

**THEORETICAL ASPECTS OF THE CONCEPTS
OF SELF-IMAGE AND SELF-PRESENTATION**

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Annotation: The basic concepts of imagology are considered to be «image», «personal brand», «self-image», «self-presentation», «self-promotion». The factors affecting their formation are investigated; the problem of their correlation is posed and revealed. Basing on the analysis of the distinguishing features of these concepts as scientific and practical categories, the main task of the article is to create the background for the precise use of concepts in the scientific literature and practical activities. For this purpose, the possibilities of using the processes designated by concepts in various life situations are considered.

Key words: image, personal brand, self-image, presentation, self-feed, self-presentation, concepts correlation.

The information society dictates its terms to the modern person: living in an open space saturated with multi-vector communications. The level of awareness of others about the life of each person has significantly increased, and therefore, the formation of one's own image has become relevant. Today, many researches are devoted to the methodology of studying the image and methods of its formation. Most of them have an applicable nature, and therefore little attention is paid to the issues of constructing a definition of the concept of «image» itself. This usually leads

to the synonymous use of the following concepts: «self-image», «personal image», «personal brand», «self-presentation» and «self-promotion». However, the question that has to be answered is: how is such usage correct? It should be noted that the basic concepts of «image», «brand», «presentation» and «promotion» are not synonyms. In this regard, there is a need to correlate the two most commonly used concepts – «self-image» and «self-presentation».

G.G. Pocheptsov, V.M. Shepel, A.Yu. Panasyuk, N.N. Kharitonova, Ye.B. Perelygina and others paid their attention to the consideration of the concept of «image». Naturally, the basis for the definition of the concept of «image» stemming from the literal translation of English word image (meaning look).

Omitting all the details, let's distribute the definitions by vectors:

- the image that a person forms (consciously or spontaneously) in order to impress others (G.G. Pocheptsov, V. M. Shepel and others);
- the opinion (impression) of others about the person that arose on the basis of the image formed by him (A. Yu. Panasyuk).

In any case, the image acts as an indicator that helps people to interact. On the one hand a person who creates his own image, on the other – the one who perceives this image. Of course, the process is mutual, and this allows creating an impression of others, understanding by external manifestations – by clothing, speech, non-verbal signals and manners – their life positions, values, to determine possible patterns of their behavior.

The concept of «presentation» is more unique – it is the presentation of something new to the audience. Let us pay attention to the following features of this process: the most important, basic, best, special is emphasized, and special methods and technologies are used such as computer programs, communication techniques, equity securities.

Speaking about the presentation of human activities the root «self» is added. «Self» is a part of complex words, having the meaning of: 1) the orientation of something towards oneself, the procession of oneself or the realization for oneself; 2) appeals to oneself [5].

Following the above mentioned we get the definition of «self-image»: this is the image that a person forms on the basis of his own self-esteem and life experience. Such an interpretation is contained in the book by Philippa Davies «Create your image» [2].

The word «self-image» is synonymous with the expression «personal image», but it already has got two different meanings:

- personal image as the image of the person (as the image of a person, along with the image of the company, trademark);
- personal image as an image formed independently.

Accordingly, to identify the image that a person presents to the world and reflects the level of one's self-esteem, we consider that it is more correct to use the word «self-image».

Self-image is influenced by several factors that Philippa Davies has analyzed in her research: parents and education; life experience; ability to objectively evaluate one's good sides and weaknesses; commitment to immersiveness or expression of individuality [2]. Each person as a social being is subject to the influence of these factors, which means that in any case one creates own image. Most often, this happens unconsciously, spontaneously and depends on personal attitudes and values. The image is also considered to be the ethical content of the personality, which is externally represented by appropriate means. When special means of self-delivery are used consciously, purposefully and thoughtfully, we can talk about a personal brand. In an effort to emphasize one's unique personal qualities, a person uses signs and symbols based on stereotypes of perception. A person presents oneself as a brand in order to stand out among others [3].

The concept of «personal brand» is studied in details in the research of Yu. V. Khrustalova. She convincingly substantiates the statement that the creation of a personal brand is a prerequisite for a good reputation and begins with the realization of their life goals, their advantages and disadvantages. Only through conscious work on one's own external appearance and behavior, according to the author, a personal brand is formed. It offers specific steps for its formation, starting from the analysis of

the impressions of others and ending with the construction of self-presentation scenarios [6].

It becomes clear that self-image is laid and formed consciously (personal brand) or unconsciously, as a reflection of the person's inner world. An impression of a person based on spontaneous self-image can be different – from sharply negative to excellent. Conscious image formation requires orientation to the needs of the audience and the situation, which means that a person seeks only for positive manifestations of own Self.

Philippa Davis has divided factors influencing self-image, as follows:

a) general, universal:

– parental education, which forms a definite view of oneself and is largely reflected in self-esteem;

– person's life experience, or rather experienced emotional states (positive and negative) that create a certain level of self-esteem;

b) affecting the conscious image (personal brand) formation:

– the ability to correctly assess own strengths and weaknesses, the objectivity of self-esteem;

– the desire for immersiveness or expression of individuality, which of course affects the determination of one's place among people around [2].

