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AGELESS PROSE: A STUDY OF THE MEDIA PROJECTED IMAGES OF
AGING AS REFLECTED IN CONTENT ANALYSIS OF MAGAZINES FOR
OLDER PERSONS

City University of New York

PH.D. 1984

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AGELESS PROSE: A STUDY OF THE MEDIA PROJECTED IMAGES OF AGING
AS REFLECTED IN CONTENT ANALYSIS OF MAGAZINES FOR OLDER PERSONS

by

Bridget C. Loetterle

A dissertation submitted to the Graduate Faculty
in Sociology in partial fulfillment of the
requirements for the degree of Doctor of
Philosophy, The City University of New York.

1984

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BRIDGET C. LOETTERLE

1984

This manuscript has been read and accepted for the Graduate Faculty in Sociology in satisfaction of the dissertation requirement for the degree of Doctor of Philosophy.

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DEDICATION

THIS DISSERTATION - AGELESS PROSE: A STUDY OF THE MEDIA
PROJECTED IMAGES OF AGING IS DEDICATED WITH
LOVING THOUGHTS TO THE MEMORY OF MY FATHER,

FREDERICK LOETTERLE

WHOSE SPIRIT HAS BEEN A SOURCE OF INSPIRATION TO ME
THROUGHOUT THESE LONG YEARS

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INTRODUCTION

This study researches the most salient continuities and changes in the way in which contemporary senior citizens are socialized and depicted through the mass communication media, specifically in two well-established and widely circulated magazines for older audiences - Modern Maturity and 50 Plus.

The central inquiry of this study was to determine what changes and continuities in the role of the older person can be assessed through content analysis of these specialty magazines. In the case of Modern Maturity, a full 20-year sampling span was available, permitting content analysis of magazines published ten or more years apart - in 1958, 1968, and 1980. 50 Plus began as Harvest Years in March of 1961, was renamed Retirement Living in April of 1972 and evolved into its present form and title in September of 1978. As the name has changed, so has the focus of the publication, shifting from a view of aging as the end of something ("harvest," "retirement") to a more positive outlook ("50 Plus") of later years as an exciting opportunity for an active and attractive lifestyle. This unique evolution of a magazine was studied through content analysis beginning with the March, 1961 premiere issue of Harvest Years.

It has been reported that persons over 65 years of

age constituted approximately 11 percent of the nation's population in 1980. It is projected, however, that the same segment of the population will almost double by the end of the first quarter of the next century. (Estes, 1981). This is a very positive development; it means that people are living longer. It suggests that we are providing services that are allowing people to function and probably to gain satisfaction out of life for a greater period of time.

It was a premise of this study that the upward shift in the age of the population on a mass scale creates new norms that are mirrored in the media of the day. In the realm of the printed word, the change in the media projected image of seniors can be traced in publications specifically dedicated to seniors, such as 50 Plus, a magazine whose own media image has changed in a manner similar to that of seniors in general, as well as Modern Maturity, the principal publication of the American Association of Retired Persons (AARP).

Basically, this research examined the way some seniors are depicted in two magazines especially designed for them. It was sought to determine trends or changes over time in the images of aging, and to assess how these magazines socialize their readers into roles and norms. In addition, an evaluation was made of the quality and quantity of differen-

ces between the two publications. Together, these sources provide an on-going media projected image of our society's fastest growing generation and present first-hand evidence of how contemporary seniors are depicted by the media in these specialty magazines for older persons. Content analysis was done on the following magazines:

1) 50 Plus, formerly called Retirement Living and Harvest Years. This senior oriented magazine has actively endeavored to evolve with the times and, in so doing, has provided valuable perspective on change in the media projected image of seniors.

2) Modern Maturity, a 25 year-old pioneering senior publication which has a circulation of over nine million.

Following the techniques of Bernard Berelson, a variety of categories were identified, such as leisure activities, retirement, etc., and a directed page-by-page examination of each issue of these magazines, encompassing both editorial content including all news and feature stories, columns and other regularly published items and advertising, was done with these categories in mind (Berelson, 1952). This evaluation was done by two evaluators to enhance reliability and to more easily identify those trends, changing roles and images which are maintained and fostered, however subtly, by the mass media.

CHAPTER ONE

BACKGROUND OF THE STUDY

Modern Maturity: "Media Against Ageism"

Dr. Ethel Percy Andrus, a retired California school teacher, in 1958 founded the American Association of Retired Persons (AARP), with membership open to all citizens 55 years and older.

For AARP members, she created Modern Maturity magazine, and she later launched monthly News Bulletins for both the AARP and its more specialized relative, the National Retired Teachers Association (NRTA). Dr. Andrus' goal was always to provide members with the most current, timely and topical information available about how to get the most out of your retirement years. Prior to Modern Maturity, Dr. Andrus had earlier founded the NRTA Journal in 1947. It was intended primarily to help the retired educators improve their pension programs and secure other benefits and services.

Dynamic Maturity magazine was launched in 1965 to assist those approaching retirement age in planning for a rewarding retirement. In 1971, Dynamic Maturity (now titled Dynamic Years) became the official publication of Action for Independent Maturity (AIM), a pre-retirement division of AARP.

Until her untimely death in 1967, Dr. Andrus personally

edited the original magazine, sharing with readers her guiding philosophy: "Age is not a defeat, but a victory." A collection of her editorials for the magazines was published after her death. Titled Power of Years (AARP, Andrus Gerontology Center, 1968), the collection documents her courageous and visionary resistance to discrimination based on age.

Today, the publications of NRTA and AARP reach a combined audience of more than sixteen million readers. Every survey of members shows that the publications are the most valued benefit of and the most frequently cited reason for joining either association. Modern Maturity, with a circulation of more than nine million, has become the most well-known publication in the United States specifically edited for older persons, and one of the nations's most widely circulated magazines of any kind.

Modern Maturity has won a number of national honors, including two awards from the Freedom Foundation for excellence in interpreting America's values, history and culture. Published bi-monthly , Modern Maturity contains entertaining and informative articles filled with practical advice on retirement living, in addition to humorous and nostalgic pieces and pages of color photography and artwork. Modern Maturity was selected for study because it is the most universal of the senior publications both in content and in circulation. The NRTA Journal, with a circulation of

500,000 was published bi-monthly with a format similar to Modern Maturity, but specifically designed to meet the needs and interests of retired teachers. In 1981, due to declining membership, and economic difficulties, the NRTA could not continue to operate and petitioned the AARP board for merger with the AARP during the annual meeting in December, 1981. In addition, a special edition of Modern Maturity for NRTA members, and including a special segment for retired teachers, commenced with the regular publication bimonthly during the fall of 1981. Thus, in May 1982, the NRTA was officially dissolved and incorporated as part of the AARP at the biennial convention. The NRTA Journal ceased to exist, and the only remaining aspects of it are found in the NRTA edition of Modern Maturity and that special section which addresses NRTA division members. Otherwise, the issue of each magazine is identical in format to the publication received regularly by AARP members.

Dynamic Years, with a circulation of over 250,000, is published bimonthly for members of AIM, who are not yet retired. Modern Maturity appeals to a far wider audience since it draws its readership from all of these membership groups as well as from the older public at large and the public in general. Therefore, Modern Maturity was selected for study as the AARP-associated publication with the most universal relevance and sociological significance.

