

APPENDIX

An Expression of an Apology (EOA)

Code No.	Apology Strategies	Utterance	Context/ Explanation
EOAMA1M1	An Expression of an Apology	Maui: “ <u>Sorry, Sorry, sorry, sorry.</u> ” And women. Men and women. Both. All. Not a guy-girl thing. Ah, you know, Maui is a hero to all. You’re doing great.”	In this scene of the movie Moana, Maui utters “Sorry, sorry, sorry, sorry” repeatedly after interrupting Moana as she begins to introduce herself. This utterance is categorized as an Apology Expression, which is one of the core apology strategies in Olshtain and Cohen's (1983) framework. This strategy involves the explicit use of apology expressions such as “sorry”, “I’m sorry”, or “excuse me”. Although Maui's tone and over-repetition suggest sarcasm and a lack of genuine regret, the presence of the lexical item “sorry” itself fulfills the minimal linguistic requirements for this strategy. The phrase serves as a formal marker of apology, regardless of the sincerity of the speaker. In pragmatics, especially in discourse analysis, the perceived intent and function of an utterance can differ; here, Maui's utterance still pragmatically signifies an apology, although his delivery reduces its seriousness. Therefore, it can still be coded as a valid example of this strategy from a linguistic point of view.

EOAMA2M1		<u>Moana: Wait, no, no, no. I-I didn't... I wasn't... why would I ever say...</u>	In <i>Moana</i>, the moment when Moana stammers, “<i>Wait, no, no, no. I-I didn't... I wasn't... why would I ever say...</i>” is a subtle but clear example of Expression of an Apology, one of the strategies described by Olshtain and Cohen (1983). This line comes right after she accidentally says “<i>thank you</i>” to Maui — prompting him to smugly reply, “<i>You’re welcome,</i>” in his classic Maui style. Realizing what she just said, Moana immediately panics and tries to backtrack. Even though she doesn’t directly say “I’m sorry,” her tone, hesitation, and frantic attempt to explain herself show that she regrets what she said — or more accurately, who she said it to. This awkward apology reflects a kind of emotional vulnerability, especially considering her complicated relationship with Maui at this point in the story. In pragmatics, this kind of spontaneous and emotional response functions as an indirect apology. Moana’s reaction signals discomfort, regret, and a desire to “undo” her words, which fits the essence of Expression of an Apology — showing remorse or backpedaling after an unintended offense. It’s a small moment, but it adds to her growth and the evolving dynamic between the two characters.
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EOAMO3M1	An Expression of an Apology	Moana: <u>Sorry.</u> I thought you were a monster, but... I found your hook and you're right... This Tamatoa really likes treasure.	In this scene of the movie Moana, Moana opens her utterance with the word "Sorry," directly addressing her mistaken assumption that Maui is a monster. This use of the word "Sorry" is a clear example of an Apology Expression, one of the five main apology strategies outlined in Olshtain and Cohen's (1983) framework. This strategy involves the speaker explicitly expressing regret through linguistic markers such as "sorry", "I'm sorry", or similar expressions. Moana's apology appears at the beginning of the utterance, indicating a conscious intention to take the initiative in acknowledging her mistake. The fact that she immediately follows it with an explanation ("I thought you were a monster, but...") gives further support to the genuineness of her apology and demonstrates her attempt to clarify the misunderstanding. Although her tone remains

			calm and undramatic, the use of the word “Sorry” has performative value in pragmatics - it serves to mitigate offense and restore a positive relationship with Maui. In this context, Moana's apology serves not only as an acknowledgment of her mistake, but also as a strategic interpersonal move to regain Maui's trust and cooperation. Therefore, even though it is short in form, it fulfills the linguistic and pragmatic criteria for the expression of an apology in Olshtain and Cohen's (1983) framework.
EOAMA4M1	An Expression of an Apology	Maui: Took guts. But... <u><i>I'm sorry.</i></u> I'm tryin' to be sincere for once, and it feels like you're distracted.	In this scene of the movie Moana, Maui says, “I'm sorry” after expressing his appreciation for what Moana did. This utterance clearly falls under an Expression of an Apology, one of the apology strategies identified by Olshtain and Cohen (1983). This strategy involves directly using apologetic expressions such as “sorry” or “I apologize” to show regret or admit a mistake. Maui's apology is especially meaningful because it is part of a rare moment where he tries to be emotionally honest. He follows the apology with “I'm tryin' to be sincere for once,” which supports the idea that this moment is not just about saying the word “sorry,” but also about making a genuine effort to be vulnerable. It shows that Maui

			is aware of how he usually behaves, and this time, he is consciously trying to change that. Although Moana seems distracted during this exchange, Maui continues with his apology, emphasizing his desire to be taken seriously. This makes his utterance not only a form of regret but also an attempt to improve the relationship between them. Based on the context and delivery, this apology is both linguistically explicit and emotionally significant, fulfilling the core criteria of this strategy.
EOAMO5M1	An Expression of an Apology	Moana: <u><i>I'm sorry</i></u> about your hook.	In the movie Moana, Moana says, "<i>I'm sorry about your hook</i>" after Maui loses his magical fish hook during a dangerous mission. This utterance is categorized as an Expression of an Apology, one of the apology strategies proposed by Olshtain and Cohen (1983). This strategy refers to a direct form of apologizing where the speaker uses explicit expressions such as "I'm sorry" or "I apologize" to show regret or take responsibility for an offense or harm caused. Moana's apology is short but clear. By saying "I'm sorry about your hook," she acknowledges that Maui's loss is partly related to her actions, even though she doesn't explain the details in that moment. Her choice to say

			“sorry” shows her awareness that what happened to Maui was significant and upsetting, and that she feels responsible or at least empathetic about it. Although the sentence is brief, it meets the criteria of an explicit apology both linguistically and contextually. It also helps repair their relationship, as Maui’s hook is not just a tool, but a symbol of his identity. Moana’s apology reflects emotional awareness and a willingness to take part in the emotional consequences of the situation, which strengthens her connection with Maui.
EOAMA6M1	An Expression of an Apology	Maui: “Well... hook. No hook. I’m Maui. TeFiti! How you’ve been? Look, what I did was... wrong. I have no excuse. <u><i>I’m sorry.</i></u>”	In <i>Moana</i>, Maui’s line “<i>What I did was... wrong. I have no excuse. I’m sorry.</i>” is a clear and sincere example of Expression of an Apology as proposed by Olshtain and Cohen (1983). In this heartfelt moment, Maui is speaking to TeFiti — the goddess he once betrayed by stealing her heart — and finally admits his wrongdoing without hiding behind excuses. The inclusion of the direct phrase “<i>I’m sorry</i>” makes this a textbook case of an explicit apology. What makes this scene powerful is not just the words, but the vulnerability Maui shows. After being proud, defensive, and self-serving for most of the story, he now chooses to take full responsibility. He doesn’t shift blame, he doesn’t justify — he

			just owns up to it. This shift reflects genuine remorse and growth in his character. In apology theory, this is the clearest form of an apology: open, direct, and honest. By expressing regret and acknowledging his fault, Maui not only seeks forgiveness from TeFiti, but also symbolically makes peace with himself and his past. This moment plays a key role in resolving the story's main conflict, and it stands as a strong example of the Expression of an Apology strategy in its most complete form.
EOAMO7M2	An Expression of an Apology	Moana: Oh, <u>sorry</u>. That's weird. Was that weird?	In <i>Moana 2</i>, the moment when Moana says "<i>Oh, sorry. That's weird. Was that weird?</i>" after accidentally high-fiving Maui's chest is a light-hearted but clear example of Expression of an Apology, one of the five apology strategies described by Olshtain and Cohen (1983). Although the situation is humorous and casual, Moana's spontaneous "sorry" shows her sensitivity to social awkwardness and her quick effort to smooth things over. This moment happens after an emotional reunion between Moana and Maui. She hugs him, greets Mini-Maui warmly, and in her excitement, ends up giving a double high five — which unintentionally lands on Maui's chest. Realizing it

