

Stein's *Antapologia* Strategies

Strategy	Definition	Example
Strengthening the <i>Kategoria</i>		
Identify Concessions	Highlighting what the apologia admits, often to reinforce guilt or strengthen the original attack.	The man admitted the gun used in the robbery was his.
Refine the Attack	Modifying or sharpening the original criticism to make it stronger or more specific.	You didn't just damage my windshield, as I initially said, but also the headlights.
Weakening the <i>Apologia</i>		
Apologia Is Untrue	Claiming the account is factually wrong or dishonest.	He denied that he was in the room at the time, but video surveillance proves otherwise.
Contradicted Previous Apologia Strategies	Showing the current defense conflicts with earlier defenses or statements.	He denied that he punched the man, but later argued he was provoked.
Apologia Does Not Take Adequate Responsibility	Arguing the wrongdoer's explanation fails to meet the responsibility expected by the accuser.	We will accept nothing short of an apology, yet they continue to evade responsibility.
Apologia Reflects Character Flaws of the Accused	Using the apologia to highlight negative personal traits or moral failings.	Only a man devoid of morals would try to blame the victim's family.
Defense Against Attacks Made in the Apologia	Responding to counterattacks embedded in the apologia.	She says the attack is motivated by greed, but I'm simply looking for justice.
Harm Will Come from the Apologia Itself	Arguing the apology or excuse actually worsens the harm done.	His insincere apology sets a bad example to the junior senators.
Arguing Motive Behind the Apologia	Claiming the apologizer is driven by self-interest—PR, legal strategy, manipulation.	You are only admitting responsibility because your staff told you to say this.
Arguing the Apologia Mirrors Earlier Speeches/Events	Suggesting the apologia is patterned, formulaic, or recycled; not genuine.	You always say you're on a trip whenever you plan to meet up with your girlfriend.