50 Plus: "Evolution Of A Senior Magazine"

The publishing history of the current magazine 50 Plus (for the "fastest growing generation") is a history of media changing the image of seniors. 50 Plus is published by Whitney Communications, New York, and indexed in the Readers Guide to Periodical Literature. It is available only in subscription, and not on newsstands. It is considered an independent publication for seniors as it is a commercial endeavor of Whitney Communications. Unlike the other magazine in this study, it is not linked to any membership in an association, and revenues are received through subscriptions and advertising sales. 50 Plus began as Harvest Years with the first volume appearing in March of 1961 as "the magazine for successful retirement." Every monthly issue gave advice on money, health, work opportunities, hobbies, housing, and productive endeavors (Carr, former publisher, 50 Plus, Media Facts Profile, 1980). The early editions did not contain any advertising, but commercial considerations changed this later on. The last edition of this magazine under the title Harvest Years appeared in March of 1972. One month later, Harvest Years reappeared as Retirement Living (with the words "Harvest Years" as a subtitle on the left side of the cover). The name change coincided with a change of focus. There was a new emphasis on action. All the feature articles in the new issue emphasized the importance of staying active

through exercise, enjoyment of the outdoors, and similarly stimulating endeavors. That first issue of Retirement Living in April, 1972 was comprised of news and feature articles alive with images intended to appeal to a readership of broadening interests and youthful outlook.

The new publication actually invited the readers' participation, by encouraging them to promote a positive interchange between the editors and the readers and instituting the regular monthly feature "Inquiries From the Readers." The editors posited that their ever more-numerous readers, "know there's something doing for everyone, everywhere, anytime." Retirement Living promised to continue to emphasize the "how to" of retirement living and planning while offering more stimulating ways to enjoy and profit from one's new-found leisure. Special features of that first edition included two new departments; Reviews of the latest books, movies, and television shows, and Response to personal answers to reader's questions on every aspect of retirement. In every way, the editors invited the readers to "your action for retirement living." A cursory glance at the editorial profile and table of contents reflects this more positive approach to aging.

Each issue of Retirement Living was carefully balanced to include clear and authoritative articles by professional counselors in finance, medicine, the law, insurance, housing, family relations, and general retirement planning, in addition to lively profiles of people who are making a

success of their retirement, and who want to share their insights; all of this supplemented by the latest news from Washington and elsewhere and which directly "affects your planning."

In August, 1978, Retirement Living, considered an independent magazine as contrasted with Modern Maturity, which limits its circulation to the membership of the AARP, printed its last edition which focused on planning, enriching, and enjoying one's retirement. One month later, in September, 1978, the first edition of 50 Plus was published, and with the benefits of the latest technology from the printing industry, featured an obviously better graphic design and pictorial and editorial package than its predecessor, Retirement Living. Rosalynn Carter, then First Lady, appeared on the cover (Vol. 18, No. 9) with a prescription for "How to Plan for Retirement and How to Enjoy It."

Tom Carr, pioneering publisher of both Retirement Living and 50 Plus, wrote a memo to advertisers and their agencies on the first page of his newly-transformed magazine. He explained that 50 Plus is a distinct magazine from Retirement Living, but still dedicated to carrying on its proud tradition of services to pre-retirees and retirees. Carr asserted that the redesign and expanded news and feature coverage (contributions by Jack Anderson, prominent Washington, D.C., columnist, Judith Crist, the movie and television critic, and Lawrence Galton, medical news authority) reflected the "changing perception

of the mature market, estimated at 56 billion dollars." Carr contended that this market demands a close look at the life styles of the consumers who comprise it, and requires full service to their needs on health, money management, travel, housing, nutrition, consumerism, the law, fashion, sports, hobbies, beauty aids, entertainment and humor. 50 Plus is still growing and still committed to reflecting the widening interests of its subscribers. 50 Plus is the largest commercial magazine for seniors, and it is the only one which has been published continuously for more than two decades, since 1961, which is part of the reason it was considered an essential element in the present study. The circulation of 50 Plus has been estimated, in approximate figures, as 200,000 in 1978, 250,000 in 1981 (April), 290,000 in 1983, and 315,000 in 1984 (Guttman, Barbara, Circulation Manager, 50 Plus, 1983). Thus we are observing substantial growth in this independent publication for seniors over time.

Mr. Tom Carr, founding publisher of 50 Plus, and his successor, encouraged advertisers to market their products with the mature audience by presenting updated demographics on seniors and data about their large discretionary incomes, as well as by emphasizing that the new seniors are interested in buying and living for now. (Marketing Department, Hitzig, 1982). Both publishers distributed informational flyers to stimulate interest and encourage advertising. These promo-

tional materials include the following:

"What do advertisers as diverse as Sanka Coffee, the Dreyfus Fund, Air New Zealand, Clairol, Chevrolet, Ecotrin, Allstate, Fleetwood Homes, and E.P. Dutton have in common? At least two things:

1) THE OVER 50 MARKET - a growth market of adult Americans whose new priorities (from housing to recreation to consumer protection) dovetail perfectly with the products offered by the advertisers who are trying to reach them.

2) 50 PLUS MAGAZINE, a growth magazine, editorially dominated by timely, expert coverage of the same priorities. Not everyone over 50 is a prime prospect for an ever-widening range of products and services, but 50 Plus readers are. They average \$21,670 per year, much of it discretionary, spendable income, and their mortgages are paid."

(Advertising and Marketing Department,
50 Plus Readership Survey, 1979)

Circulation of the April, 1981 issue of 50 Plus was approximately 30 percent greater than that of the April, 1979 issue in all paid subscriptions, as reported by the Audit Bureau of Circulation, which sets the statistical standards of the publishing industry, and advertising pages increased 59 percent, indicating a trend which appears to be continuing. Former publisher Carr calls his magazine "a social necessity." (50 Plus) Former editor, Jess Gorkin, who was previously editor of Parade, a well-established general circulation magazine, claims that the success that has almost doubled circulation in a few years is partly based on his formula for emphasizing names and faces familiar to his audience.

"We use recognizable people on our covers because they offer identity. They supply inspiration: Carter, Cronkite, Newman. Inside, Jack Anderson writes a political column, and Judith Crist reviews movies and television."

(Gorkin, 50 Plus, Public Relations Information, 1980)

THE RESEARCH PROBLEM

Senior citizens are dramatically on the rise, and they seem to be changing in the way they think about themselves, and moving toward a more positive image, as reflected in the media projected image. As discussed earlier, trends and changes of senior media projected images are most evident in two magazines that cater to seniors, Modern Maturity and 50 Plus.

The central problem of the proposed research will be in delineating the precise pace and nature of the changing trends in the media projected image of seniors, and in describing the modulations in that direction in such a manner as to contribute meaningfully to our understanding of the process of which we are a part.

MAJOR RESEARCH HYPOTHESIS

The major research hypothesis of this research include:
THE MEDIA PROJECTED IMAGE OF SENIORS IS SOCIALIZING THE ELDERLY IN A DRAMATICALLY POSITIVE DIRECTION, AND THESE TRENDS AND CHANGES OF IMAGE BOTH REFLECTS AND EFFECTS ACTUAL CHANGE IN THE SAME DIRECTION.

It is premised that the way seniors are depicted in these magazines has a very great deal to do with the way they actually are, or are becoming.

SIGNIFICANCE OF THE PROPOSED RESEARCH

Literary critic and social historian Malcolm Cowley reflected on passing his 80ieth birthday: "We start by growing old in other people's eyes, then slowly we come to share their judgment." (Danowski, 1976) His comment points up the importance of examining change in the media-presented image of contemporary senior citizens. The reputation precedes the reality and helps "make" it happen. It is like a self-fulfilling prophecy: people tell you you're getting old, so you start acting according to this determination. The power of suggestion cannot be underestimated in the dynamics of these changes. This study sought to go to the source, the changes in the media presented and projected image, as reflected in these senior periodicals.

By understanding better how these magazines socialize older persons into positive views of aging, we may be able to counter the image of the unattractive and decrepit senior with the image of the attractive and active senior, so that we might fully realize the extent of humanity's capacity for realizing "age not as a defeat, but as a victory." (Ethel Percy Andrus)

REVIEW OF LITERATURE

This review of literature will draw on several disciplines in order to clarify the background useful for a better understanding of the areas in this research. Content analysis of specialty magazines for older persons draws upon the fields of gerontology and aging; the sociology of aging, mass communications, and the history of mass media.

