Erving Goffman  
(1922-1982)  
American sociologist, whose readable classic  
The Presentation of Self in Everyday Life (1959)  
saw social interaction as 'performances' by individuals,  
like actors on a stage. People perform differently according  
to context, usually intending to please the immediate  
'audience'. Not merely micro-level social psychology, this book suggests  
how identities and ideologies are reproduced on a grand scale  
connects with Giddens and structuration).

Selected Works:  
The Presentation of Self in Everyday Life (Doubleday, 1959)  
Stigma: Notes on the Management of a Spoiled Identity (Touchstone, 1986)  
Frame Analysis (Northeastern University, 1997)