

*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

Possibility for transformative  
events/messages that change script

*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*