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BAMS



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SELF-PRESENTATION STRATEGIES

Definitions of Self

- 'The self is the individual as known to the individual'. (Murphy, 1947)
- Burns (1980) defines it as 'the set of attitudes a person holds towards himself'.
- According to Leary (2004), the self is a cognitive structure that permits self-reflection and organizes information about oneself.

Self-presentation

Self-presentation is how we perceive ourselves whether that be in front of others or alone. Self-presentation is behaviour that attempts to convey some information about oneself or some image of oneself to other people. Self-presentation is the set of method and strategies, we use selectively to apply in the situation to shape and enhance or to change our self-image to others. It can be conscious or unconscious.

Self-presentation strategies

Strategic self-presentation- the process of constructing and presenting the self in order to shape other people's impressions and achieve ulterior goals.

Example –Image, we put on social media sites. We choose it carefully.

Self-presentations can become automatic with practice. Not being able to project an appropriately presented self-causes embarrassment. These presented self rarely judged as harshly as we think. Thus Social acceptance is a very strong motive. We want to appear friendly, likeable, and honest. We are less concerned about appearing competent and intelligent.

There are seven different strategies with different goals.

1) Ingratiation –

Edward E. Jones, Ingratiation is a psychological technique in which an individual attempt to influence another person by becoming more likeable to their target. We try to shape other's impression through flattery. It increases the recipient's self-esteem. This is the most common self-presentation strategy.

There are 3 types –

- Acquisitive ingratiation: Goal of obtaining something from others.
- Protective Ingratiation: To prevent possible negative consequences
- Significance ingratiation: To cultivate respect/approval from others, rather than an explicit reward.

Example –Towards Boss, a salesperson will appreciate our choice to get the tip.

2) Modesty –

NURSING

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