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COMUNICAR
MEDIA EDUCATION RESEARCH JOURNAL
Special Issue #45

Communicating in an Ageing World: Challenges and Opportunities

Guest Editors

- *Dr. Mariano Sánchez (University of Granada, Spain)*

Approach

It is a fact: the world's population is ageing rapidly. According to United Nations figures, by the year 2050, the share of persons aged 60 or over in the population will, for the first time in history, match that of persons younger than 15 (about 21 per cent each). However, if we consider just the more developed regions, the proportion of older persons already exceeds that of children; by 2050 it will be double. Consequently, an increasing interest around issues linked to this ageing process is finding its way through different agendas (e.g. health, employment, social participation, education, welfare systems, and so on). What about the information and communications technology (ICT) agenda? This Special Issue intends to contribute to triggering and advancing discussions about the interaction between an ageing world and a world in which mass media and information and communications technologies help to shape human experiences and activities. In line with the scope of *Comunicar* a special emphasis will be educational endeavours to respond to challenges as well as to seize and develop opportunities stemming from a range of new ageing scenarios.

For instance, the Madrid International Plan of Action on Ageing, an output of the 2002 UN Second World Assembly on Ageing called for efforts to ensure that the benefits of information and

communications technologies are available to all, with special attention to the needs of older women. However, according to 2013 Eurostat data, in the case of the 27 European Union member countries, only 26% of people aged 65-74 use the Internet frequently (88% of those aged 16-24 do so). Is closing this usage gap just a question of time? Are there attitudinal and/or functional barriers impeding older people's participation in the Internet? More broadly speaking, are we making progress regarding ICT relevance to older people's daily lives?

Potential queries to be tackled under this special issue abound. Authors are invited to approach the issue's theme from diverse perspectives. For example, ageing is not only an issue of elderly persons, since, as we move through life, we are all ageing, and we interact with one another through our various life cycles. Thus, issues regarding ICT challenges and possibilities for multi- and inter-generational communication and cooperation would be relevant to this Special Issue.

Descriptors

- Ageing and mass media
- Ageing and technology
- Media education for older people
- Media literacy and ageing well
- Intergenerational technology
- Life-course access to media & ICT
- Media ICT in age-friendly environments
- Age-friendly and ageing-friendly

Questions

Contributions to this Special Issue are invited to address questions in line with the following ones:

- How can we approach media and ICT literacy from a life-course perspective as life expectancy keeps growing?
- How can ICTs facilitate longevity and quality of life?
- Which is the knowledge base for evidence-based training of older persons and the ageing workforce in the use of media and ICT technologies?
- Which interesting developments are we making regarding media and ICT literacy of frail elderly people?
- Which international trail blazer initiatives fostering inter-generational and multi-generational communication might be highlighted?
- What's the current state of efforts to develop and disseminate user-friendly information geared to assisting people as they age to respond effectively to the technological demands of everyday life?

- What type of progress are we actually making regarding the design of media technology and ICT able to take into account the changes in physical abilities as people age?
- How are we combatting ageism (and all forms of age-oriented neglect, abuse and violence) through the use of media and ICT?
- Which programs and policies are encouraging media and ICT to highlight older adult contributions, especially those by older women and older persons with disabilities, both in developed and developing countries?
- What are the most effective ways to counter negative stereotypical portrayals of older persons in the media and ICT?
- How could media and ICT contribute to empower men and women to reach old age in better health and with more fully realized well-being?
- Since access to media and ICT may have an impact on people marginalization and alienation, in which ways are we improving our capacity to facilitate access to all people as they age?
- What's the role of media and ICT within age-friendly environments?
- What are some capacities of media and ICT practices for generating opportunities for healthy and active ageing?

About the Guest Editors

Dr. Mariano Sanchez, Associate Professor of Sociology at the University of Granada (Spain) and International Affiliate to the Center for Healthy Ageing (Pennsylvania State University, USA) is former technical coordinator of the Spanish Network of Intergenerational Relations (2005-2012), and former co-editor of the Journal of Intergenerational Relationships (2004-2011). Dr. Sanchez is founding member of the European research group GENERACIONES (International Network for the Study of Intergenerational Issues) as well as Management Committee member of the European Map of Intergenerational Learning. He has been involved in the production of recent White Papers on Active Ageing published by the regional government in Andalusia and the central administration in Madrid. Currently, his research is mainly focused around intergenerational issues such as intergenerational programming planning and evaluation, intergenerational education and learning, and training and professionalization of intergenerational practitioners.

