

Scripts and counterscripts

[Business](#), [Marketing](#)



Scripts and Counter Scripts Scripts and Counter Scripts Potential dangers of individuals and societies passively subscribing to dominant scripts, it comprises of therapeutics, technology, consumerist and militarism.

Therapeutics claims there is a solution to every medical condition to effect the elimination of life inconveniences. According to Brueggemann technological scripts, it picks an assumption that human intelligence can technically fix any problem; no complex issue that exist whose solution cannot be sought. He also uses the term consumerist to refer to people's affection to goods and services and the communal entitlement to such commodities.

The four distinct scripts merge into one dominant script evident throughout in the society, authorities and the press. This comprehensive script is widely acceptable; it is almost impossible to live without. They rule us every day and give a false sense of security, thus free of all threats. It promises false security, tells us that if we are safe then we are happy. Homelessness or residue of anger and insanity is fruits of war and destruction of the environment.

This script challenges us via sales promotion, hearsays and ideologies that are pleasant to hear and affords us happiness. The safety illusion given to us by this script is deficient of critical reflection. He strongly states that although, they assure hums, safety and happiness, the scripts are dehumanizing leading people towards a false comfort zones. The scripts make us overlook the need to depend on the Creator and deny us true peace and personal satisfaction (Peter, 1976).

He depicts the script as a complete failure, a stand he argues many people

would not support. He adds that there is no happiness or safety attributable to the script and that more insecurity and unhappiness will arise from them. His closing remarks on the script are that, “ the key to personal and spiritual wholeness lies in rejecting the script”.

Reactions to the article

This article is a true representation of how to manipulate and indecisive human behavior. Through the use, of scripts and counter scripts, we are able to discern how humans react to different, influential factors. In the scripts, humans are victims of illusions of the world, which they totally believe to a point of even overlooking the true, reliable source of their help (explained in the elusive theory).

I personally agree with Brueggemann, on his alternative script argument that, darned often we still are in crisis of enlightenment about the Creator. We shy off when expressing people’s thought about God acting in their midst for fear of being ridiculed as super naturalists. In the event, of evading brands name such as, super naturalists, we find being part of world’s present ideologies. The dominant script gives us false power to believe in ourselves and the virtue gods the societies’ believes.

I tend to side with his Alternative script argument; most human have simultaneous conflicting, feelings and lack a decisive. From the article, it is evident that “ No one can serve two masters, God and wealth.”

Reference

Peter, R., (1976). Scripts and counter scripts. Cambridge: Scripts and counter scripts

University press.