- 3. Antipathic

- Inner Gesture:
- Pulling back; cooling, distancing, withdrawing energy from the object or person.

- Examples:

- “No… I don’t want any part of that.”

- “Step back. Something about this isn’t right.”

- “I’d rather not continue this conversation.”

Words as Physical Action

- 4. Love

- Inner Gesture:
- Warmth radiates forward like honey softening everything it touches; it envelops the listener gently.

- Examples:

- “You mean more to me than you know.”

- “I’m so glad you’re here.”

- “Thank you—for everything.”

Words as Physical Action

- 5. Fear of the Soul / Spiritual Indifference

- Inner Gesture:
- Narrowing inward; breath and tone move through a tight, tube-like channel. The world contracts.

- Examples:

- “I… I’m not sure I can face this.”

- “Something is wrong. I feel it closing in.”

- “I don’t know what to believe anymore.”

Words as Physical Action

- 6. Wonder

- Inner Gesture:
- Opening upward, expanding, brightening—like the sky lifting.

- Examples:

- “Oh! I never imagined it could be like this.”

- “How extraordinary… look at that!”

Words as Physical Action

- “I didn’t know anything could be so beautiful.”

- The revelations manifest out of specific inner states felt differently through the head, the heart, and the limbs/will of the body.

The Seven Ways Lawyers Win: Using Classical Style to Persuade Juries

- The classical styles of speech were not abstract theories but practical tools, long refined and tested for their persuasive power. Originating in antiquity, preserved through monastic study, expanded by continental scholars after 1066, and revitalized during the Renaissance, these styles were designed to shape how listeners think, feel, and decide. By the sixteenth century, skilled speakers understood not only *what* to say, but *how* to say it in order to produce specific effects on an audience.

The Seven Ways Lawyers Win: Using Classical Style to Persuade Juries

- This tradition was informed by extensive rhetorical scholarship, none more influential than the work of the ancient Greek rhetorician Hermogenes. His treatise, *The Seven Capital Stars*, circulated widely by 1560 and offered a systematic framework for controlling tone, clarity, emotional weight, and authority—concerns that remain central to effective advocacy today.

The Seven Ways Lawyers Win: Using Classical Style to Persuade Juries

- Every spoken argument in the courtroom contains these stylistic elements in a particular balance, and every lawyer, like every witness or client, tends to favor certain styles over others. Advocates who can integrate multiple styles into a coherent whole project credibility and command. By contrast, jurors instinctively notice stylistic mismatches: polished professionals who speak crudely, or unsophisticated witnesses who suddenly adopt inflated, unnatural language.

The Seven Ways Lawyers Win: Using Classical Style to Persuade Juries

- At times, lawyers intentionally juxtapose opposing styles—clarity against grandeur, simplicity against moral force—within a single argument to create contrast, emphasis, and persuasive tension.

The Seven Ways Lawyers Win: Using Classical Style to Persuade Juries

- Shakespeare was a consummate master of these stylistic forces, using them to shape audience perception and emotional response. In the courtroom, these same forces function as strategic tools for guiding juror attention, framing meaning, and influencing judgment. Each style operates as a distinct mode of persuasion, and the most effective trial attorneys move fluidly among them, choosing the right style for the right moment.

The Seven Ways Lawyers Win: Using Classical Style to Persuade Juries

- Here are the Seven Styles—or "Seven Capital Stars," as Hermogenes called them:
- **1. Clarity**
- Easy-to-understand words with clear organization — **To inform**
- **2. Grandeur**
- Serious topics, sophisticated words, circumlocution, splendor, and largess — **To inspire**
- **3. Beauty**
- Pretty words, phrases, imagery, and structure — **To please**
- **4. Speed**
- The use of tempo, rhythm, volubility to create a flow — **To sweep away**

The Seven Ways Lawyers Win: Using Classical Style to Persuade Juries

- **5. Ethos**
- Expressive of character or personal authority — **To engender confidence in the speaker**
- **6. Verity**
- Direct, open, powerful expression of emotions, especially anger or anguish — **To force**
- **7. Gravity**
- The blend of the six into a harmonious and persuasive whole

The Seven Ways Lawyers Win: Using Classical Style to Persuade Juries

- **Examples of the Seven Styles**

- Below are clear, strong examples from literature that illustrate each of Hermogenes' Seven Capital Stars of style. These passages are widely recognized and vividly embody each stylistic quality.