			could come off as awkward, Moana instantly apologizes and tries to check if it made things uncomfortable. Her tone is genuine, though casual, and reflects the type of apology people often give when they accidentally cross a social line, even in playful settings. In apology theory, Expression of an Apology doesn't always have to happen in serious or emotional moments. Even in light, funny contexts, a simple "sorry" like this helps maintain comfort, respect, and positive relationships. Moana's quick response shows that she's socially aware and considerate, making it a relatable and effective example of this strategy.
EOAMO8M2	An Expression of an Apology	Moana: <u>Sorry</u> , you go.	In <i>Moana</i> 2, Moana's line "<i>Sorry, you go.</i>" is a clear and casual example of Expression of an Apology as outlined in Olshtain and Cohen's (1983) theory. This moment happens right after Moana excitedly tells Maui about all the events that led to their current situation — from nearly getting doomed in a clam, to meeting Matangi, to now working together to break Nalo's curse. She's speaking fast, passionately, and doesn't let Maui get a word in, so he literally pinches her lips shut. Realizing she's been talking non-stop, Moana quickly apologizes with a half-laughing, half-muffled "<i>Sorry</i>,"

			<i>you go.</i>” The apology is short and informal, but it reflects genuine self-awareness. She recognizes that she took over the conversation and immediately steps back to give space for Maui to respond. Even though it’s not a serious or emotional apology, this moment still counts as a solid Expression of an Apology, because it maintains conversational balance and shows Moana’s respectful attitude in social interaction. In real-life communication, these small, polite “sorry” moments play an important role in keeping interactions smooth — especially between people who care about each other.
EOATO9M2	An Expression of an Apology	Tomatoa: <u>Oh, sorry,</u> are we not doing evil laughs? Didn’t realize! It’s just that she humiliated me as well, I completely relate to what you’re feeling right now. If you ever want to talk about it- AH!	In <i>Moana</i> 2, Tamatoa’s utterance “<i>Oh, sorry, are we not doing evil laughs? Didn’t realize!</i>” is a clear example of Expression of an Apology based on Olshtain and Cohen’s (1983) framework. In this scene, Tamatoa reacts after laughing inappropriately, only to realize that others are not amused or joining in. His use of the word “sorry” signals an attempt — albeit sarcastic — to acknowledge a social misstep. Although the tone is humorous and exaggerated, the inclusion of the word “sorry” functions as an explicit apology. According to the theory, an apology does not have to be serious or formal to count — what

			matters is the intention to recognize a fault and ease social tension, even if performed theatrically or sarcastically. This line reflects how apology strategies can appear in playful or insincere contexts but still serve a pragmatic purpose. Tamatoa's line contributes to the character dynamics and also exemplifies how language can be used to maintain group harmony — or mock it — while still following recognizable patterns of politeness and repair.
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An Explanation or Account (EXA)

Code No.	Apology Strategies	Utterance	Context/ Explanation
EXAMO1M1	An Explanation or Account	Moana: Sorry. <u><i>I thought you were a monster.</i></u> but... I found your hook and you're right... This Tamatoa really likes treasure. Maui: Stay.	In the movie <i>Moana</i>, when Moana utters "<i>I thought you were a monster</i>," she gives an honest explanation for how she first saw Maui. This line is a good example of the Explanation or Account strategy, one of the five apology strategies described by Olshtain and Cohen (1983). Instead of directly saying "I'm sorry," Moana explains the reason behind her earlier behavior — showing that she didn't mean to hurt Maui on purpose. By saying this, Moana admits that her

			reaction may have been harsh, but also makes it clear that it came from a place of misunderstanding, not judgment. In situations like this, an explanation can soften the impact of what might have felt like an insult. It helps the other person — in this case, Maui — see that it wasn't personal. That's why this type of apology strategy works well: it clears things up and helps fix the relationship without needing a formal apology. This moment also shows how people sometimes say sorry not by using the word "sorry," but by being honest about their thoughts and intentions. Moana's words help rebuild trust between her and Maui, and highlight how powerful an explanation can be in repairing a misunderstanding.
EXAMA2M1	An Explanation or Account	Maui: I wasn't born a demigod. I had human parents. They... <u>They took one look and decided they... did not want me. They threw me into the sea... like I was nothing.</u>	In <i>Moana</i>, Maui's emotional line "<i>They took one look and decided they... did not want me. They threw me into the sea... like I was nothing.</i>" is a strong example of the Explanation or Account (EXA) strategy from Olshtain and Cohen's (1983) apology framework. In this scene, Maui shares a painful part of his past — being abandoned by his

			human parents — which provides a deeper understanding of his behavior and identity struggles throughout the story. Although Maui doesn't say "I'm sorry," his statement functions as a personal account of why he is the way he is. By offering this explanation, he helps Moana — and the audience — see that his actions may be rooted in deep emotional wounds, not simply arrogance or selfishness. In pragmatics, this type of explanation helps soften the perception of offensive behavior and serves as a way to mitigate blame. Maui's willingness to open up reflects growth and vulnerability. It also contributes to repairing his relationship with Moana by giving her insight into his motivations. Therefore, this moment is a clear and meaningful use of Explanation or Account, as it reframes the offense through context and emotion rather than a direct apology.
EXAMA3M1		Maui:<u><i>It was... never enough.</i></u>	In <i>Moana</i>, Maui's short but meaningful line "<i>It was... never enough</i>" clearly shows an example of the Explanation or Account strategy in the framework of Olshtain and Cohen (1983). This line comes right after Moana

			acknowledges that Maui took the heart of TeFiti not out of selfishness, but to earn love and acceptance from others. Maui responds with a powerful truth — that no matter what he did, it was never enough. Even though Maui does not explicitly apologize, this utterance provides important emotional context. It reveals that his actions were driven by a deep personal wound: a constant feeling of inadequacy and rejection. By explaining his motivation, Maui helps Moana — and the audience — see him in a more sympathetic light. In terms of apology strategies, an explanation or account works to soften the judgment of a wrong action by showing that it wasn't done with bad intentions, but rather as a result of emotional struggle. Maui's vulnerability in this scene makes the moment even more sincere, as he stops hiding behind bravado and instead shares his truth. Therefore, this line functions as a strong indirect apology strategy through explanation.
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EXAMA4M1	An Explanation or Account	Maui: Took guts. But... I'm sorry. <u><i>I'm tryin' to be sincere for once</i></u>, and it feels like you're distracted.	In <i>Moana</i>, Maui's line "<i>I'm tryin' to be sincere for once, and it feels like you're distracted</i>" is a strong illustration of the Explanation or Account strategy, based on Olshtain and Cohen's (1983) framework. Here, Maui is not just apologizing — he's also explaining his emotional effort to be genuine. This reveals that sincerity doesn't come easily for him, and by sharing that, he hopes Moana will understand that this apology is different from his usual behavior. This kind of utterance matters because it gives context to the speaker's actions. Rather than letting the apology stand alone, Maui explains that he's making a real attempt — which may help the listener see the apology as more authentic. In apology theory, giving an explanation like this can help rebuild trust, especially when there's been past hurt or misunderstanding. By acknowledging his own difficulty in being sincere, Maui invites empathy. His statement doesn't excuse his past actions, but it does show a willingness to grow — and that makes this moment a clear example of how offering a personal
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			explanation can be a meaningful part of an apology.
EXAMA5M1	An Explanation or Account	Moana: <u>I thought... I could make it.</u> We can fix it.	In <i>Moana</i> , the character's line " <i>I thought... I could make it</i> " is a clear representation of the Explanation or Account strategy, as described by Olshtain and Cohen (1983). This utterance comes after Moana's failed attempt to fulfill her mission, and she reflects on the belief that led her to take that risk in the first place. Although she does not say "I'm sorry," her words explain the reasoning behind her decision, which shows that her actions were not careless but based on hope and responsibility. In this context, Moana is not trying to deny what went wrong — she's sharing the thought process that brought her to that moment. By doing so, she provides emotional clarity and invites understanding, especially from Maui, who was directly affected by the failure. Offering an explanation like this is important in interpersonal communication because it can help ease tension and rebuild trust. Therefore, this statement functions as an indirect

