



PATNA UNIVERSITY
M.A (PSYCHOLOGY) SEMESTER-1
ADVANCED SOCIAL PSYCHOLOGY (CC2)
TOPIC: IMPRESSION MANAGEMENT

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IMPRESSION MANAGEMENT

- Impression Management can be defined as our efforts to produce favorable impressions on others. Impression Management is a skillful activity. Most people are concerned with making good first impressions on others, because they believe that these impressions will exert lasting effects. Hence during social interactions; individuals attempt to control their images both consciously and unconsciously. This is called as Impression Management.
- It is also called as self-presentation. The term self-presentation refers to the processes by which individuals attempt to control the impressions that others form of them in social interaction.
- Self-presentation can be distinguished as authentic self-presentation, ideal self presentation, and tactical self-presentation.
- In authentic self-presentation, our goal is to create an image of ourselves in the eyes of others that is consistent with the way we view ourselves.



- In ideal self-presentation, our goal is to establish a public image of ourselves that is consistent with what we wish we were.
- In tactical self-presentation, our concern is to establish a public image of ourselves that is consistent with what others want or expect us to be.
- Individuals use different techniques for boosting their image which generally fall into two categories-
- Self- enhancement- It makes use of specific strategies to bend the truth and enhance one's own appeal. Ex, Changes in dress, Personal grooming (use of cosmetic, hairstyle, use of perfume).
- Other-enhancement- It refers to efforts on our part to make the target person feel good in our presence. Ex, praise on target person, Showing a high degree of interest in them, Doing small favors for them etc.



STRATEGIES OF IMPRESSION MANAGEMENT

- **Self-Promotion-** In this, individuals point out their abilities or accomplishments in order to be seen as competent by observers. If a person wants to show himself as competent person at some activity this is the tactics mostly used. He does this through accepting some of the weaknesses he has to target person and then go and emphasis the positive traits that the target person was not aware of him.
- **Exemplification-** People self-sacrifice or go beyond the call of duty in order to gain the attribution of dedication from observers. The person here wants to prove that he has more integrity and moral worthiness than others. He wants to make an impression of a sufferer.
- **Intimidation-** Here people signal their power or potential to punish in order to be seen as dangerous by observers. Intimidation is mostly used in relationships that are non voluntary in which escape is not easily accomplished.



- **Ingratiation-** Individuals do favors or use flattery to elicit an attribution of likability from observers. The main goal of the ingratiator is to be seen to be likeable. There are number of methods in accomplishing this and one of the most common tactics is to provide compliment to another person.
- **Supplication-** Individuals advertise their weaknesses in order to elicit an attribution of being needy from observers. He or she seeks empathy. The person is presenting an image of helplessness hoping to elicit a sense obligation from the target.

