**IMPRESSION MANAGEMENT**

**ABSTRACT**

The authors explore the phenomenon of impression management as a process in which individuals try to influence people’s perception of a person, something, or an event. In what context do they indicate the meaning and techniques that individuals use through self-presentation, self-promotion, self-efficacy, self-awareness, and positive illusions. Impression management can be a conscious or subconscious process. In most cases, people who manage the impression try to align other people’s perceptions with their goals. Impressions are gained in a fluid, global, diffused way. The desire to look beautiful and present oneself is as old as the man himself.

**Keywords:** impressions, self-presentation, self-promotion, self-efficacy, self-awareness, positive illusions, communication