

Bibliography

- Abrams, L. (2010). *Oral History Theory*. London: Routledge.
- Achenbaum, W. A. (1997). 'Critical Gerontology' in A. Jamieson, S. Harper and C. Victor (eds) *Critical Approaches to Ageing and Later Life*. Buckingham, UK: Open University Press, pp.16–26.
- Adamo, A. (2006). 'Editorial'. *M Magazine*, 2, 83.
- Adnitti, J. and O'Mahoney, E. (2006). 'Pilates, Parties and Face Peels... The Rise of the Yummy Granny'. *Good Housekeeping Magazine*, April, pp.33–36.
- Allport, G. W. (1979, 25th anniversary ed.). *The Nature of Prejudice*. Reading, Mass.: Addison Wesley Publishing Company Inc.
- Althusser, L. (1971). 'Ideology and Ideological State Apparatuses' in L. Althusser *Lenin and Philosophy and Other Essays*. <http://www.marxists.org/reference/archive/althusser/1970/ideology.htm> (date accessed 30 April 2009).
- Anderson, K. A., Cimbal, A. M. and Maile, J. J. (2010). 'Hairstylists' Relationships and Helping Behaviors with Older Adult Clients', *Journal of Applied Gerontology* 29(3), 371–80.
- Andrews, M. (1999). 'The Seductiveness of Agelessness', *Ageing and Society* 19(3), 301–18.
- Andrews, M. (2000). 'Ageful and Proud', *Ageing and Society* 20, 791–95.
- Anthias, F. (2001). 'The Concept of "Social Division" and Theorising Social Stratification: Looking at Ethnicity and Class', *Sociology* 35(4), 835–54.
- Arber, S. and Ginn, J. (1991). *Gender and Later Life: A Sociological Analysis of Resources and Constraints*. London: Sage.
- Aronson, A. (2000). 'Reading Women's Magazines', *Media History* 6(2), 111–13.
- Astroff, R. (1997). 'Capital's Cultural Study: Marketing Popular Ethnography of US Latino Culture' in M. Nava (ed.) *Buy This Book: Studies in Advertising and Consumption*. London: Routledge, pp.120–36.
- Atkinson, M. (1973). *Formulating Lifetimes: The Normally Ordered Properties of Some Life Cycle Properties*, Unpublished MA (Econ) thesis, University of Manchester.
- Bakhtin, M. M. (1986). *Speech Genres and Other Late Essays*. Austin: University of Texas Press.
- Banyard, K. (2010). *The Equality Illusion: The Truth about Women and Men Today*. London: Faber and Faber.
- Barak, B. and Stern, B. (1985). 'Fantastic at Forty! The New Young Woman Consumer', *Journal of Consumer Marketing* 2(2), 41–54.
- Barker, C. and Galasiński, D. (2001). *Cultural Studies and Discourse Analysis: A Dialogue on Language and Identity*. London: Sage.
- Barletta, M. (2006). 'A World of Difference – Gender Trends of the New Millennium', Available from: http://www.annons.allersforlag.se/servlet/getdoc?meta_id=1401 (date accessed 28 November 2006).
- Barletta, M. (2007). *Primetime Women: How to Win the Hearts, Minds, and Business of Boomer Big Spenders*. Chicago, Illinois: Kaplan Publishers.
- Barnes Lipscomb, V. and Marshall, L. (eds) (2010). *Staging Age: The Performance of Age in Theatre, Dance, and Film*. New York: Palgrave Macmillan.

- Barthes, R. (1972). 'Myth Today' in A. Lavers (trans.) *Mythologies*. London: Granada Publishing Limited, pp.109–37.
- Barthes, R. (1977). *Image-Music-Text*. London: Fontana.
- Bartky, S. (1990). *Femininity and Domination: Studies in the Phenomenology of Oppression*. New York and London: Routledge.
- Bauman, Z. (2000). *Liquid Modernity*. Cambridge: Polity.
- Baumbusch, J. L. (2004). 'Unclaimed Treasures: Older Women's Reflections on Lifelong Singlehood', *Journal of Women and Aging* 16(1/2), 105–21.
- Beausoleil, N. (1994). 'Make-Up in Everyday Life: An Inquiry into the Practices of Urban American Women of Diverse Backgrounds' in N. Sault (ed.) *Many Mirrors: Body Image and Social Relations*. New Brunswick, New Jersey: Rutgers University Press, pp. 33–57.
- Beck, U. (2007). 'Beyond Class and Nation: Reframing Social Inequalities in a Globalising World', *The British Journal of Sociology* 58(4), 679–705.
- Becker, H. (2007). 'Visual Sociology, Documentary Photography and Photojournalism', *Telling about Society*. Chicago: University of Chicago Press, pp. 186–205.
- Bendick, M., Jackson, C. W. and Romero, J. H. (1997). 'Employment Discrimination Against Older Adults: An Experimental Study of Hiring Practices', *Journal of Aging and Social Policy* 8(4), 25–46.
- Benwell, B. and Stokoe, E. (2006). *Discourse and Identity*. Edinburgh: Edinburgh University Press.
- Benwell, B. and Stokoe, E. (2010). 'Analysing Identity in Interaction: Contrasting Discourse, Genealogical, Narrative and Conversation Analysis' in M. Wetherell and C. Talpade Mohanty (eds) *The SAGE Handbook of Identities*. London: Sage, pp. 82–103.
- Berger, E. D. (2006). '"Aging" Identities: Degradation and Negotiation in the Search for Employment', *Journal of Aging Studies* 20(4), 303–16.
- Bhatti, M. (2006). '"When I'm in the Garden I Can Create My Own Paradise": Homes and Gardens in Later Life', *Sociological Review* 54(2), 318–41.
- Biggs, S. (1997). 'Choosing Not to be Old? Masks, Bodies and Impression Management in Later Life', *Ageing and Society* 17(5), 533–53.
- Biggs, S., Phillipson, C., Leach, R. and Money, A. M. (2007). 'The Mature Imagination and Consumption Strategies. Age and Generation in the Development of a United Kingdom Baby Boomer Identity', *International Journal of Ageing and Later Life* 2(2), 31–59.
- Binstock, R. H. (2004). 'Anti-Ageing Medicine and Research: A Realm of Conflict and Profound Societal Implications'. *Journals of Gerontology Series A – Biological Sciences and Medical Sciences* 59, 523–33.
- Binstock, R. H. and Fishman, J. R. (2010). 'Social Dimensions of Anti-Ageing Science and Medicine' in D. Dannefer and C. Phillipson (eds) *The SAGE Handbook of Social Gerontology*. London: Sage, pp. 472–82.
- Binstock, R. H., Fishman, J. R. and Johnson, T. E. (2006, 6th ed.). 'Anti-Aging Medicine and Science: Social Implications' in R. Binstock and L. K. George (eds) *Handbook of Aging and the Social Sciences*. New York: Academic Press, pp. 436–55.
- Blaakilde, A. L. (2007). 'Löper Tiden Från Kronos? Om Kronologiserings Betydelse för Föreställningar om Ålder' [Does Time Emanate from Chronos? On the Impact of Chronology as Regards Conceptions of Age] in L. E. Jönsson

- and S. Lundin (eds) *Åldrandets Betydelser*. [The Meanings of Ageing]. Lund: Studentlitteratur, pp.25–51.
- Blaikie, A. (1994). 'Photographic Memory, Ageing and the Life Course', *Ageing and Society* 14(4), 479–97.
- Blaikie, A. (1995). 'Photographic Images of Age and Generation', *Education and Ageing* 10(1), 5–15.
- Blaikie, A. (1999). *Ageing and Popular Culture*. Cambridge: Cambridge University Press.
- Blaikie, A. and Hepworth, M. (1997). 'Representations of Old Age in Paintings and Photography' in A. Jamieson, S. Harper and C. Victor (eds) *Critical Approaches to Ageing and Later Life*. Buckingham, UK: Open University Press, pp. 101–17.
- Bordo, S. (1993). *Unbearable Weight: Feminism, Western Culture and the Body*. Berkeley and Los Angeles, CA and London: University of California Press.
- Bordo, S. (2003, 10th anniversary ed.). *Unbearable Weight: Feminism, Western Culture and the Body*. Berkeley and Los Angeles, California and London: University of California Press.
- Borell, K. and Ghazanfareon Karlsson, S. (2003). 'Reconceptualising Intimacy and Ageing. Living Apart Together' in S. Arber, K. Davidson and J. Ginn (eds) *Gender and Ageing: New Directions*. Buckingham, UK: Open University Press, pp. 47–62.
- Botelho, L. (2001). 'Old Age and Menopause in Rural Women of Early Modern Suffolk' in L. Botelho and P. Thane (eds) *Women and Ageing in British Society Since 1500*. London: Longman, pp.43–65.
- Bourdieu, P. (1977). *Outline of a Theory of Practice*. Cambridge: Cambridge University Press.
- Bourdieu, P. (1984). *Distinction: A Social Critique of the Judgement of Taste*. London: Routledge.
- Bourdieu, P. (1990). *Photography: A Middle-Brow Art*. Cambridge: Polity.
- BRAD (2008, October). *British Rate and Data*. London: Emap Media.
- Braun, V. and Clarke, V. (2006). 'Using Thematic Analysis in Psychology', *Qualitative Research in Psychology* 3, 77–101.
- Brembeck, H. (ed.) (2001). *Det Konsumerande Barnet: Representationer av Barn och Konsumtion i Svensk Dags- och Veckopress under 1900-talet med Utgångspunkt i Reklamannonser*. [The Consuming Child: Representations of Children and Consumption in Swedish News and Popular Press During the 1900s, with Advertising as Point of Departure] Göteborg [Etnologiska institutionen, Univ.]: Etnologiska fören i Västsverige.
- Brooke, L. and Taylor, P. (2005). 'Older Workers and Employment: Managing Age Relations', *Ageing and Society* 25(3), 415–29.
- Brooks, A. (2004). "'Under the Knife and Proud of It": An Analysis of the Normalization of Cosmetic Surgery', *Critical Sociology* 30(2), 207–39.
- Brooks, A. (2010). 'Aesthetic Anti-Ageing Surgery and Technology: Women's Friend or Foe?', *Sociology of Health and Illness* 32(2), 238–57.
- Brumberg, J. J. (1997). *The Body Project: An Intimate History of American Girls*. New York: Random House.
- Burkitt, I. (2008). *Social Selves: Theories of Self and Society* (2nd ed.). London: Sage.
- Businesslink (2011). <http://www.businesslink.gov.uk/bdotg/action/detail?itemId=1082249873&type=RESOURCES> (date accessed 10 July 2011).

