



IMPRESSION MANAGEMENT

Impressions are formed by:

- The way teachers dress
- The structure of the learning environment
- The language used by teachers

Principles of First Impressions (what happens the first time individuals meet)

1. People develop evaluations of others from limited information. We rely heavily on nonverbal cues.
2. First impressions are based on stereotypes. Because of the bombardment of nonverbal information to our senses, we need some way to classify this abundance of information.
3. Initial impressions are formed by treating others as objects, judging them on the basis of outward appearances.
4. Many stereotypical judgments are relatively accurate. Intuition is nothing more than tuning in to all available information and that information frequently steers us in the right direction.

Dress to Impress

- Consider the **occasion**.
 - Formal or informal?
 - (i.e. Men: button down shirt, khakis)
 - (i.e. Women: dress pants, respectable skirt, and blouse)
- Consider your **audience**.

Beebe, S. A., & Mottet, T. P. (2010). *Business and professional communication: Principles and skills for leadership* (pp. 30). Boston, MA: Allyn & Bacon.

- Your aim is to appear as nicely dressed as the best dressed in your audience.
- Consider your **topic**.
 - Clothing can underscore or undermine the impact you want your speech to have.
- Consider your **image**.
 - The image you want to give off should help you to decide on clothing.
 - Darker clothes convey authority; lighter clothes a friendlier image.
 - Avoid excessive jewelry and open-toed shoes.
- People learn a great deal about us based on how we choose to present ourselves, through our choices in clothing, and through our personal grooming.
 - Determine what form of message you want to send and groom yourself accordingly.
- A skilled communicator is one who understands that reality depends on the receiver's perception as much as it does on our own intentions.