



Impression management in sociology and social psychology is a goal-directed conscious or unconscious process in which people attempt to influence the perceptions of other people about a person, object or event; they do so by regulating and controlling information in social interaction. It is usually used synonymously with self-presentation, in which a person tries to influence the perception of their image.

First impression

It is established within three seconds of seeing a person for the first time and can decide one's social status, education, religion, sexuality, friendliness / approachability

First impressions: The 93% rule

55% of appearance & body language
38% of tone, pitch & pace of your voice
7% of what you say

At work....

Doing a good job accounts for 10% of the impression you give

90% of the impression you give of being capable is based on the following perception

- presentation of work
- presentation of self
- being seen to be 'doing a good job'

Activity

1. What aspects of personal hygiene do you consider the most important?
2. What do you see first when you meet a stranger generally?
3. Describe a friendly handshake and tell its importance in making a favourable first impression.
4. Prepare a list of what you feel are important attributes for a First Impression. Compare the list with 4 other colleagues in your group and discuss.
5. What message are you sending with your Image? Is your look finished, complete and together, or is your image in need of an update?

BODY LANGUAGE

How do hearing or speech impaired individuals converse with each other?

Body Language is the method of non verbal communication by which an individual communicates with his body which constitutes his/her face, gestures and limbs.



1. Observe, register, process, attempt, practice and execute.

2. Mirror practice

3. Feelings work backward also

- Head up
- Don't slouch
- Eye contact
- Area of gaze
- Don't frown
- Mouth movements
- 1 mouth, 2 ears
- Relax shoulders
- Nod when they are talking
- Hand gestures
- Slow down a bit
- Don't cross hands or legs often
- Keep legs still
- Don't fidget
- Optimum distance between legs
- Planned mirroring of the other person
- Positive, warm, relaxed attitude

ACTIVITY

Dumb Charades

Body Language Model	Represented Emotion
1. RESPONSIVE	Engaged: Leaning forward, open arms, open hands <ul style="list-style-type: none">1. Eager: open legs feet under chair on toes,2. Ready to agree: closes papers, pen down,3. Hands flat on table
2. REFLECTIVE	Listening: head tilted, lots of eye contact, nodding <ul style="list-style-type: none">1. Evaluating → sucks glasses/pencil, strokes chin, looks up and right legs crossed.2. Attentive → (Standing) arms behind back, smile, open feet

3. FUGITIVE	<p>Bored → staring into space, slumped posture</p> <ol style="list-style-type: none"> 1. Doodling, foot tapping 2. Let me go → feet toward door, looking around buttoning jacket 3. Rejection: Sitting /moving arms folded legs crossed, read down, frown
4. COMBATIVE	<p>Let me speak: Finger tapping, foot tapping, starry</p> <ol style="list-style-type: none"> 1. Aggressive: Leaning forward, finger pointing fist clenched. 2. Defiant → hands on lip, frown lying → touches face, hand over mouth, pull ears, eyes down, glances at you, shifts in seat, look down and to left.

DINING ETIQUETTE

Identify whether the following statements are True/False.

1. Keep your elbows on the table.
2. Forks are placed to the left of the plate while knives and spoons are placed on the right.
3. Season your meal before you have tasted it .
4. Chewing your food silently is not good.
5. Don't slurp soup from a spoon or blow into it. Sip it from the side of the spoon.
6. The fork should be in your left hand and the knife in your right hand.
7. Do not leave the table during a meal except in emergency. Leave the table if you need to sneeze, cough or blow your nose. Excuse yourself before leaving.
8. Remember the "etiquette rule", solids to the right, liquids to the left.
9. If you accidentally drop your knife or fork on the floor, make it a point to pick it up.
10. To show that you have finished eating place your knife and fork diagonally across the plate, side by side, with the fork on the left and the knife on the right.

TELEPHONE ETIQUETTE

Tone – Warmth, Enthusiasm, Positive, Friendly, Confident, Sincere

- Clarity – Good Articulation
- Volume – Speak Up, Emphasize Points with Sharp Increases in Volume
- Speed – Don't Rush, Listen To Yourself
- Pause – Pause For Emphasis, Give Called Time to Absorb
- Smile – It Makes You Feel Better and the Caller Will Hear the Difference

NETIQUETTE

Netiquette, a cyber-word, is the combination of the words network and etiquette. It describes the culture of the internet. Specifically, it's the culture of how we communicate digitally through networks.