Today, one of every nine Americans is 65 years or older. In fifty years, one in five Americans will be over sixty-five. (Fowler, 1981) Since the passage of the Social Security Act of 1935, a widely accepted chronological definition is that "anyone who has reached the age of 65 automatically attains membership in that sector of the population called 'the aging.'" (Oyer and Oyer, 1976) Although scientists consider the process of aging to be the slow but continuous changes that occur between birth and death, the public has mostly directed attention upon those who are 65 years or older.

Neugarten (1975) refined the category to specify age groups above and below the sixty-fifth year, and governmental statistics use her classificatory scheme to demarcate various age groups within the older population. The young-old are those between the ages of 55-75; the old-old are those over seventy five years of age. This age grouping is functional because many people do not show any visible signs of aging until the age of seventy-five.

Neugarten (1982) discussed the great variation among people as they age, and noted that this diversity and "range of differences becomes greater with the passage of time."

One way of thinking about the irregularities among older people is to make a gross differentiation between the young-old, and the old-old, or between the competent and the frail. This distinction is based, not on age, but on social and health characteristics. The young-old are the large majority of persons over 65: men and women who are healthy and active, whereas, the old-old or the frail, by contrast, are the minority of older persons who have suffered major physical or mental deterioration or losses in their ordinary social support systems, and therefore require special care.
(Neugarten, 1982:3)

There has been a change in Neugarten's classificatory scheme, and the young-old now starts at the age of sixty-five. This change serves to document how ideas about aging are constantly changing as the aged today appear much younger than the previous generation. Readers of the magazines in this study presumably are the healthy aged, who would be classified as the young-old. In Neugarten's (1982) discussion of the "young-old," she describes them as:

Men and women who are healthy and active, well integrated members of their families and their communities, relatively well-educated and politically involved. They seek meaningful ways to use their time. Some want to stay at work, some want to retire, some seek ways of self-fulfillment through education or various types of leisure, some seek new ways of serving their communities either in remunerated or non-remunerated jobs. These competent people represent a great resource of talent to the society, much of it underutilized. (Neugarten, 1982:3)

Human beings communicate as long as they are living, talking, listening, reading and writing. Communication is the key to effectively conducting the business of life, but it becomes more important, not less important, when an elderly person retires and, in effect, steps out of the mainstream of society. It is in the later years that communication becomes a lifeline to others. Older people often feel a greater sense of dependency and they must maintain good communications in order to avoid an erosion in their feeling of self-worth, the dehumanization of ageism. (Oyer and Oyer, 1976)

Today, because people are living longer, the interest in and concerns for the older people have received widespread attention. Lack of unity among the elderly blunts the power of the older person, as age appears to be the only

common vantage point among this diverse group. Yet, despite their myriad differences, they are utilizing small but potent, organizational platforms which help to get their message across. Organizations that are helping to shape and focus the views of the elderly and to exert an influence upon federal policy makers include: American Association of Retired Persons - National Retired Teachers Association (AARP-NRTA); The National Association of Senior Citizens and the National Council of Senior Citizens; The National Association of Retired Federal Employees; and the Gray Panthers. (Oyer and Oyer, 1976)

The Gray Panthers, under the charismatic leadership of Maggie Kuhn, has attracted extensive media attention even though its actual membership is small and age integrated. Lydia Bragger, the chairperson of the Panthers' Media Watch Committee states that "Her group monitors television for examples of "ageism" - a nondictionary word used by the Panthers to describe the discrimination based upon age. The Panthers' say that television often reinforces society's rejection of older persons by showing them as useless fools who are usually sick and complaining." (Crolli, 1976) Newspapers, magazines, radio, and television are tremendously important media that deliver messages to all, including the older persons.

Harris and Associates (1975) completed an extensive

survey about attitudes in this country, which was titled The Myths and Realities of Aging. This report identified common myths of aging, e.g., old people are all in nursing homes, and the majority of respondents felt this was true. However, the reality is that only five percent of older persons are institutionalized. The Harris team surveyed the attitudes of the general public according to age categories. Its results revealed that images held by the public of older people tend to be distorted and negative. However, the respondents were not critical, on the whole, of television for the way older persons were portrayed on the electronic media.

Majorities of media readers, watchers and listeners feel that newspapers, magazines, books, television and radio usually give a fair picture of what the older people are like, or "even make older people look better than they really are." (Harris, 1975:193) With every income group, educational group, and racial group having spent more time watching television on the previous day than reading newspapers, and magazines and books, or listening to radio, television appears to be the medium that will reach the largest proportion of each age group. (Harris, 1975:204) Harris posits that the public's attitude toward media's presentation of older persons may represent that "the media project and maintain the stereotype the public already holds." Significantly, the study revealed that 82

percent of the older people in the survey read magazines.

MAGAZINES AS A MASS MEDIUM - A historical perspective on magazines in this country may be relevant. The word "magazine" seems to have first appeared in London as late as 1731, with the appearance of the first English language periodical of its kind, the "Gentlemen's Magazine," a publication with some similarities (except for the most obvious ones) to today's "Playboy." The word appears to have been synonymous with the word "storehouse," and that is exactly what it functioned as, a storehouse of news, gossip, and entertainment information. America's first magazines were born before the country itself. Andrew Bradford's "American Magazine" and Ben Franklin's "General Magazine" appeared within a week of each other in 1741 and took strong stands either for or against British colonial rule. (Gordon, 1977)

The magazine was immediately distinguishable from the newspaper because it came out less frequently and conveyed a less hurried tone in its content. The first magazines were storehouses filled with opinions, particularly political and social. Since the magazine was considered a complement to the newspaper, and not a competitor, the stringencies of deadline were sufficiently relaxed to allow time and space for extensive rumination. Frank Luther Mott, (1968), author of the standard History of American Magazines, has called the magazine "a bound pamphlet" issued

more or less regularly and containing a variety of reading matter, a strong connotation of entertainment, which is a fairly accurate description of those first magazines published by Bradford and the versatile Franklin.

The magazine presupposes a greater degree of leisure and a wider range of interests among its audience than had previously been supposed of newspaper readers. Magazines also tend to be more specialized than newspapers, and a great diversity of American magazines soon began to appear, each aimed at its own audience, although competition among magazines was keen from the start. By the end of the eighteenth century, at least 100 magazines had come and gone in the major cities of the colonies. (Gordon, 1977, p.19)

The same tendency of magazines to appear and disappear (and sometimes reappear) has continued to be a trademark of the industry. During the 1960's, for instance, a great many of America's best loved magazines ceased publication, due in part to the sudden advent and popularity of television. (Gordon, 1977, p.292)

Magazines that could compete with television were rare but a strong tendency emerged for new magazines to aim at narrower and narrower audiences. This resulted in an increased proliferation of specialty magazines. The two magazines under study, 50 Plus and Modern Maturity, have such specialty appeal and a certain degree of immunity from com-

petition with other mass media.

Magazines are more concerned with trends than with daily happenings, and "eighty-five percent of American adults read at least one magazine." (Janiello, 1982) In addition, the following point is worth considering:

"Magazines evolved into a mass media because they are an adjunct to the country's marketing system. Having for the most part nationwide distribution, they are a major outlet for national advertising."
(Johnston, 1979, p.150)

SOCIOLOGY OF AGING AND MASS COMMUNICATIONS

A person's attitudes toward old age are important because they may determine, in part, how one ages because aging is continuous and universal. (Bader, 1980) It is important to be aware of the issues of the older persons in American society today in order to be able to deal with future large numbers of people in the population over 65. The offspring of the celebrated "baby boom" will start to turn 65 at the year 2010, for example, and this will bring on a tremendous surge in the ranks and influence of senior citizens. Attitudes toward age will, therefore, be increasingly important in the near future, and those attitudes will have a direct bearing on public policy.