			apology through explanation. It shows that Moana acknowledges the situation and wants the other person to know that her choices were made with good intentions, even if the outcome was not what she had hoped for.
EXAMO6M1	An Explanation or Account	Moana: Next time we'll be more careful.<u><i>Te Ka was stuck on the barrier island. It's can't go in the water. We can find a way around.</i></u>	In <i>Moana</i>, the utterance "<i>Te Ka was stuck on the barrier island. It can't go in the water. We can find a way around</i>" by Moana is an example of the Explanation or Account strategy, as proposed by Olshtain and Cohen (1983). In this scene, Moana is trying to calm the situation and provide a logical plan after facing a major setback. Rather than simply apologizing, she offers new insight into Te Ka's limitations and how they can still succeed. By explaining that Te Ka can't go into the water and is confined to the barrier island, Moana reframes the problem. Her words are not only meant to restore hope, but also to justify the belief that their mission is still possible. In this way, the explanation helps reduce any blame or doubt directed at her or the plan they've chosen. In apology theory, offering an explanation is a valuable strategy when someone wants to maintain

			understanding and cooperation. Moana’s effort to clarify the situation shows her leadership, accountability, and belief in finding a solution — making this utterance a good example of an indirect apology through explanation.
EXAMA7M1	An Explanation or Account	Maui: Well... hook. No hook. I’m Maui. TeFiti! How you’ve been? Look, what I did was... wrong. <u>I have no excuse.</u> I’m sorry.	In the movie <i>Moana</i>, Maui’s utterance “I have no excuse” is a clear example of the Explanation or Account strategy, as defined by Olshtain and Cohen (1983). This moment takes place when Maui sincerely apologizes to TeFiti for his past actions. Even though he has already admitted that what he did was wrong and explicitly says “I’m sorry,” the phrase “I have no excuse” adds a deeper emotional layer. Rather than trying to justify or defend himself, Maui openly admits that there’s no explanation that could make what he did acceptable. This kind of statement shows humility and a willingness to fully accept blame without shifting it elsewhere. In pragmatics, the Explanation or Account strategy is typically used to offer reasons or context — but in this case, Maui’s lack of excuse actually reinforces the gravity of his

			mistake. His honesty helps to make his apology feel more sincere and meaningful. It's a powerful moment of character growth and shows how a simple phrase like "I have no excuse" can function as a strong act of apology and self-awareness.
EXAMO8M2	An Explanation or Account	Moana: <u><i>"It was in a clearing - which I found with a little help from... Heihei"</i></u> - but - this isn't from our village - I don't even know what it's made of, but it's proof!"	In <i>Moana</i>, the character's utterance <i>"It was in a clearing - which I found with a little help from Heihei"</i> represents the Explanation or Account strategy, as categorized in the framework of Olshtain and Cohen (1983). In this moment, Moana is providing a clear and logical explanation of how she came across a mysterious object that doesn't belong to her village. Even though she doesn't directly apologize, this kind of explanation helps justify her actions or beliefs and minimizes any potential doubt from those around her. By mentioning that Heihei helped her and that she found it outside their usual territory, she is subtly defending her reasoning for bringing the object forward as evidence. This approach is often used in communication to reduce tension and promote understanding. In terms of apology strategies, this type of

			utterance shows that Moana wants to be transparent and accountable by sharing how she came to her conclusion. Therefore, it functions as an indirect apology strategy by clarifying her behavior and motivations, aligning it with the Explanation or Account category.
EXAMO9M2	An Explanation or Account	Moana: “So, if you’re telling me to change course, a little thumbs up would be super awesome!”	In this scene, Moana and the crew are sailing along following a comet as a guide to find Motufetū. However, the comet suddenly explodes and disappears, leaving the entire crew panicked and confused about their destination. At that moment, their boat was also dragged by a strong ocean current that could not be controlled. Moana then said, "Hey Ocean, so I kinda wasn't given a lot of directions... Other than... follow the comet! So, if you're telling me to change course, a little thumbs up would be super awesome!" This sentence is included in the Explanation or Account strategy, because Moana gives an excuse for the situation that occurred, namely that she was not given clear directions other than following the comet. She does not directly state her mistake or apologize, but implies that the direction she took may have been wrong and asks for

			help from the Sea to correct the course. His tone is light and polite, showing that he remains responsible as a leader, even though he does not explicitly blame himself. This strategy is a form of indirect apology according to Olshtain and Cohen's (1983) theory.
EXAMA10M2	An Explanation or Account	Maui: Actually, you know what - scratch that. I don't wanna get attached if y'all -	In this scene, a pet pig named Pua suddenly falls from above and hits Maui on the head. The shocked Maui then joked by saying, "Well, hello, Bacon. Okay, I feel like there's some backstory that I need to be caught up on." After that, he started saying inappropriate things, namely: "Actually, you know what - scratch that. I don't wanna get attached if y'all -" while making a death gesture. However, after realizing that his words were too frontal, Maui immediately corrected himself and said, "Which- which you guys won't. You're not gonna do that. I don't even know why I said that." This last sentence shows an indirect form of apology. He didn't explicitly say "I'm sorry," but realized that what he said was wrong and tried to make things right. By saying that he doesn't know why he said it, Maui is providing an explanation to defuse the mistake and

			maintain social relations with the people around him. So, this strategy is included in Explanation or Account according to Olshtain and Cohen's (1983) theory, because he gives reasons indirectly as a form of responsibility for his speech.
EXAMO11M2	An Explanation or Account	Moana: <u>Because... he... told me to follow the fire in the sky and that led me straight to you.</u>	In <i>Moana</i> 2, the utterance “ <i>Because... he... told me to follow the fire in the sky and that led me straight to you</i> ” clearly shows an example of the Explanation or Account strategy, as outlined by Olshtain and Cohen (1983). Moana uses this explanation to justify her arrival and presence, making it clear that she is not there by accident or with bad intentions. By saying “because,” she introduces a reason behind her actions — explaining that she was following guidance from someone else. This kind of utterance is typical in apology strategies when a speaker wants to clarify their behavior, reduce tension, and ensure the listener understands the background context. In this scene, although Moana is not offering a direct apology, she uses explanation as a way to maintain trust and transparency. It highlights how people can use detailed reasoning to soften

			potential misunderstandings, making it a strong example of the Explanation or Account strategy in action.
EXAMO12M2	An Explanation or Account	MOANA (CONT'D) (trying hard for optimism) <u><i>Guys, the ancestors wouldn't have called, if we couldn't do this...</i></u> MAUI Unless it was a butt dial. (then) That'll make sense in 2000 years.	In <i>Moana 2</i>, the utterance “Guys, the ancestors wouldn’t have called, if we couldn’t do this...” is a clear example of the Explanation or Account strategy, as outlined by Olshtain and Cohen (1983). In this scene, Moana is trying to reassure her crew as they face a difficult situation. Rather than apologizing directly for the danger they’re in, she offers an optimistic explanation rooted in belief and tradition — that their ancestors wouldn’t have guided them if they weren’t capable of succeeding. This kind of statement functions as an indirect way to reduce the anxiety or fear of the group, while also justifying their continued efforts. By referring to the ancestors’ call as a meaningful sign, Moana gives a reason behind why they should keep going, and in doing so, softens any tension that may have arisen from the uncertainty of their journey. Though there is no explicit apology, the use of explanation in this moment helps maintain group morale and reaffirms trust in the mission, making it a strong representation of

