

Working towards an antidote to anti- ageing

The LEARNING TO BE OLD project



INDEPENDENT SOCIAL RESEARCH FOUNDATION


+ Representations of age



When women are too old to appear on TV

The broadcaster Miriam O'Reilly is suing the BBC for ageism. She's not the first TV presenter to cry foul, but how does the dearth of visible older women affect the rest of us?



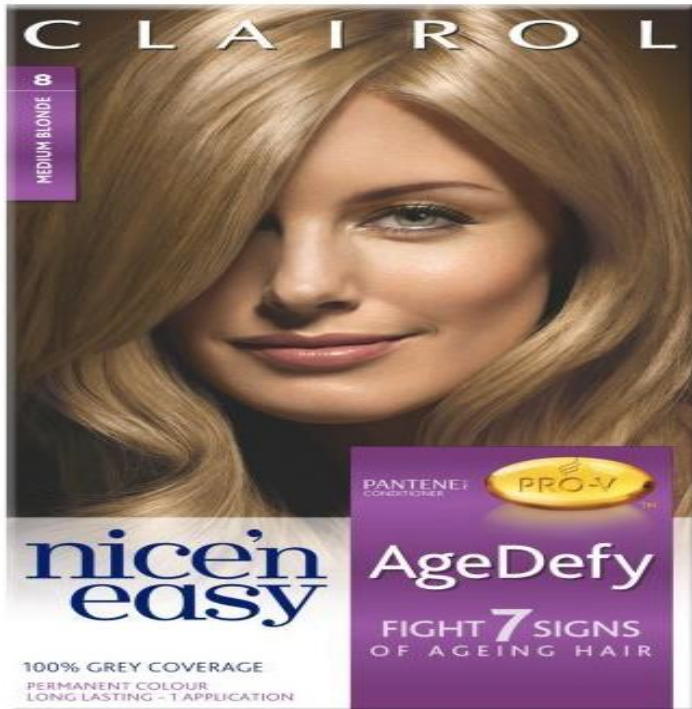
 Miriam O'Reilly, who is suing the BBC for age and sex discrimination after she was axed from Countryfile. Photograph: BBC

+ Follicular ageing - something else to worry about ..

marie claire FASHION | BEAUTY | CELEBRITY | CAREER | POLITICS

Is Your Hair Aging You?

Forget your hands. These days, experts say your hair is what really betrays your age. Here, how to stay forever young – follicularly speaking.



14 Celebs Aging Horribly!

As they've gotten older, these stars have become more and more unattractive.

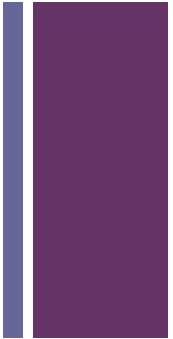
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- Bodily alienation / objectification
- Self harm to avoid future selves
- Material consequences - (constant anxiety and health impacts)
- Interferes with capacity to learn how to 'be old'
- (uncontrolled) ageing becomes indicator of life not worth living (or *caring for*)
- Problematises humanhood of those in 4th age
- Marketization of life



+ The quest for alternatives Look at me!

Look at Me! Images of Women & Ageing

Representing Self: Representing Ageing



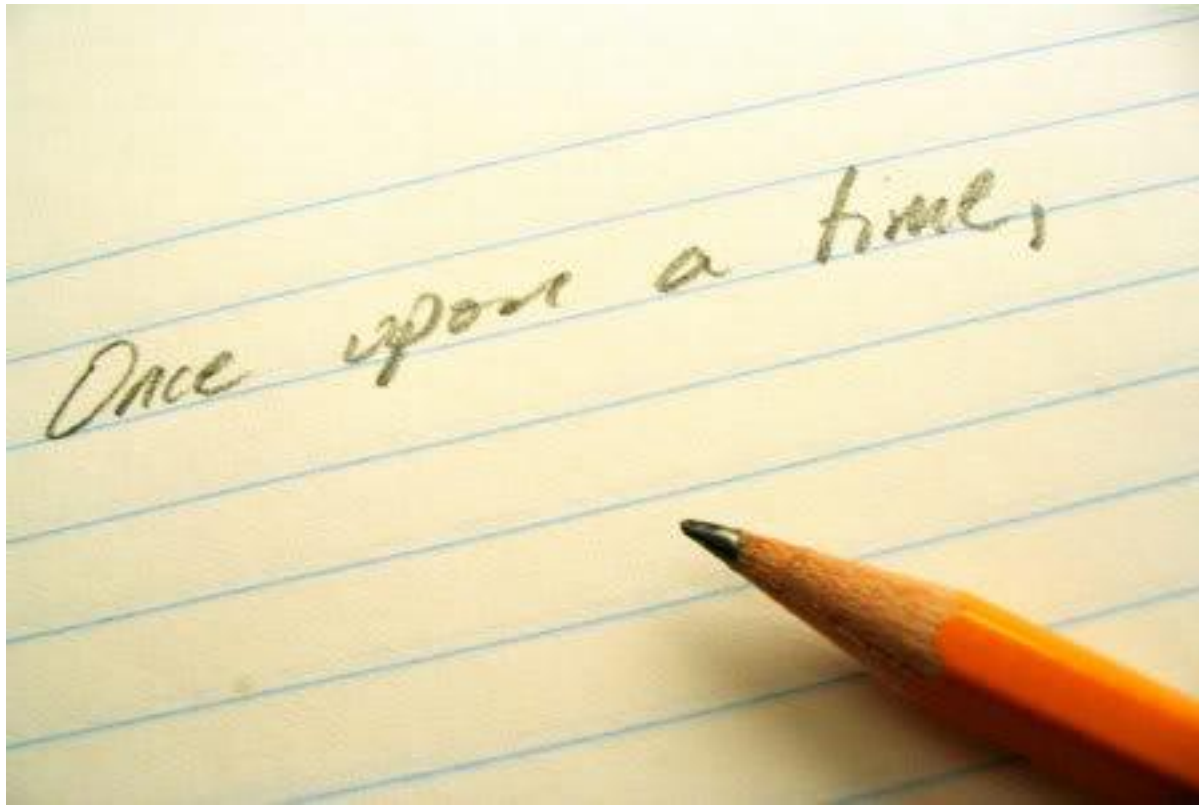
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+ Metafiction: self-conscious/ critique





Identify examples of anti-ageing culture to argue that ageing is a problem that women must manage. (desk based, cultural analysis)

Explore how women make sense of anti-aging culture and think about their own ageing ('text-in-action' audience research)

Explore what informs / fuels a resistance - 'feminism? And how? Interviews and workshop

Use women's voices create cultural materials that tell us HOW TO GROW OLD (film)

Being talked at!
We are told how
to age!!

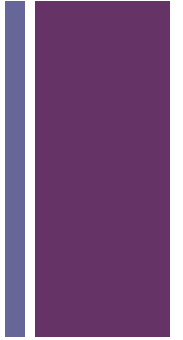
Talking back!!

How do we talk
back?

'NEW'
pedagogies of
ageing



Making the film



- A pessimistic narrative represents ageing as decline, marked by reduced physical and mental functions...By contrast, an optimistic narrative represents later life as a time of progress with opportunities for exploration, discovery and maturity, but this risks evading the ageing body and the inevitability of death.

Sarah Falcus & Katsura Sako (2014)

+ Where is the feminism?

- Feminism is about equality, domestic labour pay – ‘not sure how it relates to me getting older?’
- We need a better feminist response and resource!!