Attitudes toward old age, aging, and old people are likely to be confounded by attitudes toward women, the

poor, and persons with health problems. (Hess & Markson, 1980) Nevertheless, certain generalizations can be made on the basis of the literature. "From childhood on, people recognize age differences. As people grow older, they develop increasingly negative views of old age and old people." (Bader, 1980) Variance of response increases with age as people tend to have more negative age-related attitudes and assumptions about unknown old people than toward familiar ones. Negative attitudes toward age can be an overriding barrier to communication. According to Oyer and Oyer (1976), other barriers to communication with older persons include: youth-oriented society, physical isolation, shifting societal values, sensory losses, diminished power, lack of transportation and retirement.

There is evidence that the most compelling antecedent variables that correlate with negative attitudes toward the aged have to do with the absence of positive role models of aging.
(Bloom and White, 1980:34)

Maxwell and Silverman (1971) theorized that the chief variable governing the status and regard of old people in a society is the amount of valuable and useful information that they are believed to possess. Bloom and White (1980) draw from abundant research data when they suggest that "where there are positive role models of aging, negative attitudes toward the elderly are less severe."

Martel's (1968) research found that old people suffered a decrease in status as represented in magazine fiction articles, in which they were often portrayed as past their prime. Aronoff (1974) reported that the percentage of elderly people portrayed on television was considerably less than their proportion in the general population. In addition, the electronic media tend to treat the elderly as peripheral and relatively unimportant in low status roles. Current research tends to confirm this.

Information on the portrayal of older people on television seems to announce the same consistent message: with the possible exception of soap operas, older persons suffer from condemnation, trivialization, and general invisibility. They are the victims of symbolic annihilation.
(McGreel, 1982)

Old people cast in this light tend to reinforce the stereotype of older persons as inferior.

We will now discuss some research findings from a study on the elderly's use of the media. In 1975, Danowski interviewed in retirement communities with the average age of 72 (working class and lower middle class respondents, four fifth's of whom were female) and discovered that the average daily times for media attention were: six hours to television; two hours to radio; three quarters of an

hour to newspaper reading; and a half an hour to magazine reading.

Many researchers have tried to explain the reason why the elderly are so dependent on the mass media for entertainment and information. In that research area, Schramm (1954) proposed that much media attention increases to counter the alienation which is sometimes viewed as characteristic of old age, particularly the loss of informal news dissemination on the streets or at work. (Oyer and Oyer, 1976) Schramm found that adequate service to older people is unlikely in the youth-oriented mass media, which is dependent on the advertising dollars of the under 50 market. He predicted that specialized media, including special interest magazines, will play an increasingly important role in the future. (Schramm, 1954)

Hess (1974) also argues that media geared to mass advertisers will underserve the elderly because they are a poor copy and remind others of loss. Nevertheless, Schramm (1969) suggests that a major challenge to the media is reporting the emergence of an elderly population that is non-working, non-wealthy, non-contributing, and socially disengaged.

MASS MEDIA CONTENT ANALYSIS

Content analysis as a methodology and tool in social

science research is defined by Bernard Berelson as "a research technique for the objective, systematic, and quantitative description of the manifest content of communication." (Berelson, 1952)

The analysis deals directly with the materials of response...in the communication process a central position is occupied by the content. Content analysis assumes that the quantitative description of communication content is meaningful. This implies that the frequency of occurrence of various characteristics of the content is itself an important factor in the communication process.
(Berelson, 1952:18)

Content analysis as a method of research has been used successfully by many current researchers, i.e., Winick et al. (1973) and Gerbner, et al., (1979). Important studies were done during the late 1930's by Harold Lasswell on propaganda and public opinion, and on the emergence of radio as a great mass medium of communication. The rise of radio also gave rise to content analysis studies, most notably under Paul F. Lazarsfeld of the Bureau of Applied Social Research at Columbia University. (Berelson, 1952)

Similarly, magazine content analysis studies have been carried out by many sociologists. The Saturday Eve-

ning Post (Lowenthal, 1944), True Story (Rainwater, Coleman, & Handel, 1959), and bridal magazines (Bahn, 1979) have been explored. A study of older persons in the cartoons of various magazines was conducted by Smity (1979)

Content analysis has been redefined as the use of replicable and valid methods for making specific inference from text to other states or properties of its source. (Gerbner, et al., 1969) Content analysis was born or reborn in this country in the field of journalism research, and it has flourished whenever two conditions are met: (1) verbal text provides abundant data; and (2) there is a preexisting theory of the relationship of text indicators to phenomena beyond text -- for instance, behaviors, attitudes and motives. (Gerbner, et al., 1969)

CHAPTER THREE

METHODOLOGY

The principal method used in this study was a content analysis of areas, subjects, and issues addressed by the two magazines, Modern Maturity and 50 Plus (including issues published under the titles Harvest Years and Retirement Living). Complete bimonthly issues of Modern Maturity published by the American Association of Retired Persons (AARP), were analyzed for these years: October - November, 1958 through August - September, 1959; October - November, 1968 through August - September, 1969; and April - May, 1980 through February - March, 1981.

50 Plus was examined in complete, bound issues from September, 1978 through August, 1979; its precursors were studied in these issues: Harvest Years from March, 1961, through February, 1962 (the entire twelve issues published) and Retirement Living in complete issues from April, 1972, through March, 1973. The three titles were treated as one magazine since the publishers issued them as a continuum but, as a matter of editorial policy, changed the title and adjusted the content in order to keep pace with perceived changes in the attitudes of its audience. (The current publishers are Whitney Communications.) This analysis will provide information for the identification of changes and continuities in the substance of the magazine over the two decades under examination.

In the initial phase of the analysis twelve

categories were identified to aid in the classification process. These categories were selected for their relevance to the total content of the magazines as well as to the sociological concerns of the audience they address. Under these 12 categories, 123 separate subcategories were identified for the purposes of facilitating a content analysis. However, the subcategory list was expanded to 137, in order to accurately classify every unit.

A page-by-page scrutiny of every issue under study was made in order to identify items and assign them to appropriate categories and subcategories. An item will be defined by the Berelson standard as "the whole 'natural' unit employed by the producers of the symbol material." (Berelson, 1952) Each article, each letter-to-the-editor, each advertisement, and each work of art was defined as a separate unit. Phrases, sentences, and themes in the articles and other textual materials were evaluated carefully in assigning them to categories. This content analysis adheres to the standards established by Winick, et al. (1973) for children's television commercials, Lowenthal (1944) on The Saturday Evening Post, Kent and Shaw (1980) on Time magazine, Bahn (1979) for bridal magazines, and Smith (1979) for magazine cartoons.

Two raters individually assigned items to categories and subcategories as appropriate, with a third rater employed to break deadlocks whenever necessary for a consensus. However, each unit was classified under one subcategory only. Magazine items were coded, identified by origin, and trans-

cribed onto classification sheets. The editorial content of each issue was quantified according to the 137 item subcategories selected for the study. Frequency of the appearance of various subcategory items was calculated for the years and issues in the sample survey. This provided a means of quantifying the thrust of these publications, and changes in the direction of that thrust. How often a particular subcategory appeared in an issue was an indication of the relative emphasis on that item, and a means of providing some basic measurement of that emphasis. This quantitative analysis made it possible to tabulate both continuities and changes in the editorial direction of these magazines, which are dedicated to providing the kind of information which they believe will serve the current or then current needs of their readership. The items on the classification sheets were also subjected to a qualitative analysis in this research in order to provide insight into more elusive overall shifts of sociological trends, but it was through the item-by-item content analysis and the quantitative analysis thereof that the complex substance of the sample material was reduced to elements that could be meaningfully measured.