			the Explanation or Account strategy.
EXAMO13M2	An Explanation or Account	MOANA (CONT'D) (trying hard for optimism) Guys, the ancestors wouldn't have called, if we couldn't do this... MAUI Unless it was a butt dial. (then) That'll make sense in 2000 years. MOANA Tautai Vasa said reaching Motufetū is <u>the only way to give our people a future.</u>	In <i>Moana</i> 2, the utterance “Tautai Vasa said reaching Motufetū is the only way to give our people a future” clearly shows an example of the Explanation or Account strategy, as described by Olshtain and Cohen (1983). In this scene, Moana is trying to reassure her crew by giving a strong reason behind their dangerous mission. Rather than saying “sorry” or showing regret directly, she refers to the wisdom of Tautai Vasa—a respected figure—to back up her decision. By doing this, Moana shows that her actions are not just based on emotion or impulse, but on trusted advice that she believes in. Her explanation helps reduce fear or doubt among the group, especially when things are uncertain. In pragmatic terms, this kind of utterance works to ease tension and give purpose, even without a formal apology. That's why this moment is a good example of how an explanation can be used as a way to respond to pressure or concern in a thoughtful and respectful way.
EXAMA14M2	An Explanation	Maui: <u>Uh, it's a bad time to say I told ya</u>	In <i>Moana</i> 2, Maui's utterance, “Uh, it's a bad

	or Account	<u>so, so (I'm not gonna do that)</u> cause that would make you feel worse...	time to say I told ya so, so (I'm not gonna do that)," is a good example of the Explanation or Account strategy, as outlined by Olshtain and Cohen (1983). In this moment, even though Maui could easily point out that he was right, he chooses instead to explain why he's holding back. His words show that he's aware of how tense the situation is, and he tries not to make Moana feel worse than she already does. This kind of explanation might seem small, but it carries weight. Rather than rubbing it in or bragging, Maui makes a conscious choice to be more thoughtful. While it's not a direct apology, it helps soften the moment and avoid more conflict. From a pragmatic perspective, this explanation helps maintain harmony between them and shows that Maui is trying to be more considerate—something that aligns with the purpose of the Explanation or Account strategy.
EXAMA15M2	An Explanation or Account	Maui: <u>Because... because I've... been low before... and I couldn't see a way forward, and then someone came along... someone who I</u>	In <i>Moana</i> 2, Maui's utterance "Because... because I've... been low before... and I couldn't see a way forward, and then someone came along... someone who I underestimated... and she lifted me up..." clearly

		<u><i>underestimated... and she lifted me up...</i></u>	shows an example of the Explanation or Account strategy, based on Olshtain and Cohen's (1983) framework. In this moment, Maui opens up about his past emotional struggles and shares how someone—referring to Moana—helped him through it. By doing so, he explains the reason behind his empathy and concern, offering an honest reflection instead of a direct apology. His words show emotional depth and vulnerability. Rather than simply saying “I’m sorry,” Maui explains how his own experience shaped his current perspective. This explanation not only helps Moana understand him better, but also rebuilds trust between them. In pragmatics, this kind of utterance is important because it reduces tension and clarifies the speaker’s intentions through storytelling and reasoning. It highlights that not all apologies are straightforward—sometimes, meaningful explanations can be just as powerful in repairing relationships and expressing care.
EXAMA16M2	An Explanation or Account	Maui: Nalo didn’t just hide Motufetū in a storm, he hid it in a MONSTER	In <i>Moana 2</i> , Maui’s line “which is why I didn’t want you coming out in the first place” is an example of the Explanation or Account

		STORM, in a cursed ocean you can't escape from, and then sunk it to the bottom of the sea! (off Moana) Which means a human can't reach it, so unless I break the curse, you just bought a one way ticket to deadsville, <u>which is why I didn't want you coming out in the first place</u>, 'cause now you're stuck and you're gonna die, your crew's gonna die and this time so is the chicken.	strategy as described by Olshtain and Cohen (1983). Here, Maui tries to justify his earlier actions and attitude by explaining the dangerous situation they're now trapped in. Rather than directly apologizing to Moana, he provides the reasoning behind his previous reluctance to involve her in the mission. By explaining that he was trying to protect her from the deadly storm and cursed ocean, Maui hopes to show that his intentions were never to hurt her—but to keep her and her crew safe. This kind of utterance helps clarify his motives and reduce any feelings of blame or misunderstanding. In the context of apology strategies, this fits as an indirect way to smooth over conflict and show care without an explicit "I'm sorry." It demonstrates that giving context or reason can be just as meaningful in rebuilding trust and understanding.
EXAMA17M2	An Explanation or Account	Maui: (genuine, emotional) <u>Uhh... Look, I could pull up a million islands, but if you're not there to land on 'em, then...</u>	In <i>Moana</i> 2, Maui's heartfelt utterance "I could pull up a million islands, but if you're not there to land on 'em, then..." clearly shows an example of the Explanation or Account strategy, as described by Olshtain and Cohen (1983). In this emotional moment, Maui

			doesn't offer a direct apology, but instead opens up about how important Moana's presence is to him. He explains that no matter how much power he has or what he's capable of, it feels meaningless without her support and involvement. This explanation gives insight into his emotions and motivations. It helps Moana understand that his feelings go beyond pride or ego—he truly values their partnership. By choosing to share his perspective in this vulnerable way, Maui tries to repair the emotional distance between them. In apology theory, giving this kind of honest account helps reduce tension, rebuild connection, and shows care without needing to explicitly say “I'm sorry.” That's why this utterance fits as a clear example of the Explanation or Account strategy.
EXAMA18M2	An Explanation or Account	MOANA Just... MAUI I believe in you... No one else does, there you go, walk it off, champ. That's not what Moana needed to hear right now. Shaken, Moana steps away to collect	In <i>Moana</i> 2, Maui's utterance “What? I was being nice.” is an example of the Explanation or Account strategy, as proposed by Olshtain and Cohen (1983). Here, Maui is trying to explain himself after unintentionally upsetting Moana. His earlier comment was meant to be encouraging, but it came off as dismissive.

		her thoughts. Mini-Maui snaps a tattoo, like DUM-DUM, not cool. MAUI (CONT'D) <u>What? I was being nice.</u>	When he sees her reaction, he responds by defending his intention, saying that he was actually trying to be kind. Even though this isn't a direct apology, Maui is clearly attempting to clarify his motive. He wants Moana to understand that he didn't mean to hurt her—he was just expressing support in his own way. This kind of explanation is often used to soften the impact of a misunderstood statement and helps to ease social tension without saying "I'm sorry." In this way, Maui's remark serves as an indirect way of maintaining the relationship and minimizing offense, which aligns with the Explanation or Account strategy.
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Acknowledgment of Responsibility (AOR)

