

ACTIVITY 6B: STUDENT HANDOUT



GUIDELINES FOR NON-BIASED MARKETING TO THE OLDER POPULATION

Use the following strategies in preparing your commercials:

1. DO use words like elder, old, old age; and, in context, words such as experienced, wise, mature, and weathered.”

“DON’T use words or expressions like balding, granny, hag, old bag, peppery, spry, old goat, old foggy, little old lady, ... sagging ...face, cranky, cantankerous, [or] grouchy....”

“DO try to emphasize the positive aesthetic aspects of growing old: a face wrinkled with beauty; gray (or silver) hair blowing in the wind.”
2. AVOID euphemisms like autumn years, ... grandfatherly or grandmotherly, advancing years, golden years or golden agers, ripe old age, ‘not as young as I used to be,’ or ‘getting on.’”
3. ELDERS is preferred to senior citizens, seniors, the elderly, the aging (we are all aging), the aged, retirees, the older.”
4. Be careful, in general, of age-related adjectives. DON’T use the word senile as a general adjective. Instead of saying ‘She’s acting senile,’ be more specific: ‘She’s acting confused and disoriented.’”
5. AVOID medical stereotypes such as frail, feeble, gnarled, physically or mentally incapacitated, withered, [and] senile, ... unless you are describing a medical problem for specific relevant purposes.”

Davis, Richard H., Ph. D. Television and the Aging Audience.
University of Southern California Press, p. 83, Figure 1.