

Assignment: Apology Construction

Purpose

This assignment gives you practice creating apology and image repair statements for the Mark Zuckerberg case using foundational research in the field. You will write as though you are preparing statements Zuckerberg could deliver to repair his image, with social media platforms serving as the context for your work.

Assignment Requirements

1. Press Conference Statement

- ☐ Write a professional statement designed to be read at a press conference.
- ☐ Base the image repair effort on at least one research article or credible industry best-practices document.
- ☐ Use Benoit's image repair strategies throughout the statement.
- ☐ Label each strategy immediately after the passage in which it appears.
- ☐ Use a formal, accountable, and credible tone appropriate to the case and audience.

2. Audience Analysis

Create a separate page explaining who the relevant audience is and why that audience matters. This page is not part of the press conference statement itself.

3. AI Analysis and Revision

- ☐ Submit your press conference statement to your favorite generative AI program and provide it with the following prompt: "Please identify the strengths and weaknesses of the following press conference statement using William L. Benoit's Image Repair Theory. Does the press conference make effective use of his image repair strategies? Are there any conflicting strategies? Does the press conference strike the right tone in terms of authenticity and a desire to take responsibility and correct the damage done? Provide me a list of specific recommendations to make the press conference better. Some of these recommendations should be adjustment of overall strategies and some should be very specific adjustments to the language of the press conference."
- ☐ Review the AI's comments about strengths, weaknesses, and language adjustments.
- ☐ For each recommendation you adopt, explain why it has merit.
- ☐ For each recommendation you reject, justify why you chose not to make the change.
- ☐ Revise your statement as appropriate and preserve the final revised version.

4. AI Comparison Exercise

- ☐ Compare your original statement with your AI-assisted revision.
- ☐ Determine which version is strongest and explain your reasoning clearly.

Step-by-Step Checklist

Step 1: Before You Start

- ☐ Review all assigned course materials, especially those on Benoit's Image Repair Theory.
- ☐ Review the assignment purpose and expectations.
- ☐ Understand the Mark Zuckerberg case context.

Step 2: Understand the Situation and Audience

- ☐ Analyze the case and identify the issue requiring apology.
- ☐ Identify the key audience or audiences for the press conference.
- ☐ Write a separate audience analysis page that is not part of the statement.

Step 3: Research and Select Strategies

- ☐ Select appropriate Benoit image repair strategies.
- ☐ Plan where each strategy will appear in the statement.
- ☐ Label each strategy immediately after its use.

Step 4: Draft the Press Conference Statement

- ☐ Write a professional press conference statement.
- ☐ Use a formal, accountable, and credible tone.
- ☐ Integrate Benoit strategies throughout.
- ☐ Align the statement with research and brand considerations.

Step 5: Use the Generative AI for Recommendations

- ☐ Submit the statement to the AI using the provided prompt.
- ☐ Review strengths, weaknesses, and language suggestions.
- ☐ Decide which suggestions to accept or reject.
- ☐ Explain why you accepted or rejected each recommendation.

Step 6: Complete the AI Comparison

- ☐ Compare the original press conference with the AI-assisted version.
- ☐ Determine which version is strongest.
- ☐ Explain your reasoning clearly.

Step 7: Organize the Final Write-Up

- ☐ Include the press conference statement.
- ☐ Include the audience analysis on a separate page.
- ☐ Include an explanation of the Benoit strategies used.
- ☐ Include the AI feedback analysis, with accepted and rejected changes.

- ☐ Include the comparison of both statement versions.
- ☐ Use clean, professional formatting.