**Sorry is hardest word…**

**2.ux engelsk**

**Nikki Glaser – apology to Taylor Swift**

**Intro questions:**

1. What is "body-shaming" - and what are the potential effects of body-shaming?

2. Investigate the phrasal verb "to project onto" - What does it mean to project something onto somebody? - give an example.

3. Who is Nikki Glaser?

**The rhetorical situation:**

In January 2020, Nikki Glaser discovers that she is featured making body shaming comments about Taylor Swift in the new documentary, Miss Americana.

In the trailer, Glaser is heard criticizing Swift’s body and her choice of friends.

The body shaming comments were made by Glaser five years earlier.

In January 2020, Nikki Glaser sends a public apology (an Instagram post) to Taylor Swift.

**The actual apology**

I love [@taylorswift](https://www.instagram.com/taylorswift/). Unfortunately, I am featured in her new documentary as part of a montage of asshats saying mean things about her, which is used to explain why she felt the need to escape from the spotlight for a year. It’s insanely ironic because anyone who knows me knows I’m obnoxiously obsessed with her and her music.  
I first heard myself in the trailer last week as I watched it alone in bed (as soon as it came out bc I was so excited!) and I was horrified to hear my own voice.  
The sound bite was from an interview I did 5 years ago and I say in SUCH a shitty tone, “she’s too skinny; it bothers me... all of her model friends, and it’s just like, cmon!” 😣  
This quote should be used as an example of “projection” in PSYCH101 textbooks. If you’re familiar with my “work” at all, you know I talk openly about battling some kind of eating disorder for the past 17 years. I was probably “feeling fat” that day and was jealous. Also, I’ve had people say the same shit about me being too skinny before and know how terrible it feels to hear that when you’re struggling. And I was only bothered by her model friends because I’d like to be her friend and I’m not a model.  
I really have no need to post this other than to apologize to someone who seriously means SO much to me. I only got a couple death threats from die-hard Swift fans, which as one myself, I totally get. So while I’ll consider going to “die in a hole you motherfucking asshole”, I just hope this somehow gets to her so she knows I’m sorry for any pain I caused her and that I’d love to be her friend someday (when I start modeling) and tell her how much her music has influenced my life and comedy. In fact, her song “The Man” is the inspiration for my new hour of material and I feature the song is multiple iterations during my current tour. I love you Tay, and I can’t wait to watch 99.97% of your new doc [#missamericana](https://www.instagram.com/explore/tags/missamericana/) ❤️🆖

Source: <https://www.instagram.com/p/B7_tVe-AbG8/?utm_source=ig_embed&ig_rid=697b5dd5-ae18-4a00-a536-dea20b2e0b29>

**Questions**

1. Underline and characterize the words Glaser uses to describe herself.
2. Who does she address in the post?
3. What image repair strategies does she use? Is she successful?
4. Compare this apology with Kevin Spacey’s apology.
   1. Whose is better?
   2. Why?

**Emojis in language**

Watch the video – answer the questions <https://www.youtube.com/watch?v=Ca8t9JMxLwc>

* Are emojis a positive or negative influence on language?
* What are the advantages of emojis in written language?

**Style of Writing – written exercise**

Work in pairs

* Write a paragraph about the style of writing in the Instagram post. Part of your paragraph must focus on Glaser’s use of self-deprecating humour and her use of emojis.