

## ***Abstract***

The aim of this thesis is to improve the formal aspects of the Czech case briefs. The formal aspect represents the language, syntax and overall style of writing of case briefs written by lawyers. In the Czech Republic, the legal aspect is neglected. There is no professional literature dealing with this issue. The consequence of such an approach are then very confusing, stylistically poor-quality texts. Since I could not use any legal books when writing my thesis, I had to draw inspiration from other disciplines (linguistic, journalism, psychology and creative writing). I had to then apply this knowledge to the specific environment of legal writing in my thesis, namely on the case briefs. Fortunately, this legal issue is well mapped in the USA, so I also draw my inspiration from the American professional literature dealing with this issue. The thesis is divided into four chapters. In the first chapter, I focused on what do the typical Czech case briefs look like, what are their formal shortcomings and how to correct them. In the second chapter, I tried to figure out the factors that influence the style of the Czech case briefs. The third chapter is inspired by the American briefs. Of course not everything can be applied to the Czech environment. The reason for that is the difference in the legal systems. Finally, in the last chapter, I tried to convince the readers that a story is present in every human experience, including briefs. And it would be a shame not to use a persuasive effect of a story in the case briefs. The story relates to the so-called archetypes, a psychological category, which when discovered and used in the briefs, would substantially increase their persuasiveness.