- Butler, J. (1990). *Gender Trouble. Feminism and the Subversion of Identity*. New York and London: Routledge.
- Butler, R. (1969). 'Ageism: Another Form of Bigotry', *The Gerontologist* 9(3), 243–46.
- Butler, R., Etcoff, N., Orbach, S. and D'Agostino, H. (2006). *Beauty Comes of Age. Findings of the 2006 Dove Global Study on Aging, Beauty and Well-Being*. Commissioned by Dove, a Unilever company. Available from: <<http://www.campaignforrealbeauty.com/DoveBeautyWhitePaper.pdf/>> (date accessed 29 July 2011).
- Bytheway, B. (1995). *Ageism*. Buckingham, UK: Open University Press.
- Bytheway, B. (2000). 'Youthfulness and Agelessness', *Ageing and Society* 20, 781–89.
- Bytheway, B. (2005). 'Ageism' in M. L. Johnson, V. L. Bengston, P. G. Coleman and T. B. L. Kirkwood (eds) *Cambridge Handbook of Age and Ageing*. Cambridge: Cambridge University Press, pp. 338–45.
- Bytheway, B. (2011). *Unmasking Age. The Significance of Age for Social Research*. Bristol: The Policy Press.
- Bytheway, B. and Bornat, J. (2010). 'Recruitment for "The Oldest Generation" Project' in F. Shirani and S. Weller (eds) *Conducting Qualitative Longitudinal Research: Fieldwork Experiences*. University of Leeds: Timescapes Working Paper Series No. 2, pp. 20–33.
- Bytheway, B. and Johnson, J. (1998). 'The Sight of Age' in S. Nettleton and J. Watson (eds) *The Body in Everyday Life*. London: Routledge, pp. 243–56.
- Bytheway, B., Ward, R., Holland, C. and Peace, S. (2007). *Too Old: Older People's Accounts of Discrimination, Exclusion and Rejection*. London: Help the Aged.
- Calasanti, T. M. (2003). 'Theorizing Age Relations' in S. Biggs, A. Lowenstein and J. Hendricks (eds) *The Need for Theory: Critical Approaches to Social Gerontology for the 21st Century*. Amityville, New York: Baywood, pp. 199–218.
- Calasanti, T. (2005). 'Ageism, Gravity, and Gender: Experiences of Aging Bodies', *Generations* 29(3), 8–12.
- Calasanti, T. (2007). 'Bodacious Berry, Potency Wood and the Aging Monster: Gender and Age-Relations in Anti-Ageing Ads', *Social Forces* 86(1), 335–55.
- Calasanti, T. and Slevin, K. (2001). *Gender, Social Inequalities, and Aging*. New York: AltaMira Press.
- Cann, P. and Dean, M. (2009). *Unequal Ageing. The Untold Story of Exclusion in Old Age*. Bristol: Policy Press.
- Carelli, P. and Dahlström, U. (eds) (2005). *Veckovis: en Antologi om Svensk Veckopress*. [Weekly: An Anthology on Swedish Popular Press]. Helsingborg: Stadshistoriska Avdelningen, Dunkers Kulturhus.
- Carlin, A. (2003). 'Pro Forma Arrangements: The Visual Availability of Textual Artefacts', *Visual Studies* 18(1), 6–20.
- Carlson, T. (2005). 'Vad Kan en Radikal Lära av Veckopressen?' [What Can a Radical Learn from Popular Press?] in *Veckovis: en Antologi om Svensk Veckopress* [Weekly: An Anthology on Swedish Popular Press], pp. 49–51.
- Carpenter, L. M., Nathanson, C. A. and Kim, Y. J. (2006). 'Sex After 40?: Gender, Ageism, and Sexual Partnering in Midlife', *Journal of Aging Studies* 20(2), 93–106.

- Carr, D. (2004). 'The Desire to Date and Remarry among Older Widows and Widowers', *Journal of Marriage and Family* 66(4), 1051–68.
- Carrigan, M. and Szmigin, I. (1998). 'The Usage and Portrayal of Older Models in Contemporary Consumer Advertising', *Journal of Marketing Practice: Applied Marketing Science* 4(8), 231–48.
- Carrigan, M. and Szmigin, I. (1999a). 'The Portrayal of Older Characters in Magazine Advertising', *Journal of Marketing Practice: Applied Marketing Science* 5(6–8), 248–61.
- Carrigan, M. and Szmigin, I. (1999b). 'Model-Audience Relevance in Contemporary Advertising: Targeting the Cognitively Young', *Marketing and Research Today* 28(1), 1–9.
- Carrigan, M. and Szmigin, I. (2000a). 'Advertising in an Ageing Society', *Ageing and Society* 20, 217–33.
- Carrigan, M. and Szmigin, I. (2000b). 'Advertising and Older Consumers: Image and Ageism', *Business Ethics: A European Review* 9(1), 42–50.
- Carrigan, M. and Szmigin, I. (2003). 'Regulating Ageism in UK Advertising: An Industry Perspective', *Marketing Intelligence and Planning* 4(21), 198–204.
- Chivers, S. (2011). *The Silvering Screen: Old Age and Disability in Cinema*. Toronto: University of Toronto Press.
- Clarke, A. and Miller, D. (2002). 'Fashion and Anxiety', *Fashion Theory* 6(2), 191–214.
- Clarke, A. and Warren, L. (2007). 'Hopes, Fears and Expectations about the Future. What Do Older People's Stories Tell Us about Active Ageing?', *Ageing and Society* 27(4), 465–88.
- Cochrane, K. (2011). 'Mean, Moody, Misunderstood', *The Guardian*, 2 March, p. 23.
- Conrad, P. (2005). 'The Shifting Engines of Medicalization', *Journal of Health and Social Behavior* 46, 3–14.
- Conrad, P. and Schneider, J. W. (1992). *Deviance and Medicalization: From Badness to Sickness*. Philadelphia: Temple University Press.
- Coupland, J. (2003). 'Ageist Ideology and Discourses of Control in Skincare Product Marketing' in J. Coupland and R. Gwyn (eds) *Discourse, the Body, and Identity*. Basingstoke: Palgrave Macmillan, pp. 127–50.
- Coupland, J. (2007). 'Gendered Discourses on the "Problem" of Ageing: Consumerized Solutions', *Discourse and Communication* 1(1), 37–61.
- Coupland, J. (2009a). 'Discourse, Identity and Change in Mid-to-Late Life: Interdisciplinary Perspectives on Language and Ageing', *Ageing and Society* 29(6), 849–61.
- Coupland, J. (2009b). 'Time, the Body and the Reversibility of Ageing: Commodifying the Decade', *Ageing and Society* 29(6), 953–76.
- Coupland, J., Coupland, N., Giles, H. and Henwood, K. (1991). 'Formulating Age: Dimensions of Age Identity in Elderly Talk', *Discourse Processes* 14, 87–106.
- Coupland, J. and Gwyn, R. (2003). 'Introduction' in J. Coupland and R. Gwyn (eds) *Discourse, the Body, and Identity*. Basingstoke: Palgrave Macmillan, pp. 1–16.
- Coupland, N., Bishop, H., Williams, A., Evans, B. and Garrett, P. (2005). 'Affiliation, Engagement, Language Use and Vitality: Secondary School Students' Subjective Orientations to Welsh and Welshness', *International Journal of Bilingual Education and Bilingualism* 8, 1–24.

- Crane, D. (2000). *Fashion and Its Social Agendas: Class, Gender, and Identity in Clothing*. Chicago: University of Chicago Press.
- Crawford, R. (1980). 'Healthism and the Medicalization of Everyday Life', *International Journal of Health Services* 10(3), 365–88.
- Cristofovici, A. (1999). *Touching Surfaces: Photographic Aesthetics, Temporality, Aging*. New York: Editions Rodopi B.V.
- Cruikshank, M. (2003). *Learning to Be Old: Gender, Culture, and Aging*. Lanham, MD: Rowman and Littlefield.
- Davis, K. (1991). 'Remaking the She-Devil: A Critical Look at Feminist Approaches to Beauty', *Hypatia* 6(2), 21–43.
- Davis, K. (1995). *Reshaping the Female Body: The Dilemma of Cosmetic Surgery*. New York: Routledge.
- Davis, K. (1997). "'My Body is My Art": Cosmetic Surgery as Feminist Utopia?', *European Journal of Women's Studies* 4, 23–37.
- Davis, K. (2003). *Dubious Equalities and Embodied Differences: Cultural Studies on Cosmetic Surgery*. New York: Rowman and Littlefield.
- De Beauvoir, S. (1972). *The Second Sex*. Harmondsworth: Penguin.
- de Jong Gierveld, J. (2002). 'The Dilemma of Repartnering: Considerations of Older Men and Women Entering New Intimate Relationships in Later Life', *Ageing International* 27(4), 61–78.
- DeMichele, K. A. (2009). 'Memories of Suffering: Exploring the Life Story Narratives of Twice-Widowed Elderly Women', *Journal of Aging Studies* 23(2), 103–13.
- Dolan, J. and Tincknell, E. (eds) (2012). *Ageing Femininities, Troubling Representations*. Cambridge: Cambridge Scholars Press.
- Drigotas, S. M., Rusbult, C. E., Wieselquist, J. and Whitton, S. W. (1999). 'Close Partner as Sculptor of the Ideal Self: Behavioral Affirmation and the Michelangelo Phenomenon', *Journal of Personality and Social Psychology* 77(2), 293–323.
- Duncan, C. (2003). 'Assessing Anti-Ageism Routes to Older Worker Re-Engagement', *Work, Employment and Society* 17(1), 101–20.
- Duncan, C. and Loretto, W. (2004). 'Never the Right Age? Gender and Age-Based Discrimination in Employment', *Gender, Work and Organization* 11(1), 95–115.
- Edmondson, R. and Fairhurst, E. (2010). 'Representing and Interpreting Contemporary Images of Wisdom', Paper presented to *The International Sociological Association's 17th World Congress of Sociology*, Gothenburg, Sweden, 11–17 July.
- Edström, M. (2006). 'TV-Rummets Eliter: Föreställningar om Kön och Makt i Fakta och Fiktion' [Elites in the TV-Room: Conceptions on Gender and Power in Facts and Fiction] Dissertation. Göteborg [Gothenburg]: University of Gothenburg.
- Ekerdt, D. J. (1986). 'The Busy Ethic: Moral Continuity between Work and Retirement', *The Gerontologist* 26, 239–44.
- Elias, N. (1991). *The Society of Individuals*. Oxford: Blackwell.
- Entwistle, J. (2000). *The Fashioned Body: Fashion, Dress and Modern Social Theory*. Cambridge: Polity.
- Erikson, E. (1950). *Childhood and Society*. New York: Norton.
- Estes, C. L., Biggs, S. and Phillipson, C. (2003). *Social Theory, Social Policy and Ageing: A Critical Introduction*. Maidenhead: Open University Press.

