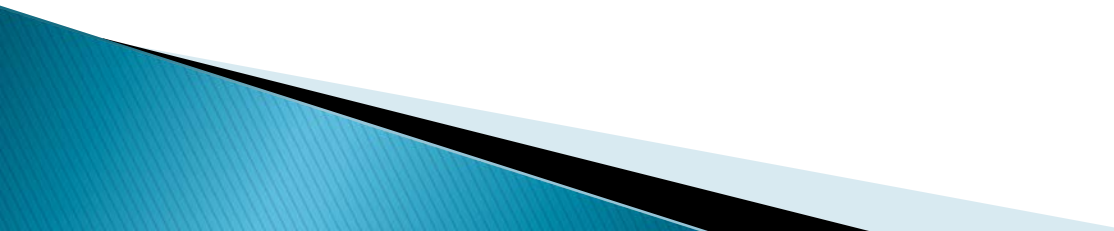


# OPENING STATEMENTS



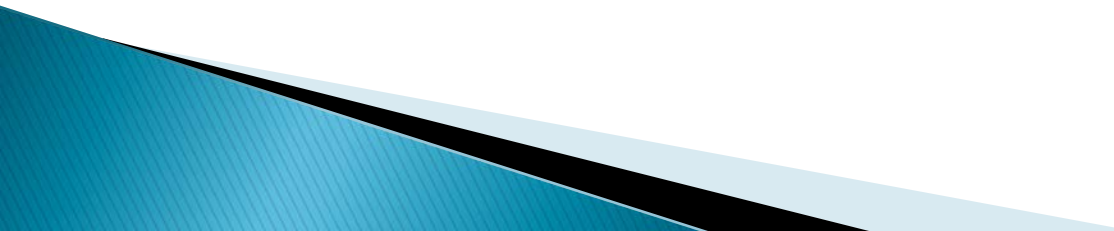
# PRIMACY

- ▶ Organize around the principles of primacy and recency
  - ▶ Begin with a statement of your theme and theory
- 

# PURPOSE

- ▶ Tell a story arranged around your theory
  - Short
  - Simple
  - Understandable
  - Use headnotes, rhetorical questions and conclusory statements to organize
  - Put the listener at the time and place
  - Explain motives / place moral blame
  - Avoid “The evidence will show . . .”

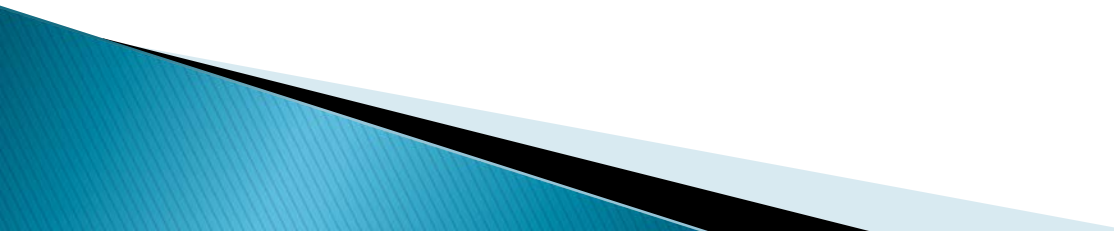
# PURPOSE

- Anticipate the other side's case
  - Paint with a broad brush
  - Avoid overstatement/avoid questionable evidence
  - Use exhibits and demonstrative aids
  - Avoid damages, but discuss injuries
- 

# PUNCH

- ▶ Use impact words and phrases

# STYLE

- ▶ NO READING
  - ▶ Prepare and rehearse
  - ▶ Project belief
  - ▶ Maintain eye contact
  - ▶ Move for a purpose
  - ▶ Use appropriate gestures
  - ▶ Be dynamic
  - ▶ Avoid distracting mannerisms
- 

# PROHIBITED CONDUCT

- ▶ No argument