- **1. Clarity — To Inform**

- Style qualities: straightforward, orderly, easily understood.

- Example: George Orwell, "Politics and the English Language"

- "The great enemy of clear language is insincerity. When there is a gap between one's real and one's declared aims, one turns as it were instinctively to long words and exhausted idioms…"

- Why it fits: Orwell deliberately prioritizes precision, simplicity, and transparency—hallmarks of Clarity.

The Seven Ways Lawyers Win: Using Classical Style to Persuade Juries

- **2. Grandeur — To Inspire**

- Style qualities: majestic, formal, elevated, expansive.

- Example: John Milton, “Paradise Lost”

- “A mind not to be changed by place or time.
- The mind is its own place, and in itself
- Can make a Heaven of Hell, a Hell of Heaven.”

- Why it fits: Milton’s elevated diction, philosophical tone, and sweeping scope embody the grandeur and seriousness Hermogenes describes.

The Seven Ways Lawyers Win: Using Classical Style to Persuade Juries

- **3. Beauty — To Please**

- Style qualities: graceful, musical, imagistic, pleasing to the senses.

- Example: John Keats, “Ode to a Nightingale”

- “Thou wast not born for death, immortal Bird!
- No hungry generations tread thee down…”

- Why it fits: Keats’ language is lush, sensory, and melodious. The emotional beauty and imagery are central, not just the ideas.

The Seven Ways Lawyers Win: Using Classical Style to Persuade Juries

- **4. Speed — To Sweep Away**
- Style qualities: rapid movement, momentum, quick shifts, rhythmic intensity.
- Example: Shakespeare, “Hamlet” (Act 1, Scene 5)
- “Haste me to know’t, that I, with wings as swift
- As meditation or the thoughts of love,
- May sweep to my revenge.”
- Why it fits: Hamlet’s language accelerates—short phrases, urgency, movement—capturing the sweeping force of Speed.
- Another good Speed example:
- Charles Dickens, “A Tale of Two Cities”
- “It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness…”
- The rapid binary contrasts create momentum and emotional velocity.

The Seven Ways Lawyers Win: Using Classical Style to Persuade Juries

- **5. Ethos — To Engender Confidence**

- Style qualities: authoritative, trustworthy, morally grounded, expressing character.

- Example: Atticus Finch's closing argument, "To Kill a Mockingbird"

- "But there is one way in this country in which all men are created equal—there is one human institution that makes a pauper the equal of a Rockefeller… That institution, gentlemen, is a court."

- Why it fits: Atticus' moral clarity, calm authority, and ethical appeal evoke deep trust—classical ethos.

The Seven Ways Lawyers Win: Using Classical Style to Persuade Juries

- **6. Verity — To Force**
- Style qualities: blunt truth, emotional power, directness, raw honesty.
- Example: Edgar Allan Poe, “The Tell-Tale Heart”
- “Villains!” I shrieked, “dissemble no more! I admit the deed!—tear up the planks! here, here!—It is the beating of his hideous heart!”
- Why it fits: An explosive, direct confession delivered with intense emotional force—classic Verity.
- Another example:
- Emily Dickinson
- “Tell all the truth but tell it slant—”
- Dickinson’s compressed directness embodies her trademark piercing honesty.

The Seven Ways Lawyers Win: Using Classical Style to Persuade Juries

- **7. Gravity — Harmonious Balance**

- Style qualities: uniting the previous six styles into a persuasive, weighty whole.

- Example: Abraham Lincoln, Gettysburg Address

- “The world will little note, nor long remember what we say here, but it can never forget what they did here.”