- Faircloth, C. A. (ed.) (2003a). *Aging Bodies: Images and Everyday Experience*. Walnut Creek, California: AltaMira Press.
- Faircloth, C. A. (2003b). 'Different Bodies and the Paradox of Aging: Locating Aging Bodies in Images and Everyday Experience' in C. A. Faircloth (ed.) *Aging Bodies: Images and Everyday Experience*. Walnut Creek, California: AltaMira Press, pp. 1–26.
- Fairclough, N. (1995). *Critical Discourse Analysis: The Critical Study of Language*. Harlow: Longman.
- Fairclough, N. (2001, 2nd ed.). *Language and Power*. Harlow: Longman/ Pearson.
- Fairclough, N., Jessop, R. and Sayer A. (2004). 'A Critical Realism and Semiosis' in J. Joseph and J. Roberts (eds) *Realism, Discourse and Deconstruction*. London: Routledge, pp. 23–42.
- Fairclough, N. and Wodak, R. (1997). 'Critical Discourse Analysis' in T.A. van Dijk (ed.) *Discourse as Social Interaction*. London: Sage, pp. 258–84.
- Fairhurst, E. (1998). "'Growing Old Gracefully" as Opposed to "Mutton Dressed as Lamb": The Social Construction of Recognising Older Women' in S. Nettleton and J. Watson (eds) *The Body in Everyday Life*. London: Routledge, pp. 258–75.
- Fairhurst, E. (2005). 'Theorising Growing and Being Older: Connecting Physical Health, Well-Being and Public Health', *Critical Public Health* 15(1), 27–38.
- Fairhurst, E. and Baines, S. (2009). 'Positive Images of Ageing and the Production of Calendars' in R. Edmondson and H.-J. von Kondratowitz (eds) *Valuing Older People*. Bristol: Policy Press, pp. 277–82.
- Featherstone, M. (1991). 'The Body in Consumer Culture' in M. Featherstone, M. Hepworth and B. S. Turner (eds) *The Body: Social Process and Cultural Theory*. London: Sage, pp. 170–196.
- Featherstone, M. and Hepworth, M. (1991). 'The Mask of Ageing and the Postmodern Life Course' in M. Featherstone and B. S. Turner (eds) *The Body: Social Process and Cultural Theory*. London: Sage, pp. 371–89.
- Featherstone, M. and Hepworth, M. (1995). 'Images of Positive Ageing: A Case Study of *Retirement Choice Magazine*' in M. Featherstone and A. Wernick (eds) *Images of Ageing: Cultural Representation of Later Life*. London and New York: Routledge, pp. 29–47.
- Featherstone, M. and Hepworth, M. (2005). 'Images of Ageing: Cultural Representations of Later Life' in M. L. Johnson, V. L. Bengston, P. G. Coleman and T. B. L. Kirkwood (eds) *Cambridge Handbook of Age and Ageing*. Cambridge: Cambridge University Press, pp. 354–62.
- Featherstone, M. and Wernick, A. (eds) (1995a). *Images of Aging: Cultural Representations of Later Life*. London and New York: Routledge.
- Featherstone, M. and Wernick, A. (1995b). 'Introduction' in M. Featherstone and A. Wernick (eds) *Images of Ageing: Cultural Representations of Later Life*. London and New York: Routledge, pp. 1–16.
- Finch, J. (2007). 'Displaying Families', *Sociology* 41(1), 65–81.
- Finch, J. (2008). 'Naming Names: Kinship, Individuality and Personal Names', *Sociology* 42, 709–25.
- Findlay, D. A. and Miller, L. J. (2002, 3rd ed.). 'Through Medical Eyes: The Medicalization of Women's Bodies and Women's Lives' in B. S. Bolaria and H. D. Dickinson (eds) *Health, Illness, and Health Care in Canada*. Scarborough, Ontario: Nelson Thomson Learning, pp. 185–210.

- Fine, B. and Leopold, E. (1993). *The World of Consumption*. London: Routledge.
- Foucault, M. (1972). *The Archaeology of Knowledge*. London: Tavistock.
- Foucault, M. (1973). *The Birth of the Clinic*. London: Tavistock.
- Foucault, M. (1980). *Power/Knowledge*. Brighton: Harvester.
- Friedman, M. A., Dixon, A. E., Brownell, K. D., Whisman, M. A. and Wilfley, D. E. (1999). 'Marital Status, Marital Satisfaction, and Body Image Dissatisfaction', *International Journal of Eating Disorders* 26(1), 81–95.
- Furman, F. K. (1997). *Facing the Mirror: Older Women and Beauty Shop Culture*. New York: Routledge.
- Galasiński, D. (2004). *Men and the Language of Emotions*. Basingstoke: Palgrave Macmillan.
- Gerike, A. E. (1990). 'On Gray Hair and Oppressed Brains' in E. R. Rosenthal (ed.) *Women, Aging and Ageism*. New York: Harrington Park, pp.35–46.
- Ghazanfaraee Karlsson, S. and Borell, K. (2005). 'A Home of Their Own. Women's Boundary Work in LAT-Relationships', *Journal of Aging Studies* 19(1), 73–84.
- Giddens, A. (1991). *Modernity and Self Identity*. Cambridge: Polity.
- Gill, R. (2007). *Gender and the Media*. Cambridge: Polity.
- Gill, R. (2009). 'Mediated Intimacy and Postfeminism: A Discourse Analytic Examination of Sex and Relationships Advice in a Women's Magazine', *Discourse and Communication* 3(4), 345–69.
- Gilleard, C. (2005). 'Cultural Approaches to the Ageing Body' in M. L. Johnson, V. L. Bengtson, P. G. Coleman and T. B. Kirkwood (eds) *The Cambridge Handbook of Age and Ageing*. Cambridge: Cambridge University Press, pp. 156–64.
- Gilleard, C. and Higgs, P. (2000). *Cultures of Ageing: Self, Citizen and the Body*. Harlow: Pearson.
- Gilleard, C. and Higgs, P. (2005). *Contexts of Ageing: Class, Cohort and Community*. Cambridge: Polity.
- Gilleard, C. and Higgs, P. (2009). 'Field, Habitus or Identity?' in I. Rees, P. Higgs and D. J. Ekerdt (eds) *Consumption and Generational Change: The Rise of Consumer Lifestyles*. New Brunswick, New Jersey: Transaction Publishers, pp.23–36.
- Gimlin, D. (1996). 'Pamela's Place: Power and Negotiation in the Hair Salon', *Gender and Society* 10(5), 505–26.
- Gimlin, D. (2000). 'Cosmetic Surgery: Beauty as Commodity', *Qualitative Sociology* 23(1), 77–98.
- Gimlin, D. (2002). *Body Work: Beauty and Self-Image in American Culture*. Los Angeles, California: University of California Press.
- Goffman, E. (1959). *The Presentation of Self in Everyday Life*. London: Allen Lane.
- Gott, M. (2005). *Sexuality, Sexual Health and Ageing*. Berkshire, New York: Open University Press.
- Gough-Yates, A. (2003). *Understanding Women's Magazines: Publishing, Markets and Readership*. London: Routledge.
- Gradvall, J. (2006). Krönika. *Dagens Industri*. Available from: http://www.gradvall.se/artiklar.asp?entry_id=105 (date accessed 26 April 2009). (Column originally published in *Dagens Industri* 5 May 2006).
- Greco, A. J. (1987). 'Linking Dimensions of the Elderly Market to Market Planning', *The Journal of Consumer Marketing* 4(2), 47–52.
- Greer, G. (1996). *The Change: Women, Aging and the Menopause*. London: Hamish Hamilton.

- Gullette, M. M. (1997). *Declining to Decline: Cultural Combat and the Politics of the Midlife*. Charlottesville, Virginia: University Press of Virginia.
- Gullette, M. M. (2004). *Aged by Culture*. Chicago and London: University of Chicago Press.
- Gullette, M. M. (2011). *Agewise. Fighting the New Ageism in America*. Chicago and London: University of Chicago Press.
- Gunter, B. (1998). *Understanding the Older Consumer: The Grey Market*. London: Routledge.
- Hadden, S. C. and Lester, M. (1978). 'Talking Identity: The Production of "Self" in Interaction', *Human Studies* 1, 331–56.
- Hall, S. (ed.) (1997). *Representation. Cultural Representations and Signifying Practices*. London: Sage, in association with The Open University.
- Hall, S. (2000). 'Who Needs Identity?' in P. du Gay, J. Evans and P. Redman (eds) *Identity: A Reader*. London: Sage, pp. 15–30.
- Hareven, T. K. (1995). 'Changing Images of Aging and the Social Construction of the Life Course' in M. Featherstone and A. Wernick (eds) *Images of Aging: Cultural Representations of Later Life*. London and New York: Routledge, pp. 119–34.
- Harrison, B. (2002). 'Seeing Health and Illness Worlds – Using Visual Methodologies in a Sociology of Health and Illness: A Methodological Review', *Sociology of Health and Illness* 24, 856–72.
- Harvey, A. M. (2005). 'Becoming Entrepreneurs: Intersections of Race, Class and Gender at the Black Beauty Salon', *Gender and Society* 19(6), 789–808.
- Harwood, J. and Anderson, K. (2002). 'The Presence and Portrayal of Social Groups on Prime-Time Television', *Communication Reports* 15(2), 81–97.
- Harwood, J. and Giles, H. (1992). "'Don't Make Me Laugh": Age Representations in a Humorous Context', *Discourse and Society* 3, 403–36.
- Harwood, J. and Roy, A. (1999). 'The Portrayal of Older Adults in Indian and U.S. Magazine Advertisements', *The Howard Journal of Communications* 10, 269–80.
- Heilbrun, C. G. (1997). *The Last Gift of Time: Life Beyond Sixty*. New York: Ballantine.
- Hepworth, M. (1995). 'Positive Ageing. What Is the Message?' in R. Bunton, S. Nettleton and R. Burrows (eds) *The Sociology of Health Promotion*. London: Routledge, pp. 176–91.
- Hepworth, M. (2002). 'Using "Cultural Products" in Researching Images of Ageing' in A. Jamieson and C. R. Victor (eds) *Researching Ageing and Later Life*. London: Sage, pp. 80–95.
- Hepworth, M. (2003). 'Ageing Bodies: Aged by Culture' in J. Coupland and R. Gwyn (eds) *Discourse, the Body, and Identity*. Basingstoke: Palgrave Macmillan, pp. 89–106.
- Hermes, J. (1995). *Reading Women's Magazines: An Analysis of Everyday Media Use*. Cambridge: Polity.
- Hesse-Biber, S. (1996). *Am I Thin Enough Yet? The Cult of Thinness and the Commercialization of Identity*. New York: Oxford University Press.
- Highland Council (2010). <http://www.highland.gov.uk/yourcouncil/yourward/ward02/ward02-z-wardstats.htm> (date accessed 28 May 2010)
- Hirdman, A. (2001). *Tilltalande Bilder: Genus, Sexualitet och Publiksyn i Veckorevyn och Fib Aktuellt*. [Attractive Pictures: Gender, Sexuality and Public Address in *Veckorevyn* and *Fib Aktuellt*] PhD thesis. Stockholm: University of Stockholm.

