

From: Lawrence Krauss <[REDACTED]>
To: nancy dahl <[REDACTED]>
Cc: Adam Waldman <[REDACTED]>

Subject: Fwd: this is interesting too

Date: Wed, 28 Feb 2018 21:37:04 +0000

Inline-Images: image002.png

Begin forwarded message:

From: Patricia Barnes <[REDACTED]>
Subject: this is interesting too
Date: February 28, 2018 at 11:25:53 AM MST
To: Krauss Lawrence <[REDACTED]>

from this article:

<http://www.philly.com/philly/living/harvey-weinstein-matt-lauer-kevin-spacey-sexual-harassment-apology-20171204.html>

Indeed, there are dos and don'ts of saying you're sorry, according to Lerner and Edwin Battistella, a professor of linguistics at Southern Oregon University and the author of *Sorry About That: The Language of Public Apology*:

Do:

- Use the word "apologize"
- Clearly state what you did wrong
- Keep it short
- Offer some form of reparations

Don't:

- Use the conditional (*if* this happened; what I *might* have done)
- Use the word "but"

- Minimize
- Ask for the victim to do something (i.e. forgive you)
- Emphasize how much you respect women
- Note that things used to be different
- Say you thought what you were doing was fine
- Note that you don't do that thing anymore
- Place blame elsewhere

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