Code No.	Apology Strategies	Utterance	Context/ Explanation
AORMO1M1	Acknowledgment of Responsibility	Moana: I thought we could make it.	In movie Moana 1, Moana's utterance "<i>I thought we could make it</i>" is an example of Acknowledgement of Responsibility, one of the apology strategies proposed by Olshtain and Cohen (1983). This strategy is used when the speaker admits that their judgment or actions may have contributed to a negative outcome. Although Moana does not explicitly say "I'm sorry," this utterance shows that she is taking ownership of the decision that led them into danger. The dialogue occurs after Maui reminds her that he had warned her to turn back. Moana's response reflects a moment of reflection and accountability. By saying "<i>I thought we could make it</i>," she acknowledges that her decision was based on hope or belief — but ultimately, it was a misjudgment. This kind of utterance is important in communication because it recognizes fault without needing a formal apology, which can still help to ease tension or repair a relationship. This scene

			reveals Moana's maturity and responsibility as a leader. Instead of blaming others or making excuses, she owns her decision. Therefore, even though there is no direct apology, her words carry the weight of responsibility, making it a clear example of an indirect yet meaningful apology strategy.
AORMO2M1	Acknowledgment of Responsibility	Moana: <u>He was right.</u> About going out there. It's time to put my stone on the mountain. Gramma Tala: Okay. Well, then head on back. Put that stone up there.	In the movie <i>Moana</i>, the utterance "He was right. About going out there. It's time to put my stone on the mountain" by Moana represents an example of Acknowledgement of Responsibility, one of the apology strategies proposed by Olshtain and Cohen (1983). In this scene, Moana reflects on a past decision and admits that someone else's advice which she had previously ignored or doubted was actually correct. While she does not explicitly apologize, her words show that she accepts responsibility for resisting that advice earlier. This moment occurs during an emotional turning point in the story, when Moana has returned home and is speaking with the spirit of her grandmother. By saying "<i>He was right,</i>" she openly acknowledges that her earlier doubts were misplaced. This is

			significant because acknowledging the truth in someone else's view often involves humility and emotional accountability, especially when the speaker has previously disagreed or taken a different path. In terms of apology theory, Moana's words function as an indirect apology. They do not contain a clear "I'm sorry," but they express that she now sees her mistake and is ready to take action that aligns with what she once rejected. This recognition of her misjudgment helps repair any relational or internal tension and reflects the essence of taking responsibility — making it a solid example of Acknowledgement of Responsibility.
AORMO3M1	Acknowledgment of Responsibility	Moana: Grandma! I tried, grandma. I... I couldn't do it.	In <i>Moana</i>, the utterance "<i>Grandma! I tried, grandma. I... I couldn't do it.</i>" shows how Moana expresses Acknowledgement of Responsibility without directly saying she's sorry. This moment happens when she returns to her grandmother feeling lost and defeated. By admitting that she couldn't complete her mission, Moana shows that she takes the blame for what happened. She's not making excuses — instead, she's being honest about

			her failure and how much it hurt her. According to Olshtain and Cohen (1983), acknowledging responsibility is one way people apologize, especially when they feel deeply connected to the person they're speaking to. Moana doesn't use the words "I'm sorry," but her emotions and honesty speak for themselves. She wants her grandmother to know she tried her best, but also that she feels she let everyone down. This kind of indirect apology can be just as powerful as saying sorry, especially in emotional or personal situations. Moana's words show vulnerability, accountability, and a deep sense of care — all of which are key in making an apology feel sincere. That's why this moment is a strong example of how apology strategies can appear in a quiet, emotional way, not always through direct words.
AORMO4M1	Acknowledgment of Responsibility	Moana: Sorry. I thought you were a monster, but... <u>I found your hook and you're right...</u> This Tamatoa really likes treasure.	In <i>Moana</i>, the utterance "<i>I found your hook and you're right...</i>" is a clear example of Acknowledgement of Responsibility, as described in the apology strategy framework by Olshtain and Cohen (1983). In this moment, Moana reflects on her earlier assumptions

			about Maui and admits that she was wrong. By saying “<i>you’re right</i>,” she not only recognizes the truth in Maui’s previous claims but also takes ownership of her mistaken judgment. This scene happens after Moana initially believed Maui to be a monster, only to later realize that he wasn’t what she thought. Her statement shows humility — instead of making excuses, she accepts that her first impression of him was inaccurate. According to apology theory, this kind of utterance helps reduce tension by showing that the speaker is willing to admit fault and accept another person’s perspective. Moana’s acknowledgement plays an important role in repairing her relationship with Maui. Even without saying “I’m sorry” in that specific line, her words carry the emotional weight of taking responsibility — making it a meaningful example of Acknowledgement of Responsibility in a natural and human way.
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AORGT5M1	Acknowledgment of Responsibility	Gramma Tala:<u><i>It's not your fault. I never should have put so much on your shoulders.</i></u> If you're ready to go home, I will be with you. Why do you hesitate?	In the movie <i>Moana</i>, Gramma Tala's utterance "It's not your fault. I never should have put so much on your shoulders" can be categorized as Acknowledgement of Responsibility, one of the apology strategies proposed by Olshtain and Cohen (1983). In this scene, Gramma Tala is responding to Moana's emotional confession of failure. Instead of blaming Moana or minimizing her feelings, she takes responsibility for putting too much pressure on her granddaughter. Although Gramma Tala does not explicitly say "I'm sorry," her statement shows that she recognizes her own role in Moana's distress. By admitting that she may have expected too much from Moana, she indirectly apologizes and attempts to ease the burden Moana feels. According to Olshtain and Cohen's framework, this type of utterance is a valid form of apology, as it fulfills the function of acknowledging fault and maintaining or repairing the social relationship. This moment is especially meaningful because it comes at a time when Moana is feeling lost and overwhelmed. Gramma Tala's words not only validate Moana's feelings
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			but also relieve her from the pressure of carrying the entire responsibility alone. As an Acknowledgement of Responsibility, this utterance highlights how taking emotional responsibility—even without an explicit apology—can play a key role in supporting someone during a difficult moment.
AORMO6M1	Acknowledgment of Responsibility	Moana: Is that why your hook's not working? You don't wanna talk? Don't talk. You wanna throw me off the boat? Throw me off. You wanna tell me I don't know what I'm doing? I know I don't. I have no idea why the ocean chose me. <u>You're right.</u> But... my island is dying. So I am here. It's just me and you. And I want to help. But I can't if you don't let me.	In the movie <i>Moana</i>, the character Moana says, "<i>You're right,</i>" during a moment of emotional honesty with Maui. This utterance represents an Acknowledgement of Responsibility, one of the apology strategies identified by Olshtain and Cohen (1983). Even though she does not offer a direct apology, Moana admits that Maui's earlier criticisms — about her not knowing what she's doing — are valid. This moment occurs when tensions are high and Moana feels unsure of her place and purpose. Instead of defending herself or arguing, she accepts the truth in Maui's perspective and admits her own confusion and limitations. According to the theory, an acknowledgment like this functions as an indirect apology, where the speaker accepts blame or fault without saying "I'm sorry."

