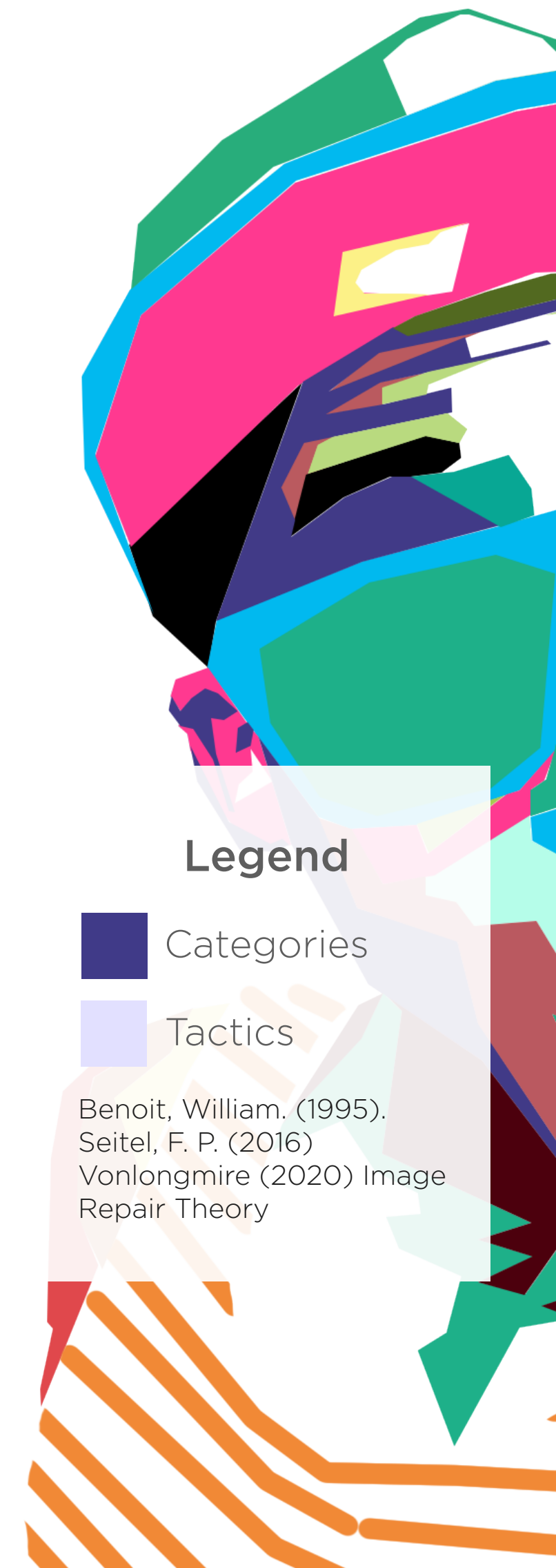


Theory Constructs*

Operationalization

Case Study

Denial		
Simple Denial	Did not perform act	Clinton (1995)
Shift the Blame	Another performed act	Walmart vs. Tracy Morgan (2014)
Evasion of Responsibility		
Provocation	Responded to act of another	Self Defense Rhetoric
Defeasibility	Lack of information or ability	Natural Causes Rhetoric
Accident	Mishap	Tylenol Case (1982)
Good Intentions	Meant well	Starbuck's Campaign (2015)
Reducing Offensiveness of Event		
Bolstering	Stress good traits	Bill Cosby (2014)
Minimization	Act not serious	BP Oil Spill (2010)
Differentiation	Act less offensive than similar acts	Moises Alou (2003)
Transcendence	More important values	Tylenol Case (1982)
Attack accuser	Reduce accuser's credibility	Walmart vs. Tracy Morgan (2014)
Compensation	Reimburse victim	McDonalds (1992)
Corrective Action		
	Plan to solve/prevent recurrence of problem	General Motors (2014)
Mortification		
	Apologize; express remorse	Tylenol Case (1982)



Legend

- Categories
- Tactics

Benoit, William. (1995).
 Seitel, F. P. (2016)
 Vonlongmire (2020) Image
 Repair Theory