- Hirsh, B. T., MacPherson, D. A. and Hardy, M. A. (2000). 'Occupational Age Structure and Access for Older Workers', *Industrial and Labor Relations Review* 53(3), 401–18.
- Hockey, J. and James, A. (2003). *Social Identities across the Life Course*. Basingstoke: Palgrave Macmillan.
- Hogan, S. (ed.) (1997). *Feminist Approaches to Art Therapy*. London: Routledge.
- Hogan, S. (ed.) (2003). *Gender Issues in Art Therapy*. London: Jessica Kingsley.
- Holland, P. (1991). 'Introduction: History, Memory and the Family Album' in J. Spence and P. Holland (eds) *Family Snaps: The Meanings of Domestic Photography*. London: Virago, pp. 1–14.
- Holstein, J. and Gubrium, J. (1995). *The Active Interview*. Thousand Oaks, California: Sage.
- Holstein, J. and Gubrium, J. (2000). *Constructing the Life Course*. New York: New Hall.
- Holstein, M. B. (2001–02). 'A Feminist Perspective on Anti-Aging Medicine', *Generations* 25(4), 38–43.
- Hummert, M. L., Garstka, T. A., Shaner, J. L. and Strahm, S. (1994). 'Stereotypes of the Elderly Held by Young, Middle-Aged, and Elderly Adults', *Journal of Gerontology: Psychological Sciences* 49, 240–49.
- Hurd Clarke, L. (1999). "'We're Not Old!": Older Women's Negotiation of Aging and Oldness', *Journal of Aging Studies* 13(4), 419–39.
- Hurd Clarke, L. (2008). 'Older Women's Bodies and the Self: The Construction of Identity in Later Life', *Canadian Review of Sociology* 38(4), 441–64.
- Hurd Clarke, L. (2011). *Facing Age: Women Growing Older in Anti-Aging Culture*. Lanham, MD: Rowman and Littlefield.
- Hurd Clarke, L. and Bundon, A. (2009). 'From "The Thing to do" to "Defying the Ravages of Age": Older Women Reflect on the Use of Lipstick', *Journal of Women and Aging* 1(3), 198–212.
- Hurd Clarke, L. and Griffin, M. (2007). 'The Body Natural and the Body Unnatural: Beauty Work and Aging', *Journal of Aging Studies* 21(3), 187–201.
- Hurd Clarke, L. and Griffin, M. (2008). 'Visible and Invisible Ageing: Beauty Work as a Response to Ageism', *Ageing and Society* 28(5), 653–74.
- Hurd Clarke, L. and Korotchenko, A. (2009). 'Older Women and Suntanning: The Negotiation of Health and Appearance Risks', *Sociology of Health and Illness* 31(5), 748–61.
- Hurd Clarke, L. and Korotchenko, A. (2010). 'Shades of Grey: To Dye or Not to Dye One's Hair in Later Life', *Ageing and Society* 30(6), 1011–26.
- Hurd Clarke, L., Griffin, M. and Maliha, K. (2009). 'Bat Wings, Bunions, and Turkey Wattles: Body Transgressions and Older Women's Strategic Clothing Choices', *Ageing and Society* 29(5), 709–26.
- Hurd Clarke, L., Repta, R. and Griffin, M. (2007). 'Non-Surgical Cosmetic Procedures: Older Women's Perceptions and Experiences', *Journal of Women and Aging* 19(3/4), 69–87.
- Huyck, M. (2001). 'Romantic Relationships in Later Life', *Generations* 25(2), 9–17.
- James, A. and Curtis, P. (2010). 'Family Displays and Personal Lives', *Sociology* 44, 1163–80.
- Jayyusi, L. (1991). 'The Equivocal Text and the Objective World: An Ethnomethodological Analysis of a News Report', *Continuum: The*

- Australian Journal of Media and Culture* 5(1), <http://www.mc.murdoch.edu.au/ReadingRoom/5.1/Jayyusi.html> (date accessed 02 March 2010).
- Jeffreys, S. (2005). *Beauty and Misogyny: Harmful Cultural Practices in the West*. New York: Routledge.
- Jenkins, R. (2008). *Social Identity*. London: Routledge.
- Johansson, B. (2005). *Barn i Konsumtionssamhället*. [Children in a Consumption Society] Stockholm: Norstedts Akademiska Förlag.
- Johnson, J. and Bytheway, B. (1997). 'Illustrating Care: Images of Care Relationships with Older People' in A. Jamieson, S. Harper and C. Victor (eds) *Critical Approaches to Ageing and Later Life*. Buckingham, UK: Open University Press, pp.132–42.
- Johnston, D. D. and Swanson, D. H. (2003). 'Invisible Mothers: A Content Analysis of Motherhood Ideologies and Myths in Magazines', *Sex Roles* 49(1/2), 21–33.
- Johnston, J. and Taylor, J. (2008). 'Feminist Consumerism and Fat Activists: A Comparative Study of Grassroots Activism and the Dove Real Beauty Campaign', *Signs: Journal of Women in Culture and Society* 33(4), 941–66.
- Jones, I. R. and Higgs, P. F. (2010). 'The Natural, the Normal and the Normative: Contested Terrains in Ageing and Old Age', *Social Science and Medicine* 71, 1513–19.
- Jones, I. R., Hyde, M., Victor, C. R., Wiggins, R. D., Gilleard, C. and Higgs, P. (2008). *Ageing in a Consumer Society: From Passive to Active Consumption in Britain*. Bristol, UK: Policy.
- Jutel, A. (2006). 'The Emergence of Overweight as a Disease Entity: Measuring Up Normality', *Social Science and Medicine* 63(9), 2268–76.
- Kalache, A., Barreto, S. M. and Keller, I. (2005). 'Global Ageing: The Demographic Revolution in All Cultures and Societies' in M. L. Johnson, V. L. Bengtson, P. G. Coleman and T. B. Kirkwood (eds) *The Cambridge Handbook of Age and Ageing*. Cambridge: Cambridge University Press, pp.30–46.
- Kanayama, T. (2003). 'Ethnographic Research on the Experience of Japanese Elderly People Online', *New Media and Society* 5(2), 267–88.
- Katz, S. (1995). 'Imagining the Life-Span: From Premodern Miracles to Postmodern Fantasies' in M. Featherstone and A. Wernick (eds) *Images of Aging: Cultural Representations of Later Life*. London and New York: Routledge, pp.61–78.
- Katz, S. (1996). *Disciplining Old Age: The Formation of Gerontological Knowledge*. Charlottesville, Virginia: University Press of Virginia.
- Katz, S. (2000). 'Busy Bodies: Activity, Aging, and the Management of Everyday Life', *Journal of Aging Studies* 14(2), 135–52.
- Katz, S. (2005). *Cultural Aging: Life Course, Life Style and Senior Worlds*. New York: Broadview Press.
- Kaufman, S. R. (1986). *The Ageless Self: Sources of Meaning in Late Life*. Madison, WI: University of Wisconsin Press.
- Kelsey, L. (2009). 'Would You Dare Go Grey? Linda Kelsey Embraces Every Woman's Worst Fear', *The Daily Mail*, 15 February.
- Kessler, E. M., Rakoczy, K. and Staudinger, U. M. (2004). 'The Portrayal of Older People in Prime Time Television Series: The Match with Gerontological Evidence', *Ageing and Society* 24, 531–52.

- Kinnunen, T. (2010). "A Second Youth": Pursuing Happiness and Respectability through Cosmetic Surgery in Finland', *Sociology of Health and Illness* 32(2), 258–71.
- Kontos, P. (2003). 'Alarmist Demography: Power, Knowledge and the Elderly Population', *Journal of Aging Studies* 17, 203–25.
- Krekula, C. (2007). 'The Intersection of Age and Gender: Reworking Gender Theory and Social Gerontology', *Current Sociology* 55, 155–71.
- Laslett, P. (1989). *A Fresh Map of Life: The Emergence of the Third Age*. London: Weidenfeld and Nicolson.
- Laslett, P. (1991). *A Fresh Map of Life: The Emergence of the Third Age*. Cambridge, Mass.: Harvard University Press.
- Laslett, P. (1996, 2nd ed.). *A Fresh Map of Life: The Emergence of the Third Age*. Basingstoke: Palgrave Macmillan.
- Latimer, J., Davis, T., Bagley, M. C. and Kipling, D. (2011). 'Ageing Science, Health Care and Social Inclusion of Older People', *Quality in Ageing and Older Adults* 12(1), 11–16.
- Laws, G. (1995). 'Understanding Ageism: Lessons from Feminism and Postmodernism', *The Gerontologist* 35(1), 112–18.
- Laz, C. (2003). 'Age Embodied', *Journal of Aging Studies* 17(4), 503–19.
- Lee, M., Carpenter, B., and Meyers, L. S. (2007). 'Representations of Older Adults in Television Advertisements', *Journal of Aging Studies* 21(1), 23–30.
- Lee, N. (2001). *Childhood and Society: Growing Up in an Age of Uncertainty*. Buckingham, UK: Open University Press.
- Lewis, D. C., Medvedev, K. and Seponski, D. M. (2011). 'Awakening to the Desires of Older Women: Deconstructing Ageism within Fashion Magazines', *Journal of Aging Studies* 25(2), 101–109.
- Liechty, T. and Yarnal, C. M. (2010). 'Older Women's Body Image: A Lifecourse Perspective', *Ageing and Society* 30(7), 1197–1218.
- Lindgren, M. (2005). *Rekordgenerationen: Vad de Vill och Hur de Tänker*. [The Recordgeneration: What they Want and How they Think]. Stockholm: Bookhouse Publishing.
- Lindgren, S. (2009). *Populärkultur: Teorier, Metoder och Analyser*. [Popular Culture: Theories, Methods and Analyses]. Stockholm: Liber.
- Loretto, W., Duncan, C. and White, J. P. (2000). 'Ageism and Employment: Controversies, Ambiguities, and Younger People's Perceptions', *Ageing and Society* 20(3), 279–302.
- Lövgren, K. (2009a). 'Se Lika Ung ut som du Känner Dig': *Kulturella Föreställningar om Ålder och Åldrande i Populärpress för Kvinnor över 40*. [Look as Young as You Feel'. Cultural Conceptions on Age and Ageing in Popular Press Aimed at Women over 40] PhD thesis. Linköping, Sweden: Linköping University.
- Lövgren, K. (2009b). 'Fyrtiotalist, 50-plussare, Mappie. Om Ålderskategorisering i Reklam och Populärpress [Born in the 1940s, 50-plusser, Mappie. On Age Categorisation in Advertising and Popular Press]. In H. Jönson (ed.) *Åldrande, Åldersordning, Ålderism*. [Ageing, Age Order, Ageism]. Norrköping: Nationella Institutet för Forskning om Äldre och Åldrande, Institutionen för Samhälls- och Välfärdsstudier, Linköpings Universitet [National Institute for the Study of Ageing and Later Life, Department of Social and Welfare Studies, University of Linköping], pp. 121–37.

