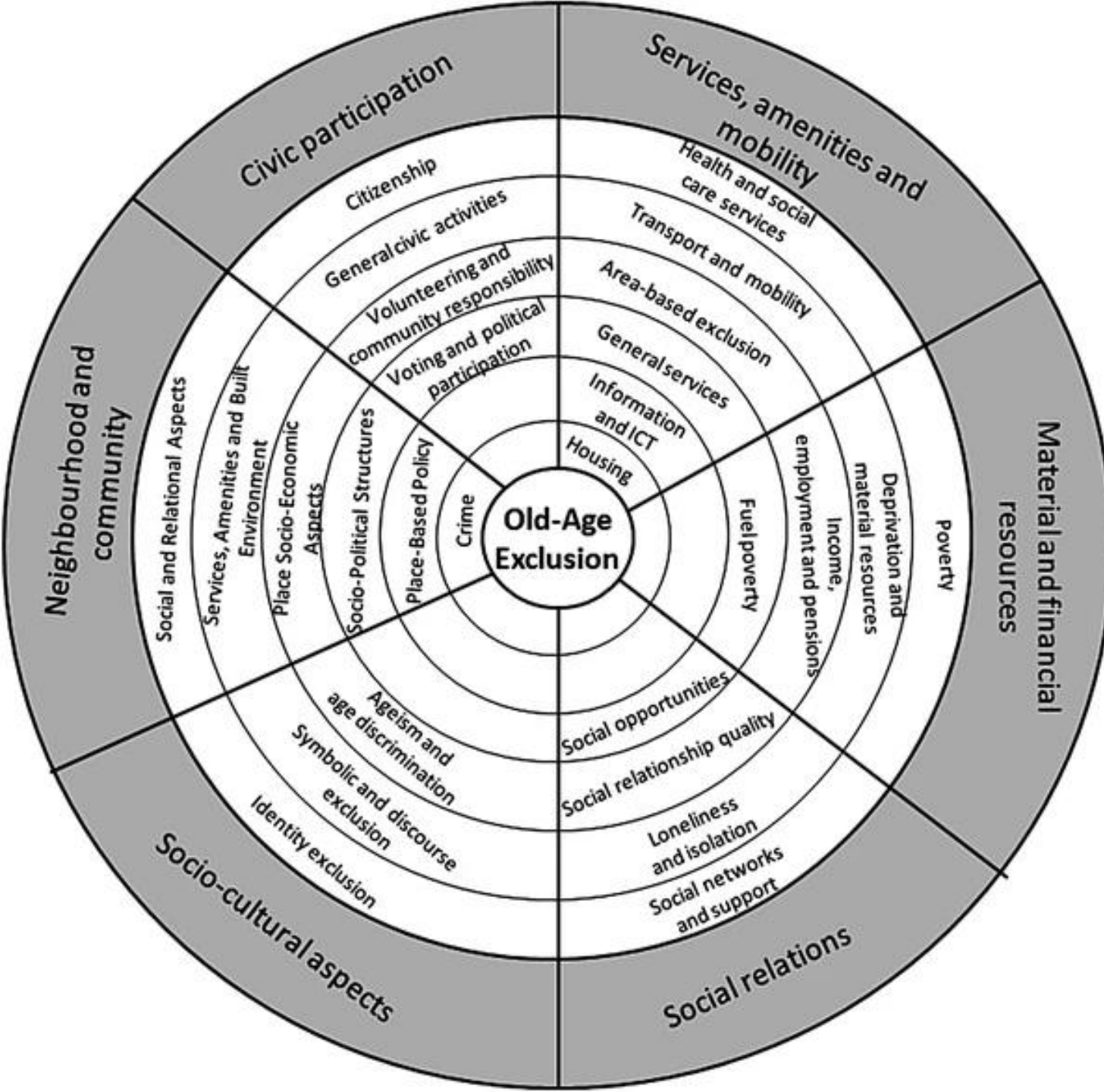


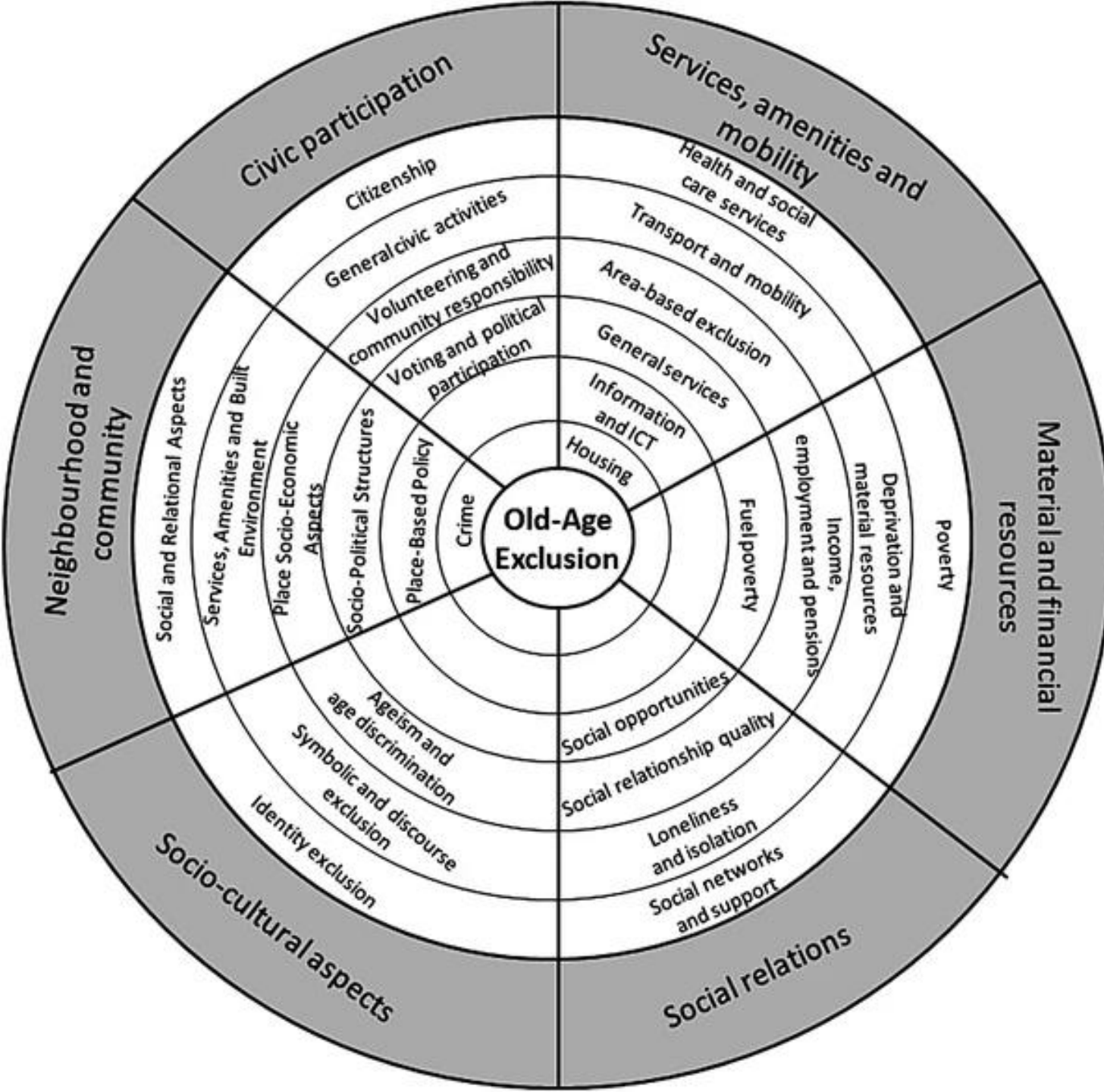
# Old Frame New Picture: how older people are represented in the media

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- Ageism and age discrimination as features of socio-cultural exclusion in later life
- Symbolic forms of exclusion that 'other' older people
- Interconnections with other forms of exclusion



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# Ageism

- “the complex, often negative construction of old age, which takes place at the individual and the societal levels” (Ayalon & Tesch-Römer 2018, p.3)

Ayalon L., Tesch-Römer C. (2018) Introduction to the Section: Ageism—Concept and Origins. In: Ayalon L., Tesch-Römer C. (eds) Contemporary Perspectives on Ageism. International Perspectives on Aging, vol 19. Springer, Cham. [https://doi.org/10.1007/978-3-319-73820-8\\_1](https://doi.org/10.1007/978-3-319-73820-8_1)

# Forms of ageism

- Institutionalised ageism
- Internalised ageism
- Benevolent patronage

(Johnson & Bytheway 1993)

# Visual ageism

- “the social practice of visually underrepresenting older people or misrepresenting them in a prejudiced way” (Loos & Ivan 2018)

