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Judee K. Burgoon is a professor of Communication, Family Studies and Human Development at the University of Arizona, where she serves as Director of Research for the Center for the Management of Information and Site Director for the NSF-sponsored Center for Identification Technology Research. She is also involved with different aspects of Interpersonal and Nonverbal Communication, deception, and new communication technologies. She is also Director of Human Communication Research for the Center f

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the process whereby we use nonverbal and verbal communication to put forward positive images of ourselves for public consumption. Impression Management Theory (Tedeschi and Norman) Theory concerned explicitly with how social actors engender positive views of themselves in others while avoiding negative views.

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