

THE PRESENTATION OF SELF
IN
EVERYDAY LIFE

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INTRODUCTION

When an individual enters the presence of others, they commonly seek to acquire information about him or to bring into play information about him already possessed. They will be interested in his general socio-economic status, his conception of self, his attitude toward them, his competence, his trustworthiness, etc. Although some of this information seems to be sought almost as an end in itself, there are usually quite practical reasons for acquiring it. Information about the individual helps to define the situation, enabling others to know in advance what he will expect of them and what they may expect of him. Informed in these ways, the others will know how best to act in order to call forth a desired response from him.

For those present, many sources of information become accessible and many carriers (or 'sign-vehicles') become available for conveying this information. If unacquainted with the individual, observers can glean clues from his conduct and appearance which allow them to apply their previous experience with individuals roughly similar to the one before them or, more important, to apply untested stereotypes to him. They can also assume from past experience that only individuals of a particular kind are likely to be found in a given social setting. They can rely on what the individual says about himself or on documentary evidence he provides as to who and what he is. If they know, or know of, the individual by virtue of experience prior to the interaction, they can rely on assumptions as to the persistence and generality of psychological traits as a means of predicting his present and future behaviour.

However, during the period in which the individual is in the immediate presence of the others, few events may occur which directly provide the others with the conclusive information they will need if they are to direct wisely their own activity. Many crucial facts lie beyond the time and place of interaction or lie concealed within it. For example, the 'true' or 'real' attitudes, beliefs, and emotions of the individual can be ascertained only indirectly, through his avowals or through what

appears to be involuntary expressive behaviour. Similarly, if the individual offers the others a product or service, they will often find that during the interaction there will be no time and place immediately available for eating the pudding that the proof can be found in. They will be forced to accept some events as conventional or natural signs of something not directly available to the senses. In Ichheiser's terms¹, the individual will have to act so that he intentionally or unintentionally *expresses* himself, and the others will in turn have to be *impressed* in some way by him.

We find, then, that when the individual is in the immediate presence of others, his activity will have a promissory character. The others are likely to find that they must accept the individual on faith, offering him a just return while he is present before them in exchange for something whose true value will not be established until after he has left their presence. (Of course, the others also live by inference in their dealings with the physical world, but it is only in the world of social interaction that the objects about which they make inferences will purposely facilitate and hinder this inferential process.) The security that they justifiably feel in making inferences about the individual will vary, of course, depending on such factors as the amount of previous information they possess about him, but no amount of such past evidence can entirely obviate the necessity of acting on the basis of inferences.

Let us now turn from the others to the point of view of the individual who presents himself before them. He may wish them to think highly of him, or to think that he thinks highly of them, or to perceive how in fact he feels toward them, or to obtain no clear-cut impression; he may wish to ensure sufficient harmony so that the interaction can be sustained, or to defraud, get rid of, confuse, mislead, antagonize, or insult them. Regardless of the particular objective which the individual has in mind and of his motive for having this objective, it will be in his interests to control the conduct of the others, especially their responsive treatment of him.² This control is achieved largely by influencing the definition of the situation which the others come to formulate, and he can influence this definition by expressing himself in such a way as to give them the kind of impression

¹Gustav Ichheiser, 'Misunderstandings in Human Relations', Supplement to *The American Journal of Sociology*, LV, (September, 1949) pp. 6-7.

²Here I owe much to an unpublished paper by Tom Burns of the University of Edinburgh, where the argument is presented that in all interaction a basic underlying theme is the desire of each participant to guide and control the response made by the others present.

that will lead them to act voluntarily in accordance with his own plan. Thus, when an individual appears in the presence of others, there will usually be some reason for him to mobilize his activity so that it will convey an impression to others which it is in his interests to convey.

