NAMES

# Introduction

## How many of you have apologized to someone or had someone apologize to you?

## Today we will describe an apology speech, talk about the effectiveness of apologies, and demonstrate a speech of apology.

## Transition: First, Olivia will give a description of an apology speech.

# Description:

## In the article “How Effective are the Things People Say to Apologize?” by Steven Scher and John Darley…

## A gesture through which speaker splits

### Part that is guilty

### Part that dissociates from the offense

## Statement of regret

### Often used first

### “I’m sorry,” “Excuse me”

## Expression of responsibility

### Conveys the idea that the speaker is aware of what was done wrong and what could be done differently.

### “I could have chosen other words.”

## Offer of repair

### Tries to make the situation right

#### Which is the apology

### Make as if the wrongdoing did not occur

### Can serve as self-punishment

#### Guilt

## Indication of future intentions

### Promise not to repeat offense

### “In the future…”

## Explanation

### Not part of an apology, but often included

### Reduces responsibility

### Often taken as an excuse

## Transition: Those are the elements of an apology, but how effective are those elements?

# Effectiveness of apologies

## According to the article “How Effective are the Things People Say to Apologize?” by Steven Scher and John Darley,

## Two necessary elements of every apology

### Acknowledgment of responsibility

### Expression of regret

## As more elements are included,

### Increased effectiveness

### Decreased blame

## Lack of emotion greatly reduces effectiveness

## Transition: Finally, Naldo will give a demonstration of an apology speech.

# Demonstration

### A. Apologize for stealing this PowerPoint

### We acknowledge that what we did was truly wrong.

### We also understand the pain of the person who made this PowerPoint and all the hard work that they endured while making it, just to have it stolen!

### We are willing to be responsible for our actions, and we will take a bad grade on this assignment, but an A in the course for admitting to our plagiarism.

### We are sorry for what we have done to you and the original author of the presentation.

## Transition: In summary, …

# Conclusion

## Today, we have…

### Described a speech of apology

### Discussed the effectiveness of apologies

### Demonstrated an apology speech

## Memorable statement

### Today we will leave you with a quote by G.K. Chesterton:

### “A stiff apology is a second insult.... The injured party does not want to be compensated because he has been wronged; he wants to be healed because he has been hurt.”

## Reference Page

Chesterton, G.K. “Quotations About Apologies.” *Quote Garden.* Quote Garden, 2010. Web. 3 Jun 2011.

Scher, Steven J., and John M. Darley. “How Effective are the Things People Say to Apologize? Effects of the Realization of the Apology Speech Act.” *Journal of Psycholinguistic Research.* 26.1 (1997): 127-140. *Springer Standard Collection.* Web. 2 June 2011.