

- Throughout history addiction has been constructed as a moral, biological, medical, psychological, and now increasingly an economic issue. For the client, and those close to them, it often appears to be all and none of these. What is granted credence and reverence in the counselling / assessment can depend on the current rhetoric. This rhetoric, pervasive in power and context, can define responses in the counselling interaction through the constructive use of language, so the client can be defined as bad, sad, mad, or worse still, a drain on resources .
- We advocate employing a sociological imagination, or a position of nativity that acknowledges that rhetoric about addiction is baffling and powerful. This is much more than empathy; it's a call for the counsellor to problematize their right to define the other human, and not to other the partner / family effected others. We present several case studies; look at strengths and limitations of the science of sociology.