

## Persona

Persona is the study of human behavior in social situations and the way we appear to others. Personality is persona, a mask. The world is a stage, the self a theatrical creation (Norman O. Brown, 1966, pp. 90).

“The self, then as a performed character, is not an organic thing that has a specific location, whose fundamental fate is to be born, to mature, to die: it is a dramatic effect arising diffusely from a scene that is presented.” The self does not belong to the possessor. “He and his body merely provide the peg on which something of a collaborative manufacture will be hung for a time. The means for producing and maintaining selves do not reside inside the peg...There will be a team of persons whose activity on stage in conjunction with available props will constitute the scene from which the performed character’s self will emerge, and another team, the audience, whose interpretive activity will be necessary for this emergence (Goffman, 1959, pp. 252-253).”