- Why it fits:

- Clarity: plain words
- Grandeur: solemn purpose
- Beauty: rhythmic cadences
- Speed: efficient progression
- Ethos: moral authority
- Verity: profound, direct truth

- The speech exemplifies stylistic harmony—gravity in its purest form.

Hermogenes and the Power of Style

- How Trial Attorneys Can Use Hermogenes' Seven Styles to Win Cases

- Hermogenes' Seven Styles describe distinct energetic qualities of speech. In the courtroom, these become strategic tools for shaping juror perception, guiding emotion, and controlling meaning. Each style is a mode of influence, and great advocates move fluidly between them. Below is each style and how it functions powerfully for trial lawyers.

Hermogenes and the Power of Style

- 1. Clarity
- Purpose: Make the story easy to follow. Remove confusion. Build credibility.
- Where to use it:
- Opening statements
- Fact summaries
- Timeline and sequence descriptions

Hermogenes and the Power of Style

- Redirect after a messy cross
- Courtroom effect:
- Jurors relax, trust the speaker, and feel oriented. A juror who understands you is a juror who can vote for you.
- Example in action:
- “At 7:42 a.m., the truck ran the red light. One minute later, the crash occurred.”

Hermogenes and the Power of Style

- 2. Grandeur
- Purpose: Give moral weight and seriousness.
- Where to use it:
- Describing wrongdoing
- Emphasizing stakes
- Delivering peak moments in closing

Hermogenes and the Power of Style

- Courtroom effect:
- Raises the importance of the case. Jurors feel the gravity of their decision.
- Example in action:
- “This was not a simple mistake—it was a choice that endangered every person on that road.”

Hermogenes and the Power of Style

- 3. Beauty
- Purpose: Elevate language to inspire, move, or dignify.
- Where to use it:
- Humanizing your client
- Describing loss, love, or life value

Hermogenes and the Power of Style

- Artful framing in opening or closing
- Courtroom effect:
- Creates emotional lift and admiration. Jurors feel the humanity of the client.
- Example in action:
- “He woke every morning with one purpose—to care for the family he cherished.”

Hermogenes and the Power of Style

- 4. Verity (Sincerity)
- Purpose: Convey authenticity, moral truth, and integrity.
- Where to use it:
- Addressing weaknesses in your case honestly
- Repairing credibility
- Moments requiring transparency

Hermogenes and the Power of Style

- Courtroom effect:
- Builds trust. Jurors forgive flaws when honesty is felt.
- Example in action:
- “You will hear something difficult about my client. You deserve to hear it from me first.”
- As Gerry Spence once said, “A concession coming from your mouth is greater than an exposure coming from your opponent’s.”

Hermogenes and the Power of Style

- 5. Vehemence / Force
- Purpose: Attack wrongdoing; expose lies; apply pressure.
- Where to use it:
- Cross-examination
- Impeachment
- Highlighting contradictions

Hermogenes and the Power of Style

- Courtroom effect:
- Intensity focuses the jury's moral attention and exposes the opposition's weakness.
- Example in action:
- "You knew it was dangerous. You ignored the risk. And you did it anyway, didn't you?"

Hermogenes and the Power of Style

- 6. Ethos (Character / Moral Presence)
- Purpose: Display character, wisdom, fairness, restraint.
- Where to use it:
- Speaking with judges
- Addressing jurors respectfully
- Challenging witnesses without overreaching

Hermogenes and the Power of Style

- Establishing yourself as the trustworthy voice in the room
- Courtroom effect:
- Jurors bond with the attorney. Ethos is often the decisive factor in close cases.
- Example in action:
- “We seek only what is fair—and nothing more.”

Hermogenes and the Power of Style

- 7. Vigor / Rapidity
- Purpose: Use pace, momentum, and rhythm to energize the narrative.
- Where to use it:
- Driving home a point in cross
- Rapid-fire logic in closing
- Showing momentum of facts lining up

Hermogenes and the Power of Style

- Courtroom effect:
- Creates the feeling of inevitability—“It all adds up. The truth is obvious.”
- Example in action:
- “He said one thing. The records show another. The video confirms the truth. And the truth is simple.”

