

Quiz: Understanding Image Repair (Apologia)

Answer Key

Question 1

According to Benoit, why is image considered so important in human affairs?

- A. Because it reflects people's inner personalities.
- B. Because it shapes how others evaluate and interact with individuals or organizations. [Correct]**
- C. Because it is primarily tied to financial gain.
- D. Because it determines voting patterns exclusively.

Question 2

Which two conditions must be present for an act to motivate a defense or apology?

- A. The act occurred and was offensive. [Correct]**
- B. The act occurred and was intentional.
- C. The act was perceived by the media and political elites.
- D. The act was repeated multiple times.

Question 3

Image Repair Theory assumes that communication is:

- A. Inherently defensive.
- B. Goal-directed, purposive, and strategic. [Correct]**
- C. Primarily emotional and unconscious.
- D. Mostly nonverbal in practice.

Question 4

Why does Benoit suggest organizations should prepare contingency plans for crises?

- A. Because most crises are unavoidable.
- B. Because spontaneous defenses are always more persuasive.
- C. Because pre-crisis planning allows for faster and more effective responses. [Correct]**
- D. Because legal requirements mandate them.

Question 5

Burke's "theory of guilt" primarily introduces which motivation for image repair?

- A. Guilt and the need for redemption. [Correct]**
- B. Fear of punishment.
- C. Desire for economic stability.
- D. Political strategy.

Question 6

Which of the following is NOT one of Ware & Linkugel's four apologia strategies?

- A. Denial
- B. Differentiation
- C. Bolstering
- D. Mortification [Correct]**

Question 7

Hearit's work on corporate apologia highlights what distinctive feature?

- A. Corporations cannot apologize.
- B. Corporate apologia must address both legal and ethical dimensions. [Correct]**
- C. Corporate apologies are only symbolic and lack practical impact.
- D. Image repair in corporations always requires compensation.

Question 8

The "Rhetoric of Renewal" approach emphasizes:

- A. Minimizing harm by denying wrongdoing.
- B. Forward-looking discourse centered on growth and rebuilding trust. [Correct]**
- C. Avoiding public engagement until the crisis fades.
- D. Using scapegoats to protect the organization's image.

Question 9

Stein & Barton argue that many image repair studies are becoming repetitive because:

- A. They over-focus on quantitative methods.
- B. They use "cookie cutter" applications of Benoit's typology without theoretical innovation. [Correct]**
- C. They ignore celebrity scandals.
- D. They are written for undergraduate students.

Question 10

According to Halford Ross Ryan (extended by Stein & Barton), understanding image repair requires attention to:

- A. Only the apologia.
- B. The entire "speech-set" (attack, apologia, antapologia). [Correct]**
- C. Media coverage only.
- D. Nonverbal delivery only.

Question 11

How do Stein & Barton describe the influence of social media platforms on image repair?

- A. They encourage long, detailed apologies.**

B. They force apologies to be short, sensational, and easily digestible. [Correct]

C. They prevent celebrities from apologizing.

D. They eliminate the need for public apologies.

Question 12

Why might nonverbal cues undermine image repair, according to Stein & Barton's example of Ryan Leaf?

A. He dressed inappropriately for the press conference.

B. He laughed during his apology.

C. His monotone and dismissive body language conveyed insincerity. [Correct]

D. He refused to appear in public.

Question 13

After the Deflategate scandal, Tom Brady insisted "I did not alter the footballs." Which strategy is this?

A. Simple denial [Correct]

B. Shifting blame

C. Minimization

D. Mortification

Question 14

When a company blames a supplier for a contaminated product instead of taking responsibility, that is:

A. Simple denial

B. Shifting blame [Correct]

C. Defeasibility

D. Bolstering

Question 15

During the 2009 H1N1 crisis, some airlines said, "We couldn't predict this event," implying lack of foresight. Which sub-strategy is this?

A. Accident

B. Defeasibility [Correct]

C. Transcendence

D. Compensation

Question 16

When Volkswagen promised to fix its diesel cars and prevent further emissions cheating, which strategy was it using?

A. Mortification

B. Corrective Action [Correct]

- C. Minimization
- D. Bolstering

Question 17

After a racist tweet, Roseanne Barr claimed she was "Ambien tweeting." Which sub-strategy is this?

- A. Shifting blame
- B. Defeasibility [Correct]**
- C. Mortification
- D. Minimization

Question 18

When Will Smith apologized publicly to Chris Rock after the Oscars slap, admitting wrongdoing and asking forgiveness, this was:

- A. Corrective Action
- B. Mortification [Correct]**
- C. Minimization
- D. Differentiation

Question 19

A restaurant offers free meals to customers after food poisoning reports. Which strategy is this?

- A. Compensation [Correct]**
- B. Minimization
- C. Differentiation
- D. Mortification

Question 20

If a politician accused of bribery says, "Yes, I accepted money, but it was for funding community projects," this is:

- A. Transcendence [Correct]**
- B. Bolstering
- C. Differentiation
- D. Accident

Question 21

A celebrity says, "Yes, I broke the law, but I've also donated millions to charity." Which is this?

- A. Mortification
- B. Compensation
- C. Bolstering [Correct]**
- D. Differentiation

Question 22

In 2018, Elon Musk called a cave diver who criticized him a "pedo guy," then later said it was "a joke taken out of context." Which strategy was this?

- A. Mortification
- B. Differentiation
- C. Minimization [Correct]**
- D. Denial

Question 23

When French soccer player Zinedine Zidane head butted an Italian rival during the world cup, he explained his actions later by saying that the Italian had called his sister a "whore" and that it was too much for him to take. Which strategy was this?

- A. Good intentions
- B. Minimization
- C. Provocation [Correct]**
- D. Mortification

Question 24

When Donald Trump dismissed unfavorable coverage as "fake news" and attacked journalists personally, this exemplifies:

- A. Bolstering
- B. Attacking the Accuser [Correct]**
- C. Shifting Blame
- D. Denial

Question 25

When Facebook argued that sharing user data was meant "to improve user experience and targeted ads," this is:

- A. Good intentions [Correct]**
- B. Compensation
- C. Minimization
- D. Provocation