

## **Representing Ageing: Images and Identities**

Dr Virpi Ylänne



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This collection critically examines twenty-first century representations of ageing, focusing on images/imagery/discourses found in various media as well as individuals' own experiences and self-presentations of ageing and identity, drawing on new innovative, qualitative empirical data. The contributors represent a range of disciplinary areas but all are concerned with how ageing is currently understood, experienced, represented and talked about. The contexts in which these issues are debated include advertising, women's and over fifties' magazines, beauty and hair care routines, art therapy, documenting family relations, positive ageing campaign and biographical photography. Many topical issues are examined, such as the discursive construction of age identities, positive ageing, anti-ageing, ageism, age relations and the body. This book will be of interest to students and researchers in cultural and social gerontology, discourse and identity and lifespan communication, as well as those working in marketing and with older people either directly or indirectly.

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