

### The Closing Argument

#### *Ethos & Ethics*

1. Lawyers use the skills of persuasion not just in closing arguments and trials, but in negotiations, meetings with opposing counsel, and conversations with clients.
2. Aristotle defined the elements of persuasion as logos, pathos, and ethos.
3. Ethos means demonstrating character and credibility, or “appealing to ethics,” which lawyers can do despite saying things that are not true.
4. Speaking falsely usually violates the legal profession’s rules of ethics, but not always. The line can be hard to define, especially when the stakes are high and the pressure is on.
5. Our job as lawyers is to sift through the facts and weave stories that favor our clients’ positions. We can’t expect to feel like warriors for justice.

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