

Abstract of the Article
“The Law of First Impression in the System of Lecturer Image”
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The extant sobriquets of historical persons such as Richard The Lion Heart, Yaroslaw The Wise, Ivan The Terrible, Phillip VI The Handsome can serve as the indirect evidence that anxiety for proper image has been inherent to a human being in different ages.

B. Pascal attracts the attention to a logical sequence of influence methods usage: at first it is necessary to be able to be liked and then try to persuade people in something. This problem can not be solved without the attractive image, i.e. the ability to win one’s favour. A lecturer should skillfully realize the self-feeding function in his pedagogical communication, especially at the stage of the first impression formation. The phenomenon of first impression determines further dynamics of interaction in many cases. With the help of image it is easy to manage each life situation and reach the necessary goals fast. How fast? It takes 15 seconds to make the first impression but if it is negative you may need the whole life to change it. As is generally known it is not possible to make the first impression twice.

While forming the first impression, recognition is put into effect through 4 basic channels: The way you look, The way you act, The way you speak, The way you write.

The key to the secret of a good first impression is “The Law of first impression” or “The Rule of Twelve”: The first 12 steps, the first 12 words, 12 inches downwards the crown, 12 inches upwards the floor.

The lecturer image should correspond to the needs, interests and system of personal values and support its socio-psychological guidelines. Even the brightest image will not be accepted by people around you, if it is out of their needs and interests, does not correspond to their system of values and is at variance with the existing socio-psychological guidelines.

Thus ignoring the image rules leads to your being misunderstood that in turns will lead to negative or bad first impression.