



UA

UNIVERSITAT D'ALACANT
UNIVERSIDAD DE ALICANTE
Vicerectorat d'Estudis i Formació
Vicerrectorado de Estudios y Formación



Mayores y Medios de comunicación
Observatorio Permanente UPUA

Universidad permanente



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SENIORS AND MASS MEDIA: A PENDING SUBJECT?

INTRODUCTION

The demographic reality of population ageing has caused a number of socio-economic and cultural changes which are altering the role and public image of seniors in our society.

Seeking to know how this image is transmitted by the mass media, the Seniors and Mass Media Observatory was born in 2007 within the framework of the Permanent University of the University of Alicante (Spanish initials, UPUA).

We are a permanent research seminar that brings together researchers and experts in the field of communication on one side and a group of UPUA students on another. Observatory members thus become investigated investigators, insofar as they form part of the same reality that they are examining.

AIMS

Analysing the way in which offline and online media utilise senior citizens' image in Spain. The purposes are:

- To know the extent to which seniors have a starring role in media contents.
- To check whether or not a relationship exists between media presence and demographic weight.
- To assess the degree of realism with which seniors are represented.
- To verify whether or not an excessive use of stereotypes is made within this age group.

Investigadores investigados

La UPUA estudia a través de un observatorio permanente la visibilidad de los mayores en los medios y el tratamiento que reciben...



OBSERVATORIO MAYORES Y MEDIOS DE COMUNICACION
JORNADA DE CLAUSURA
4 juniomartes 12:00 a 14:00 h.
Espacio de debate
EL PERIODISMO TAMBIÉN ES COSA DE MAYORES
Iñaki Gabilondo
PARANINFORMA UA

Universitat Permanent de la UA UPUA, es frecuente que se les identifique como a un colectivo...
correcta imagen de los mayores, ya que, de lo contrario, «stán degradándose, unas tras otras, como fichas de dominó, las conquistas de un Estado de bienestar que tanta sangre, sudor y lágrimas ha costado».

METHODOLOGY

- Our work is based on research, training and transfer:
- We have a web page, Facebook and Twitter profiles, as well as our own channel on YouTube, all of them developed by means of training in the context of communication 2.0.
 - We study and analyse the image that the mass media convey of seniors on the radio, in the cinema and on TV, in the press and on social networks, as well as in advertising and in news programmes.
 - We develop initiatives aimed at disseminating and promoting a real, positive and up-to-date image of seniors through workshops, exhibitions, conferences, seminars and media presence.

OUTCOMES

- Gender clichés become particularly visible when it comes to seniors.
- Women's under-representation is worse than that of men, women being doubly discriminated against for reasons of age and gender.
- That image is capitalised on seeking to highlight their characteristics which are of more interest to us (experience, rurality, tradition), the image being a multifaceted one.



CONCLUSIONS

- The senior audience plays a leading part in the socio-demographic reality where we live, but not in that of today's mass media and advertising.
- Seniors are under-represented in the media with an instrumentalised, biased image.
- A sexed advertising model exists which relies on the gender system.