- Lumme-Sandt, K. (2007). 'Kuluttajille Suunnattu Lääkemainonta 1980-luvulta 2000-luvulle'[Advertisements of OTC Drugs from the 1980s to 2000s. *Information Studies.*], *Tiedotustutkimus* 4, 64–76.
- Lumme-Sandt, K. (2011). 'Images of Ageing in a 50+ Magazine', *Journal of Aging Studies* 25, 45–51.
- Lunsford, D. A. and Burnett, M. S. (1992). 'Marketing Product Innovations to the Elderly: Understanding the Barriers to Adoption', *Journal of Consumer Marketing* 9, 53–63.
- MacDonald, B and Rich, C. (1983). *Look Me in the Eye: Old Women, Aging, and Ageism*. London: The Women's Press.
- Macdonald, M. (1995). *Representing Women: Myths of Femininity in the Popular Media*. London: Arnold.
- Majanen, P., Mellberg, L. and Norén, D. (2007). *Äldreliivsbranschen: en Framtidsbransch*. [Elderly as Line of Business. A Trade for the Future]. Stockholm: KK-Stiftelsen.
- Manchester City (2008a) www.manchester.gov.uk/site/scripts/documents_info.php?documentID=3428 (date accessed 27 May 2008).
- Manchester City (2008b) www.manchester.gov.uk/site/scripts/documents_info.php?categoryID=500099 (date accessed 1 October 2008).
- Margolin, L. and White, L. (1987). 'The Continuing Role of Physical Attractiveness in Marriage', *Journal of Marriage and the Family* 49, 21–27.
- Marshall, B. L. (2006). 'The New Virility: Viagra, Male Aging and Sexual Function', *Sexualities* 9, 345–62.
- Marshall, B. (2010). 'Science, Medicine and Virility Surveillance: "Sexy Seniors" in the Pharmaceutical Imagination', *Sociology of Health and Illness* 32(2), 211–24.
- Marshall, B. and Katz, S. (2002). 'Forever Functional: Sexual Fitness and Aging Male Body', *Body and Society* 8(4), 43–70.
- Marshall, H. (1991). 'The Social Construction of Motherhood: An Analysis of Childcare and Parenting Manuals' in A. Phoenix, A. Wollett and E. Lloyd (eds) *Motherhood. Meanings Practices and Ideologies*. London: Sage, pp. 67–85.
- Martin, R. (2003). 'Challenging Invisibility: Outrageous Agers' in S. Hogan, (ed.) *Gender Issues in Art Therapy*. London: Jessica Kingsley, pp. 194–220.
- Martin, R., and Spence, J. (1986). 'Photo Therapy: New Portraits for Old' in J. Spence (ed.) *Putting Myself in the Picture: A Political, Personal and Photographic Autobiography*. London: Camden Press, pp. 172–193.
- Maynard, M. (1994). "'Race", Gender and the Concept of "Difference" in Feminist Thought' in H. Afshar and M. Maynard (eds) *The Dynamics of 'Race' and Gender: Some Feminist Intervention*. London: Taylor and Francis, pp. 9–25.
- McCarthy, M. J. (2000). 'Captive Audiences: The Discourse of Close-Contact Service Encounters' in J. Coupland (ed.) *Small Talk*. London: Longman, pp. 84–109.
- McCracken, G. (1996). *Big Hair*. Munich: Deutscher Taschenbuch.
- McHugh, K. E. (2000). 'The "Ageless Self"? Emplacement of Identities in Sun Belt Retirement Communities', *Journal of Aging Studies* 14(1), 103–15.
- McHugh, K. E. (2003). 'Three Faces of Ageism: Society, Image and Place', *Ageing and Society* 23(2), 165–85.
- McMullin, J. A. and Marshall, V. W. (2001). 'Ageism, Age Relations, and Garment Industry Work in Montreal', *The Gerontologist* 41(1), 111–22.

- McVeigh, T. (2010). 'In the World of Fashion, Grey Hair Is In – If It Isn't Natural', *The Observer*, Sunday, 4 April.
- Mehlman, M. J., Binstock, R. H., Juengst, E. T., Ponsaran, R. S. and Whitehouse, P. J. (2004). 'Anti-Aging Medicine: Can Consumers Be Better Protected?', *The Gerontologist* 44(3), 304–10.
- Meyrowitz, J. (1985). *No Sense of Place: The Impact of Electronic Media on Social Behaviour*. New York: Oxford University Press.
- Miller, D. W., Leyell, T. S. and Mazachek, J. (2004). 'Stereotypes of the Elderly in U.S. Television Commercials from the 1950s to the 1990s', *International Journal of Aging and Human Development* 58(4), 315–40.
- Mills, C. W. (1959). *The Sociological Imagination*. London: Oxford University Press.
- Minichiello, V., Browne, J. A. N. and Kendig, H. A. L. (2000). 'Perceptions and Consequences of Ageism: Views of Older People', *Ageing and Society* 20(3), 253–78.
- Minois, G. (1989). *History of Old Age: From Antiquity to the Renaissance*. Chicago: University of Chicago Press.
- Morgan, D. (1996). *Family Connections*. Cambridge: Polity.
- Morris, A. (2007). 'E-Literacy and the Grey Digital Divide: A Review with Recommendations', *Journal of Information Literacy* 1(3), 13–28.
- Nationalencyclopedia*. [The National Encyclopedia] Available from: <<http://www.ne.se>> (date accessed 20 April 2009, search word: *Adultescent*) <<http://www.ne.se/lt.itag.bibl.liu.se/sok/adultescent?type=DICT>>.
- Negrin, L. (2002). 'Cosmetic Surgery and the Eclipse of Identity', *Body and Society* 8(4), 21–42.
- Nikander, P. (2008). 'Constructionism and Discourse Analysis' in J. A. Holstein and J. F. Gubrium (eds) *Handbook of Constructionist Research*. New York and London: The Guildford Press, pp. 413–28.
- Nikander, P. (2009). 'Doing Change and Continuity: Age Identity and the Micro-Macro Divide', *Ageing and Society* 29(6), 863–81.
- Öberg, P. (2002). 'Livslopp i Förändring' [A Changing Life Course] in L. Andersson (ed.) *Socialgerontologi*. [Social Gerontology] Lund: Studentlitteratur, pp. 44–64.
- Öberg, P. (2003). 'Images Versus Experience of the Aging Body' in C. A. Faircloth (ed.) *Aging Bodies: Images and Everyday Experience*. Walnut Creek, California: AltaMira Press, 103–39.
- Öberg, P. and Tornstam, L. (2001). Youthfulness and Fitness – Identity Ideals for All Ages?, *Journal of Aging and Identity* 6(1), 15–29.
- Pankarinkangas, K. (2007). "'Tahdon". Leskien Avioitumismotiivit ja Epäröinnin Syyt' ['Second Time: "I do". Motives and Hesitation Concerning the Remarriage of Widows and Widowers.'], *Gerontologia* 21(1), 2–16.
- Parkins, W. (1997). 'Taking *Liberty's*, Breaking Windows: Fashion, Protest and the Suffragette Public', *Continuum* 11(3), 37–46.
- Peccei, J. S. (2004, 2nd ed.). 'Language and Age' in L. Thomas, S. Wareing, I. Singh, J. S. Peccei, J. Thornborrow and J. Jones (eds) *Language, Society and Power. An Introduction*. London: Routledge, pp. 114–32.
- Perkins, T. E. (1996). 'Rethinking Stereotypes' in H. Baehr and A. Gray (eds) *Turning It On: A Reader in Women & Media*. London: Hodder Headline Group, pp. 21–23.
- Pfeil, U., Arhjan, R., Zaphiris, P. (2009). 'Age Differences in Online Social Networking – A Study of User Profiles and the Social Capital Divide among

- Teenagers and Older Users in Myspace', *Computers in Human Behavior* 25, 643–54.
- Phoenix, C. (2010). 'Auto-Photography in Aging Studies: Exploring Issues of Identity Construction in Mature Bodybuilders', *Journal of Aging Studies* 24(3), 145–66.
- Portelli, A. (1991). *The Death of Luigi Trastulli and Other Stories: Form and Meaning in Oral History*. New York: SUNY.
- Quadagno, J. S. (2005, 3rd ed.). *Aging and the Life Course: An Introduction to Social Gerontology*. Boston: McGraw-Hill.
- Rabinow, P. and Sullivan, W. M. (1987). *Interpretive Social Science: A Second Look*. London: University of California Press.
- Radway, J. (1984). *Reading the Romance: Women, Patriarchy and Popular Literature*. Chapel Hill: The University of North Carolina Press.
- Radway, J. (1997). *A Feeling for Books: The Book-of-the-Month Club, Literary Taste, and Middle-Class Desire*. Chapel Hill: The University of North Carolina Press.
- Ray, R. (1999). 'Researching to Transgress: The Need for Critical Feminism in Gerontology' in J. D. Garner (ed.) *Fundamentals of Feminist Gerontology*. Binghamton, New York: Haworth Press.
- Ray, R. (2004). 'Towards the Croning of a Feminist Gerontology', *Journal of Aging Studies* 18, 109–121.
- Reynolds, J. and Wetherell, M. (2003). 'The Discursive Climate of Singleness: The Consequences for Women's Negotiations of a Single Identity', *Feminism and Psychology* 13(4), 489–510.
- Richards, N., Warren, L. and Gott, M. (2012). 'The Challenge of Creating "Alternative" Images of Ageing: Lessons from a Project with Older Women', *Journal of Aging Studies*, 26(1), 65–78.
- Roberts, S. D. and Zhou, N. (1997). 'The 50 and Older Characters in the Advertisements of Modern Maturity: Growing Older, Getting Better?', *Journal of Applied Gerontology* 16(2), 208–20.
- Robinson, J. D., Skill, T. and Turner, J. W. (2004). 'Media Usage Patterns and Portrayals of Seniors' in J. F. Nussbaum and J. Coupland (eds) *Handbook of Communication and Aging Research*. Mahwah, N.J. Lawrence Erlbaum, pp. 423–46.
- Robinson, T., Gustafson, B. and Popovich, M. (2008). 'Perceptions of Negative Stereotypes of Older People in Magazine Advertisements: Comparing the Perceptions of Older Adults and College Students', *Ageing and Society* 28, 233–51.
- Rolph, S., Johnson, J. and Smith, R. (2009). 'Using Photography to Understand Change and Continuity in the History of Residential Care for Older People', *International Journal of Social Research Methodology* 12(5), 421–39.
- Rose, G. (2000). *Visual Methodologies: An Introduction to Interpreting Visual Objects*. London: Sage.
- Rose, G. (2003). 'Family Photographs and Domestic Spacings: A Case Study', *Transactions of the Institute of British Geographers* 28(1), 5–18.
- Roy A. and Harwood, J. (1997). 'Underrepresented, Positively Portrayed. Older Adults in Television Commercials', *Journal of Applied Communication Research* 25, 39–56.
- Rubin, A. M. and Rubin, R. B. (1986). 'Contextual Age as a Life-Position Index', *International Journal of Aging and Human Development*, 23(1), 27–45.

