

Using Multimedia in Legal Proceedings

Persuasion Process

Through constant human interaction, we are involved in the process of persuasion. From glitzy ads to one-on-one communication, we are constantly trying to convince someone of our point of view. Our success or failure is dependent on our ability to persuade others as to our point of view. Multimedia aids help us persuade and studies support this conclusion. The issue is how can we best present case information to persuade the trier of fact as to our client's position.

A word of caution. The most important part of your presentation is you. How one looks, sounds, and presents is still the critical factor in the persuasion credibility process.

SEEING THE FACTS: Tapping the Power Of Seeing As Well As Hearing,
ABA Journal, December, 1992, James W. McElhaney,

The actual photographs would come a little later. First was a verbal snapshot of the crash that literally told

"Ladies and gentlemen, go back in time to the 14th of December, 1984. If you had been standing by

"Linda and Amanda had dropped off Mr. Jackson at work, and started to go on to the doctor's office

"You run down the road to check on Amanda, to get her out of the car if you can. The GMC Jimmy

That "picture" is based on the opening statement by Tommy Rayburn from Oxford, Miss., in a

Studies have shown that in face-to-face communications, your credibility upon the receiver of information is 7% verbal, 38% vocal and an astonishing 55% visual. The 7% verbal is the content of the information, 38% vocal refers to voice inflection and different tones, and 55% visual refers to facial and bodily movements.

Decker says psychological studies show that only 7 percent of your credibility comes from your message itself, 38 percent comes from the qualities of your voice and speech; and 55 percent comes from the visual clues you give with your appearance, posture, gestures and body language as you speak. - Bert Decker, *Have to be Believed to be Heard*.

Information that we receive from the 6 senses is processed by the brain and then we have a response. The response is either a verbal or non-verbal response. The response is either a verbal or non-verbal response. The response is either a verbal or non-verbal response.

