CONTENTS

PART ONE SETTING THE STAGE 1

CHAPTER ONE INTRODUCTION 3

CHAPTER TWO INTERPERSONAL BEHAVIOR: IMPRESSION

MANAGEMENT AND THE STAGE OF LIFE 9

Pragmatism: The Functions of Action 10 Hedonism: A Behavior Calculus 14

Interdependence, Exchange, and Power 18 Social Cognition: Constructing Realities 22

The Dramaturgical Approach: Self-Presentation and

Impression Management 33 The Melting Pot: Summary 41

PART TWO THE ACTOR 45

CHAPTER THREE THE SELF AND SOCIAL IDENTITY: GENESIS AND DEVELOPMENT 46

The Self-Concept: Orientation 47
The Self-Concept as a Self-Theory 50
The Development of the Self-Concept 54

Social Experience 57

Roles: The Parts We Play 66 The Public Self: Social Identity 69

Self-Awareness and Impression Management 72 Individual Differences in Impression Management 75

Summary 85

CHAPTER FOUR THE SELF IN SOCIAL INTERACTION: CONSTRUCTING PERSONAL REALITIES THROUGH ASSOCIATION 87

Needs for Self-Esteem 88 Social Interaction and Impression Management 90 The Self-Concept and Image Claims 102

The Association Principle 105

The MUM Effect 109

Attribution: Egotism, Beyond and Back 110

CHAPTER FIVE PROTECTING THE SELF: IMPRESSION MANAGEMENT IN PREDICAMENTS 124

The Nature of Predicaments 125

Remedial Behavior 134

Accounts 136 Apologies 154

The Private and the Public: Truth and Deception 157

Acclaiming: The Other Side of the Coin 162

Summary 164

viii Contents

PART THREE THE LINES 167

CHAPTER SIX THE ART OF IMPRESSION MANAGEMENT: SELF-DESCRIPTIONS 168

Ingratiation through Self-Descriptions 169 Playing off the Audience 178 The Pressures of Success and Failure 186

Internalizing Self-Presentations: When Is Saying Believing? 194 Summary 198

CHAPTER SEVEN THE ART OF IMPRESSION MANAGEMENT:

ATTITUDE AND BELIEF EXPRESSIONS 200

Attitudes and Beliefs 201

Consistency: Matching Words and Deeds 204 **Expressing Attitudes toward Others: Appreciation** and Flattery 209

Attitude Similarity: To Agree or Not to Agree 217

Persuasion: Impression Management under Target Pressure 226 Summary

CHAPTER EIGHT NONVERBAL BEHAVIOR AND IMPRESSION MANAGEMENT 234

Types of Nonverbal Behavior 235

Nonverbal Communication and Power 239

Space and Power 247

Paralanguage and Power 252

Self-Effacing Nonverbal Behaviors: The Look of Weakness 254

Nonverbal Behavior and Liking 255

Nonverbal Behavior and Deception: The Concealment

and Detection Game 263

Summary 266

CHAPTER NINE APPEARANCE, PROPS, AND SCENERY 267

Personal Appearance Props, Scenery, and Symbols Appearance and Politics 278 Summary 284

CHAPTER TEN ABERRANT IMAGES 285

Dimensions of Interpersonal Relations 286 Mental Illness 288 More Aberrant Images 298 Summary 302

EPILOGUE THE CURTAIN 304

REFERENCES 310 NAME INDEX 333 SUBJECT INDEX 337