- Sacks, H. (1992). 'On Exchanging Glances, Lecture 11', *Lectures on Conversations*. Edited by G. Jefferson. Oxford: Blackwell, pp.81–94.
- Sacks, H., Schegloff, E. and Jefferson, G. (1974). 'A Simplest Systematic for the Organization of Turn-Taking for Conversation', *Language* 50(4), 696–735.
- Sanoma Magazines*. www.sanomamagazines.fi
- Sawchuk, K. A. (1995). 'From Gloom to Boom: Age, Identity and Target Marketing' in M. Featherstone and A. Wernick (eds) *Images of Ageing: Cultural Representations of Later Life*. London and New York: Routledge, pp.173–87.
- Scottish Government (2010). <http://www.scotland.gov.uk/Publications/2004/02/18876/32939> (date accessed 28 May 2010).
- Senioragency. *Om Oss*. [About Us] Available from: <<http://www.senioragency.se/>> Om oss. (date accessed 14 July 2008).
- Senioragency. *Seniors, Seniors, Did You Mean Seniors?* Available from: <<http://www.senioragency.com>> (date accessed 16 August 2006).
- Shilling, C. (1993). *The Body and Social Theory*. London: Sage.
- Shilling, C. (2003, 2nd ed.). *The Body and Social Theory*. London: Sage.
- Shilling, J. (2011). *The Stranger in the Mirror: A Memoir of Middle Age*. London: Chatto and Windus.
- Silva, E. and Bennett, T. (eds) (2004). *Contemporary Culture and Everyday Life*. London: Routledge-Cavendish.
- Simcock, P. and Sudbury, L. (2006). 'The Invisible Majority? Older Models in UK Television Advertising', *International Journal of Advertising* 25, 87–106.
- Simmel, G. (1904/1971). 'Fashion', *On Individuality and Social Forms: Selected Writings*, D.C. Levine (trans.). Chicago: University of Chicago Press.
- Slevin, K. F. (2006). 'The Embodied Experiences of Old Lesbians' in T. M. Calasanti and K. F. Slevin (eds) *Age Matters: Realigning Feminist Thinking*. New York: Routledge, pp.247–68.
- Sokolovsky, J. (1997). *The Cultural Context of Aging: Worldwide Perspectives*. Westport, CT: Bergin and Garvey.
- Sontag, S. (1979). 'Double Standard of Ageing' in J. Williams (ed.) *Psychology of Women*. New York: WW Norton, pp.462–78.
- Spence, J. (1986). *Putting Myself in the Picture: A Political, Personal and Photographic Autobiography*. London: Camden.
- Spitzack, C. (1990). *Confessing Excess: Women and the Politics of Body Reduction*. Albany, New York: State University of New York Press.
- Statistics Finland*. www.tilastokeskus.fi
- Sternbergh, A. (2006). 'Up with Grups', *New York Magazine*, 28 March. Available from: <<http://nymag.com/news/features/16529/>>.
- Stoddard, K. M. (1983). *Saints and Shrews: Women and Aging in American Popular Film*. Westport, Connecticut: Greenwood Press.
- Sturken, M. and Cartwright, L. (2001). *Practices of Looking: An Introduction to Visual Culture*. Oxford: Oxford University Press.
- Sum, S., Mathews, M. R., Pourghasem, M. and Hughes, I. (2008). 'Internet Technology and Social Capital: How the Internet Affects Seniors' Social Capital and Wellbeing', *Journal of Computer-Mediated Communication* 14, 202–20.
- Sunderland, J. (2000). 'Baby Entertainer, Bumbling Assistant and Line Manager: Discourses of Fatherhood in Parentcraft Texts', *Discourse and Society* 11(2), 249–74.

- Sutherland, R. (2008). 'To Dye or Not? It's a Bit of a Grey Area', *The Observer*, 28 May, p.35.
- Swayne, L. E., and Greco, A. J. (1987). 'The Portrayal of Older Americans in Television Commercials', *Journal of Advertising* 16, 47–54.
- Symonds, A. and Holland, C. (2008). 'The Same Hairdo: The Production of the Stereotyped Image of the Older Woman' in R. Ward and B. Bytheway (eds) *Researching Age and Multiple Discrimination*. London: Centre for Policy on Ageing, pp.26–44.
- Szmigin, I. and Carrigan, M. (2000). 'Does Advertising in the UK Need Older Models?', *Journal of Product and Brand Management* 9(2), 128–43.
- Szmigin, I. and Carrigan, M. (2001). 'Learning to Love the Older Consumer', *Journal of Consumer Behaviour* 1(1), 22–34.
- Tate, S. A. (2009). *Black Beauty: Aesthetics, Stylization, Politics*. Farnham, Surrey: Ashgate.
- Taylor, P. and Walker, A. (1998). 'Employers and Older Adults: Attitudes and Employment Practices', *Ageing and Society* 18(6), 641–58.
- Taylor, S. (2001). 'Locating and Conducting Discourse Analytic Research' in M. Wetherell, S. Taylor and S. Yates (eds) *Discourse as Data. A Guide for Analysis*. London: Sage, pp.5–48.
- The Holy Bible: King James Version (1769). Online edition: <http://www.kingjamesbibleonline.org/> (date accessed 2 April 2011).
- Thompson, P. (2011). 'Beauty Pageant Girl, Eight, Given Botox by Her Mother Is Taken into Care', *The Daily Mail*. <http://www.dailymail.co.uk/news/article-1387671/Kerry-Campbell-gave-daughter-Britney-8-botox-loses-social-services.html> (date accessed 26 August 2011)
- Thwaites, T., Davis, L., and Mules, W. (2002). *Introducing Cultural and Media Studies: A Semiotic Approach*. Basingstoke: Palgrave Macmillan.
- Tiefer, L. (1994). 'The Medicalization of Impotence: Normalizing Phallogentrism', *Gender and Society* 8, 363–77.
- Townsend, J., Godfrey, M. and Denby, T. (2006). 'Heroines, Villains and Victims: Older People's Perceptions of Others', *Ageing and Society* 26(6), 883–900.
- Travis, C. B., Meginnis, K. L. and Bardari, K. M. (2000). 'Beauty, Sexuality and Identity: The Social Control of Women' in C. B. Travis and J. W. White (eds) *Sexuality, Society and Feminism*. Washington, DC: American Psychological Association.
- Tréguer, J. P. (2002). *50+ Marketing. Marketing, Communication and Selling to the Over 50s Generations*. Basingstoke: Palgrave Macmillan.
- Tulle, E. (2003). 'Sense and Structure: Toward a Sociology of Old Bodies' in S. Biggs, A. Lowenstein and J. Hendricks (eds) *The Need for Theory: Critical Approaches to Social Gerontology for the 21st Century*. Amityville, New York: Baywood, pp.91–104.
- Tulle, E. (2008a). *Ageing, the Body and Social Change: Running in Later Life*. Basingstoke: Palgrave Macmillan.
- Tulle, E. (2008b). 'Acting Your Age? Sports Science and the Aging Body', *Journal of Aging Studies* 22, 340–47.
- Tulle-Winton, E. (2000). 'Old Bodies' in P. Hancock, B. Hughes, E. Jagger, K. Paterson, R. Russell, E. Tulle-Winton and M. Tyler (eds) *The Body, Culture and Society: An Introduction*. Buckingham, UK: Open University Press, pp.64–83.

- Turner, J. (2010). 'Losing the Beauty of an Older Woman: Are We So Used to Airbrushed Celebrity Glamour That We Can No Longer See the Beauty of an Older Woman?', *Times Online*. 15 June. (http://www.timesonline.co.uk/tol/life_and_style/article7149916.ece)
- TV4-Gruppen (2009). Prislister för Annonsering hos TV4-Gruppen. [Pricelists for Advertising with the TV4-Group], Available from: http://www.tv4.se/1.829873/2009/01/29/prislister_for_annonsering_hos_tv4_gruppen (date accessed 28 October 2010).
- Twigg, J. (2004). 'The Body, Gender, and Age: Feminist Insights in Social Gerontology', *Journal of Aging Studies* 18(1), 59–73.
- Twigg, J. (2006). *The Body in Health and Social Care*. Basingstoke: Palgrave Macmillan.
- Twigg, J. (2007). 'Clothing, Age and the Body: A Critical Review', *Ageing and Society* 27(2), 285–305.
- Twigg, J. (2009). 'Clothing, Identity and the Embodiment of Age' in J. Powell and T. Gilbert (eds) *Aging and Identity: A Postmodern Dialogue*. New York: Nova Science Publishers, pp.93–104.
- Twigg, J. (2010). 'How Does Vogue Negotiate Age: Fashion, the Body and Age', *Fashion Theory* 14(4), 471–90.
- Twigg, J. (2012). *Fashion and Age: Dress, the Body and Later Life*. Oxford: Berg.
- United Nations. (2002). *Second World Assembly on Ageing. Madrid International Plan of Action on Ageing*. New York: United Nations.
- Uotila, H., Lumme-Sandt, K. and Saarenheimo, M. (2010). 'Lonely Older People as a Problem in Society – Construction in Finnish Media', *International Journal of Ageing and Later Life* 5(2), 103–30.
- Ursic, A. C., Ursic, M. L. and Ursic, V. L. (1986). 'A Longitudinal Study of the Use of the Elderly in Magazine Advertising', *Journal of Consumer Research* 13, 131–33.
- Vakimo, S. (2001). *Paljon Kokeva, Vähän Näkyvä. Tutkimus Vanhaa Naista Koskevistä Kulttuurisista Käsitteistä ja Vanhan Naisen Elämäkäytännöistä*. [Out of Sight, but Full of Life: A Study of Cultural Conceptions of Old Women and Their Life Practices]. Helsinki: Suomalaisen Kirjallisuuden Seura [Finnish Literature Society].
- van Dijk, T. A. (1993). 'Editor's Foreword to Critical Discourse Analysis', *Discourse and Society* 4(1), 131–2.
- Victor, C. (2010). 'The Demography of Ageing' in D. Dannefer and C. Phillipson (eds) *The SAGE Handbook of Social Gerontology*. London: Sage, pp.61–74.
- Vincent, J. (2003). *Old Age*. London: Routledge.
- Vincent, J. A., Tulle, E. and Bond, J. (2008). 'The Anti-Ageing Enterprise: Science, Knowledge, Expertise, Rhetoric and Values', *Journal of Aging Studies* 22, 291–94.
- Walker, H., Grant, D., Meadows, M. and Cook, I. (2007). 'Women's Experiences of Age Discrimination in Employment: Implications for Research and Policy', *Social Policy and Society* 6(1), 37–48.
- Waller, D. (1993). *Group Interactive Art Therapy: Its Use in Training and Treatment*. London: Routledge.
- Walter, H. (2011). *Facing It. Reflections on Images of Older Women*. London: Facing It Publications.

