

Assignment: Coding an Image Repair Text

Purpose

This assignment gives you practice identifying image repair strategies within a text by looking at YouTube influencer Laura Lee's *apologia* following the discovery of some Tweets wherein she used racial slurs.

Materials

For this assignment, you will code excerpts from a transcript of Laura Lee's first and second apology videos. The goal is not simply to name strategies, but to explain why particular words, phrases, or passages fit specific image repair strategies. I can't know if you understand the strategies unless I can get a sense of your thinking as you apply them.

Coding Directions

Read the transcript carefully before coding. Then work through the numbered segments. For each segment, identify any image repair strategy or strategies that appear to be present. Some segments may contain more than one strategy, and some may be more important than others. If a segment does not clearly fit a strategy, write "none" and briefly explain why.

- Underline or highlight the specific words or phrases that support your coding choice.
- Write the strategy name or strategy names on the coding line below the segment.
- Briefly explain why the passage fits the strategy you selected.
- Do not code mechanically. Focus on the strategies that are meaningfully present in the text.
- If you are uncertain between two strategies, name both and explain the uncertainty.

Coding the Text

Complete the coding worksheet by labeling each numbered segment. Your codes should be based on Benoit's Image Repair Theory and should be supported by specific language from the transcript. Don't use his broad classifications, such as evading responsibility. Use the fourteen strategies of denial, shifting blame, defeasibility, mortification, bolstering, corrective action, transcendence, attacking the accuser, provocation, compensation, minimization, transcendence, differentiation, and good intentions.

- Identify the key image repair strategies in the apology text.
- Use direct textual evidence to support each coding choice.
- Explain your reasoning in complete phrases or sentences.

- Pay attention to patterns across the apology rather than treating each sentence as isolated.

Evaluation Criteria

- Accuracy of strategy identification.
- Quality of textual evidence used to support coding choices.
- Depth and clarity of rationale for each code.

Transcripts of Laura Lee's Apology Videos

Laura Lee's First Apology Video:

I want to talk to you guys in this video it has been so hard. It's almost been an impossible week. It's hard...it's the hardest thing I've ever done. I'm so sorry. I'm so sorry for you guys. I'm so sorry for disappointing you. It hurts me so bad to disappoint you all who've supported me for so many years. And know that I'm better than that person.

I, six years ago, decided to re-tweet things that were so vile and hurtful. I was so stupid and ignorant. And I have no excuses here today; I'm not here to give you an excuse. I have no excuses. I'm only here to say that I'm so sorry. And I hope one day that you guys can see me for the woman that I am. And that I can prove to you guys that I'm not that girl.

I love you guys so much. And whenever I see I disappointed you, it just breaks my heart into a million pieces. I'm so sorry for anyone that's been hurt through this, anyone.

I feel so just disappointed that I don't even like to look at myself because like I can't even believe that I would re-tweet ugly things and you know things that would hurt people. Like I can't believe I didn't see the pain behind that kind of tweet and that kind of behavior. And I'm so sorry. There's no excuse.

There is nothing I can say that's an excuse. I'm just sorry for making that six years ago.

I wish I was better six years ago, but I can't pray for the past. I can only pray for the future.

I also want to say in this video that, please□. Please just if you hate me, please just hate me. People have called my mother and threatened to kill her, they've gotten her phone number, they've attacked a child. Attacked her? I just say please just let this be me. Let this be about me. It is nothing about my family, it's about me. It's not about anyone else.

This is my sorry.

There's another part of this story that like I don't know if you all know, but me, and Gabriel, and Nikita and Manny took a picture with our middle fingers up. And we were trying to mimic Kylie Jenner's birthday picture. And the picture was taken out of context. And it ended up causing pain you know for other people.

And I just wanted to say that I'm sorry to Jeffree [Star] for the pain we may have caused you in this. I didn't know that that picture was going to be taken out of context and that anything was going to be said to you. But at the end of the day, it was done. So I need to owe you an apology for this. And I know we're not friends anymore, but I want to apologize to you.

Thank you, guys, for giving me some time and I love you guys. I understand that I just need some time now. I love you guys so much. And I'm sorry.

Laura Lee's Second Apology Video:

Hey guys. I know I haven't been on YouTube or any social media for a little over a month now. I wanted to come back to YouTube with this video to talk to you guys about a couple of things. First off, I want to say I've missed you guys so so so much. Second of all, I want to talk to you guys a little bit about my apology video, which was the last video that I had posted on my channel and I owe you guys a sincere apology. In that video, I come off more as a victim. I am not a victim in any way, form, or fashion in this situation. I'm taking the video down because it doesn't represent me well. I'm not taking it down the video down to try to hide it from you guys or pretend it didn't happen. I know the video is literally all over the internet so if you guys wanted to see it, you totally could. I'm taking it off my channel because it does not represent the human being that I am today. And in the video, you guys are seeing more of a reaction on the situation than you did even a response. And I hope that makes sense to you guys. That is my reasoning for taking it down.