Hermogenes and the Power of Style

- How the Seven Styles Combine in Courtroom Persuasion
- Great trial lawyers blend these styles throughout the arc of the trial:
- Opening Statement
- Begin with Clarity to orient the jury
- Add Beauty to humanize the client

Hermogenes and the Power of Style

- Use Grandeur to raise moral stakes
- Employ Ethos to build trust
- Direct Examination
- Use Clarity and Ethos to make witnesses believable

Hermogenes and the Power of Style

- Add Beauty when telling your client's story
- Cross-Examination
- Use Vehemence to expose contradictions
- Use Rapidity to build momentum

Hermogenes and the Power of Style

- Use Clarity to land your points cleanly
- Closing Argument
- Start with Clarity
- Build into Grandeur

Hermogenes and the Power of Style

- Use Verity to show honesty
- Lift the jury with Beauty
- Finish with controlled Force and high Ethos
- The attorney becomes a master of stylistic modulation, keeping jurors engaged, morally anchored, and emotionally attuned.

Hermogenes and the Power of Style

- Why This Wins Cases
- Hermogenes believed the Seven Styles let a speaker “command the souls of listeners.”
- In modern terms:
- Jurors remember structure (Clarity).
- They feel moral weight (Grandeur).

Hermogenes and the Power of Style

- They bond emotionally (Beauty, Ethos).
- They respond to intensity (Vehemence).
- They feel momentum and logic (Rapidity).
- They trust honesty (Verity).

Hermogenes and the Power of Style

- When used consciously, the Seven Styles give trial lawyers not just persuasive language—but complete mastery of courtroom presence.

- Here is a one-page trial advocacy reference sheet. Use this sheet as a diagnostic tool: if a moment isn’t landing, the issue is often stylistic—not substantive.

Hermogenes and the Power of Style

- The Seven Capital Styles
- Adapted from Hermogenes for courtroom use
- 1. Clarity
- Purpose: Make facts and logic unmistakable.
- Use When:
- Openings (storytelling, timelines)

Hermogenes and the Power of Style

- Direct examination
- Explaining exhibits or procedures
- Courtroom Effect: Jurors understand exactly what happened and why it matters.
- Advocacy Tip: Short sentences. Concrete nouns. Chronological order.

Hermogenes and the Power of Style

- 2. Grandeur
- Purpose: Convey moral weight, seriousness, and importance.
- Use When:
- High-stakes moments in opening or closing

Hermogenes and the Power of Style

- Framing injustice, harm, or responsibility
- Speaking about community standards
- Courtroom Effect: Elevates the case beyond details to meaning.
- Advocacy Tip: Slow pace. Fewer words. Let silence work.

Hermogenes and the Power of Style

- 3. Beauty
- Purpose: Create harmony, balance, and aesthetic pleasure in speech.
- Use When:
- Humanizing your client

Hermogenes and the Power of Style

- Describing loss, dignity, or ordinary life
- Building rapport with jurors
- Courtroom Effect: Makes the lawyer and client likable and trustworthy.
- Advocacy Tip: Natural rhythm. Avoid sounding rehearsed.

Hermogenes and the Power of Style

- 4. Rapidity
- Purpose: Generate momentum and urgency.
- Use When:
- Cross-examination

Hermogenes and the Power of Style

- Locking in concessions
- Driving home a factual sequence
- Courtroom Effect: Creates pressure and limits evasion.
- Advocacy Tip: One fact per question. Keep moving.

Hermogenes and the Power of Style

- 5. Character (Ethos)
- Purpose: Establish credibility, fairness, and moral reliability.
- Use When:
- Addressing sensitive issues

Hermogenes and the Power of Style

- Acknowledging weaknesses
- Building trust early with the jury
- Courtroom Effect: Jurors believe you before they believe your argument.
- Advocacy Tip: Sound reasonable—even when you are firm.