			By recognizing Maui's point, Moana shows humility and a willingness to take responsibility for her inexperience. This utterance is crucial to repairing the strained relationship between Moana and Maui. Her honesty softens the conversation and opens the door for cooperation. In pragmatics, this type of acknowledgment can reduce interpersonal conflict and build trust — making it a strong example of Acknowledgement of Responsibility.
AORMO7M1	Acknowledgment of Responsibility	Moana: I may have gone a little ways past the reef.	In <i>Moana</i>, the utterance “<i>I may have gone a little ways past the reef</i>” is a subtle example of Acknowledgement of Responsibility, one of the apology strategies introduced by Olshtain and Cohen (1983). In this scene, Moana returns home and greets her parents, admitting in a light-hearted way that she had crossed the boundary her father had long warned her not to pass. Even though she doesn't express regret explicitly, her use of the phrase “I may have” functions as a soft admission of having gone against her father's instructions. This kind of indirect responsibility-taking is common in

			spoken interaction, where the speaker wants to acknowledge their actions without creating tension or discomfort. It allows Moana to accept that she disobeyed, while also showing that she made the choice for a greater purpose. In apology theory, such understated acknowledgments still fulfill the function of an apology. They restore harmony between speaker and listener by accepting fault, even if the words “I’m sorry” are never said. In this case, Moana’s tone and choice of words help reestablish trust and mutual understanding between her and her father, making it a clear instance of Acknowledgement of Responsibility.
AORMO8M1	Acknowledgment of Responsibility	Moana: Maui! Why did you bring me here? <u><i>I’m not the right person.</i></u> <u><i>You have to choose someone else.</i></u> <u><i>Choose someone else.</i></u> Please.	In Moana, the utterance “I’m not the right person. You have to choose someone else. Choose someone else. Please.” is an example of Acknowledgement of Responsibility, based on Olshtain and Cohen’s (1983) apology strategy framework. At this moment, Moana is overwhelmed by her perceived failure and expresses self-doubt about her ability to fulfill her mission. Rather than offering a direct apology,

			Moana shows her regret and disappointment in herself by admitting that she is not the person for the task. Her words reflect a deep sense of responsibility, as she feels unworthy of the trust placed in her by the ocean and by those who believe in her. This type of utterance is considered an indirect form of apology — she does not deny her involvement or shift the blame, but rather takes emotional ownership of the situation. In pragmatic terms, this Acknowledgement of Responsibility helps to express remorse and vulnerability without confrontation. It also adds emotional depth to her character, showing that Moana is not just brave, but also self-aware and accountable. Therefore, this moment illustrates how someone can apologize through honest self-assessment, even without saying “I’m sorry.”
AORMA9M1	Acknowledgment of Responsibility	Maui: Look. The point is... For a little girl... child... thing... whatever... who had no business being down there... You did me a	In <i>Moana</i>, when Maui says, “I couldn’t even beat the dumb crab,” he’s clearly owning up to a mistake — which makes this line a good example of Acknowledgement of Responsibility, one of the apology strategies described by Olshtain and

		solid. But you also almost died. And I couldn't even beat the dumb crab. So chances of beating Te Ka: bupkis. We're never making it to TeFiti. This mission is cursed.	Cohen (1983). Maui doesn't directly say "I'm sorry," but the way he admits that he failed to defeat Tamatoa shows he's taking responsibility for part of what went wrong in their journey. This scene happens during a tough moment, when things seem to be falling apart. Maui is frustrated and discouraged, and he starts listing all the reasons why their mission might fail. In doing so, he openly acknowledges that his own failure is one of them. By saying this out loud, Maui isn't just venting — he's also letting Moana know that he understands his role in their current situation. Even though there's no formal apology, this kind of statement can still help ease tension and show that he's not brushing off what happened. That's why it fits as an indirect but meaningful apology strategy.
AORMA10M1	Acknowledgment of Responsibility	Maui: Well... hook. No hook. I'm Maui. TeFiti! How you've been? Look, <u>what I did was...wrong.</u> I have no excuse. I'm sorry.	In <i>Moana</i>, Maui's utterance "<i>What I did was... wrong</i>" is a direct form of Acknowledgement of Responsibility, one of the five apology strategies proposed by Olshtain and Cohen (1983). In this scene, Maui finally admits the mistake he made in stealing the heart of TeFiti — an action that caused

			widespread damage and imbalance across the ocean. By saying that what he did was wrong, Maui openly takes full responsibility for his past actions. This acknowledgment is made without any attempt to shift blame or make excuses — in fact, he follows it with “<i>I have no excuse. I’m sorry,</i>” further reinforcing his sincerity. According to the theory, AOR is a key strategy for maintaining or restoring relationships after a conflict, and Maui’s admission here serves to rebuild trust between himself, Moana, and ultimately TeFiti. This moment is important not just for narrative resolution, but also because it shows Maui’s personal growth. As a demigod who was once arrogant and self-centered, Maui humbling himself and admitting fault shows emotional maturity. His AOR makes the apology more meaningful, as it communicates genuine regret and ownership of his actions.
AORMA11M2	Acknowledgment of Responsibility	Maui: Team -- ? You mean the girl with the canoe and the goofy little chicken? We weren’t a team. <i>I just</i>	In <i>Moana 2</i>, Maui’s line “<i>I just used her to get my hook</i>” is a clear example of Acknowledgement of Responsibility, one of the apology strategies identified by Olshtain and Cohen (1983). Here, Maui

		<u><i>used her to get my hook.</i></u>	openly admits that his original intention in joining Moana was not to help her or be part of a team, but to get back his magical fishhook. Although he does not express regret or apologize directly, this admission serves as a moment of reflection and honesty. By acknowledging that he used Moana, Maui is taking responsibility for his past selfish behavior. According to the AOR strategy, such an acknowledgment plays a crucial role in repairing relationships — especially when it follows a period of deception or mistrust. This utterance also marks a turning point in Maui's character development. He moves from denial or pride to accepting the truth of his own actions, which helps reestablish trust and deepen his connection with Moana. In terms of pragmatics, this type of utterance allows the speaker to begin restoring social harmony without needing to immediately say "I'm sorry," making it a strong and effective example of Acknowledgement of Responsibility.
AORMO12M2	Acknowledgment of Responsibility	Moana: <u><i>"Ooooo, gotta stop doing that."</i></u>	In <i>Moana 2</i> , Moana's utterance " <i>Ooooo, gotta stop doing that</i> " can be categorized as Acknowledgement of

		Responsibility, one of the apology strategies outlined by Olshtain and Cohen (1983). This line is spoken after Moana jokingly tells everyone to eat up, unknowingly upsetting her pet pig, Pua, by referencing pork at the feast. Upon realizing the effect of her words, Moana quickly acknowledges it and expresses a lighthearted form of responsibility. Although this moment is humorous and casual, Moana's statement functions as an informal self-correction. In pragmatic terms, AOR can be conveyed through subtle, socially appropriate remarks that show awareness of one's missteps. Moana does not apologize directly, but her acknowledgment that she "has to stop doing that" indicates that she accepts responsibility for causing discomfort. This scene is a good example of how apology strategies do not always have to be formal or serious. Even in playful contexts, acknowledging responsibility helps maintain harmony and shows emotional intelligence. Therefore, this utterance reflects a mild but clear example of Acknowledgement of
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			Responsibility.
AORMA13M2	Acknowledgment of Responsibility	Maui: Uh, it's a bad time to say I told ya so, so (I'm not gonna do that) <u>cause that would make you feel worse...</u>	In <i>Moana</i> 2, Maui's utterance "cause that would make you feel worse..." is a subtle example of Acknowledgement of Responsibility, based on the framework of Olshtain and Cohen (1983). This line is spoken when Maui and Moana discover the wreckage of Tautai Vasa's canoe — a difficult and emotional moment, especially for Moana. Maui resists the urge to say "I told you so," and instead comments that doing so would only make her feel worse. Even though Maui does not explicitly apologize or admit fault, he demonstrates awareness of how his words or actions could cause emotional harm. This kind of self-restraint and acknowledgment of impact aligns with the AOR strategy, as it shows that he is thinking beyond himself and recognizing Moana's emotional state. In pragmatics, this approach helps reduce interpersonal tension and reflects a desire to maintain empathy and support within the interaction. This line is important because it shows Maui's growth. He chooses not to assert superiority in a