- Walters, N. (2005). 'Learn to Love Your Tree, Baby: When a Cosmetics Company Launches a Campaign for Real Beauty, You Know Feminism Is in Deep Trouble', *The Guardian*, Comment 6 January. <http://www.guardian.co.uk/media/2005/jan/06/advertising.gender> (date accessed 26 August 2011).
- Walters, N. (2010). *Living Dolls: The Return of Sexism*. London: Virago Press.
- Wang, C. and Burris, M. A. (1994). 'Empowerment through Photovoice: Portraits of Participation'. *Health Education Quarterly* 21(2), 171–86.
- Ward, R. and Holland, C. (2011). '“If I Look Old, I Will Be Treated Old”: Hair and Later-Life Image Dilemmas', *Ageing and Society* 31, 288–307.
- Ward, R., Jones, R., Hughes, J., Humberstone, N. and Pearson, R. (2008). 'Intersections of Ageing and Sexuality: Accounts from Older People' in R. Ward and B. Bytheway (eds) *Researching Age and Multiple Discrimination*. London: Centre for Policy on Ageing, pp. 45–72.
- Wassell, J. I. (2011) 'Business and Aging: The Boomer Effect on Consumers and Marketing' in R. A. Jr Settersten and J. L. Angel (eds) *Handbook of Sociology of Aging*. London: Springer, pp. 351–59.
- Weber, S. and Mitchell, C. (2004). 'Dress Stories' in S. Weber and C. Mitchell (eds) *Not Just Any Dress: Narratives of Memory, Body and Identity*. New York: Lang, pp 3–9.
- Weitz, R. (2001). 'Women and Their Hair: Seeking Power through Resistance and Accommodation', *Gender and Society* 15(5), 667–86.
- West, C. and Fenstermaker, S. (1995). 'Doing Difference', *Gender and Society* 9(1), 8–37.
- West, C. and Zimmerman, D. (1987). 'Doing Gender', *Gender and Society* 1(2), 125–51.
- Wetherell, M. (2010). 'The Field of Identity Studies' in M. Wetherell and C. Talpade Mohanty (eds) *The SAGE Handbook of Identities*. London: Sage, pp. 3–26.
- White, P., Young, K. and Gillett, J. (1995). 'Body Work as a Moral Imperative: Some Critical Notes on Health and Fitness', *Loisir and Société* 18(1), 159–83.
- Williams, A., Wadleigh, P. M. and Ylänne, V. (2010). 'Images of Older People in UK Magazine Advertising: Toward a Typology', *International Journal of Aging and Human Development* 71(2), 83–114.
- Williams, A., Ylänne, V. and Wadleigh, P. M. (2007). 'Selling the “Elixir of Life”: Images of the Elderly in an *Olivio* Advertising Campaign', *Journal of Aging Studies* 21(1), 1–21.
- Williams, A., Ylänne, V., Wadleigh, P. M. and Chen, C.-H. (2010). 'Portrayals of Older Adults in UK Magazine Advertisements: Relevance of Target Audience', *Communications: European Journal of Communication Research* 35, 1–27.
- Williams, R. (1976). *Keywords. A Vocabulary of Culture and Society*. Glasgow: Fontana.
- Wilson, G. (2000). *Understanding Old Age: Critical and Global Perspectives*. Thousand Oaks, CA: Sage.
- Winship, J. (1987). *Inside Women's Magazines*. London: Pandora.
- Wolf, N. (1991). *The Beauty Myth*. New York: Anchor.
- Wolkowitz, C. (2006). *Bodies at Work*. London: Sage.
- Woodward, K. (1991). *Aging and Its Discontents: Freud and Other Fictions*. Bloomington: Indiana University Press.
- Woodward, K. (2006). 'Performing Age, Performing Gender', *NWSA Journal* 18(1), 162–89.

- Wray, A., Evans, B., Coupland, N. and Bishop, H. (2003). 'Singing in Welsh, Becoming Welsh: "Turfiging" a "Grass Roots" Identity', *Language Awareness* 12, 49–71.
- Xie, B. (2008). 'Multimodal Computer-Mediated Communication and Social Support among Older Chinese Internet Users', *Journal of Computer-Mediated Communication* 13, 728–50.
- Ylänne, V., Williams, A. and Wadleigh, P. M. (2009). 'Ageing Well? Older People's Health and Well Being as Portrayed in UK Magazine Advertisements', *International Journal of Ageing and Later Life* 4(2), 33–62.
- Ylänne-McEwen, V. (1999). "'Young at Heart": Discourses of Age Identity in Travel Agency Interaction', *Ageing and Society* 19(4), 417–40.
- Ylänne-McEwen, V. (2000). 'Golden Times for Golden Agers. Selling Holidays as Lifestyle for the Over 50s', *Journal of Communication* 50(3), 83–99.
- Zalot, M. (2001). 'Wall Calendars: Structured Time, Mundane Memories and Disposable Images', *Journal of Mundane Behavior* 2(3) www.mundanebehavior.org/issues/v2n3/jmb
- Zeiss, A. and Kasl-Godley, J. (2001). 'Sexuality in Older Adults' Relationships', *Generations* Summer, 18–25.
- Zhang, Y. B., Harwood, J., Williams, A., Ylänne-McEwen, V., Wadleigh, P. M. and Thimm, C. (2006). 'The Portrayal of Older Adults in Advertising: A Cross-National Review', *Journal of Language and Social Psychology* 25, 264–280.

Index

- Abrams, L., 183
Achenbaum, W. A., 150
active ageing, 41, 69, 192, 217, 220–21
Adnitti, J., 86
advertising, 112, 115, 117, 119, 141, 143, 152, 155, 159, 168, 227, 228
 of anti-ageing products, 19–35, 116
 for over 50s, 13, 36–51, 53–67
age discrimination, 19, 26, 49, 58, 105, 116–17, 123–27, 229
age inequality, 19, 33
ageing skin, 26, 35, 60, 89, 104, 106–9, 110, 112, 152, 155–56, 159, 165, 198, 202
ageism, 19–21, 27, 33, 40, 58, 105, 111, 114, 117, 120, 121, 122, 137, 144–45, 153
age relations, 19–20, 25–27, 32, 33, 103
age slippage, 136–37, 143–44, 145, 228
Allport, G. W., 87
Althusser, L., 87
Anderson, K., 36
Anderson, K. A., 128
Andrews, M., 20, 133, 189
Anthias, F., 132
anti-ageing medicine, 23, 105
anti-ageing merchants, 25, 27–28, 31
anti-ageing products, 15–16, 19–35, 56, 65, 105, 110–13, 119–20, 153, 165, 228
anti-ageing treatments, 15, 20, 112
appearance
 and age, 30, 32, 85, 93–94, 103–4, 145, 199–202
 and hair, 117, 124, 127, 156, 159
 and health, 105, 110, 113–14, 150
 and skin, *see* ageing skin
Arber, S., 151
Arhjan, R., 231
Aronson, A., 132
art-elicitation, 150–51
Astroff, R., 60
Atkinson, M., 199
baby boomers, 22, 38, 50, 55–56, 62, 228
Baines, S., 192
Bakhtin, M. M., 4
Banyard, K., 151
Barak, B., 64, 65
Barker, C., 85
Barletta, M., 60
Barnes Lipscomb, V., 231
Barthes, R., 8, 84, 85, 88, 91
Bartky, S., 103, 104, 149
Bauman, Z., 133
Baumbusch, J. L., 82
Beausoleil, N., 103, 104, 109
beauty work, 103–14, 120, 130
Beck, U., 166
Becker, H., 191
Bendick, M., 105
Bennett, T., 130
Benwell, B., 4, 117
Berger, E. D., 105
Bhatti, M., 178
Biggs, S., 20, 50, 224
Binstock, R. H., 15, 20
Blaakilde, A. L., 64
Blaikie, A., 59, 69, 191, 208
body
 and ageing, 20–21, 24, 31, 113, 116, 150, 160, 164, 192, 196, 198–99, 229
 discourse of, 9
 ideal female body, 104, 106, 153, 164
Bond, J., 50, 189
Bordo, S., 103, 104, 105, 149
Borell, K., 68, 77
Bornat, J., xii, 11, 169–88, 229
Botelho, L., 150
Bourdieu, P., 10, 117, 130, 170, 179, 213

- Braun, V., 150
 Brembeck, H., 60
 Brooke, L., 19
 Brooks, A., 105, 113
 Browne, J. A. N., 20
 Brumberg, J. J., 103
 Bundon, A., 103
 Burkitt, I., 209
 Burnett, M. S., 37
 Burris, M. A., 209
 Butler, J., 4
 Butler, R., 19
 Bytheway, B., xii, 9, 11, 103, 116, 117,
 131, 164, 169–88, 189, 191, 194,
 205, 229
- Calasanti, T., xii, 15, 19–35, 103, 149,
 226, 227, 228
 calendars, 189–206, 230
 Cann, P., 231
 Carlin, A., 190, 202
 Carlson, T., 56
 Carpenter, B., 36
 Carpenter, L. M., 105
 Carr, D., 68, 69
 Carrigan, M., 36, 37, 56, 58, 64, 65
 Cartwright, L., 65
 celebrities, 7, 41, 69, 93, 119, 141,
 153–54, 161, 229
 Chen, C.-H., xii, 13, 36–52, 226, 227
 Chivers, S., 231
 Cimbali, A. M., 128
 Clarke, A., 138, 164
 Clarke, V., 150
 clothing, 30, 133, 137, 139, 165
see also dress
 Cochrane, K., 151
 Conrad, P., 34
 consumerism, 27, 39, 50, 65, 227, 231
 consumption, 20, 23, 25–26, 39,
 54, 58, 60, 66, 129–30, 132–33,
 139, 146
 content analysis, 22, 36, 70, 133
 Coupland, J., xi, 4, 6, 10, 104, 109,
 113, 115, 141, 164, 165, 189
 Coupland, N., xi, 5
 Crane, D., 104
 Crawford, R., 105
 Cristofovici, A., 151
 critical discourse analysis, 4, 39–40
 Cruikshank, M., 151
 cultural capital, 59, 128, 207–10,
 213–16, 224
 Curtis, P., 187
- Davis, K., 103, 104, 105
 Davis, L., 85
 Dean, M., 231
 death, 22, 28, 46, 48, 50, 68, 113,
 183, 192
 De Beauvoir, S., 165
 de Jong Gierveld, J., 68
 DeMichele, K. A., 82
 Denby, T., 20
 diaries, 124, 169, 171–72, 179–80,
 185–86
 discourse analysis, 14, 70, 189
 discursive turn, 3, 7
 display
 of families, 169–87
 of identity, 5, 12
 divorce, 68, 70, 76, 78–79
 doing age, 54
 doing gender, 103, 105–6, 109, 113–14
see also gender
 Dolan, J., 231
 dress, 20, 22, 30, 85, 125, 133,
 138–39, 140, 144–45
see also clothing
 Drigotas, S. M., 105
 Duncan, C., 19, 105
- Edmondson, R., 190, 206
 Edström, M., 57
 Ekerdt, D. J., 39
 Entwistle, J., 133
 Erikson, E., 3
 Estes, C. L., 20
 euphemism, 48, 60
- face, 106, 107–8, 109–12, 156, 201
 facelift, 23, 107, 109, 153
 Faircloth, C. A., 121, 150
 Fairclough, N., 6, 41, 227
 Fairhurst, E., xii–xiii, 14, 15, 139,
 189–206, 230
 family photographs, 169–87,
 215, 229

