

Apologia (image repair) strategies

Strategy	Key Characteristic	Example
<i>Denial</i>		
Simple Denial	did not perform act	I did not do it
Shifting Blame	another performed act	He did it
<i>Evading Responsibility</i>		
Provocation	response to another's act	He pushed me into it
Defeasibility	lack of information/control	I did not know it was poison
Accident	mishap	Miscalculation was an accident
Good Intentions	meant well	I tried to be faithful
<i>Reducing Offensiveness</i>		
Bolstering	stress good traits	Look at accomplishments
Minimization	act not that serious	Only one person died
Differentiation	less offensive than similar acts	I didn't steal your car. I borrowed it
Transcendence	more important values	They aren't soldiers. They're freedom fighters.
Attack Accuser	reduce accuser's credibility	The <i>New York Times</i> lacks objectivity
Compensation	pay off the accuser	Here's \$10 million to ease your suffering
<i>Corrective Action</i>		
	prevent recurrence of problem	I will rebuild the house I burned down
<i>Mortification</i>		
	apologize	I'm very sorry