

# Contents

List of figures and tables	v
Notes on contributors	vi
Acknowledgements	xii
Series editors' preface	xiii
1 Introduction: Ageing in/and the media <i>Virpi Ylänné</i>	1
<b>PART I Framing and constructing ageing in media reporting</b>	
2 'Apocalyptic demography' versus the 'reckless generation': framing the third and fourth ages in the media <i>Paul Higgs and Chris Gilleard</i>	15
3 Older adults and the pandemic in UK news media <i>Virpi Ylänné</i>	30
4 Present-time witches: media and the intersecting discourses of age, gender and mental health in Ghana <i>Monika Wilińska and Doris Boateng</i>	46
5 Portrayals of older people with dementia in Taiwanese newspapers <i>Chin-Hui Chen and Yan-Hua Huang</i>	61
6 Older LGBTQ+ persons in Canadian newspapers <i>Laura Hurd and Raveena Mahal</i>	79
<b>PART II Imagined ageing in promotional and fictional contexts</b>	
7 Ageism and the promotion of agelessness in Brazilian advertising <i>Gisela G. S. Castro</i>	97
8 Visual ageism on public organisations' websites <i>Eugène Loos, Loredana Ivan, Maria Sourbati, Wenqian Xu, Christa Lykke Christensen and Virpi Ylänné</i>	113
9 Imag(in)ing ageing futures in comics and graphic novels <i>Nicole Dalmer and Lucia Cedeira Serantes</i>	133
<b>PART III Older adults' interaction with the media and media technologies</b>	
10 Advertising old men: Swedish old men reflect on 'seeing themselves' <i>Karin Lövgren, Linn Sandberg and Jeff Hearn</i>	157
11 Older women and women's magazines: audience, agency and the lifecourse <i>Dana Sawchuk</i>	174



12	The double logic of care: age, gender and media technologies in Austria <i>Barbara Ratzenböck</i>	190
13	Conclusion: Reflecting on ageing and the media <i>Virpi Ylännö</i>	205
	Index	213