Content analysis has been used to get "at the spirit of the age." On the assumption that communication content "expresses" or "reflects" some sort of Zeitgeist, some students have used it as an index to attitudes, interests, values, mores of the population. (Berelson, 1952) Thus, the problem of discovering the topics people were interested in during a certain period, what they thought about various matters, is

studied by determining the nature of the content of popular communications at the time; and changes in such cultural patterns are studied in the same way.

Research in Mass Communications by Berelson and Janowitz (1953) indicate that:

The specialized magazine already has a foot in the door, so to speak, because it is accepted by the reader as a reliable spokesman for some cause or group in which he is greatly interested and with which he identifies himself. (p. 453)

Thus, specialized magazines for older persons and other groups may be more powerful in their effect on the audience than mass circulation magazines.

The following pages will consist of the twelve categories, and the expanded set of 137 subcategories, and the general description of the categories as utilized in this study.

The twelve categories of this content analysis include:

1. Economics;
2. Health;
3. Leisure Time;
4. Retirement;
5. Volunteer - Civic or Part Time Work -
Second Careers;
6. Residential Patterns;
7. Religion - Spirituality;
8. Family;
9. Daily living;

- 10. Realities of Aging;
- 11. Value Orientation;
- 12. Coping Mechanisms.

The subcategories contained within these twelve categories are as follows:

1. Economics

- economic adjustment
- inflation
- money market
- money management or financial management
- social security
- tips on saving
- investments
- how to use time instead of money
- part time jobs to supplement pension and social security
- financial planning
- medical tax deductions for the older person
- deductions - senior, IRS and tax relief
- auto expenses
- entering contests, playing to win; guides and rules to top prizes and money in many contests

2. Health

- health preservation, prevention and detection, and education
- health hints
- living healthfully during retirement, longevity
- problems with medications, drugs and buying
- stress in later life (psychological well-being)
- medicare
- preventing and curtailing chronic conditions
- treating chronic conditions (arthritis, heart, stroke, peripheral vascular diseases, hearing, vision, and cancer)
- preventing age related deviations
- health remedies to prevent onset of aging
- treatment of illness, protection against illness, and new advances in medicine
- nutrition
- exercises
- vitamins, herbs, and minerals
- future plans for health care
- physical attractiveness
- health maintenance, and how to stay healthy, health care

3. Leisure Activities

- travel, places to visit
- visiting
- Elderhostel, adult education
- hobbies, crafts, chess, birdwatching (solitary or group)
- vacation
- indoor versus outdoor activities
- entertainment, humor, games and puzzles (individual or group)
- recreation
- planned versus unplanned leisure activities
- turning a hobby into money, prizes
- reading biographical sketches of famous people, role models
- reading for enjoyment, viewing pictures, and reading for pleasure and education
- library services or new books
- sports
- pets
- songs or music
- media
- senior citizen centers
- inventions

4. Retirement

- preparing for early retirement
- pre-retirement advice and counseling
- life styles
- rolelessness
- medical insurance
- living alone
- informational resources and services, private sector
- government or official services and information
- legal services, will or legacy
- current successful agers (role models)
- relationships with friends

5. Volunteer - Civic or Part Time Work - Second Careers

- full-time second careers (no actual retirement)
- self-employment
- counsel younger people
- help out when someone is ill
- take care of small children, baby sitting
- give advice on jobs or business matters
- help out with money
- assist in hospitals
- civic affairs
- various social agencies, churches, and scores of other places, friendly visitors

5. Volunteer - Civic or Part Time Work - continued

- lobbying - using political action or power
- occupations
- opportunities for employment

6. Residential Patterns

- housing
- relocation
- transportation
- retirement communities
- mobile homes and trailer parks
- exodus to Florida and Arizona, retirement centers
- local senior citizen communities, e.g. Leisure Village
- safety and security
- winters in Florida (St. Petersburg)
- rents and apartment regulations
- consumer protection in purchasing homes

7. Religion - Spirituality

- facing future with God or faith (poems)
- preparing for eternity
- understanding the faith of our times
- strength in difficult times and days
- expressing faith in times of despair
- self help efforts
- holidays

8. Family

- intergenerational, how to create special moments with your grandchildren, and parents
- intimacy at a distance
- marital status, quality of marriage and relationship with spouse
- social supports received from family
- residential arrangements
- kin network and family relationships
- parents

9. Daily Living

- grooming, appearance and fashion
- use of time
- coping with daily living, advice and suggestions
- food, recipes
- being away from the world of work
- diet or staying slim
- weather

9. Daily Living - continued

- consumer protection against crimes, and legal advice
- old days or holidays
- household maintenance
- driving and maintaining cars

10. Realities of Aging

- the reality of growing older
- aging is not all decay
- how to protect yourself and your property
- living well despite physical decrements
- sex roles, and division of labor
- adaptability to change
- image of one's own aging, or aging in society
- organizations, associations and groups for older persons
- letter box, letters to the editor, inquiries
- political advocacy for the aged
- reminiscing
- contributors or pioneers in the aging field

11. Value Orientation - philosophical

- current, future versus past orientations
- image of older man
- image of older woman
- are these images reinforcing the norms of society
- attitudes toward different ethnicities
- treatment of minorities
- self-reliance and independence
- accomplishments of the later years (the harvest years)
- four freedoms - fear, speech, prayer and want
- image of married life - grow old along with me, the best is yet
- satire

12. Coping Mechanisms

- holiday blues
- loss of spouse and significant others
- coping behaviors
- communication

The descriptions of the twelve Identified Categories are:

1. Economics. Finances are one key element in the survival of senior citizens. As a result, both Modern Maturity and 50 Plus devote a great deal of attention to economic news and viewpoints. Such budget-related coverage will be analyzed in a socio-economic context in order to evaluate the combined impact of the individual's financial situation and the market economy in establishing, reinforcing or redefining norms.

2. Health. Older people are increasingly concerned about health and that concern is reflected in the coverage of both magazines under study. A 50 Plus readership survey in May, 1979, for example, found that 77.3 percent of its subscribers were greatly concerned with this editorial subject area. This was the highest degree of interest reported for any category.¹

3. Leisure Time. With earlier retirement and increased resources among the expanding population of older people, the matter of leisure becomes a crucial issue in the life-style of the senior citizen and in the content of the magazines which serve that citizen. 42.3 percent of 50 Plus readers, for example, expressed "much" interest in leisure activities and another 46.3 percent expressed "some" interest

1. 50 Plus readership survey, May, 1979, tabulated and summarized by Beta Research, Syosset, New York

in editorial coverage of leisure activities. This was a greater overall interest than expressed for legal matters, an area that might be considered more crucial for survival.

4. Retirement. Since the readership of both magazines encompasses both retirees and pre-retirees, the matter of retirement itself is a major editorial item and was selected as a central category of this content analysis because it is the focus of both a great deal of editorial judgment and a great deal of concern among the readership. This category also seeks to gauge the level of editorial attention to pre-retirement advice and counseling, as well as immediate adjustments to retirement.

5. Volunteer - Civic or Part Time Work- Second Careers

This area was isolated because it involves the actual activity that senior citizens are taking part in, how they are really spending their time. The level of attention in this editorial area is an indication of relative interest in such active societal interaction by the readership.

6. Residential Patterns. Since retirement is also accompanied by abrupt changes in geography, the level of attention to such matters as housing and relocation indicates the relative level of concern in these areas.

7. Religion and Spirituality. While the magazines under study are not particularly concerned with religious themes, their relative emphasis on such matters is a touchstone to change in this nonmaterial and necessarily elusive aspect of aging.

8. Family. The family or lack of same is vital to any study of change in attitudes about aging. Subcategories were designed to encompass a full range of familial concerns among the senior citizens, including how one creates special moments with one's grandchildren and to what extent remarriage and the forming of a new family might be of concern to the magazine audience.

