

Studying Impression Management Tactics Used By Management Master Degree Students Of Azad University Of Rasht And Tactics Effectiveness.

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Abstract People use impression management tactics to achieve their goals by influencing and impacting on others. Impression Management can be described as usage of specific behaviors, words and actions in different situations and conditions in order to achieve person's or group's goals. Impression Management tactics can be divided in two part of verbal and non-verbal, also each of these parts can be parsed to components like justification, comment approval, apology, doing a favor, body organs movement, paying attention (efficient listening), change in voice tone and personal property. Target of this research is studying Impression Management tactics used by management field master students in Azad university of Rasht by observing the tactics they use in defense of their thesis and the tactics which have most effect on professors. This research in terms of goal is practical, in terms of way of doing it is descriptive and in terms of data collection it is fieldwork also in terms of data nature it is qualitative. Statistical society of this research is management field master students in Azad university of Rasht. In data collection through observation and non-cooperative way, 46 samples were evaluated. In order to analyze the data Nvivo10 software was used. Results and priorities in Impression Management tactics in order of their usage and their effect on professors were: Change in the voice tone, paying attention (efficient listening), justification, apology, personal property, doing a favor, comment approval and body organs movement.

Keywords : Key words: Impression, Impression Management, Impression Management Tactics, verbal tactics, non-verbal tactics.

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