- family relationships, 48, 51, 77, 170,
179, 183, 186, 229
- fashion
and older women, 30, 132–46
- fashion industry, 104, 134, 137,
142–45
- fashion magazines, 134, 135, 141
- Featherstone, M., 2, 6, 20, 64, 69, 84,
105, 116, 121, 150, 191, 192
- Fenstermaker, S., 54
- Finch, J., 170, 171, 186
- Findlay, D. A., 105
- Fine, B., 134
- Fishman, J. R., 15, 20
- Foucault, M., 4, 9
- Fourth Age, 59, 77, 166, 231
- Friedman, M. A., 105
- Furman, F. K., 103, 127
- Galasiński, D., 71, 85
- Garstka, T. A., 49
- gender, 27, 56, 105, 117, 120, 132,
186, 221
see also doing gender
- Gerike, A. E., 119
- Ghazanfareon Karlsson, S., 68, 77
- Giddens, A., 5, 13, 133
- Giles, H., 36, 43
- Gill, R., 56, 80, 151
- Gilleard, C., 13, 56, 60, 133, 164, 221
- Gillett, J., 105
- Gimlin, D., 103, 104, 128, 130
- Ginn, J., 151
- Godfrey, M., 20
- Goffman, E., 3, 10
- Gott, M., 89
- Gough-Yates, A., 132, 136
- Gradvall, J., 61
- grandmother, 84–99
- grandparenthood, 45, 88, 90, 97, 228
- Greco, A. J., 36, 37, 40
- Greer, G., 151, 154, 165
- greying hair, 115–31, 159, 198, 202
see also hair
- grey market, 14, 37, 61, 131
- Griffin, M., 103, 105, 109, 120
- Gubrium, J., 64, 65
- Gullette, M. M., 10, 119, 121, 231
- Gunter, B., 36
- Gustafson, B., 36
- Gwyn, R., 10
- Hadden, S. C., 6
- hair, 24, 103, 115, 117, 124, 152, 156,
158, 159, 165, 196, 202
see also greying hair
- hairstyling, 117, 124–25, 127–30, 229
- Hall, S., 4, 8
- Hardy, M. A., 105
- Hareven, T. K., 84
- Harrison, B., 209
- Harvey, A. M., 127
- Harwood, J., 36, 43
- healthism, 105
- Heilbrun, C. G., 165, 166
- Hepworth, M., 2, 6, 10, 20, 69, 84,
105, 121, 191, 192, 208
- Hermes, J., 132, 138, 146
- Hesse-Biber, S., 103
- Higgs, P., 13, 56, 60, 133, 164,
166, 221
- Hirdman, A., 56
- Hockey, J., 64
- Hogan, S., 152, 168
- Holland, C., xiii, 10, 11, 115–31, 229
- Holland, P., 170, 186
- Holstein, J., 64, 65
- Holstein, M. B., 103
- human growth hormone (hGH),
23–26, 32, 34
- Hummert, M. L., 49
- Hurd Clarke, L., xiii, 10, 20, 103–14,
120, 149, 150, 151, 166, 202,
226, 229
- Huyck, M., 71
- idealized feminine beauty, 103
- identity
and appropriateness, 127
and the body, 10, 33, 164
and clothes, 133
as a concept, 2–8
and consumption, 62, 66
and coupledom, 74
and culture, 221–23
and gender, 105, 113, 130, 160
and the lifecourse, 49, 51, 133, 166,
209, 224

- interviews, 21, 27, 53, 54, 69, 90, 106, 123, 133, 150, 169, 183, 217, 230
- intimate relationships in older age, 68–83, 227
- Jackson, C. W., 105
- Jagger, E., 225
- James, A., 64, 187
- Jayyusi, L., 193, 199, 204
- Jefferson, G., 87
- Jeffreys, S., 103
- Jenkins, R., 209
- Jessop, R., 6
- Johansson, B., 54, 58
- Johnson, J., 11, 116, 117, 174, 191, 194
- Johnson, T. E., 20
- Johnston, D. D., 91, 99
- Johnston, J., 165
- Jones, I. R., 56, 166
- Jutel, A., 105, 110
- Kalache, A., 12
- Kanayama, T., 231
- Kasl-Godley, J., 81
- Katz, S., xi, 13, 20, 50, 81, 145, 167, 191, 192
- Kelsey, L., 121
- Kendig, H. A. L., 20
- Kessler, E. M., 36
- Kim, Y. J., 105
- King, N., xiii, 19–35
- Kinnunen, T., 104
- Kontos, P., 209
- Korotchenko, A., xiii, 10, 103–14, 120, 202, 226, 229
- Krekula, C., 199
- Laslett, P., 6, 60, 81, 166, 212, 218
- Latimer, J., 15
- Laws, G., 19, 20
- Laz, C., 20
- Lee, M., 36
- Lee, N., 58, 59
- Leopold, E., 134
- Lester, M., 6
- Lewis, D. C., 104
- Leyell, T. S., 36
- Liechty, T., 150, 166
- Lindgren, M., 55, 61
- Lindgren, S., 61
- Loretto, W., 105
- love
for family, 48–49, 51, 88, 99, 179
in older age, 48, 70–73, 82, 227
- Lövgren, K., xiii–xiv, 14, 53–67, 226, 228
- Lumme-Sandt, K., xiv, 14, 68–83, 226, 227
- Lunsford, D. A., 37
- MacDonald, B., 154
- Macdonald, M., 56
- MacPherson, D. A., 105
- magazines
third age magazines, 56–57, 68–83
women's magazines, 84–99, 132–46
- Maile, J. J., 128
- Majanen, P., 55, 61
- make-up, 104, 106, 110, 111, 113, 141, 165
- Maliha, K., 103
- marginalization, 82, 212, 217, 218–19, 223, 224, 230
- Margolin, L., 105
- marketing
to older consumers, 37–40, 51, 53–67
see also silver marketing
- marriage, 50, 69, 70–78, 82
- Marshall, B. L., 34, 81, 82
- Marshall, H., 88, 90, 99
- Marshall, L., 231
- Marshall, V. W., 105
- Martin, R., 160, 166, 168
- Maynard, M., 132
- Mazachek, J., 36
- McCarthy, M. J., 130
- McCracken, G., 130
- McHugh, K. E., 20, 39, 40, 83, 164
- McMullin, J. A., 105
- McVeigh, T., 119
- media
and advertising, 19–35, 36–51, 57, 64
and age identity, 65, 107–8, 119, 131, 152–55, 161–62
and appearance, 111–12, 117–20, 137–41
and depiction of relationships, 53–67, 68–83
and gender identity, 30, 84, 104, 132, 141, 149–50

- Medvedev, K., 104
 Mehlman, M. J., 21
 Mellberg, L., 55
 Meyrowitz, J., 85
 Miller, D., 138
 Miller, D. W., 36
 Miller, L. J., 105
 Mills, C. W., 225
 Minichiello, V., 20
 Minois, G., 150
 Mitchell, C., 140
 Morgan, D., 170
 Morris, A., 123
 motherhood, 84, 88–91
 mothering, 88, 90, 92
 myths of ageing, 85–86, 91, 98–99
- Nathanson, C. A., 105
 Negrin, L., 104
 Nikander, P., 4, 7
 Norén, D., 55
- Öberg, P., 6, 20, 64, 117
 oldest generation, 169, 179, 185, 229
 O'Mahoney, E., 86
- Pankarinkangas, K., 68
 Parkins, W., 150, 168
 Peace, S., 131
 Peccei, J. S., 92
 performance, 170
 identity as, 2
 Perkins, T. E., 90
 Pfeil, U., 231
 Phillipson, C., 20
 Phoenix, C., 192
 photographs
 autobiographic, 214–25
 of body, 155, 156
 of family, 169–87
 of fashion, 104
 phototherapy, 150, 160–63, 166
 Popovich, M., 36
 Portelli, A., 183
 positive ageing, 51, 59, 83, 164, 166, 189–93, 199, 204, 230
- Quadagno, J. S., 19
- Rabinow, P., 150
 Radway, J., 53
 Ray, R., 150, 166
 Repta, R., 103
 Reynolds, J., 82
 Richards, N., xiv, 11, 149–68, 226, 229
 Roberts, S. D., 36
 Robinson, J. D., 36
 Robinson, T., 36
 Rolph, S., 191
 Romero, J. H., 105
 Rose, G., 170, 179, 209
 Roy, A., 36
 Rubin, A. M., 6
 Rubin, R. B., 6
- Sacks, H., 87, 190, 194, 196
 Sawchuk, K. A., 38, 56
 Sayer, A., 6
 Schegloff, E., 87
 Schneider, J. W., 34
 seer's maxim, 190, 196
 Seponski, D. M., 104
 sex in older age, 20, 70, 80–81, 82, 201
 Shaner, J. L., 49
 Shilling, C., 105, 129, 164
 Shilling, J., 151
 'sight of age', 116, 120–21, 131
 Silva, E., 130
 silver marketing, 38, 39–40
 see also marketing, to older consumers
 Simcock, P., 36
 Simmel, G., 139
 Skill, T., 36
 skin, *see* ageing skin
 Slevin, K. F., 20, 103
 Smith, R., 191
 Soden, S., xiv, 84–99
 Sokolovsky, J., 19
 Sontag, S., 151
 Sorensen, A., xiv, 19–35
 Spence, J., 160
 Staudinger, U. M., 36
 Stenbergh, A., 61
 stereotyping
 of older people, 19, 39, 115, 117, 151, 209

- Stern, B., 64, 65
 Stoddard, K. M., 151
 Stokoe, E., 4, 117
 Strahm, S., 49
 Sturken, M., 65
 successful ageing, 31, 33, 39, 40, 82,
 85–86, 131, 145, 197, 227
 Sudbury, L., 36
 Sullivan, W. M., 150
 Sum, S., 231
 Sunderland, J., 89
 Sutherland, R., 122
 Swanson, D. H., 91, 99
 Swayne, L. E., 36
 Symonds, A., 116, 124, 128
 Szmigin, I., 36, 37, 56, 58, 64, 65
- Tate, S. A., 127
 Taylor, J., 165
 Taylor, P., 19, 105
 Taylor, S., 70
 television, 36–52, 60, 118, 152, 227
 Third Age, 44, 49, 50, 51, 55, 60,
 77, 81, 83, 134, 212, 219, 221,
 224, 227
 Thompson, P., 151
 Thwaites, T., 85, 86, 88, 98
 Tiefer, L., 34
 Tincknell, E., 231
 Tornstam, L., 64
 Townsend, J., 20
 Travis, C. B., 165
 Tréguer, J. P., 38, 40, 51
 Tulle, E., xiv, 12, 21, 50, 189, 204,
 207–25, 229
 Tulle-Winton, E., 209
 Turner, J., 119
 Turner, J. W., 36
 Twigg, J., xv, 11, 21, 117, 132–46, 164,
 203, 226, 228
- Uotila, H., xv, 14, 68–83, 226, 227
 Ursic, A. C., 36
 Ursic, M. L., 36
 Ursic, V. L., 36
- Vakimo, S., 82
 Van Dijk, T. A., 42
- Victor, C. R., 12
 Vincent, J. A., 15, 50, 140, 189
- Wadleigh, P. M., 44
 Walker, A., 105
 Walker, H., 105
 Waller, D., 152
 Walter, H., 151
 Walters, N., 149, 151, 167
 Wang, C., 209
 Ward, R., xv, 10, 11, 115–31, 206, 229
 Warren, L., xv, 11, 149–68, 226, 229
 Weber, S., 140
 Weitz, R., 103, 104
 Wernick, A., 116, 150, 192
 West, C., 4, 103, 106, 109, 113
 Wetherell, M., 2, 3, 82
 White, J. P., 105
 White, L., 105
 White, P., 105
 widowhood, 68, 69, 70, 79
 Williams, A., xi, 36, 37, 44, 227
 Williams, R., 85
 Wilson, G., 19
 Winship, J., 132, 138, 141
 Wodak, R., 41, 227
 Wolf, N., 103, 104
 Wolkowitz, C., 130
 Woodward, K., 145, 151
 Wray, A., 5, 230
- Xie, B., 231
- Yarnal, C. M., 150, 166
 Ylänne, V., xv, 1–16, 36–52, 164,
 206, 226–31
 Ylänne-McEwen, V., 6, 39
 Young, K., 105
 youthfulness, 31, 40, 50, 107, 111,
 112, 114, 142, 149
- Zalot, M., 196
 Zaphiris, P., 231
 Zeiss, A., 81
 Zhang, Y. B., 149, 150
 Zhou, N., 36
 Zimmerman, D., 54, 103, 106,
 109, 113