CHAPTER 2
COMMUNICATION AND IDENTITY:
CREATING AND PRESENTING THE SELF

Objectives
After studying the material in Chapter Two of Looking Out/Looking In, you should understand:

1. How the self-concept is defined.
   How biological and social factors influence the self-concept.
   How the self-concept is developed and shaped.
   Four reasons why the self-concept is subjective.
   Problems involved with resisting change to the self-concept.
   Influences on identity.
   The role of self-fulfilling prophecies in shaping the self-concept and in influencing communication.
   Four requirements for changing the self-concept.
   Differences between public and private selves.
   The characteristics of and reasons for identity management.
   The ways in which identities are managed.
   The ethics of impression management.

Specifically, you should be able to:

1. Develop a self-concept that enhances your communication by
   A) identifying the key elements of your self-concept.
   B) identifying the people who have had the greatest influence on your self-concept.
   C) describing the ways in which your self-concept may be inaccurate and suggesting ways of improving its accuracy.
   D) identifying the ways in which your self-concept influences your communication.
   E) recognizing and giving proper credit to your personal strengths.
2. Describe the ways in which you influence the self-concept of others.
3. Avoid destructive self-fulfilling prophecies that affect your communication and create positive self-fulfilling prophecies that can improve your communication.
4. Identify the differences between your public and private selves.
5. Manage impressions of yourself to meet your relational goals.