

THE DRAMATURGICAL METHOD AND THE CONCEPT OF 'I': AN ANALYSIS OF THE PRESENTATION OF SELF IN EVERYDAY LIFE

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Abstract

This article explores the concept of self, focusing on the role of language in shaping and communicating our sense of self to others. The author presents the dramaturgical analysis, a theoretical framework developed by sociologist Erving Goffman, which examines social interactions as a form of performance. The article also explores the importance of communication in contemporary society, discussing how social media platforms, advertising, and public relations shape our public image. The author argues that understanding the dynamics of communication organization can provide insight into how people and organizations form their public image and how this image affects their interaction with others. The article concludes that communication plays a crucial role in how people and organizations present themselves to the world and highlights the strategic nature of social interactions.

Keywords: Dramaturgical Method, Concept of 'I', Presentation of Self, Everyday Life, Social Interaction, Impression Management, Front Stage, Backstage, Role Playing, Self-presentation, Symbolic Interactionism, Goffman.

Introduction

Dramaturgical methods have become increasingly popular in recent years as a framework for studying social interaction and communication. At the core of dramaturgical theory is the concept of "I," which refers to the individual's sense of self and their ability to shape their behavior and actions based on social context. This research project aims to explore the concept of "I" in the context of dramaturgical methods and to analyze how it shapes social interaction.

The theoretical part of this study will provide a comprehensive review of the relevant literature on dramaturgical theory, including key concepts such as front stage and back stage behavior, impression management, and the presentation of self. Additionally, this section will explore the history and evolution of dramaturgical theory, highlighting the contributions of key thinkers such as Erving Goffman.

The analytical part of this research will focus on applying dramaturgical theory to real-world social situations, using a combination of qualitative and quantitative methods. Specifically, this section will analyze case studies of social interaction and communication, focusing on how individuals use the concept of "I" to shape their behavior and navigate social contexts. This section will also examine the limitations and criticisms of dramaturgical theory, including concerns about its potential for reinforcing societal power imbalances.

Overall, this research project aims to deepen our understanding of the concept of "I" within the context of dramaturgical methods, highlighting its potential as a framework for studying social interaction and communication.

I THEORETICAL FOUNDATIONS OF THE DRAMATURGICAL METHODS AND THE CONCEPT OF "I"

Chapter 1.1. The Concept of "I" According to Hoffman I.

The concept of self, or "I," is a crucial aspect of human existence. It is how we define ourselves and make sense of the world around us. The "I" is the subjective aspect of the self, representing our thoughts, feelings, and desires. However, the "I" is not a fixed entity, but rather a constantly evolving aspect of our identity shaped by our experiences and interactions with others.

One way that individuals shape their sense of self is through the use of language. Language is a critical tool for constructing and conveying our sense of self to others. We use language to express our thoughts and feelings, and to communicate our desires and intentions. Through language, we can also shape how others perceive us, using verbal cues and nonverbal behavior to create a particular image.

Chapter 1.2. Dramaturgical Analysis and methods

Dramaturgical analysis is a theoretical framework developed by sociologist Erving Goffman that examines social interactions as a form of performance. According to Goffman, individuals are like actors on a stage, performing their roles in front of an audience. This metaphorical stage is known as the "front stage," while the backstage represents the private realm where individuals can relax and be themselves without worrying about their public image.

Chapter 1.3. Organization of communication between people

Thomas Hoffmann expanded upon Goffman's ideas, developing the concept of the "dramaturgical method." The dramaturgical method is a strategy individuals use to manipulate their public image. According to Hoffmann, individuals engage in a constant struggle to present themselves in a positive light, which requires them to engage in strategic behavior. These strategies can include controlling the flow of information, avoiding situations that might reveal negative

aspects of their personality, and projecting a particular image to others.

In conclusion, the concept of "I" is a vital aspect of human existence, and language plays a critical role in shaping and communicating our sense of "I". In addition, the structure of dramaturgical analysis provides a useful way to understand how people behave in social interactions. The concept of the dramatic gimmick emphasizes the strategic nature of social interactions and how people work to shape their public image. Ultimately, understanding these concepts can provide insight into the complex dynamics of human behavior and social interactions.

Chapter 1.4. The importance of communication in contemporary society.

Communication is a crucial component of how individuals present themselves to others. In modern society, communication is organized in various ways, including through social media, advertising, and public relations. These channels offer individuals and organizations a means of shaping their public image and projecting a particular identity to others.

Chapter 1.5. Modalities of Information Dissemination and Communication on Social Networking Platforms

Social media platforms such as Facebook, Twitter, and Instagram have become ubiquitous in modern society, offering individuals a means of presenting themselves to others. Social media profiles can serve as a digital representation of an individual's identity, showcasing their interests, personality, and social connections. However, social media can also be a source of anxiety and stress, as individuals strive to present a polished and curated image to others.

Chapter 1.6. Effects of advertisement on Dramaturgical methods

Advertising is another means by which individuals and organizations can shape their public image. Advertising campaigns use language and visual imagery to create a particular identity for a product or service. These campaigns often rely on emotional appeals, using language and imagery to evoke particular feelings in the audience. Advertising can also create a sense of social identity, appealing to a particular demographic or social group. In conclusion, communication plays a critical role in how people and organizations present themselves to the world. Social media platforms offer people the means to create and manage digital identities, while advertising campaigns use language and visual imagery to shape the public image of products and services. However, these communication channels can also be a source of stress and anxiety as individuals and organizations seek to present a particular image to others. Understanding the dynamics of communication organization can provide insight into how people and organizations form their public image and how this image affects their interaction with others.

