

DISEASE AS DRAMA: DRAMATISTIC CONSTRUCTS AND MODES
OF REDEMPTION IN COVERING ILLNESS IN *GLAMOUR*
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Ekaterina Pesheva

Margaret Duffy, PhD, Thesis Supervisor

ABSTRACT

This study sought to explore how personal medical crises are narrated in *Glamour*, a popular women's magazine. The study employed Kenneth Burke's dramatism, specifically his pentad and the concepts of guilt and redemption (Terms of Order).

The research question was: What modes of redemption and pentadic elements dominate personal narratives of disease in *Glamour* magazine?

This analysis found that:

- The disease narratives explored, although secular in nature, are structured along the lines of religious tales of struggle and salvation.
- Suffering and disease are represented as cathartic, thus somehow justified
- The majority of articles place responsibility on the individual person rather than the medical establishment or the public health system
- Medical nuance is largely lacking in favor of predictable conflict-resolution, fable-like structures.
- The medical information presented in these articles is basic and minimal and serves a scene-setting purpose (a prop) against the background of which the drama develops.