

Quiz: Understanding Responses to Image Repair (*Antapologia*)

Question 1

Stein (2008) defines *antapologia* as:

- A. A response to an instance of *apologia*
- B. A response to an attack
- C. A strategy for showing the *apologia* reflects character flaws
- D. A strategy for showing the motive behind an *apologia*

Question 2

Which of the following is NOT part of Stein's typology?

- A. *Apologia* does not take adequate responsibility
- B. *Apologia* reflects character flaws
- C. Identifying concessions
- D. Corrective action

Question 3

Which historical case did Stein analyze when he first developed the theory of *antapologia*?

- A. The 1960 Soviet U-2 incident
- B. The Tiger Woods scandal
- C. The Marion Jones doping case
- D. The Lance Armstrong doping case

Question 4

Harker (2017) showed that sports reporting *antapologia* often

- A. Argues motive behind the *apologia*
- B. Defends against attacks
- C. Identifies concessions in the *apologia*
- D. Argues the *apologia* is inadequate

Question 5

In Kramer's analysis, Oprah functioned as:

- A. A defender of Marion Jones
- B. A person who didn't even bring up the scandal
- C. An immediate *antapologist*
- D. An unbiased observer

Question 6

Sanderson & Hambrick (2016) found Armstrong's Facebook comments often elicited:

- A. Defend against attacks in the *antapologia*
- B. Supportive surrogate *apologia*
- C. Strengthened the *apologia*
- D. *Antapologia* showing ambivalence

Question 7

When journalists said Woods failed to show "true remorse," it was the strategy of:

- A. *Apologia* does not take responsibility
- B. *Apologia* is untrue
- C. Arguing motive behind the *apologia*
- D. *Apologia* contradicts previous strategies

Question 8

After slapping Chris Rock, Will Smith later apologized via Instagram and YouTube. Critics said his apology "was only issued after backlash from the Academy and public outrage." What strategy is this?

- A. Arguing motive behind the *apologia*
- B. Arguing that the *apologia* is untrue
- C. Arguing that the *apologia* mirrors earlier speeches
- D. Arguing that the *apologia* reflects character flaws of the accused

Question 9

After backlash to a Gaza-related video, Dawn French apologized, saying her "intention was NEVER to mock." Critics said her tone was dismissive and the apology rang false. What strategy is reflected here?

- A. *Apologia* reflects character flaws
- B. *Apologia* contradicts previous strategies
- C. *Apologia* is untrue
- D. Arguing motive behind the *apologia*

Question 10

When racist tweets resurfaced, Chrissy Teigen apologized, saying she was "mortified." Critics said: "This feels like a PR salvage job for her brand." What strategy are the critics using?

- A. Arguing motive behind the *apologia*
- B. Arguing *apologia* mirrors earlier speeches
- C. Arguing that the *apologia* doesn't take adequate responsibility
- D. Identifying concessions in the *apologia*

Question 11

A singer apologizes: "I can't live with myself after what I did." Fans respond: "This shows her selfishness more than remorse." What strategy would this be?

- A. *Apologia* reflects character flaws
- B. *Apologia* is untrue
- C. Arguing motive behind the *apologia*
- D. Identifying concessions in the *apologia*

Question 12

Kanye West issued multiple apologies after antisemitic remarks. Critics said: "This sounds exactly like the ones he's already given." What strategy is this?

- A. *Apologia* mirrors earlier speeches
- B. *Apologia* contradicts previous strategies
- C. Motive behind the *apologia*
- D. *Apologia* does not take responsibility

Question 13

Ellen Degeneres apologized after reports of a toxic work culture. Some employees said: "Her words don't match what she said earlier." What strategy is this?

- A. Contradicts previous *apologia* strategies
- B. *Apologia* is untrue
- C. Arguing motives behind *apologia*
- D. Identifying concessions in the *apologia*

Question 14

After the Astroworld tragedy, Travis Scott apologized. Critics argued: "This apology actually worsens things because it angers victims' families even more." What strategy is this?

- A. Harm will come from the *apologia* itself
- B. *Apologia* is untrue
- C. *Apologia* does not take responsibility
- D. Motive behind the *apologia*

Question 15

Here's a hypothetical one for you. If someone were to argue, "You didn't just damage my windshield, as I initially said, but also the headlights," this would be an example of what strategy?

- A. Identifying concessions
- B. Refining the attack
- C. Mirroring earlier speeches
- D. Arguing the *apologia* is untrue

Question 16

YouTuber Logan Paul apologized after filming a suicide victim in a Japanese forest. Critics argued: "By apologizing, he confirmed he knew filming was wrong all along." What strategy is this?

- A. Identifying concessions
- B. *Apologia* is untrue
- C. *Apologia* reflects character flaws
- D. Arguing motive behind the *apologia*

Question 17

After admitting to racial slurs, celebrity chef Paula Deen apologized. Critics said: "This apology proves what kind of person she really is." What strategy is this?

- A. *Apologia* reflects character flaws
- B. *Apologia* is untrue
- C. Refining the attack
- D. *Apologia* does not take responsibility

Question 18

After expressing frustration with her team's structure, WNBA star Angel Reese apologized, stating her words were taken out of context and meant to uplift, not disparage, her teammates. Critics noted the timing felt calculated for public appeasement. What strategy is this?

- A. Arguing motive behind *apologia*
- B. Arguing *apologia* reflects character flaws
- C. Identifying concessions in the *apologia*
- D. Arguing the *apologia* contradicts previous strategies

Question 19

After withdrawing from Olympic events citing mental health, Simone Biles apologized for disappointing fans. Critics later said: "Your apology makes the whole situation even worse." What strategy is this?

- A. Harm will come from the *apologia* itself
- B. Arguing motive behind the *apologia*
- C. Identifying concessions
- D. Arguing the *apologia* is untrue

Question 20

Pope Francis apologized for the Church's colonial abuses. Critics said: "This is the same apology we've heard before." What strategy is this?

- A. *Apologia* mirrors earlier speeches/events
- B. *Apologia* reflects character flaws
- C. Arguing motive behind *apologia*

D. Harm will come from the *apologia* itself

Question 21

In applying *antapologia* to the U-2 incident, Stein (2008) showed how the Soviets used U.S. admissions about espionage to intensify criticism. This illustrates which strategy?

- A. Identifying concessions
- B. *Apologia* is untrue
- C. *Apologia* reflects character flaws
- D. *Apologia* does not take responsibility

Question 22

Stein concluded that *antapologia* is especially important for understanding:

- A. How apologies can actually strengthen an attack
- B. Why *apologia* always succeeds
- C. How to avoid issuing apologies
- D. Why concessions are unnecessary.

Question 23

Stein argued that the framework of *antapologia* has broad application beyond politics. Why?

- A. Because *apologia* mirrors earlier speeches
- B. Because attacks and defenses exist in all public controversies
- C. Because concessions never matter
- D. Because apologies always fail

Question 24

What did Stein conclude about *apologia's* effectiveness in the U-2 case?

- A. It was weakened because the Soviet's antapologia undermine it
- B. It succeeded in repairing U.S. credibility for Soviet audiences
- C. It was similar to other image repair efforts by the U.S.
- D. It was entirely untrue

Question 25

In Stein's (2008) article, where does the term *antapologia* come from?

- A. A Greek rhetorical term meaning "reply to an apology"
- B. A Latin legal term meaning "against defense"
- C. A French philosophical concept meaning "false confession"
- D. A modern journalistic phrase about "counter-apologies"