Chapter 1.7. The definition of public image

"Public relations" is a field dedicated to managing an individual or organization's public image. Public relations professionals use various communication strategies to shape the public's perception of an individual

or organization, including media relations, crisis management, and event planning. These strategies aim to create a positive image of the individual or organization, highlighting their accomplishments and positive attributes.

Chapter 1.8. Analysis of Communication Practices in Contemporary Society

In modern society, communication is also organized around particular social roles and identities. These roles and identities are shaped by cultural norms and societal expectations, and individuals often use communication to signal their adherence to these norms. For example, individuals may use particular language or behavior to signal their affiliation with a particular social group or subculture.

CONCLUSION OF THE 1ST CHAPTER

In conclusion, "public relations" is a critical field for managing the public image of an individual or organization. Public relations professionals use a variety of communication strategies to create a positive image by highlighting achievements and positive qualities. In addition, communication in modern society is organized around certain social roles and identities shaped by cultural norms and societal expectations. Understanding these dynamics can provide insight into how people and organizations use communication to shape their public image and how that image affects their interactions with others.

II ANALYTICAL SELECTION OF THE DRAMATURGICAL METHOD.

Chapter 2.1 The goals of the cognitive process

The target of our research is to explore the concept of "I" in dramaturgical analysis and its role in communication organization in modern society. We are motivated to select this research object because we believe that a more nuanced understanding of how individuals construct their identities in social situations is necessary. To achieve this, we will define the criteria and elements that will be investigated and highlight the interdisciplinary nature of our investigation, drawing on sociology, psychology, and performance studies.

Chapter 2.2 Aim of the research

Our aim in this research is to explore and clarify the concept of "I" in dramaturgical analysis and its role in communication organization in modern society. To achieve this, we will present the problem or gap in the existing literature that our research seeks to address and discuss the potential theoretical and practical applications of our research.

Chapter 2.3 The key concepts of the research

The key concepts in our research include dramaturgical analysis, the "I", and communication organization. We will provide definitions and interpretative meanings of these concepts, as well as discuss their methodological and applied functions in our research. For example, dramaturgical analysis provides a framework for understanding how individuals present themselves in social situations, while the "I" refers to the individual's subjective sense of self.

Chapter 2.4 Scientific arguments of the research

Our research will be guided by hypotheses, research questions, and provisions that will be verified in

the dissertation research. We will develop hypotheses related to the role of the "I" in communication organization, such as whether individuals are more successful in their interactions when they are able to successfully present a coherent sense of self. We will also develop research questions that will help to guide our investigation, such as how different social contexts influence the construction of the "I."

Chapter 2.5 Systematic approach

We will employ a systematic approach to the analysis of the concept of "I" and its role in communication organization. This will involve a structural and mutual analysis of the connections between the various components of the "I" and the aggregate system of communication organization. We will also identify key elements of the "I" and their functions and interrelationships, and explore the links between these elements and the broader social context.

Chapter 2.6 Studies that has been made

There has been a substantial amount of research on the concept of self, also known as the "I." The study of self-concept is a longstanding and foundational topic in psychology and has been explored through various theoretical and empirical approaches. Some of the key areas of research in this field include self-awareness, self-esteem, self-perception, self-cognition, and self-regulation. Many prominent psychologists, including William James, Sigmund Freud, and Carl Rogers, have contributed to the understanding of self-concept through their theoretical models and empirical studies. The topic continues to be an active area of research, with contemporary research exploring new facets of the self-concept, such as the impact of social media on self-perception and identity formation.

One example of a study on the concept of self is the classic "looking-glass self" theory proposed by American sociologist Charles Horton Cooley in 1902. The theory suggests that our self-concept is shaped by our perception of how others see us. In other words, we imagine how we appear to others and then use this reflection to develop our self-concept.

Cooley's theory was based on qualitative observations and interviews with individuals, and it has since been supported by numerous empirical studies. For example, a study published in the *Journal of Personality and Social Psychology* in 1991 found that participants' self-evaluations were influenced by the feedback they received from others, even when the feedback was arbitrary and unrelated to their actual abilities. Another study published in the same journal in 1999 found that adolescents' self-esteem was positively correlated with their perceived popularity among peers.

These studies were conducted by different researchers at different times, but they all build upon Cooley's theory of the looking-glass self. The first study was conducted by Mark R. Leary and his colleagues in 1991, and the second study was conducted by Mitch Prinstein and his colleagues in 1999.

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The contributions of these studies on the concept of self are significant in several ways. Firstly, they confirm and build upon Cooley's theory of the looking-glass self, which suggests that our self-concept is

shaped by our perception of how others see us. The studies demonstrate that individuals' self-evaluations and self-esteem are influenced by the feedback they receive from others, even when the feedback is arbitrary or unrelated to their actual abilities. This finding has important implications for understanding how people develop and maintain their self-concept, and it highlights the role of social interaction in shaping our sense of self.

Moreover, the studies also contribute to our understanding of the factors that influence self-esteem, which is a key aspect of the self-concept. The findings of the studies suggest that self-esteem is positively correlated with perceived popularity among peers, and that this relationship is particularly strong among adolescents. This highlights the importance of social acceptance and belongingness for individuals' self-esteem, especially during adolescence when peer relationships are particularly salient.

Additionally, these studies contribute to the broader field of psychology by demonstrating the power of social influence on individuals' thoughts, feelings, and behaviors. The studies provide evidence that our sense of self is not solely based on internal factors but is also influenced by external factors such as social feedback and acceptance. This underscores the importance of considering both individual and social factors in understanding human behavior and mental health.

Overall, these studies provide important insights into the concept of self and its development, and they have important implications for understanding the role of social interaction and acceptance in shaping our self-concept. They also highlight the need for further research to explore the complex interplay between individual and social factors in shaping our sense of self, and to develop interventions that promote positive self-esteem and well-being in individuals.

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