

Scripts people live in the marketplace: an application of script analysis to Confessions of a Shopaholic

Article

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SHOPAHOLIC SCRIPT RACKET SYSTEM

Script Beliefs/Feelings

Beliefs about:

1. Self - 'Sleeping Beauty'
2. Others - 'Out to stop me'
(bank/credit cards/father
'Come to rescue'
(friends/partner/mother)
3. Life - 'If I could buy more
I'd be happy'

Repressed Feelings:
Desire, frustration,
guilt, gratitude

Discounting

Displays

1. Observable behaviour

- 'look what I got'
(shopping to excess))
- 'see if you can stop me'
(lies to cover up/avoiding
intimacy)
- 'Overdraft'
(tears when cornered)

2. Internal experiences

- desires
- how bad I've been

3. Fantasies

- 'the girl in the green scarf'
(known for what is bought)
- best of everything
- endless shopping

TA Games
Emotional payoffs
Syntonic imagination

Reinforcement

1. Reinforcing Memories

- Father tells you what to
be, mother shows you how
- 'be cute', 'don't think',
'don't grow up'.

2. Reinforcing events

- new jobs
- boyfriend/marriage
- baby
- new home

3. Reinforcing messages

- 'they said I was a valued
customer, and now they
send me hate mail'
- 'for everything else there
is Mastercard'
(brand messages)
- 'poor Becky'

Injunctions and attributions
Re-deploy script (possible change)
Script helpers

Possibility for transformative
events/messages that change script