			moment of vulnerability, and instead takes responsibility for how his actions — even hypothetical ones — might affect others. This makes it a valid and meaningful example of Acknowledgement of Responsibility, even though it's presented in a humorous and informal tone.
AORMO14M2	Acknowledgement of Responsibility	Moana: I know, Maui... It's just... (still not facing him) Every time I think I know what I'm supposed to do...everything changes. I can't -- <u>MONI ALMOST DIED!</u> (then) --if I'm the reason our people's story just ends...	In <i>Moana 2</i>, when Moana says "<i>MONI ALMOST DIED!</i>" in the middle of an emotional breakdown, it reflects a strong moment of Acknowledgement of Responsibility, as explained in Olshtain and Cohen's (1983) apology strategy framework. Although Moana doesn't say "I'm sorry," her words clearly express a deep sense of guilt and personal responsibility for what has happened. This scene takes place after a series of events where things didn't go as planned, and Moana is overwhelmed by the weight of her leadership decisions. She's speaking to Maui, but at this moment, she's also confronting herself. By shouting "<i>Moni almost died!</i>" she is acknowledging the consequences of her actions — not just the danger

			they're in, but the fact that someone she cares about nearly lost their life because of the path she chose. In apology theory, this kind of emotional admission, even without a formal apology, serves to recognize the speaker's role in a harmful situation. Moana doesn't make excuses or shift blame — instead, she faces the outcome head-on. That's what makes this line a clear example of Acknowledgement of Responsibility: it's honest, vulnerable, and reflects a moment of moral clarity from a young leader who cares deeply about her people.
AORMO15M2	Acknowledgment of Responsibility	Moana: I know, Maui... It's just... (still not facing him) Every time I think I know what I'm supposed to do...everything changes. I can't -- MONI ALMOST DIED! (then) -- <u><i>if I'm the reason our people's story just ends...</i></u>	In <i>Moana</i> 2, Moana's emotional lines "<i>Moni almost died!</i>" and "<i>If I'm the reason our people's story just ends...</i>" are powerful expressions of Acknowledgement of Responsibility, as outlined by Olshtain and Cohen (1983). Although she doesn't explicitly say "I'm sorry," Moana's words show deep emotional accountability and a growing awareness of the weight her decisions carry. This moment takes place after a series of failures and dangerous outcomes, and Moana is emotionally

			overwhelmed. She speaks to Maui while trying to hold back tears, reflecting on the fact that someone close to her nearly died under her watch, and fearing that she might be the one who causes the end of her people's legacy. Rather than deflecting blame, Moana openly questions her leadership and expresses internal guilt. According to apology theory, this kind of utterance reflects a meaningful apology strategy — not through words like “sorry,” but through an honest recognition of personal responsibility. Moana's willingness to voice her fears and doubts without any excuses reveals maturity and sincerity, making this moment a strong example of Acknowledgement of Responsibility in action.
AORMO16M2	Acknowledgment of Responsibility	Moana: <u><i>I haven't done anything right since I left my island.</i></u> MAUI Hey! There is a way out... You wanna get through it... you just gotta... chee	Moana's utterance “I haven't done anything right since I left my island.” is an example of Acknowledgement of Responsibility (implicit) in Olshtain and Cohen's (1983) apology strategy framework. Although she does not apologize directly, her words reflect a sense of failure and regret, which are key features of this

		hoo it. MOANA You are so bad at this --	strategy.
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An Offer of Repair (OOR)

Code No.	Apology Strategies	Utterance	Context/ Explanation
OORMO1M1	An Offer of Repair	Moana: I thought... I could make it. <u>We can fix it.</u>	In the movie Moana, Moana's Utterance “ We can fix it ” is an example of an Offer of Repair , one of the apology strategies described by Olshtain and Cohen (1983). This strategy is used when someone tries to fix a mistake or solve a problem that they feel responsible for. Even though Moana doesn't directly say “I'm sorry,” this kind of utterance shows that she cares about the result of her actions and is willing to take part in making things right. This moment takes place after Moana has failed to restore the heart of TeFiti. She feels disappointed in herself and thinks she has let everyone down. As she talks to Maui, she says, “I thought... I could make it,” showing her regret and self-doubt. Right after that, she says, “We can fix it,” which reflects her effort to stay hopeful and responsible despite what happened. By saying “we can fix it,” Moana is trying to repair both

			the situation and her relationship with Maui, who has also been affected by the failure. It shows that she's not giving up, and that she wants to correct what went wrong. In apology theory, this kind of response helps reduce tension, especially when people don't want to just say sorry, but also want to do something about the problem. Therefore, her utterance is a good example of how people can use actions or offers as a way to apologize indirectly. In this case, the offer to fix the situation becomes the apology itself.
OORMO2M1	An Offer of Repair	Moana: What... <u>We still have to restore the heart.</u>	In <i>Moana</i>, the line "<i>We still have to restore the heart</i>" is a clear example of the Offer of Repair strategy, one of the apology strategies proposed by Olshtain and Cohen (1983). Moana says this after Maui declares that he's not going back, which puts their mission — and the fate of their people — at risk. Even though she doesn't directly apologize, Moana's response shows her determination to keep trying and fix what went wrong. By saying "<i>We still have to restore the heart</i>," Moana is not just stating a fact — she's reminding Maui of the responsibility they share and offering to continue the journey despite the setbacks. This is her way of trying to repair both the situation and their partnership. It's a hopeful response that shows she's not

			giving up, even when things feel uncertain. In apology theory, offering to make things right — through action instead of words — is often more powerful than just saying “I’m sorry.” Moana’s utterance shows that she’s committed to making things better, which is why this moment can be seen as a strong example of an indirect apology through an Offer of Repair.
OORMO3M1	An Offer of Repair	Moana: Their boat... is turning into more boats! Yup. I just did that. No, no, no, no. Hei-hei. Maui. They took the heart. Maui: That’s a chicken. Moana: The heart is in the...<u>We have to get it back.</u> Maui! There. Right there! You’re turning? What are you doing?	In the movie <i>Moana</i>, Moana’s utterance “<i>We have to get it back</i>” is an example of an Offer of Repair, which is one of the apology strategies described by Olshtain and Cohen (1983). This strategy is used when someone attempts to correct a mistake or solve a problem, even if they don’t say “sorry” directly. Instead of apologizing with words, the speaker shows their willingness to take action to fix the situation. This moment happens when the Heart of TeFiti has been taken again, and Moana realizes the serious consequences of losing it. Although she doesn’t clearly say that it was her fault, her quick response—“<i>We have to get it back</i>”—shows that she feels responsible and wants to take immediate steps to fix things. It reflects her sense of duty, not just to restore the heart, but also to make up for what has gone wrong.