Hermogenes and the Power of Style

- 6. Truth / Verity
- Purpose: Signal honesty, simplicity, and authenticity.
- Use When:
- Key factual admissions

Hermogenes and the Power of Style

- Explaining what your case is not
- Correcting exaggeration or spin
- Courtroom Effect: Cuts through rhetoric and feels real.
- Advocacy Tip: Plain language. No flourish.

Hermogenes and the Power of Style

- 7. Force
- Purpose: Apply pressure, confrontation, and decisive impact.
- Use When:
- Impeachment

Hermogenes and the Power of Style

- Highlighting recklessness or indifference
- The turning point of closing argument
- Courtroom Effect: Creates moral clarity and demands judgment.
- Advocacy Tip: Control intensity—force comes from precision, not volume.

Hermogenes and the Power of Style

- How Great Trial Lawyers Use the Styles
- Openings: Clarity → Beauty → Grandeur
- Direct Exam: Clarity + Ethos
- Cross Exam: Rapidity + Force

Hermogenes and the Power of Style

- Closing: Verity → Grandeur → Force

- Key Principle: Jurors are persuaded not by one style, but by the right style at the right moment.

The Three Modes & Six Revelations

- How Trial Attorneys Can Use the 3 Modes and the 6 Revelations to Win in Court

- This is the sequel to, “When Words Become Action: The Physical Power of Speech in the Courtroom.”

- I. Using the 3 Shapes or Modes in the Courtroom

- The three modes give the trial lawyer control over how information enters the jury’s mind. Each serves a different strategic purpose.

The Three Modes & Six Revelations

- 1. Lyric – Personal, Inner, Humanizing
- When to use it:
- Humanizing your client
- Establishing vulnerable or emotional truths

The Three Modes & Six Revelations

- Opening a window into the client's inner world

- Moments requiring compassion or sincerity

- What it does for jurors:
- Lyric speech relaxes defenses, creates empathy, and opens jurors to personal identification.

- Examples in court:

The Three Modes & Six Revelations

- Describing a client's pain: "Every morning, he tries to get out of bed… and the pain stops him before his feet even touch the floor."

- Humanizing a plaintiff: "She told me once that all she wanted was to walk her daughter to school again."

- Strategic value:

- Lyric mode activates emotional connection, which increases jurors' willingness to see your client as a real human being—someone worth protecting.

The Three Modes & Six Revelations

- 2. Epic – Clear, Objective, Storytelling
- When to use it:
- Opening statements
- Reconstructing events
- Providing timelines and spatial clarity

The Three Modes & Six Revelations

- Exhibits, reconstructions, and sequence of events
- Cross-examining with fact-based questions
- What it does for jurors:
- Epic mode organizes facts into visual, memorable stories, which help jurors recall key details during deliberations.
- Examples in court:

The Three Modes & Six Revelations

- Setting the scene in opening: “At 7:12 a.m., the defendant’s truck entered the intersection. Traffic was light. The sun had just risen over the storefronts.”

- On cross: “You were traveling north. The light was red. The crosswalk was occupied. Correct?”

- Strategic value:

- Epic mode builds credibility and gives the jury a clear mental map of events—critical for persuading the “logical” jurors on the panel.

The Three Modes & Six Revelations

- 3. Dramatic – Relational, Confrontational, Dynamic
- When to use it:
- Cross-examination confrontation
- Impeachment
- Highlighting contradictions

The Three Modes & Six Revelations

- Delivering high-impact moments in closing
- Showing the stakes and moral weight of the case
- What it does for jurors:
- Dramatic mode generates energy, tension, and the feeling that something important is happening right now.

The Three Modes & Six Revelations

- Examples in court:
- Cross-examining a dishonest witness: “You knew the danger. You saw the warning signs. And you ignored them, didn’t you?”
- Closing argument peak moment: “If we tolerate this conduct—if we let this go—then justice means nothing.”
- Strategic value:
- Dramatic mode releases power and decisiveness, making your key moments unforgettable.