Indications and sending of proposals

Editorial guidelines:

www.revistacomunicar.com/index.php?contenido=normas&idioma=en

Proposals for this monograph through OJS RECYT Platform:

<http://recyt.fecyt.es/index.php/comunicar/login>

Key deadlines

- Full paper submission deadline: October 30, 2014
- Comunicar, Issue #45, Publication Date: May 2015 (Preprint), July 2015 (Printed)

Journal website:

www.comunicarjournal.com

C-45 征稿：《通讯》- 媒体教育研究期刊（特刊）第 45 期

- 老龄化世界的通讯：挑战和机遇 -

客座编辑

• Mariano Sánchez 博士 - 西班牙格林纳达大学

方法

事实：世界人口迅速老龄化。根据联合国的数据，到 2050 年，60 岁及 60 岁+的占世界人口比例将首次和 15 岁以下的人口比例（约 21%）。不过，如果我们只考虑更为发达地区的情况，老年人比例已经超过儿童比例，到 2050 年更会翻倍。因此，对老龄化进程相关问题日益增强的兴趣在不同方面体现到了议事日程之上（比如，健康，雇佣，社会参与，教育，福利系统，等等）。其中，信息和通讯技术（ICT）的议事日程如何？本专刊试图抛砖引玉，促进讨论两个世界的互动 - 老龄化的世界，和大众媒体同信息与通讯技术辅助塑造人类经验和活动的世界。

例如，马德里老龄化国际计划与行动，即得源于 2002 年联合国第二世界老龄化联合会所呼吁的确保信息与通讯技术的利好要对所有人开放，特别是对于老年妇女。然而，根据 2013 年 Eurostat（欧联统计）的数据，27 个欧盟成员国里，65 - 74 岁老年人中只有 26% 的人频繁使用因特网（而 16 - 24 岁人群的使用率是 88%）。弥合这个差距是否只是个时间问题？人们的认知态度和（或）具体使用时是否存在障碍，阻止着老年人对因特网使用的参与？更宽泛地来看，我们在相关老年人日常生活的 ICT 方面有无进展？

本特刊将探讨种种潜在的疑问，我们邀请作者从不同的视角来讨论本刊主题。比如，老龄化不仅是老年人自己的问题，因为在我们每个人生活的进程中，我们每个人都都在变老，而且，我们也在自己各个生命周期里互动着。因此，有关代际与代内的通讯合作的 ICT 的挑战与机遇的问题，都将认为是切题的。

概述

- 老龄化和大众媒体
- 老龄化和技术
- 老年人的媒体教育
- 媒体修养与善老
- 代际技术
- 对媒体和 ICT 的终生使用
- 考虑年龄差异的环境设计中的媒体 ICT
- 年龄差异设计与老龄设计

问题

稿件主题应涉及下列问题：

- 生活的期待一直在继续，从人一生的大视角出发，我们如何看待媒体和 ICT 修养？
- ICT 如何增长寿命、促进生活质量？
- 在媒体和 ICT 的使用中，老年人的循证培训和老龄化劳力的知识基础是什么？
- 对于脆弱的老年人在媒体和 ICT 文化方面，我们有何有意思的进展？
- 促进代内和多代通讯的国际系列宣传者计划里，哪一个应该得到强调？
- 当人变老时，辅助他们对日常生活的技术需求作出有效回应的好用的信息的开发和宣传方面，目前的努力程度如何？
- 在能够顾及人变老时的身体能力变化的媒体设计和 ICT 方面，我们实际上取得了何种进展？
- 如何通过使用媒体和 ICT 与老年歧视作斗争（老年歧视以及所有形式的对老年人的忽略、虐待和暴力）？
- 发达国家和发展中国家中，哪些计划和政策在鼓励媒体和 ICT 在突出表彰老年成人（尤其是老年妇女和老年残疾人）的贡献？
- 对于媒体和 ICT 中对老年人消极刻板的描绘，什么是最有效的反击办法？

- 既然对媒体和 ICT 的使用权可以对人的边缘化和隔离化产生影响，所有人变老时，我们增进他们的媒体和 ICT 使用权的能力上用的是哪些办法？
- 在照顾年龄的环境中，媒体和 ICT 的作用是什么？
- 在为健康和积极地变老（善老）而创造机会方面，媒体和 ICT 能起到哪些方面的作用？

客座编辑

• **Mariano Sánchez** 博士：西班牙格林纳达大学和美国宾州州立大学健康老龄化中心国际部的社会学教授，西班牙代际关系网前技术协调员（2004 - 2011）。Sánchez 博士是欧洲研究小组“代”（代际问题研究国际网络）的创办者之一，也是代际学习欧洲图谱管理委员会委员。他一直有介入由安达卢西亚地区政府和马德里中央政府出版的最近期的积极老龄化白皮书的组织出版工作。目前，他的研究主要聚焦于诸如代际项目计划和评估等代际问题，代际教育与学习，和代际实践人员的培训 and 专业化等方面。

稿件提案的指示与送交

- 编辑指南：www.revistacomunicar.com/index.php?contenido=normas&idioma=en
- 经由 OJS RECYT 平台提案专题论文：<http://recyt.fecyt.es/index.php/comunicar/login>

重要截止日期

- 全论文提交：
- 《通讯》第 45 期出版日期：2015 年 5 月预印刷，2015 年 6 月正式印刷出版