			By offering a solution right away, Moana expresses her concern for what happened and takes initiative to repair the damage. This kind of response can be seen as a form of indirect apology, where the speaker shows regret and responsibility through action rather than through direct words. In apology theory, this approach is especially effective in situations where someone wants to fix the problem, rebuild trust, or reduce tension without explicitly saying “I’m sorry.” Therefore, Moana’s utterance is a strong example of how offering to repair a situation can serve as an apology. Her words show commitment, responsibility, and care all essential elements of an effective apology, even if it’s not said outright.
OORMO4M2	An Offer of Repair	Moana: Sorry, <u><i>you go</i></u>	In <i>Moana</i> 2, the utterance “<i>Sorry, you go</i>” spoken by Moana is a simple yet clear example of the Expression of an Apology, which is one of the five apology strategies outlined by Olshtain and Cohen (1983). In this scene, Moana is excitedly talking non-stop about all the wild things that just happened — from meeting the Kakamora to finding Maui again. She’s in the middle of an energetic ramble when Maui literally pinches her lips shut to stop her from talking. Instead of getting annoyed, Moana

			immediately backs off and says “<i>Sorry, you go</i>” — acknowledging that she was dominating the conversation and giving Maui the chance to speak. Although it’s a very short apology, it shows Moana’s awareness of the situation and her willingness to be respectful and share the space. This kind of direct apology, while light-hearted, still reflects a social understanding of turn-taking and politeness. In everyday conversations, especially among close companions, brief apologies like this help maintain balance and harmony. That’s why Moana’s utterance fits perfectly as an Expression of an Apology — short, sincere, and effective.
OORMO5M2	An Offer of Repair	Maui: Ow -- Stop - ow! -- hey no purple nurples -- (and again) <u>Ow! Okay -- I’ll talk to her! --</u>	In <i>Moana 2</i>, the line “<i>Okay -- I’ll talk to her!</i>” said by Maui is a clear example of the Offer of Repair strategy, one of the apology strategies described by Olshtain and Cohen (1983). This moment comes after Maui makes a sarcastic comment that unintentionally hurts Moana’s feelings. She steps away quietly, clearly upset, and Mini-Maui — his animated tattoo — reacts by physically scolding Maui in a comical way. At first, Maui defends himself by saying he was just “being nice,” but after being pressured (and pinched hard), he finally gives in and says “<i>Okay -- I’ll talk to her!</i>”

			This line shows that he's willing to take responsibility by making things right. He doesn't use the word "sorry," but his willingness to take action — to talk to Moana and fix what just happened — is what makes it an example of Offer of Repair. In apology theory, sometimes people don't apologize with words, but with what they choose to do next. Maui's offer to talk to Moana is a clear sign that he realizes something went wrong, and that he wants to restore their connection. This kind of indirect apology, especially in close relationships, often speaks louder than a formal "I'm sorry."
OORMO6M2	An Offer of Repair	Loto: <u>We found a way to fix it...</u> with a little help from the ancestors.	In Moana 2, the character Loto says, "We found a way to fix it... with a little help from the ancestors." This utterance reflects the Offer of Repair strategy, as defined by Olshtain and Cohen (1983). Although there is no explicit apology or expression of regret, the speaker acknowledges that something went wrong and immediately presents a solution. This line appears during a moment when the characters are dealing with the consequences of a problem, and Loto is informing others that the situation can be fixed. By focusing on the solution rather than the mistake itself,

			this utterance shows responsibility and a desire to make things right. This aligns with the concept of apology as an action-based or indirect strategy, where the speaker demonstrates concern through efforts to restore what was lost or damaged. Even without saying “sorry,” Loto’s intention to fix the issue—with help from the ancestors—functions as an apology in action. It also shows collaboration and cultural respect, which adds emotional depth to the strategy. Therefore, this utterance is a strong example of an implicit apology through repair, and it fits well within the Offer of Repair category.
OORMO7M2	An Offer of Repair	MOANA If you keep coming back to help us, we’ll never break Nalo’s curse. (then, serious) <u><i>We can draw the storm, Maui. It’s the only way.</i></u>	In Moana 2, Moana says, “We can draw the storm, Maui. It’s the only way,” during a critical moment when their journey is at risk because of Nalo’s growing power. This line can be seen as an example of an Offer of Repair, one of the apology strategies described by Olshtain and Cohen (1983). Even though Moana doesn’t directly say “I’m sorry,” her words reflect a strong sense of responsibility and a desire to fix the problem. Moana realizes that if Maui keeps coming back to help them, the curse might never be broken. Instead of placing blame or giving up, she offers a new plan — to draw the storm

			themselves. This shows that she's not only thinking about the danger they're in, but also how to move forward and take action. Her solution-focused attitude reflects her growth as a leader and her commitment to making things right. This moment highlights how an apology doesn't always have to be verbal or emotional. Moana doesn't express regret through words, but through her willingness to face the storm and lead the crew through it. In this case, the apology is shown through action — by offering a way to repair the damage and continue the mission. So, while there's no direct apology in her words, Moana's utterance still fits the Offer of Repair strategy because it shows her effort to take responsibility and solve the problem in a meaningful way.
OORMO8M2	An Offer of Repair	MOANA Nalo knows he found it... The curse won't be broken 'til we reach the island!<u>We still have to reach the island!</u> GO!	In Moana 2, Moana says, "We still have to reach the island! GO!" during a high-pressure moment when the crew is facing the full force of Nalo's storm. This line can be seen as part of an Offer of Repair, as described in Olshtain and Cohen's (1983) apology strategies. While Moana does not directly apologize or express regret, her urgency to reach the island shows her determination to fix what's broken and complete the mission. Before this line,

			Moana states that “The curse won’t be broken ‘till we reach the island,” which serves as both a reminder and an explanation — she’s helping others understand why they need to keep pushing forward. By insisting they continue, she shows leadership and a deep sense of responsibility. In apology theory, an Offer of Repair doesn’t always have to come after someone admits fault. It can also appear in moments where the speaker takes charge of a difficult situation and offers a solution or action to make things right. Moana’s line is a great example of this — it’s not an apology through words, but through a clear commitment to correct the damage that’s been done. Therefore, this utterance fits the Offer of Repair category because Moana uses action and motivation as her way of taking responsibility and trying to make things right.
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A Promise of Forbearance (POF)

Code No.	Apology Strategies	Utterance	Context/ Explanation
POFMO1M1	A Promise of Forbearance	Moana:<u><i>Next time we'll be more careful.</i></u> Te Ka was stuck on the barrier island. It's can't go in the water. We can find a way around.	In <i>Moana</i>, when Moana says "<i>Next time we'll be more careful,</i>" it reflects a clear use of the Promise of Forbearance strategy, as described by Olshtain and Cohen (1983). This strategy is used when someone promises not to repeat the same mistake in the future, a way of showing accountability and commitment to change. Even though Moana isn't directly saying "I'm sorry," she's assuring Maui that they've learned from what just happened and will handle things more carefully going forward. This moment happens after Maui tells her that the heart of TeFiti which they are trying to restore can't be fixed. Moana responds not with defensiveness, but with a calm, hopeful plan: be more careful, and try a different approach. Her words show that she's not giving up, but also that she recognizes the risk and the need to act more wisely next time. In apology theory, a promise to improve future behavior can be just as important as admitting fault. Moana's line shows leadership, accountability, and a sincere desire to move forward while learning from

			past mistakes. That’s why “Next time we’ll be more careful” is a strong example of a Promise of Forbearance — one that keeps the team focused, and the relationship between her and Maui strong.
POFMO2M2	A Promise of Forbearance	Moana: I’ll be back as soon as I can... I promise.	In <i>Moana 2</i> , when Moana says “I’ll be back as soon as I can... I promise,” her words are a clear example of the Promise of Forbearance strategy, as outlined in Olshtain and Cohen’s (1983) framework. This utterance occurs in an emotional moment when Simea, someone close to Moana, insists on coming along with her. However, Moana knows the journey ahead is dangerous, and she makes the painful decision to go alone. Moana’s response isn’t just a goodbye, it’s a sincere commitment. By saying “ <i>I promise</i> ,” she tries to reassure Simea that their separation is only temporary. It’s her way of easing the hurt she knows Simea feels, while also taking emotional responsibility for the impact of her decision. Even though she doesn’t say “I’m sorry,” the phrase functions as a kind of indirect apology recognizing the pain her choice causes, and offering comfort through a heartfelt

			promise. In apology theory, a Promise of Forbearance doesn't always have to be about avoiding a repeated mistake — it can also be about doing better, returning, or staying true to someone despite a difficult situation. Moana's utterance carries that intention. It shows how she values the relationship and wants to maintain trust, even in the face of separation. That's why this moment is a strong example of an apology expressed not through regret, but through commitment and care.
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