

## ΔΙΑΛΕΞΗ

### “Ageism, Aging Bodies, and the Anti-Aging Industry”

Toni M. Calasanti


Professor of Sociology, Virginia Tech, USA

**Τετάρτη 10 Μαΐου 2006, ώρα 5.30μμ**

Αίθουσα Συγκλήτου, Ρέθυμνο  
Αίθουσα Τηλεδιασκέψεων Ιατρικής Σχολής, Ηράκλειο

**Περίληψη διάλεξης** This talk provides a brief description of the anti-aging industry. Then, using data from a content analysis of anti-aging websites and interviews, I focus on the ways in which the anti-aging industry both reflects and shapes ageism, influencing how we experience our bodies as we age. I ask what it means to be “old;” why we see this as a time of life that we should “fight;” and how these relate to notions of health, individual control, and morality. I also discuss the ways that ageism intersects with sexism in these depictions of aging bodies. I argue that the depiction of health and activity as opposites of old age place responsibility for good health in the hands of individuals. Thus, we give moral weight to fighting aging, and view growing older as “giving in” to decline and deserving of ageism.

**Βιογραφικό Σημείωμα:** Toni M. Calasanti is Professor of Sociology at Virginia Tech. A concern with multiple systems of privilege and oppression by gender, race, ethnicity, class underpins all her research. Present research projects and interests include: changing definitions of work (paid and unpaid) and retirement; ageism (and images of aging) in popular culture and research, exemplified by such things as programs that are ‘anti-aging’; theorizing age relations, and exploring the interaction of these with masculinity and femininity (and ageism with other forms of oppression); exploring changes in notions of masculinity and femininity (gender identity) with age, particularly in relation to bodily changes; and care work and gender. She has been the author of numerous articles and book chapters. She has received a number of research grants and fellowships, she is a member of editorial board of the *Journal of Aging Studies* and *Gender and Society* and a Fellow of the Gerontological Society of America. She is the co-author (with Kathleen F. Slevin) of the books *Age Matters: Re-Aligning Feminist Thinking* (Routledge, 2006) and *Gender, Social Inequalities and Aging* (Gender Lens Series. CA:Alta Mira Press, 2001).

<b>Πρόγραμμα Μεταπτυχιακών Σπουδών «Κοινωνιολογία»</b> Πρόγραμμα ΕΠΕΑΕΚ, Τμήμα Κοινωνιολογίας	<b>Πρόγραμμα Μεταπτυχιακών Σπουδών «Βιοηθική»</b> Πρόγραμμα ΕΠΕΑΕΚ Τμήμα Φιλοσοφικών και Κοινωνικών Σπουδών, Ιατρικής, Βιολογίας, Κοινωνιολογίας	<b>ΤΟ ΦΥΛΟ ΣΤΙΣ ΚΟΙΝΩΝΙΚΕΣ ΕΠΙΣΤΗΜΕΣ</b> Προπτυχιακό Πρόγραμμα Σπουδών Για Θέματα Φύλου Και Ισότητας Πρόγραμμα ΕΠΕΑΕΚ  Τμήματα Κοινωνιολογίας, Ιστορίας-Αρχαιολογίας, Φιλοσοφικών Και Κοινωνικών Σπουδών
---	---	---



ΥΠΟΥΡΓΕΙΟ ΕΘΝΙΚΗΣ ΠΑΙΔΕΙΑΣ ΚΑΙ ΘΡΗΣΚΕΥΜΑΤΩΝ  
ΕΙΔΙΚΗ ΥΠΗΡΕΣΙΑ ΔΙΑΧΕΙΡΙΣΗΣ ΕΠΕΑΕΚ  
ΕΥΡΩΠΑΪΚΗ ΕΝΩΣΗ  
ΣΥΓΧΡΗΜΑΤΟΔΟΤΗΣΗ  
ΕΥΡΩΠΑΪΚΟ ΚΟΙΝΩΝΙΚΟ ΤΑΜΕΙΟ  
ΕΥΡΩΠΑΪΚΟ ΤΑΜΕΙΟ ΠΕΡΙΦΕΡΕΙΑΚΗΣ ΑΝΑΠΤΥΞΗΣ



**ΠΑΙΔΕΙΑ ΜΠΡΟΣΤΑ**  
2<sup>ο</sup> Επιχειρησιακό Πρόγραμμα  
Εκπαίδευσης και Αρχικής  
Επαγγελματικής Κατάρτισης