I have said that when an individual appears before others his actions will influence the definition of the situation which they come to have. Sometimes the individual will act in a thoroughly calculating manner, expressing himself in a given way solely in order to give the kind of impression to others that is likely to evoke from them a specific response he is concerned to obtain. Sometimes the individual will be calculating in his activity but be relatively unaware that this is the case. Sometimes he will intentionally and consciously express himself in a particular way, but chiefly because the tradition of his group or social status require this kind of expression and not because of any particular response (other than vague acceptance or approval) that is likely to be evoked from those impressed by the expression. Sometimes the traditions of an individual's role will lead him to give a well-designed impression of a particular kind and yet he may be neither consciously nor unconsciously disposed to create such an impression. The others, in their turn, may be suitably impressed by the individual's efforts to convey something, or may sceptically examine aspects of his activity of whose significance he is not aware, or may misunderstand the situation and come to conclusions that are warranted neither by the individual's intent nor by the facts. In any case, in so far as the others act *as if* the individual had conveyed a particular impression, we may take a functional or pragmatic view and say that the individual has 'effectively' projected a given definition of the situation and 'effectively' fostered the understanding that a given state of affairs obtains.

When we allow that the individual projects a definition of the situation when he appears before others, we must also see that the others, however passive their role may seem to be, will themselves effectively project a definition of the situation by virtue of their response to the individual and by virtue of any lines of action they initiate to him. Ordinarily we find that the definitions of the situation projected by the several different participants are sufficiently attuned to one another so that open contradiction will not occur. I do not mean that there will be the kind of consensus that arises when each individual present candidly expresses what he really feels and honestly agrees

with the expressed feelings of the others present. This kind of harmony is an optimistic ideal and in any case not necessary for the smooth working of society. Rather, each participant is expected to suppress his immediate heartfelt feelings, conveying a view of the situation which he feels the others will be able to find at least temporarily acceptable. The maintenance of this surface of agreement, this veneer of consensus, is facilitated by each participant concealing his own wants behind statements which assert values to which everyone present is likely to give lip-service. Further, there is usually a kind of division of definitional labour. Each participant is allowed to establish the tentative official ruling regarding matters which are vital to him but not immediately important to others, e.g., the rationalizations and justifications by which he accounts for his past activity; in exchange for this courtesy he remains silent or non-committal on matters important to others but not immediately important to him. We have then a kind of interactional *modus vivendi*. Together the participants contribute to a single overall definition of the situation which involves not so much a real agreement as to what exists but rather a real agreement as to whose claims concerning what issues will be temporarily honoured. Real agreement will also exist concerning the desirability of avoiding an open conflict of definitions of the situation.¹ Let us refer to this level of agreement as a 'working consensus'. It is to be understood that the working consensus established in one interaction setting will be quite different in content from the working consensus established in a different type of setting. Thus, between two friends at lunch, a reciprocal show of affection, respect, and concern for the other is maintained. In service occupations, on the other hand, the specialist often maintains an image of disinterested involvement in the problem of the client, while the client responds with a show of respect for the competence and integrity of the specialist. Regardless of such differences in content, however, the general form of these working arrangements is the same.

In noting the tendency for a participant to accept the definitional claims made by the others present, we can appreciate the crucial importance of the information that the individual *initially* possesses or acquires concerning his fellow partici-

¹ An interaction can be purposely set up as a time and place for voicing differences in opinion, but in such cases participants must be careful to agree not to disagree on the proper tone of voice, vocabulary, and degree of seriousness in which all arguments are to be phrased, and upon the mutual respect which disagreeing participants must carefully continue to express toward one another. This debaters' or academic definition of the situation may also be suddenly and judiciously invoked as a way of translating a serious conflict of views into one that can be handled within a framework acceptable to all present.

pants, for it is on the basis of this initial information that the individual starts to define the situation and starts to build up lines of responsive action. The individual's initial projection commits him to what he is proposing to be and requires him to drop all pretences of being other things. As the interaction among the participants progresses, additions and modifications in this initial informational state will of course occur, but it is essential that these later developments be related without contradiction to, and even built up from, the initial positions taken by the several participants. It would seem that an individual can more easily make a choice as to what line of treatment to demand from and extend to the others present at the beginning of an encounter than he can alter the line of treatment that is being pursued once the interaction is underway.

In everyday life, of course, there is a clear understanding that first impressions are important. Thus, the work adjustment of those in service occupations will often hinge upon a capacity to seize and hold the initiative in the service relation, a capacity that will require subtle aggressiveness on the part of the server when he is of lower socio-economic status than his client. W. F. Whyte suggests the waitress as an example:

The first point that stands out is that the waitress who bears up under pressure does not simply respond to her customers. She acts with some skill to control their behaviour. } The first question to ask when we look at the customer relationship is, "Does the waitress get the jump on the customer, or does the customer get the jump on the waitress?" The skilled waitress realizes the crucial nature of this question . . .

