Impression Management

Oct. 4, 2004

Extra credit projects

✔ Volunteer project
  • Oct. 6: Completion of volunteer form
  • Nov. 19: 16 hours and short (3+ pages) paper

✔ Photo essay project
  • Oct. 6: One-page summary (must indicate key concept)
  • Nov. 19: 10-20 photo essay with intro and captions

✔ Research paper project
  • Oct. 6: One-page outline with two sources
  • Nov. 19: Paper (5+ pages) with four sources
Everyday interactions as cause of society
Impression management

✅ Impression management: act of presenting a favorable public image of oneself so that others will form positive judgments (p. 138)
  • Impression management differs from role to role
  • Impression management of my self (who I am), the situation (what is going on) and my team or organization are connected
  • When people believe they are failing to give off correct impressions, they attempt to correct the bad impression

✅ Concept developed by Erving Goffman (1922-82)

✅ Goffman used concept of drama as metaphor for social life
Dramaturgical perspective

✓ Dramaturgy: study of social interaction as theater, in which people ("actors") project images ("play roles") in front of others ("audience") (p. 144)

✓ Some elements of performance
  • Front stage: area of social interaction where people perform and work to maintain appropriate impressions (p. 144)
  • Back stage: area of social interaction away from the view of an audience, where people can rehearse and rehash their behavior (p. 144)
  • Props and costumes
  • Verbal expression
  • Nonverbal expression
  • Performance team: set of individuals who cooperate in staging a performance that leads an audience to form an impression of one or all team members (p. 150)