Impression management

- Impression management: act of presenting a favorable public image of oneself so that others will form positive judgments (p. 176)
  - Impression management differs from role to role
  - Impression management of 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. 189)
- Some elements of performance
  - Front stage: area of social interaction where people perform and work to maintain appropriate impressions (p. 189)
  - Back stage: area of social interaction away from the view of an audience, where people can rehearse and rehash their behavior (p. 189)
  - Props and costumes should be consistent with performance
  - Verbal expression and nonverbal expression should be consistent with each other
  - 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. 195)