The Three Modes & Six Revelations

- II. Using the 6 Revelations in Trial Advocacy

- The six revelations are emotional-gestural undercurrents that shape the tone behind the words. Trial lawyers can wield them to subtly guide jurors' inner responses.

- 1. Pondering / Reflective

- Use for:

- Leading jurors into careful consideration

The Three Modes & Six Revelations

- Introducing reasonable doubt
- Asking them to “look again” at evidence
- Walking them through a delicate inference
- Example: “Look at this one moment—the moment he hesitates. This… is where everything changes.”
- Effect:
- Invites jurors to think with you.

The Three Modes & Six Revelations

- 2. Sympathetic
- Use for:
- Establishing rapport with jurors
- Describing injuries, losses, hardships
- Speaking to a vulnerable witness

The Three Modes & Six Revelations

- Example: “She did everything a reasonable person could do.”
- Effect:
- Creates warmth and increases likability of attorney and client.

The Three Modes & Six Revelations

- 3. Antipathic
- Use for:
- Expressing disapproval of defendant's conduct
- Distancing your client from wrongdoing
- Highlighting corporate indifference or recklessness
- Example: "They didn't care. Not one bit."

The Three Modes & Six Revelations

- Perfect for Admissions by conduct or silence: Plaintiff is suing his former employer – corporation – after long-term exposure to a harmful chemical caused leukemia. Defendant denies both that (1) the chemical was unsafe and that (2) it knew there was any special danger caused by exposure to the chemical. Plaintiff seeks to offer into evidence a report which was compiled by Defendant to a federal agency detailing the harmful effects of the chemical. Because the report is inconsistent with the defendant's denials at trial, the report will be admissible as an adoptive admission by Defendant.

- Effect:

- Creates healthy moral distance between jury and opposing party.

The Three Modes & Six Revelations

- 4. Love
- Use for:
- Affirming your client's dignity
- Showing the value of a life, relationship, or loss
- Describing something precious that was taken away
- Example: “He lived for his children. Every decision he made was for them.”

The Three Modes & Six Revelations

- Effect:

- Builds moral worth, making damages feel justified.

The Three Modes & Six Revelations

- 5. Fear of the Soul / Spiritual Indifference
- Use for:
- Highlighting dangers, risks, or negligence
- Demonstrating the stakes if jurors fail to act
- Summoning a sense that something important is at risk

The Three Modes & Six Revelations

- Example: “If this conduct continues unchecked, someone else will get hurt.”
- Effect:
- Creates urgency and vigilance.

The Three Modes & Six Revelations

- 6. Wonder
- Use for:
- Opening statements to capture attention
- Describing shocking evidence or revelations
- Closing argument to elevate the meaning of the verdict
- Example: “When you look at the evidence, it’s astonishing how clear the truth really is.”

The Three Modes & Six Revelations

- Effect:

- Inspires elevated attention and gives the case a larger, more meaningful frame.

The Three Modes & Six Revelations

- III. How They Work Together to Win
- Openings
- Use Wonder to set the stage
- Use Epic to build the story
- Use Sympathetic to humanize key players
- Use Lyric when expressing inner truths of your client
- Cross-Examination

The Three Modes & Six Revelations

- Use Dramatic for confrontation
- Use Antipathic to show moral distance
- Use Reflective when isolating contradictions
- Closing Arguments
- Begin with Epic clarity, lead into Lyric empathy, peak with Dramatic force, and end with Wonder or Love (depending on damages vs. justice frame).

The Three Modes & Six Revelations

- IV. Why This Wins Cases
- These tools allow a trial attorney to:
- Control emotional tone and jury perception
- Make key information memorable
- Build credibility and likability
- Create moments of impact, tension, and meaning
- Align the jury emotionally with their client

The Three Modes & Six Revelations

- Move the jury through a structured persuasive arc

- Put simply: Jurors don’t just remember what you said; they remember how you made them feel. The 3 Modes and 6 Revelations strategically shape that feeling.