Coding Text: Laura Lee's First Apology Video

1. I want to talk to you guys in this video. It has been so hard. It's almost been an impossible week. It's the hardest thing I've ever done.

Strategy code(s): _____ Brief rationale:

2. I'm so sorry. I'm so sorry for you guys. I'm so sorry for disappointing you. It hurts me so bad to disappoint you all who've supported me for so many years and know that I'm better than that person.

Strategy code(s): _____ Brief rationale:

3. I, six years ago, decided to re-tweet things that were so vile and hurtful. I was so stupid and ignorant.

Strategy code(s): _____ Brief rationale:

4. And I have no excuses here today; I'm not here to give you an excuse. I have no excuses. I'm only here to say that I'm so sorry.

Strategy code(s): _____ Brief rationale:

5. And I hope one day that you guys can see me for the woman that I am. And that I can prove to you guys that I'm not that girl.

Strategy code(s): _____ Brief rationale:

6. I love you guys so much. And whenever I see I disappointed you, it just breaks my heart into a million pieces. I'm so sorry for anyone that's been hurt through this, anyone.

Strategy code(s): _____ Brief rationale:

7. I feel so just disappointed that I don't even like to look at myself because I can't even believe that I would re-tweet ugly things and things that would hurt people.

Strategy code(s): _____ Brief rationale:

8. I can't believe I didn't see the pain behind that kind of tweet and that kind of behavior. And I'm so sorry. There's no excuse.

Strategy code(s): _____ Brief rationale:

9. There is nothing I can say that's an excuse. I'm just sorry for making that six years ago.

Strategy code(s): _____ Brief rationale:

10. I wish I was better six years ago, but I can't pray for the past. I can only pray for the future.

Strategy code(s): _____ Brief rationale:

11. I also want to say in this video that, please, please just if you hate me, please just hate me.

Strategy code(s): _____ Brief rationale:

12. People have called my mother and threatened to kill her, they've gotten her phone number, they've attacked a child. I just say please just let this be me. Let this be about me.

Strategy code(s): _____ Brief rationale:

13. It is nothing about my family, it's about me. It's not about anyone else. This is my sorry.

Strategy code(s): _____ Brief rationale:

14. There's another part of this story that I don't know if you all know, but me, and Gabriel, and Nikita and Manny took a picture with our middle fingers up. And we were trying to mimic Kylie Jenner's birthday picture.

Strategy code(s): _____ Brief rationale:

15. And the picture was taken out of context. And it ended up causing pain for other people.

Strategy code(s): _____ Brief rationale:

16. And I just wanted to say that I'm sorry to Jeffree Star for the pain we may have caused you in this.

Strategy code(s): _____ Brief rationale:

17. I didn't know that that picture was going to be taken out of context and that anything was going to be said to you. But at the end of the day, it was done. So I need to owe you an apology for this.

Strategy code(s): _____ Brief rationale:

18. And I know we're not friends anymore, but I want to apologize to you.

Strategy code(s): _____ Brief rationale:

19. Thank you, guys, for giving me some time and I love you guys. I understand that I just need some time now. I love you guys so much. And I'm sorry.

Strategy code(s): _____ Brief rationale:

Coding Text: Laura Lee's Second Apology Video

1. Hey guys. I know I haven't been on YouTube or any social media for a little over a month now. I wanted to come back to YouTube with this video to talk to you guys about a couple of things.

Strategy code(s): _____ Brief rationale:

2. First off, I want to say I've missed you guys so so so much.

Strategy code(s): _____ Brief rationale:

3. Second of all, I want to talk to you guys a little bit about my apology video, which was the last video that I had posted on my channel and I owe you guys a sincere apology.

Strategy code(s): _____ Brief rationale:

4. In that video, I come off more as a victim. I am not a victim in any way, form, or fashion in this situation.

Strategy code(s): _____ Brief rationale:

5. I'm taking the video down because it doesn't represent me well.

Strategy code(s): _____ Brief rationale:

6. I'm not taking the video down to try to hide it from you guys or pretend it didn't happen.

Strategy code(s): _____ Brief rationale:

7. I know the video is literally all over the internet so if you guys wanted to see it, you totally could.

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8. I'm taking it off my channel because it does not represent the human being that I am today.

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9. And in the video, you guys are seeing more of a reaction on the situation than you did even a response. And I hope that makes sense to you guys.

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