Basing on this it is most expedient to separate the concepts of «self-image» and «personal brand». The first one is considered to be wider and more universal, as the second one is understood as a consciously and purposefully formed own image. It remains to be determined whether the concepts of «personal brand» and «self-presentation» will be identical.

It is believed that the term «self-presentation» was firstly identified in the research by the famous psychologist E. Hoffman. He suggested that a person in the process of interacting with others seeks to create a favorable impression of oneself. To meet the expectations of the partner, the person looks at oneself from the side, with his eyes. According to Hoffman self-presentation is based on this.

A detailed analysis of the concept of «self-presentation» is carried out by

T. O. Chigirin [7]. Let's draw our attention to the characteristics of self-presentation as a scientific and practical category. Firstly, self-presentation is intentional and conscious behavior. In this sense, the author refers to the definition, with which the majority of researchers and image makers agree. Secondly, self-presentation is focused on attracting attention only to the necessary, desirable features of their appearance and behavior. In this case, the author says that self-presentation is a set of communication and self-feeding techniques.

Thirdly, T. O. Chigirin carefully analyzes the factors that prompt a person to be engaged in self-presentation, dividing them into motivational and situational. In the first case, we are dealing with internal factors that arise in connection with the realization of social needs: recognition, success, approval, etc. They are common for people with a tendency to introspection and self-knowledge. Situational factors relate to external ones, defined by the parameters of various life situations.

Among them, the author separately identifies the social context in which demonstrative behavior is carried out. At the same time, he draws attention to concepts in which self-presentation is considered to be a process of refraction of self-representations in the Self-image, not covering the audience's requests or the requirements of the situation [7]. We are talking about the unconditional dependence of a person's ability and readiness for self-presentation on his personal image, based on life experience.

Summarizing the opinions of different scientists, it is possible to define the essence of self-presentation as intentional behavior of a person based on internal motives or on the requirements of the situation, aimed at creating a concrete impression of others about oneself. In this sense, the concept of «self-presentation» is close to the concept of «self-feed».

However, the literal meaning of the word «self-presentation», combining the roots of «self» and «presentation», is somewhat different: representing oneself to the audience, while focusing on one's advantages, competencies and best qualities. More precisely, self-presentation is aimed at creating not a certain impression, but a positive one [3]. This is not everyday behavior, but a situational necessity: job

interview, presentation, presentation of a new project as a result of intellectual work, participation in a public event. It is necessary to prepare for self-presentation in advance using special methods and technologies: CV, portfolio, appearance (a special suit or dress), etc.

With such understanding, the difference between self-presentation and self-image becomes obvious.

1. Self-presentation is a conscious, purposeful, specially prepared presentation of oneself to the audience, while self-image is an everyday image formed with varying degrees of awareness.

2. Self-image can be evaluated differently by others, and each person understands this, but self-presentation initially implies a positive impression, other options are regarded as failure.

3. Self-presentation is built taking into account the requirements of the situation and the audience: I do not like to wear a tie, but the situation requires it. In certain social spheres, it is considered indecent to attend unaccompanied public events. Creating own image is more free and based on self-esteem, level of self-respect. Self-image reflects the inner world of a person.

Returning to a comparison of the concepts of «personal brand» and «self-presentation», we highlight the main thing: self-presentation is a component of a personal brand, formed consciously using special techniques for a specific life situation.

We also may add that the concepts discussed above have common psychological grounds. This is about Self-concept as a set of self-representations of a person along with emotionally evaluative components of these representations. American psychologist W. James first introduced the Self-concept as a notion [8]. All external manifestations of personality are dictated precisely by the Self-image. If a person in everyday life successfully builds personal, business, professional relationships with others, then one will be satisfied with self-image created spontaneously, based on life experience and self-esteem.

As soon as a person's interpersonal relations conflict with the Self-concept, it

becomes necessary to consciously form or transform own Self-image in order to remove the dissonance between your own Self and the perception of others.

The next psychological basis of self-image and self-presentation is the emotional sphere of personality. Obviously, an extrovert is more consciously engaged in self-image and self-presentation than an introvert. Emotions have information and energy, which means they affect the Self-image.

Communicative attitude is an important basis for self-image and self-presentation, its importance in creating a successful Self-image is as follows: the communicative attitude of the person is the willingness to respond to certain types of interaction partners, which is due to the experience of communication and assessment of the views and behavior of partners.

Attitude saves our resources – mental and physical. It is formed under the influence of successful, mainly personal experience of interacting with others, as a result of positive experiences and assessments of most life episodes of communication[1]. Self-image and self-presentation directly depend on the communicative attitude, as they are reflected in the verbal components of the personality image.

Conclusions. So, we can make sure that the use of the words «self-image» and «self-presentation» as synonyms is not entirely correct. Each person has own Self-image, and we can only talk about whether it is positive and successful. Readiness for self-presentation arises only when a person is aware of own image as a personal brand, as a way to achieve the goal.

In order to make the right impression, in the process of creating a personal brand one has to use special communicative and technical tools. Definitely, the common psychological attitudes are the basis for self-image and self-presentation, but their functions, purpose and formation technologies are noticeably different.

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