

Abstract

This researched is intended to study how women establish their impressed images to others. Following to "Dramaturgical Symbolic Interactionism Perspective", the qualitative research is held by in-depth interview and participant observation.

In observing and interviewing 9 women who work in a selected hotel in Bangkok, the research found how and why they use various strategies in their "performance". The result also revealed how women maintain their smoking behavior through their "teams" and their "common reality": selection of their suitable team, team's strategies and performances. Moreover, places in hotel – "the front region" and "the back region" - depend on their interpretation of various cues. The significant cues are "audiences" and "props" in setting.

Owing to the support of their team, women can accomplish their "impressed management". The group of women tending to present themselves as smokers can be considered as good smokers. On the other hand, the another tending to conceal the smoking behavior can achieve their goal. In conclusion, they succeed to reach the impressed images as "good employees".