

# **ATTORNEY COMMUNICATION AND PERSUASION TECHNIQUES**

**Wednesday 5:30-7:20**

**SPRING 2014**

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January 15 :    CLASS #1    INTRODUCTION TO THE COURSE  
Read the Foreword, Preface, Introduction, Chapter 11, and sections 8.2 and 8.4 from Chapter 8.  
Each student will tell a story about a personal success or failure using concepts described in Section 8.2 and 8.4 from Chapter 8. The presentations should be 4-5 minutes in length and each will be recorded. You will be given a flash drive for you to keep and it will be used throughout the semester to record your presentations.

January 22:        CLASS #2 Chapters 1 and 2

January 29:        CLASS #3 Chapters 2 (continued)

February 5:        CLASS #4 Chapter 3 Closing Arguments Due (graded assignment)

February 12:       CLASS #5 Chapter 3 (continued) and Chapter 4

February 19:       CLASS #6 Chapter 4 (continued) and Chapter 5

February 26:       CLASS #7 Chapter 5 (continued) and Chapter 6

March 5:            CLASS #8 Midterm

March 19:          CLASS #9 Guest Lecturer

March 26:          CLASS #10 Stories (graded assignment)

April 2:            CLASS #11 Appointments for review of student's story video

April 9:            CLASS #12 Formal Presentations Group I (graded assignment)

April 16:           CLASS #13 Formal Presentations Group II (graded assignment)

April 23:           CLASS #14 Oral Final (graded assignment)

This syllabus is subject to modification as the semester unfolds.

## Attorney Communication and Persuasion Techniques Course Information

**Class Text:** The Winning Edge by Richard H. Lucas and K. Byron McCoy

The text is available in the book store.

**This is a required text and will be used throughout the semester.**

- This is an experiential class as well as a class in communication and persuasion. As such, your active participation is essential. The techniques you will be learning will only work for you if you practice and use them outside of the class setting. I am most interested in seeing that you learn and apply the theory and techniques as you work through the semester.
- This course has a dual focus: a) the theory and techniques of NLP-based communication and b) enhancing your oral presentation skills, both one-on-one and to a group.
- The objectives of this course are to teach the subject matter in a comprehensive manner, to consider ethical and professional questions related to the subject matter, and to integrate the subject matter with the analytical and practical skills necessary to the practice of law.
- Course components and grading:

Closing Arguments (oral)	15%
Midterm (written)	20%
Final (oral)	20%
Story presentation (oral)	20%
Formal Group Presentation (oral)	20%
1-2 page Short written assignments	5%
- Absence from a class on the day a written or oral assignment is due does not excuse you from turning in/completing your assignment. The assignment must still be completed and submitted.
- For turning in written assignments after an absence: the assignment is due by 5:00 PM the day following your class absence. Assignments may be turned in to Suite 101 BLB (Blakely Advocacy Institute), or e-mailed to your instructor. For oral assignments, the student is responsible for rescheduling with the instructor.
- If you do miss a class, **it is your responsibility** to find out what the assignment is for the following week. Trial advocacy attendance policy permits ONE excused absence from class (whether or not an absence is excused is determined by the instructor). Each absence after the one excused may result the loss of a letter grade.