9. Daily Living. "Grooming", "Use of Time," and "Food" are some of the subdivisions collected hereunder to provide insight into the quantity of editorial attention to reader's interests in the basics of life.

10. Realities of Aging. A substantial portion of the content of the magazines under study squarely face the issue of aging as an irrevocable fact of life. This category seeks to measure the degree of emphasis on such matters as "the reality of growing older" and "the image of one's own aging, or aging in society."

11. Value Orientations. Many of the changes in attitude about aging are difficult to quantify because they concern subtleties of image and stereotype. Therefore, this category was selected in an effort to get some quantitative perspective on such crucial matters of human worth as individual "sex role stereotyping" and "attitude toward different ethnicities."

12. Coping Mechanisms. Aging, like growing up, appears to be largely a crisis of adjustment. Modern Maturity and 50 Plus are both dedicated in practice to helping their readers facilitate those adjustments. This category provides insight into the level of editorial attention toward such matters as "loss of spouse" and "crisis intervention," which is an inevitable concern to the aging.

WHO READS SENIOR MAGAZINES?

50 Plus, one of the magazines selected for this proposed research, commissioned an in-depth survey of its readership in May, 1979, combining the results of earlier surveys. The primary findings below provide one statistical portrait of the readership of these magazines which are

written and edited specifically for the older person.

Readership by Sex: 54 percent Female, 46 percent Male.

Average Income: \$21,670; 58.2 percent earn over \$15,000
a year.

Home Ownership: 87.7 percent own their own homes.

Automobile Ownership: 1.5 automobiles per family. 38.7
percent may purchase a new automobile within the next
12 months.

Education: 91.6 percent attended high school, college
or graduate school.

Credit Cards: 83.4 percent hold either American Express
or Master Charge Cards. 79.3% hold Visa cards.

Modern Maturity, also conducted a readership survey in September, 1979. The readership is summarized as follows:

Readership by Sex: 49.8 percent Male, 50.2 percent Female

Household Income: Under \$5,000 - 23.5 percent;

\$5000-9000 - 31.6 percent; \$10,000 - \$14,000 - 18.2 percent;

\$15,000 and over - 26.9 percent; (Median income \$9,144).

Home Ownership: 82.3 percent own their own home;

17.7 percent rent.

Car Ownership: 14.5 percent do not own a car; 55.3 percent own one car; and 30.1 percent have more than one car.

Education: 14.1 percent - grade school; 18.2 percent - some high school; 25.1 percent - high school graduate; 24.6 percent - some college; 10.6 percent - college graduate; and 7.4 percent - post graduate;

Age: Under 60 - 10.4 percent; 60-64 - 21.2 percent; 65-69 - 26.1 percent; 70-74 - 19.8 percent; 75 and over - 22.5 percent

Marital Status: Single - 7.2 percent; Married - 53.9 percent; Widowed - 33.8%; Divorced/Separated - 5.1 percent;

RATIONALE FOR THE PUBLICATION OF THESE MAGAZINES

Purposes of Modern Maturity:

- 1) To create a showcase for the achievements of our people
- 2) To build many bridges between the worlds of our needs and the powers that can answer those needs.
- 3) To open the door to all the various human adventures which we can picture for you.
- 4) To serve as a forum for the discussion of subjects of interest to retired persons. (Ethel Percy Andrus, 1958)

50 Plus Editorial Objectives:

- 1) Help people over 50 to get the most out of their lives
- 2) Crusade for better health and health care.
- 3) Make marriage, family life, or the single life more rewarding.
- 4) Make travel and recreation more fun.
- 5) Explain and defend Social Security, Medicare, and other essential social programs.
- 6) Fight crime in the streets, in the home, in the business world, and in government.
- 7) Tell how to attain and preserve financial security.
- 8) Offer expert psychological advice for daily living.
- 9) Stay on top of current events.
- 10) Advocate new ways to raise living standards for older Americans. (Jess Gorkin, 1979, editor, 50 Plus.)

In the chapters that follow, I will present a detailed account of the data arrived from the content analysis of these specialty magazines for older persons. However, now I would like to present the global picture of the frequency distribution for all the categories in the magazines for the complete overview. The percentage represents the composite of all the data within all the six time periods of the magazines under study.

TABLE 3

FREQUENCY DISTRIBUTION FOR ALL TWELVE CATEGORIES FOR ALL MAGAZINES

LEISURE	30%
REALITIES OF AGING	18%
RETIREMENT	12%
DAILY LIVING	10%
HEALTH	7%
ECONOMICS	6%
VOLUNTEER/CIVIC OR PART TIME WORK/ OR SECOND CAREERS	4%
RESIDENTIAL PATTERNS	3%
VALUE ORIENTATION	3%
COPING MECHANISMS	3%
FAMILY	3%
RELIGION	2%

100%

N = 1414

From Table 3, we can observe in what particular cate-

gories these specialty magazines for older persons are socializing their readers. The frequency distribution revealed in descending order the following editorial attention within the specified categories: Leisure - thirty percent; Realities of Aging - eighteen percent; Retirement - twelve percent; Daily Living - ten percent; Health - seven percent; Economics - six percent; Volunteer/Civic or Part Time Work or Second Careers - four percent; Residential patterns - three percent; Value Orientation - three percent; Coping Mechanisms - three percent; Family - three percent; and Religion - two percent.

In the chapters which follows, we will present a detailed analysis of the specific findings of each of the content categories and we will try to more clearly identify the specific media projected images in these magazines.

CHAPTER FOUR

FORTY THOUSAND HOURS

The purpose of this chapter is to determine in what leisure time activities these magazines are socializing the older reader. This was viewed as an important category because leisure involved much resocialization for the individuals who are imbued with the Protestant work ethic. A noted gerontologist defined leisure in our society as a residual category that is "Free" from work or from other pursuits deemed as more serious or obligatory. (Riley & Foner, 1968) According to The Modern Dictionary of Sociology, leisure is defined as the

"Temporary withdrawal from routine activity that is based on outwardly imposed social constraints and is not fully satisfying to the individual. Leisure involves the substitution of a preferred activity that provides diversion and pleasure by satisfying strongly internalized values and sentiments in a situation free of the everyday pressures of social obligation."
(Theodorson and Theodorson, 1969:229)

The category "LEISURE" received more editorial attention than any of the other eleven categories in this content analysis of specialty magazines for older persons. This finding will be further elucidated in the forthcoming tables to be presented in this chapter. An average retired person will have forty thousand hours (40,000) in a life-

time, according to John Hancock Company estimates. That doesn't include eating or sleeping. (Hastings, 1982) These 40,000 hours are equivalent to 8.4 years of leisure time availability. The eight plus years of leisure time is arrived at by deducting three hours for eating and eight hours for sleeping in an average twenty four hour day. This results in approximately thirteen hours of discretionary time available to the average retired person to do with as they please. Thirteen hours divided into forty thousand hours yields approximately 3,077 days or eight plus years of leisure time.

This is an extraordinary amount of time for the current aging cohort who were socialized according to the Protestant work ethic. This amount of time available for leisure leaves a vacuum of hours which were previously allotted to the workplace. Thus, much re-socialization is needed into this new life style. Consequently, the many magazine articles in this area are obviously fulfilling a real need in helping prepare the reader for his new leisure role.

With earlier retirement and increased resources among the expanding population of older people, the matter of leisure becomes a crucial issue in the lifestyle of the senior citizen and in the content of the magazines which serve that citizen. The 50 Plus readership survey revealed that forty two percent of the

readers expressed "much interest in leisure activities and another forty six percent expressed some interest in editorial coverage of leisure activities." This was a greater overall interest than expressed for legal matters, an area that might be considered more crucial for survival. (Beta Research, 1979) Leisure as a category in this content analysis was described loosely for this research.

