

A realistic portrayal of ageing



See and Be Seen - why imagery is important

Conversation starter

Images can perpetuate negative associations with ageing.

In the media, older age groups are often depicted in a way that focuses on frailty, decline and a loss of independence - reinforcing the stereotype that older people are an object of pity, rather than people who are able to direct their own lives.

Examples include older people photographed in medical and social care settings who seem sad and disempowered, or older individuals in muted colours and passive poses.

News stories often use photos of wrinkly hands to illustrate stories about older people, regardless of topic, which can be seen as dehumanising.

Visit [AgeWithoutLimits.org/image-library](https://www.AgeWithoutLimits.org/image-library)

