

Script Theory

Script theory, developed in 1970s by [Roger Schank](#), is a [cognitivist theory](#) orientated mostly on structure of knowledge, especially on **representation of more complex event sequences in memory**.

There are **several definitions** of scripts like: **coherent sequence of events expected by an individual** in a particular context, involving him either as participant or as an observer (Christopher Pluto), or a “**mental picture plus caption**” representing the action sequences, participants, and physical objects found in a situation (Robert Abelson).

Scripts consist of a **sequence of actions or events necessary to achieve a goal**. They also if necessary include relevant people, locations or objects.

Aside from their original application in language processing explanation, Schank also explains his dynamic memory model using scripts. **Memory is organized in terms of scripts, plans and goals.**

Bibliography

“TIP: Theories.”

[Erasmus, A. C, E. Bishoff, and G. G. Rousseau. “The potential of using script theory in consumer behaviour research.” Journal of Family Ecology and Consumer Sciences/Tydskrif vir Gesinsekologie en Verbruikerswetenskappe 30, no. 0 \(2010\).](#)

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