Theory in Closing

Must be logical, believable and legally sufficient

Appeals to shared beliefs and values.
Goals of Closing Argument

1. Persuasively communicate theory of case
2. Use evidence to argue why client wins
3. Draw reasonable inferences and form conclusions based on those inferences
   • Undermine adversary’s arguments and positions credibly and convincingly
Organizational Principles

• Primacy and Recency
  – Primacy: Begin with memorable important point
  – Recency: Strong conclusion

• Organizing structure
  – Topical, or
  – Chronological
Content

1. Persuasive story
2. Give reasons for actions
3. Talk about credibility of witnesses
4. Give supportive details, selectively
5. Use common sense arguments
6. Confront and resolve weaknesses