



Aging, Media, and Culture

C. Lee Harrington, Denise Bielby, Anthony R. Bardo

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The intersections of aging, media, and culture are under-explored given trends in population aging, rapid increases in the mediation of everyday life, and the growing cultural significance of media consumption at the global level. This book brings together an international collection of critical scholars, both well-established and up-and-coming, from the various academic disciplines that share a common interest in the future study of aging and media. This anthology of original articles integrates aging theory and media studies through a study of core issues including the media's influence on the construction of "old age," the reciprocal influence of aging on media industries, age-based identities in a mediated world, issues of gender and sexuality in an aging society, and the practical implications of a more integrated approach between the two fields. The chapters explore the intersections between aging and media in the realms of advertising/marketing, television, film, music, celebrity and social media, among others.

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