The category, LEISURE TIME, consisted of 19 subcategories. They are as follows:

1. Travel
2. Visiting
3. Elderhostel, adult education
4. Hobbies, crafts, chess, birdwatching
5. Vacation
6. Indoor versus outdoor activities
7. Entertainment, humor, games, puzzles
8. Recreation
9. Planned versus unplanned leisure activities
10. Turning a hobby into money, prizes
11. Reading biographical sketches of famous people, and role models
12. Reading for pleasure or education, viewing pictures
13. Library services or new books
14. Sports
15. Pets
16. Songs or music
17. Media
18. Senior citizen centers
19. Inventions

This chapter will focus on the category of leisure as opposed to the other eleven categories in this content analysis of specialty magazines for older audiences. The category leisure received thirty percent (30%) of all

units within this content analysis of these specified magazines. This represents the largest allocation of any one category in editorial attention within this study. Table 4.1 presents subcategories within Leisure for both magazines. The results of the content analysis on the above subcategories for all the magazine time periods reveal the following distribution:

TABLE 4.1

PERCENTAGE OF LEISURE SUBCATEGORIES FOR TOTAL MAGAZINE UNITS

	<u>%</u>	<u>N</u>
Entertainment	19%	(81)
Reading for enjoyment	16%	(70)
Biographical sketches of famous people, role models	13%	(56)
Travel	12%	(54)
Hobbies	10%	(41)
Media	6%	(25)
Books, Library	5%	(22)
Sports	4%	(16)
Vacation	3%	(14)
Songs, Music	3%	(13)
Elderhostel, Adult education	3%	(14)
Turning hobby into money	2%	(7)
Pets	1%	(4)
Inventions	1%	(4)
Indoor vs. outdoor activities	1%	(3)

TABLE 4.1 (continued)

PERCENTAGE OF LEISURE SUBCATEGORIES FOR TOTAL MAGAZINE UNITS

	<u>PERCENT</u>	<u>N</u>
Recreation	1%	(3)
Planned vs. unplanned Leisure	-	(2)
Visiting	-	(1)
Senior Citizen Centers	-	(1)
	100%	N= 431

The above Table 4.1 was presented in order to shed light on the amount of editorial attention devoted to the various subcategories within the leisure category. As we can see from Table 4.1 (Percentage of Leisure Subcategories For Total Magazine Units), the frequency data reveal that the first five subcategories received a notably larger proportion of editorial attention than the others. They include in descending order: Entertainment - nineteen percent; Reading for enjoyment - sixteen percent; Reading biographical sketches of famous people and role models - thirteen percent; Travel - twelve percent; and Hobbies - ten percent. To many, leisure and retirement are synonymous. However, the word leisure comes from the Latin, "To be Permitted." Leisure can be expanded to mean to be permitted to do what you want, when you want it. (Uris, 1979)

In this study, leisure is viewed as discretionary time

available to the individual to do as he pleases.

The following Table 4.2 will present the distribution for the category "Leisure" according to the particular magazine periods included in this study. They include six different time periods: Modern Maturity October-November, 1958 through August-September, 1959; Modern Maturity October-November, 1968 through August-September, 1969; and Modern Maturity April-May, 1980 through February-March, 1981. Henceforth, Magazine I will include all issues of Modern Maturity. Magazine II will include the following independent publications which were published as a continuum throughout the years, and include the following magazines which were included in this research study; Harvest Years - March, 1961 through February, 1962; Retirement Living - April, 1972 through March, 1973; and 50 Plus - September, 1978 through August, 1979.

TABLE 4.2 PERCENTAGE OF UNITS FOR LEISURE TIME CATEGORY BY MAGAZINE

		<u>MAGAZINE I</u>		<u>MAGAZINE II</u>	
		<u>PERCENT</u>	<u>N</u>	<u>PERCENT</u>	<u>N</u>
TIME	I	45%	(182)	II	28% (222)
PERIOD	III	39%	(220)	IV	13% (225)
	VI	44%	(189)	V	24% (376)

As shown in Table 4.2 (Percentage of Units For Leisure Time Category By Magazine), there is a slight decrease in editorial attention over time in Magazine I, whereas

Magazine II shows a greater decrease, but the largest decrease in both magazines occurs in the middle time period and demonstrates a curvilinear relationship. With the exception of Retirement Living, leisure ranked first among the categories within these magazines. Leisure ranked third in this middle time period in Magazine II which might be attributable to changing editorial objectives. Interestingly, the largest amount of editorial attention went to the subcategory "entertainment" in Magazine I, in Magazine II, primary editorial attention went to reading for pleasure but mostly education.

Socializing readers to the leisure role is a prime consideration of the editorial policy in Modern Maturity, according to H. Pryor, former editor, and now a publication consultant. This is, of course, reflected in the magazine's agenda for the older reader.

The independent publication - Magazine II allocates less of its total editorial space to the Leisure category. Nevertheless, in Magazine II, a significant amount of editorial attention is still devoted to magazine articles on leisure. Peter Dickinson, (June, 1983) indicated that Harvest Years was published as a service magazine and its primary purpose was to deal with the concrete and vital issues of concern to retirees. When he was the editor, he stated "that only after these issues were addressed fully, would esoteric issues like Leisure be discussed."

Now we turn to a presentation of the data compiled on each of the items included in the content analysis of all of the respective magazine periods. The data will be presented according to which item received the largest amount of editorial attention.

TABLE 4.3 DISTRIBUTION OF LEISURE SUBCATEGORIES BY MAGAZINE

	<u>MAGAZINE I</u>			<u>MAGAZINE II</u>			
TIME PERIOD	I	II	III	I	II	III	
	<u>PERCENT</u>			<u>PERCENT</u>			
Entertainment	27%	22%	30%	-	-	17%	
Reading for enjoyment	17%	22%	17%	28%	7%	4%	
Reading biographical sketches,role models	14%	4%	13%	5%	3%	28%	
Travel	10%	20%	7%	16%	23%	6%	
Hobbies	11%	11%	7%	18%	10%	3%	
Media	1%	2%	8%	2%	3%	14%	
Books,Library	6%	1%	-	5%	7%	12%	
Sports	6%	4%	4%	3%	3%	2%	
Vacation	1%	4%	1%	2%	10%	6%	
Songs,music	1%	1%	5%	8%	-	2%	
Elderhostel	-	4%	7%	3%	10%	-	
Turning hobby into money	-	2%	-	5%	7%	-	
Pets	2%	1%	-	-	3%	-	
Inventions	1%	1%	-	3%	-	-	
Indoor versus outdoor	-	-	-	-	7%	1%	
Recreation	1%	1%	-	-	3%	-	
Visiting	-	-	1%	-	-	-	
Senior citizen centers	-	-	-	2%	-	-	
Planned versus unplanned L.T.	-	-	1%	-	3%	-	
N	=	81	85	84	61	30	90

Table 4.3 (Distribution of Leisure Subcategories by

Magazine), shows the distribution of items within the leisure category by magazine and time period. Each leisure subcategory will be discussed separately in order to fully document the data obtained from the content analysis.

#1 ENTERTAINMENT - The subcategory called "entertainment" included humor, games, puzzles, rhymes and jingles. Table 4.3 revealed that the subcategory "entertainment" received the largest amount of editorial attention in Magazine I. (Modern Maturity). There is a slight percentage increase of three percent over time in Magazine I. In the independent publications, Magazine II, this item received no attention until 1978 in 50 PLUS, when 17 percent of the articles were devoted to this aspect of leisure time. Old age is a period of great losses and we can speculate that to offset the psychological changes, people need some fun and relaxation throughout the adjustment of the latter years. Such articles provide some resocialization into recreation which is a need throughout the life span. Leisure activities should satisfy basic needs and wants that remain constant throughout life. They are as follows: "1. Relaxation and Recreation; 2. Self-expression; 3. Participation; 4. Recognition; 5. Adventure; 6. Learning; 7. Activity; 8. Contemplation; 9. Security." (Dickinson, 1976, p. 225)

Successful retirement and successful leisure depend on cultivating or renewing old interests and developing

new ones. An English school master once said that the mark of an educated man was determined by three things: Could he entertain another? Could he entertain new ideas? and Could he entertain himself?" (Dickinson, 1976) Because of the many dimensions of older adults and the need for diversification, no single activity can satisfy a human being forever.