The skilled waitress tackles the customer with confidence and without hesitation. For example, she may find that a new customer has seated himself before she could clear off the dirty dishes and change the cloth. He is now leaning on the table studying the menu. She greets him, says, "May I change the cover, please?" and, without waiting for an answer, takes his menu away from him so that he moves back from the table, and she goes about her work. The relationship is handled politely but firmly, and there is never any question as to who is in charge.¹

When the interaction that is initiated by "first impressions" is itself merely the initial interaction in an extended series of interactions involving the same participants, we speak of "getting off on the right foot" and feel that it is crucial that we do so. Thus, one learns that some teachers take the following view:

You can't ever let them get the upper hand on you or you're through. So I start out tough. The first day I get a new class in, I let them know who's boss . . . You've got to start off tough, then you can ease up as you go along. If you start out easy-going, when you try to get tough, they'll just look at you and laugh.²

¹ W. F. Whyte, "When Workers and Customers Meet," Chap. VII, *Industry and Society*, ed. W. F. Whyte (New York: McGraw-Hill, 1946), pp. 132-133.

² Teacher interview quoted by Howard S. Becker, "Social Class Variations in the Teacher-Pupil Relationship," *Journal of Educational Sociology*, XXV, 459.

Similarly, attendants in mental institutions may feel that if the new patient is sharply put in his place the first day on the ward and made to see who is boss, much future difficulty will be prevented.¹

Given the fact that the individual effectively projects a definition of the situation when he enters the presence of others, we can assume that events may occur within the interaction which contradict, discredit, or otherwise throw doubt upon this projection. When these disruptive events occur, the interaction itself may come to a confused and embarrassed halt. Some of the assumptions upon which the responses of the participants had been predicated become untenable, and the participants find themselves lodged in an interaction for which the situation has been wrongly defined and is now no longer defined. At such moments the individual whose presentation has been discredited may feel ashamed while the others present may feel hostile, and all the participants may come to feel ill at ease, nonplussed, out of countenance, embarrassed, experiencing the kind of anomie that is generated when the minute social system of face-to-face interaction breaks down.

In stressing the fact that the initial definition of the situation projected by an individual tends to provide a plan for the co-operative activity that follows—in stressing this action point of view—we must not overlook the crucial fact that any projected definition of the situation also has a **distinctive moral character**. It is this moral character of projections that will chiefly concern us in this report. **Society is organized on the principle that any individual who possesses certain social characteristics has a moral right to expect that others will value and treat him in a correspondingly appropriate way.** Connected with this principle is a second, namely that an individual who implicitly or explicitly signifies that he has certain social characteristics ought to have this claim honoured by others and ought in fact to be what he claims he is. In consequence, when an individual projects a definition of the situation and thereby makes an implicit or explicit claim to be a person of a particular kind, he automatically exerts a moral demand upon the others, obliging them to value and treat him in the manner that persons of his kind have a right to expect. He also implicitly forgoes all claims to be things he does not appear to be² and hence forgoes the treatment that would be

¹ Harold Taxel, 'Authority Structure in a Mental Hospital Ward', Unpublished Master's thesis, Department of Sociology, University of Chicago, 1953.

² This role of the witness in limiting what it is the individual can be has been stressed by Existentialists, who see it as a basic threat to individual freedom. See Jean-Paul Sartre, *L'être et le néant* (Paris: Gallimard, 1948), p. 319 ff.

appropriate for such individuals. The others find, then, that the individual has informed them as to what is and as to what they ought to see as the 'is'.

We cannot judge the importance of definitional disruptions by the frequency with which they occur, for apparently they would occur more frequently were not constant precautions taken. We find that preventive practices are constantly employed to avoid these embarrassments and that corrective practices are constantly employed to compensate for discrediting occurrences that have not been successfully avoided. When the individual employs these strategies and tactics to protect his own projections, we may refer to them as 'defensive practices'; when a participant employs them to save the definition of the situation projected by another, we speak of 'protective practices' or 'tact'. Together, defensive and protective practices comprise the techniques employed to safeguard the impression fostered by an individual during his presence before others. It should be added that while we are perhaps ready to see that no fostered impression would survive if defensive practices were not employed, we are perhaps less ready to see that few impressions could survive if those who received the impression did not exert tact in their reception of it.

