



Advanced Legal Writing: Theories & Strategies in Persuasive Writing

Michael R. Smith

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With a practical focus on persuasive writing strategy, **Michael R. Smith** identifies and explores three processes of persuasive writing—logos, pathos, and ethos—and provides a thorough introduction to the elements of rhetorical style.

Using detailed how-to guides and plenty of examples, the author's distinctive approach to persuasive writing examines:

- **technical aspects of rhetorical style:** metaphor, literary allusion, figures of speech, and graphic design
- **three basic processes of persuasive legal writing strategy:**
 - **Logos:** logic and rational argument
 - **Pathos:** value-based argument
 - **Ethos:** establishing credibility
- **interdisciplinary contributions to persuasive writing** from fields such as cognitive psychology, classical rhetoric, and morality theory
- **effective strategies that extend beyond the trial or appellate brief** to a broad range of documents and settings

In the Second Edition, the reader will find:

- **a new organization that puts a greater emphasis on practice** and relatively less on theory for each of the three processes of persuasive writing strategy
- **a new six-Part organization:**
 - I. Introduction
 - II. Logos Strategies
 - III. Pathos Strategies
 - IV. Ethos Strategies
 - V. Rhetorical Style
 - VI. The Ethics and Morality of Persuasion
- **coverage of new developments** in cognitive psychology, Pathos persuasion, and the role of metaphor in persuasive legal writing.
- **the same manageable length**

For a complete examination of the technique and strategy behind persuasive writing, Smith's text strikes the right balance of depth and scope for upper-level legal writing courses.

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