

**Chapter 4 Families and households**  
**Topic 4 Demography**  
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**Activity: Research**  
**Media portrayals of older people**

**Learning objectives**

At the end of this activity you should be able to:

- Identify the way the media portrays older people.
- Analyse the potential effects of these representations.

A Using the following website, list the 12 ways in which the old are portrayed by the media:  
<http://psyc3490m.blogspot.co.uk/>

B. Using the following websites, find examples of the 12 ways described above:  
<http://www.agingwatch.com/?p=439>

<https://www.youtube.com/watch?v=vMiJzne3Wmk&feature=related>

[https://www.youtube.com/watch?v=w0ntCmFwtWc&feature=youtube\\_gdata](https://www.youtube.com/watch?v=w0ntCmFwtWc&feature=youtube_gdata)

- C. In groups of four, using the information from section A, produce a presentation for your class to show the portrayal of older people in the media.
- D. Once you have seen all the class presentations, write a summary of how older people are portrayed in the media.