

This thesis is trying to answer two questions. The first one is: „To what extent is it possible to present the idea of ourselves with such elements as the way we dress, our posture, face expressions and general appearance?“. It is trying to examine to what extent and in which attributes we can find agreement or disagreement among all respondents and to what extent is this compatible with with the self-view of those judged one. Second part of this thesis was to try to explore if there is any agreement in what is being perceived as sign vehicles and if these sign vehicles are perceived in the same way and if there are some differences in perceiving these sign vehicles, how and why is it happening and what is connecting these components or individuals.