Do's of Netiquette

- Be brief
- Use white space/paragraphs
- Use descriptive subject lines
- Stay on-topic
- Be careful sending attachments
- Copy the minimum number of people
- Include your email address
- Avoid flaming
- Reply promptly
- Answer all questions
- Use templates
- Remember archiving
- Use proper spelling, grammar & punctuation

Don'ts of Netiquette

- Do not spam
- Do not send mail at night if not for emergency
- Don't use emoticons for corporate mails
- Don't use acronyms
- Don't publicize other's email addresses
- Do not attach unnecessary files
- Do not write in CAPITALS
- Do not copy a message or attachment without permission
- Avoid using URGENT and IMPORTANT, Keep your language gender neutral

Please note and follow the guidelines below concerning the writing of company e-mail messages.

1. Subjects

Give the message a subject/title. E-mail messages without a subject may not be opened because of fear of viruses and especially note that it is very easy to forget to type this important information.

2. Subject contents

Keep the subject short and clear but avoid headings such as:

'Good News', 'Hello', 'Message from Mary'. These headings are common in messages containing viruses. Short but specific headings are needed E.g.: Delayed shipment.

3. Greetings

Start the message with a greeting so as to help create a friendly but business-like tone. The choice of using the other name versus the surname will depend on who you are writing to. If the receiver is more senior to you, or if you are doubtful, it would be safer (particularly in the first communication) to use the person's surname/family name together with a title.

E.g. Dear Mr Smithson, Dear Ms Stringer

4. Purpose

Start with a clear indication of what the message is about in the first paragraph.

Give full details in the following paragraph(s). Make sure that the final paragraph indicates what should happen next.

E.g. I will send a messenger to your office on Tuesday morning to collect the faulty goods.

5. Action

Any action that you want the reader to do should be clearly described, using polite phrases. Subordinates should use expressions such as 'Could you...' or 'I would be grateful if...'. Superior staff should also use polite phrases, for example, 'Please...'

6. Attachments

Make sure you refer, in the main message, to any attachments you are adding and of course make extra sure that you remember to include the attachment(s). As attachments can transmit viruses, try not to use them, unless you are sending complicated documents. Copy-and-paste text-only contents into the body of the e-mail. If you use an attachment, make sure the file name describes the content, and is not too general; e.g. 'message.doc' is bad, but 'QA Report 2012.doc' is good.

7. Endings

End the message in a polite way. Common endings are: Yours sincerely, Best regards, Best wishes, Regards, If you did not put a comma after the greeting at the beginning of the message, then do not put a comma after the ending either.

8. Names

Include your name at the end of the message. It is most annoying to receive an email which does not include the name of the sender.

Important Points to Remember

- Email is much less formal than a written letter. Emails are usually short and concise.
- If you are writing to someone you don't know, a simple "Hello" is adequate. Using a salutation such as "Dear Mr Smith," is too formal.
- When writing to someone you know well, feel free to write as if you are speaking to the person.
- Do not use abbreviated verb forms (He's, We're, He'd, etc.)
- Include a telephone number to the signature of the email. This will give the recipient the chance to telephone if necessary.
- It is not necessary to include your email address as the recipient can just reply to the email.
- When replying eliminate all the information that is not necessary. Only leave the sections of text that are related to your reply. This will save your reader time when reading your email.

FIRST IMPRESSION



1. EYE CONTACT
2. GAIT
 - Paddle, duck, stoop
3. OUTFIT, HAIR & MAKE-UP, FOOTWEAR
 - Can be unique but for the occasion
4. BODY POSTURE
 - Body bubble – intimate, personal & social

5. HYGIENE
 - Hair, nails, teeth, facial hair, feet, sneeze, cough
6. CONVERSATION
 - Introduction
 - Listening & responding
 - Starting & ending
 - No taboo subjects or nosey questions
7. HANDSHAKES
 - Firm not bone-crunching, lady's finger, dead fish
8. GOLDEN WORDS
 - o Hello, thank you, sorry, excuse me, bye-take care
 - o Appreciation, encouragement, compliment