Samples of magazine articles included under the subcategory "Entertainment" include: "Fun Fare"- a monthly feature in Modern Maturity which consists of an assortment of puzzles, word games and the like; "Anecdotes"- a monthly feature with amusing and humorous appeal which is found in 50 PLUS; "Laughing Matter"- a full page of jokes and cartoons which appear each month in Modern Maturity.

#2 READING FOR PLEASURE OR EDUCATION, AND VIEWING PICTURES - This subcategory included all fiction and non-fiction articles, and all the full page color illustrations found bimonthly in Modern Maturity. Table 4.3 revealed that the subcategory "Reading for pleasure or education, and viewing pictures," ranked second among all the activities of the Leisure category. In Magazine I (Modern Maturity), there is no change over time, even though the relationship is curvilinear. However, in Magazine II, there is a marked decrease of 24 percentage points over time in the independent publication. Worth

mentioning here is The Freedom Award received by The American Association of Retired Persons (AARP) for the beautiful full color illustrations in each bimonthly issue of Modern Maturity of outstanding natural wonders in America. Reading is a favorite activity of this aging population who were socialized without the current ubiquitous influence of television.

Reading is of prime importance to older persons. (Riley, 1968) Older readers of books and magazines are usually better educated; and reading itself tends to decline throughout the life cycle until the age of sixty plus when it increases. (Market Opinion Research, 1975) Cowgill and Baulch (1962) reported that reading was the second most popular activity for women, and the third favorite leisure activity for men.

Samples of magazine articles under this leisure subcategory include: "Conversation Topics"-- a regular monthly feature of Modern Maturity which includes a synopsis of current research and trends to make the older reader more aware of any new ideas and innovations; "Magazines of Yesterday" in Harvest Years, December, 1961 issue, which is a delightful account of the history of magazines which informs the reader that "there's pleasure, profit and romance in these mellowed pages."; "Reading for your Enjoyment" is a regular monthly feature of Magazine II, which commenced with the first edition of Harvest

Years in 1961, and consists of book reviews of novels and non-fiction works of literature.

#3 READING BIOGRAPHICAL SKETCHES OF FAMOUS PEOPLE AND ROLE MODELS - This subcategory included many biographical sketches of famous people such as Will Rogers, Knute Rockne, Bernard Baruch, and examples of current successful agers over the age of fifty such as Elizabeth Taylor, Rosalynn Carter, Steve Allen. Table 4.3 reveals that biographical sketches of famous people, and role models ranked third in frequency among all of the subcategories within the leisure category. Interestingly in Magazine II, during the third time period (50 PLUS - 1978 through 1979); we note a significant increase of 23 percentage points from the first time period (Harvest Years, March, 1961) which represented the beginning of independent periodicals for the older audience. Magazine I (Modern Maturity) shows a negligible decline of one percentage point over time in this particular item.

Modern Maturity started this trend of including articles about famous older persons, and giving readers role models to identify with. The idea of successful agers who are familiar to the subscribers can be a very effective tool for socializing older persons into more positive images of aging. This also gives the mature audience a symbolic peer group to identify with, and a reference group with norms, roles and values. This analysis is

similar to earlier research findings about the young women who read "True Story." (Rainwater, Coleman and Handel, 1959)

Magazine II, 50 PLUS , devoted the most editorial attention to this subcategory possibly to go along with their upbeat view of aging by providing anticipatory socialization for its readers over the age of fifty. Dickinson (1976) discusses the impact of reading when he stated that "reading satisfies almost every need or want, you'll find just about everything you wanted to know in books."

Samples of magazine articles included under this subcategory include "Flo Ziegfeld-The Great Glorifier" in Harvest Years , April, 1961 issue, which discusses this great entertainer who brought us the Follies; "He F-ed his Nose To Fame" in Modern Maturity, October and November, 1968 issue. This is a delightful story about the great comedian, Jimmy Durante with the large proboscis; "He was our Yankee Doodle Boy" in Modern Maturity, the June and July, 1959 issue. This interesting article is about showman, George M. Cohan, who wrote "Give My Regards to Broadway," among others; and 50 PLUS PERSONALITIES which is a regular monthly feature in every issue of 50 Plus since September, 1978. Included are many familiar famous persons and some unfamiliar ones who all share some attributes of successful aging, and still retain their youthful optimism in their golden years.

#4 TRAVEL AND PLACES TO VISIT - The subcategory travel and places to visit showed a decrease in the number of magazine articles in both magazines over time. Nevertheless, this subcategory ranked fourth out of 19 leisure activities. Magazine I revealed a three percentage decrease in editorial attention, and Magazine II shows a ten percentage point decrease over time. In Chapter Nine, advertisements will be discussed more fully. However, suffice it to say at this point that in Magazine I nine percent of the ads were devoted to travel and in Magazine II, 12 percent. Magazine II has a more affluent subscriber who is in a position to travel frequently. A 50 Plus survey revealed that "83 percent of the readers reported a strong interest in traveling within the next twelve months,; and that 86 percent believed that 50 Plus magazine did a good to excellent editorial job in this area." (Beta Research, 1979)

"Vacation expenditures and distance traveled are highest at age 45-64, dropping off at 65 plus whereas time spent away from home shows little or no drop among older people over the age of sixty-five." (Riley & Foner, 1968, p.532) Initially, these magazines had a travel editor as part of the editorial staff which accounted for the proliferation of writing on travel. Later on, the staff felt it had overemphasized travel, and dismissed

the travel editor. (Dickinson, 1983)

Modern Maturity Magazine (Magazine I) had a bi-monthly column AARP TRAVEL since its inception in 1958. Even though all advertising did not start until 1980, Grand Circle Tour Travel advertisements were included in every issue along with Colonial Penn Insurance Company. Today, the trend is for people to go visit places in lieu of just reading about them. Special packages for seniors at reduced fares by commercial airplane companies lure the successful ager today.

Samples of magazine articles under this subcategory include "Golden Age Passports" in Retirement Living, November, 1972 issue, which discusses the fifty percent discount on federal facilities issued by the Department of Interior for The National Park Service for people sixty two and over, as an incentive to travel; "Traveling Alone - Advantages and Problems" in Harvest Years, March 1961 issue, describes all the requisites for the adventurous lone traveler willing to embark on a great adventure. The article indicates that when traveling alone one has a fifty percent greater chance of meeting people than when in a group or with one other person.

#5 HOBBIES - The subcategory hobbies included crafts, chess, birdwatching and many others whether engaged in by oneself or group activities. Table 4.3 revealed a general decline in editorial attention over

time to hobbies. There is a four percent decrease in Magazine I and a 15 percent decrease in Magazine II. Possibly, hobbies connote a sedentary type of time absorber, and the magazines may want to present a picture of more active agers enjoying their latter years. In addition, research has indicated that handicrafts, hobbies and crafts constitute the special interests of a few people regardless of age. "Hobbies are the daily activity of only one percent of the population for two hours a day, although the proportion is higher for retired men in the upper income bracket." (Riley and Foner, 1968)

Dickinson (1976) presents another viewpoint that "there is a creative craft to satisfy everyone, and two out of every five Americans engage in woodworking, weaving, pottery, ceramics or other crafts for pleasure as well as profit. Collective hobbies link past, present, and future and you can collect almost anything - coins, books, sheet music, and one of the most popular is philately." However, there seems to be a continuity throughout the life span for hobbies which were established at a younger age for the most part or at least the interest was there to be cultivated. Innovations are occurring; