

Module 03.5

## Contrarian Statement

### Module Overview



Contrarian Statement hook goes against the grain, triggers strong opinions, and invites lively discussion—if used playfully.

### Key Terms

#### POLARIZATION

Diverging opinions that split audiences into factions, often boosting engagement through heated comments or debates.

#### SATIRE

A humorous or exaggerated form of critique, often using irony to challenge mainstream views without alienating viewers.

#### TREND-JACKING

Tapping into viral conversations or fandoms to quickly drive attention, leveraging popular culture for larger reach.

**Polite provocations spark debate.**

### ACTION PLAN:

◆ Pick a mild hot take

◆ Frame it with humor

◆ Offer balanced follow-up

◆ Encourage respectful debate

### Key Takeaways

#### Spark Emotional Reactions

Use a playful statement that challenges common beliefs. This nudge gets people commenting to defend or refute.

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◆ Target passionate fandoms

◆ Keep tone lighthearted

◆ Expect polarized feedback

### PRO TIP

! Pose as a curious mediator—spark debate, then watch engagement soar without taking a definitive, risky stance.

- ◆ Balance critique with humor
- ◆ Avoid personal attacks
- ◆ Uplift varied viewpoints

## Stay Likable

Even when you stir up controversy, remain friendly. Show you can see multiple sides—your open-mindedness fosters trust.

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Dare to be different

# POLITE CONFLICT FUELS GROWTH

Tease both sides lightly.

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