



Advanced Theory



Nuanced Hooks



Contrarian Statement

Module 03.5

Contrarian Statement

Module Overview

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

Polite provocations spark debate.

ACTION PLAN:

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.



Pick a mild hot take



Frame it with humor



Offer balanced follow-up



Encourage respectful debate

Key Takeaways

Spark Emotional Reactions

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

◆ 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.

Dare to be different

POLITE CONFLICT FUELS GROWTH

Tease both sides lightly.