In addition to the fact that precautions are taken to prevent disruption of projected definitions, we may also note that an intense interest in these disruptions comes to play a significant role in the social life of the group. Practical jokes and social games are played in which embarrassments which are to be taken unseriously are purposely engineered.¹ Phantasies are created in which devastating exposures occur. Anecdotes from the past—real, embroidered, or fictitious—are told and re-told, detailing disruptions which occurred, almost occurred, or occurred and were admirably resolved. There seems to be no grouping which does not have a ready supply of these games, reveries, and cautionary tales, to be used as a source of humour, a catharsis for anxieties, and a sanction for inducing individuals to be modest in their claims and reasonable in their projected expectations. The individual may tell himself through dreams of getting into impossible positions. Families tell of the time a guest got his dates mixed and arrived when neither the house nor anyone in it was ready for him. Journalists tell of times when an all-too-meaningful misprint occurred, and the paper's assumption of objectivity or decorum was humorously discredited. Public Servants tell of times a client ridiculously

¹ Erving Goffman, 'Communication Conduct in an Island Community' (Unpublished Ph.D. dissertation, Department of Sociology, University of Chicago, 1953), pp. 319-327.

mis-understood form instructions, giving answers which implied an unanticipated and bizarre definition of the situation.¹ Seamen, whose home away from home is rigorously he-man, tell stories of coming back home and inadvertently asking mother to "pass the f-cking butter".² Diplomats tell of the time a near-sighted Queen asked a republican ambassador about the health of his King.³

To summarize, then, I assume that when an individual appears before others he will have many motives for trying to control the impression they receive of the situation. This report is concerned with some of the common techniques that interactants employ to sustain such impressions and with some of the common contingencies associated with the employment of these techniques. The specific content of any activity presented by the individual participant, or the role it plays in the interdependent activities of an on-going social system, will not be at issue; I shall be concerned only with the participant's dramaturgical problems of presenting the activity before others. The issues dealt with by stage-craft and stage-management are sometimes trivial but they are quite general; they seem to occur everywhere in social life, providing a clear-cut dimension for formal sociological analysis.

It will be convenient to end this introduction with some definitions that are implied in what has gone before and required for what is to follow. For the purpose of this report, interaction (that is, face-to-face interaction) may be roughly defined as the reciprocal influence of individuals upon one another's actions when in one another's immediate physical presence. An interaction may be defined as all the interaction which occurs throughout any one occasion when a given set of individuals are in one another's continuous presence; the term 'an encounter' would do as well. A 'performance' may be defined as all the activity of a given participant on a given occasion which serves to influence in any way any of the other participants. Taking a particular participant and his performance as a basic point of reference, we may refer to those who contribute the other performances as the audience, observers, or co-participants. The pre-established pattern of action which is unfolded during a performance and which may be presented or

¹ Peter Blau, 'Dynamics of Bureaucracy' (Ph.D. dissertation, Department of Sociology, Columbia University, forthcoming, University of Chicago Press), pp. 127-129.

² Walter M. Beattie, Jr., 'The Merchant Seaman' (Unpublished M.A. Report, Department of Sociology, University of Chicago, 1950), p. 35.

³ Sir Frederick Ponsonby, *Recollections of Three Reigns* (New York: Dutton, 1952), p. 46.

played through on other occasions may be called a 'part' or 'routine'.¹ These situational terms can easily be related to conventional structural ones. When an individual or performer plays the same part to the same audience on different occasions, a social relationship is likely to arise. Defining social role as the enactment of rights and duties attached to a given status, we can say that a social role will involve one or more parts and that each of these different parts may be presented by the performer on a series of occasions to the same kinds of audience or to an audience of the same persons.

¹ For comments on the importance of distinguishing between a routine of interaction and any particular instance when this routine is played through, see John von Neumann and Oskar Morgenstern, *The Theory of Games and Economic Behaviour* (2nd ed.; Princeton: Princeton University Press, 1947), p. 49.