

Increasing Awareness of Ageism in Taiwan: Taking media portrayals of dementia as examples

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Introduction:

1. Impact of the media: shaping perceptions
2. Prevalence of dementia
3. Public attitude toward dementia: stigma

Literature review:

1. Dementia was portrayed as fearsome in the news
2. Dementia patients were depicted as objects of sympathy and pity
3. Preventing dementia was viewed as individual responsibility

Methodology

1. Research approach: Critical Discourse Analysis
2. Data collection: four main Taiwanese newspapers in 2019
3. Targets of analysis : role allocation (activation & passivation)

Results

Role allocation	
Activation	<ol style="list-style-type: none">1. Getting lost & missing2. Having difficulties with communication3. Having problems with recognizing others4. Encountering accidents
Passivation	<ol style="list-style-type: none">1. Receivers of services and others' help2. Be found/cared/noticed/ diagnosed (with dementia)3. Be positioned as burden and challenges

Discussion

1. Building a sustainable society by reducing ageism
2. Enhancing awareness of stigmatizing attitudes toward dementia patients

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