

Two apologies

What we do: After we have recorded your apology, we will work with it with digital software and change pitch and timbre with the hope of getting a voice which would be perceived as female. We will also blend in some white noise so that the recording gives the impression of being a snippet from a phone conversation or similar.

Armed with these identical recordings (male and female) we will test how people perceive sincerity and other aspects of apologies in relation to the gender of the speaker. We want to test this in relation to both a native language and an international language (English)

Context:

Both apologies are from a lower position. We have created them in dialogue with colleagues in the Seychelles, which is one environment in which we will test perceived sincerity etc of apologies, linked to perceived gender.

Here we can imagine an assistant of some sort, or a junior teacher apologizing to a professor, or something like that.

Thus, it should be perceived as genuine and authentic without being too servile in tone.

If *Madam* sounds too old-fashioned, use it once or twice, but also a few versions without it, or with *Ma'm*?

English

Apology 1

Of course Madam. I'll look at all the details that you have asked me to check straight away. And I really apologize for not contacting you until today. Sorry! I am really sorry. My fault. In the future I will make sure I check my e-mails earlier.

Apology 2

Sorry Madam. I'll start marking those exam papers straight away. You know, I thought the dead-line was next week. But I'll start working on them straight away. Sorry again, it is my fault. I misunderstood the directives. The next time I'll make sure I read your e-mails more carefully.