

## Ageism

One of the axes of interest to analyze and promote debates is how society looks at people after retirement as if they were already expired, that they should move away. They have nothing to contribute and they only have to "live".

It is what is known as stereotypes linked to age: ageism (ageing).

Certainly each person lives every stage of life as he believes and in any generation or age group there is the same profile of people in relation to a specific age or age group: attitudes, way of life, interests , Activities and, therefore, there is no general image of a given age.

It should also be noted that at the moment no age responds to the image that was 30 or 40 years ago: neither adolescence has the same image nor middle-aged people and therefore neither elderly people. This change of images has been easy to do at young ages and in the boy and it seems to be much more difficult for older people.

It is a collective challenge to modify these images more symbolic than real, anchored in the past and update them in the same way that they are different ways of traveling, mobiles, clinical care, and everything that lives today .

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