



Credit: Rudzhan/Adobe Stock

EXPERT OPINION

## The TikTokification of the Courtroom

Jurors, now ingrained in the whirlwind of social media, have little patience for old-school legal persuasion. Get ready for courtroom arguments that rival the best TikTok trends. Lawyers must become masters of concise storytelling, wielding powerful visuals and engaging rhetoric to grab the jurors' attention.

January 31, 2025 at 12:15 PM

🕒 4 minute read

**By Dylan Ruga**

---

This year, trials will operate under a new set of rules. As attention spans shrink, bombarded by a constant stream of digital content, and visual media reigns supreme, litigators must adapt or perish. The days of lengthy, monotone legal arguments are numbered. Jurors, now ingrained in the whirlwind of social media, have little patience for old-school legal persuasion. Get ready for courtroom arguments that rival the best TikTok trends. Lawyers must become masters of concise storytelling, wielding powerful visuals and engaging rhetoric to grab the jurors' attention. The future of litigation isn't just evolving—it's becoming short, sharp and visually mesmerizing. Welcome to the TikTokification of the courtroom.

This isn't merely a prediction; it's an observation of a well-established cultural shift. We live in a society where information is consumed in bite-sized pieces, complex narratives are condensed into 60-second videos, and visual impact trumps dense text. This reality inevitably spills over into every aspect of our lives, including the legal system. Jurors, drawn from the general population, are products of this digital age, so expecting them to suddenly switch gears and engage with hours of dry legal jargon is not only unrealistic but also strategically foolish.

The implications of this shift are profound. Litigators can no longer rely on the traditional tools of the trade: dense legal briefs, intricate cross-examinations that meander through complex details, and closing arguments that stretch on for hours. These methods, while perhaps effective in a different era, are now likely to bore and disengage the very audience they originally intended to persuade. Instead, lawyers must embrace the principles of visual storytelling, which means incorporating compelling visuals into presentations, using concise and impactful language and structuring arguments in a way that mirrors the narrative flow of popular media.

A complex financial transaction, which might take pages of legal text to explain, can be instantly clarified with a simple chart or graph. A timeline of events, crucial for establishing a narrative, can be brought to life. We can make abstract legal concepts more accessible by using metaphors, analogies and carefully selected imagery. These visual elements enhance understanding and capture and maintain attention, preventing jurors from tuning out.

But the TikTokification of the courtroom is not just about visuals; it's about storytelling. Jurors are not legal experts; they are ordinary people who relate to stories. Effective litigators must frame their arguments as compelling narratives with clear characters, conflicts and resolutions. They will need to evoke emotions, create empathy and connect with jurors on a human level, which requires a shift away from purely legalistic language and toward a more conversational, relatable communication style.

That doesn't mean dumbing down the law. In fact, it means the opposite. It requires a deeper understanding of the law and the ability to translate complex legal concepts into easily digestible narratives. It requires a mastery of rhetoric, not in the classical sense of flowery language but in the modern sense of persuasive communication. That requires understanding how to use language to create impact, evoke emotion, and leave a lasting impression.

Some might argue that this trend trivializes the legal process and risks turning it into entertainment. But that's a fallacy. The goal is not to entertain but to communicate effectively in a way that resonates with the modern audience. The stakes in a courtroom are too high to ignore the realities of how people consume information today. Failure to adapt is not just a strategic misstep; it's a dereliction of duty to the client.

The legal profession is notoriously resistant to change, but this is a change we cannot afford to ignore. The TikTokification of the courtroom is not a fad; it reflects a fundamental shift in how we communicate and consume information. Lawyers who embrace this change and master the art of visual storytelling and concise communication will be the ones who

will thrive in the courtroom of the future. Those who cling to outdated methods will find themselves increasingly ineffective and their arguments ignored. The message is clear: adapt or perish. The future of litigation has arrived, and it's short, sharp and visually stunning.

**Dylan Ruga** *is the co-founder, president and chief legal officer at Steno, where he leads the Los Angeles-based organization's business development efforts. Rugo is also a founding member of Stalwart Law Group, recognized as one of the top 20 litigation boutiques in California. He is a practicing trial lawyer with more than 15 years of experience in intellectual property, professional liability and commercial litigation.*

---

#### NOT FOR REPRINT

© 2025 ALM Global, LLC, All Rights Reserved. Request academic re-use from [www.copyright.com](http://www.copyright.com). All other uses, submit a request to [asset-and-logo-licensing@alm.com](mailto:asset-and-logo-licensing@alm.com). For more information visit [Asset & Logo Licensing](#).

---

## You Might Like

---

#### TRENDING STORIES

### Arguing Class Actions: With Friends Like These...

NATIONAL LAW JOURNAL

---

### How Some Elite Law Firms Are Growing Equity Partner Ranks Faster Than Others

THE AMERICAN LAWYER

---

### Fried Frank Partner Leaves for Paul Hastings to Start Tech Transactions Practice

THE AMERICAN LAWYER

---

### Stradley Ronon Welcomes Insurance Team From Mintz

# Weil Adds Acting Director of SEC Enforcement, Continuing Government Hiring Streak

THE AMERICAN LAWYER

Nick Jones

Latest

Trending

## New Suit - Patent

Care N' Care Insurance Company, a Medicare Advantage health plan, was hit with a patent infringement lawsuit on Feb. 1 in Texas Eastern District Court. The court case, filed by Rabicoff Law on behalf of Torus Ventures, asserts one patent related to recursive security protocol for digital copyright control. Counsel have not yet...

[Read More](#)

## New Suit - Patent

American National Bank of Texas was slapped with a patent infringement lawsuit on Feb. 1 in Texas Eastern District Court. The court case, filed by Rabicoff Law on behalf of InnoMemory, asserts one patent related to reducing the power...

Open My Radar 

**LAW.COM** PRO

# More from ALM



Legal Speak is a weekly podcast that makes sense of what's happening in the legal industry.

Browse all Products



## Was It Ever A Profession? A Look at the History of Law Firms as a Business with RJon Robins

🕒 1 minute read

---

## Annual Self-Check: Testing For Bias On The Bench

🕒 1 minute read

---

## Scan In Progress: Litigators Leverage AI to Screen Prospective Jurors

🕒 1 minute read

# Sign Up Today and Never Miss Another Story

As part of your digital membership, you can sign up for an unlimited number of complimentary newsletters from Law.com by visiting your My Account page and selecting Newsletters to make your selections. Get the timely legal news and analysis you can't afford to miss, curated just for you, in your inbox, every day.

Subscribe to Law.com Newsletters



# LAW.COM

The industry-leading media platform offering competitive intelligence to prepare for today and anticipate opportunities for future success.

[About Us](#) | [Contact Us](#) | [Site Map](#) | [Asset & Logo Licensing](#) | [Advertise With Us](#) | [Customer Service](#) | [Terms of Service](#) | [FAQ](#) | [Privacy Policy](#)



Copyright © 2025 ALM Global, All Rights Reserved