

Socialization: Human infants are born without any culture. They must be transformed by their parents, teachers, and others into cultural and socially adept people. The general process of acquiring culture is referred to as **socialization**.

http://anthro.palomar.edu/social/soc_1.htm

During socialization, we learn the language of the culture we are born into as well as the roles we are to play in life.

http://anthro.palomar.edu/social/soc_1.htm

We also learn and usually adopt
our culture's norms through the
socialization process.

http://anthro.palomar.edu/social/soc_1.htm

**Socialization is important in the
process of personality
formation.**

http://anthro.palomar.edu/social/soc_1.htm

While much of human personality is the result of our genes, the socialization process can mold it in particular directions by encouraging specific beliefs and attitudes as well as selectively providing experiences.

http://anthro.palomar.edu/social/soc_1.htm

Impression management (also called self-presentation) refers to the process by which individuals attempt to control the impressions others form of them.

Leary, M.R., Kowals, R.M. (1990). Impression management: A literature review and two component model. *Psychological Bulletin*, 104 (1)

In other words, it is the processes people go through to communicate the impression they want other people to have of them.

Impression management is largely the result of the messages communicated.

**Communication messages,
however, are not the only
means for impression
formation and management.**

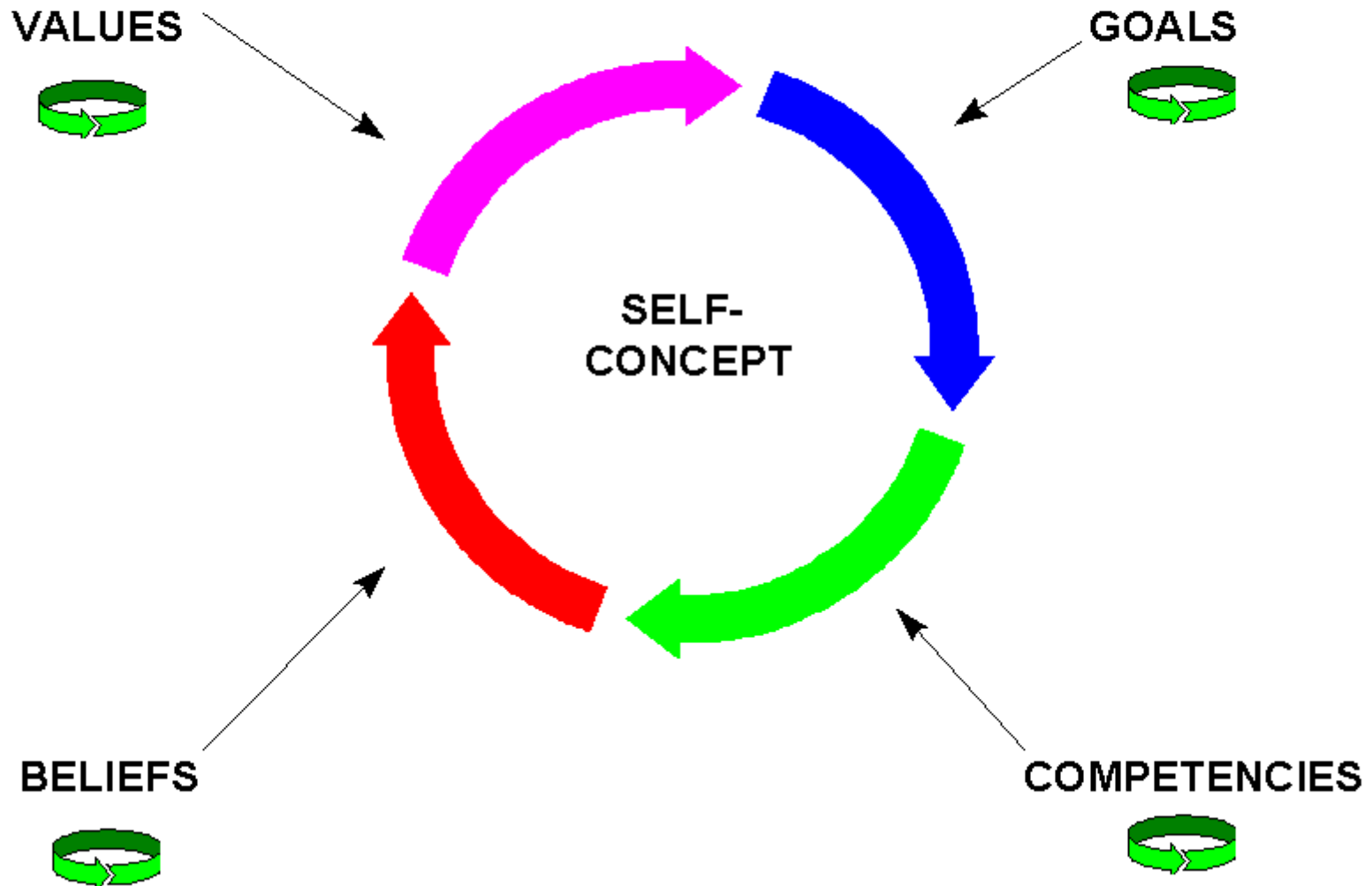
Part of the art and skill of communication is to understand and be able to manage the impressions you give to others.

Self Concept can be defined as how you think and feel about yourself and encompasses your Self Image and Self Esteem. It is a melding of the thoughts and feelings that we have about ourselves that defines "*Who We Are*" and ultimately impacts how we interact with the world around us.

<http://www.nvcc.edu/home/tmorra/thomweb/webquest.html>

THE (ever changing) PERSONAL SYSTEM

(Cohen, Fink, Gadon, & Willits, 1992
Effective Behavior in Organizations)



Self-Talk refers to the ongoing internal conversation with ourselves, which influences how we feel and behave.

<http://www.alleydog.com/glossary/definition.php?term=Self%20Talk>