**Sorry is the hardest word…**

**2.ux**

**Analyzing You Tuber apologies.**

Work in groups

Analyse a YouTube apology – following the guidelines below. Prepare a short presentation in which you present the video and account for your analytical observations regarding the video 😊

Choose one of the videos below – or a video of your own choice.

* Laura Lee apologises for racist tweets: <https://www.youtube.com/watch?v=9uNpjj9tuoE>
* [Liver King confesses that he lied to his “primals”-fanbase. 2 December 2022](https://youtu.be/q_Vd7i4ZpgA)
* [Logan Paul “So Sorry”, 2 January 2018](https://www.youtube.com/watch?ab_channel=LoganPaul&t=9s&v=QwZT7T-TXT0)
* [PewDiePie “My Response”, 12 September, 2017](https://www.youtube.com/watch?ab_channel=PewDiePie&v=cLdxuaxaQwc)
* [RiceGum “This Dude Calls Me Out For Mystery Unboxing…”, 3 January, 2019](https://www.youtube.com/watch?ab_channel=RiceGum&v=4E8qmF10Mts)
* [Alfie Deyes Vlogs “Let's talk about the £1 video”, 18 June, 2018](https://www.youtube.com/watch?ab_channel=AlfieDeyesVlogs&v=GLLwNBG1ang)
* [Olivia Jade “im sorry”, 16. aug. 2018](https://www.youtube.com/watch?ab_channel=OliviaJade&v=LAJArLC6v70)
* [FunForLouis “MY RESPONSE…”, 17 August, 2016](https://www.youtube.com/watch?ab_channel=FunForLouis&v=8U1ZGMDlASA)
* Colleen Ballinger’s response to accusations of grooming her fans <https://www.youtube.com/watch?v=ceKMnyMYIMo>

YouTube apologies are a complete subgenre of apologies and apologia – and therefore call for specific analytical tools.

* The rhetorical situation is still important:
  + Who is the speaker, the audience, the circumstances (a ”beef”, responding to accusations, character allegations etc..)
* Which image repair strategies are used?
* How does the person address the audience?
* The appearance of the speaker
  + Has he/she done anything to appear more sincere (e.g. no make-up)
  + Use of body language, tears, sighs etc..
* The setting and composition
  + Where are they? What is in the foreground, middle ground and background? Any symbolic things (e.g. display of wealth or a humble background) How does the setting contribute to the apology/apologia?
* Is it an apology or an apologia?