Loos E., Ivan L. (2018) Visual Ageism in the Media. In: Ayalon L., Tesch-Römer C. (eds) Contemporary Perspectives on Ageism. International Perspectives on Aging, vol 19. Springer, Cham. [https://doi.org/10.1007/978-3-319-73820-8\\_11](https://doi.org/10.1007/978-3-319-73820-8_11)

# Visual ageism during Covid-19



Image used by:

- Financial Times
  - Independent.ie
  - The Guardian
  - ITV
  - Belfast Telegraph
  - Yahoo News
- ncl.ac.uk

# Visual ageism during Covid-19



Visual misrepresentation of older people in a prejudiced way, often through use of stock images



# Visual ageism during Covid-19



No-one immune, not even researchers, think tanks or policy advocates

Image used by EUObserver to illustrate story about elder abuse that calls for greater age equality (<https://euobserver.com/opinion/148637>) **ncl.ac.uk**

# Visual ageism during Covid-19



- Typical stock images emphasising:
- Frailty
  - Vulnerability
  - Dependency
  - Decline

# Visual ageism during Covid-19



# Visual ageism during Covid-19



## Concluding thoughts

- Urgency of challenging ageism in all its forms
- Collaborative work with media organisations
- Restructuring demand and supply of images of ageing and later life
- Developing guidelines on non-stigmatising use of visual images (e.g. Cochrane, 2020)

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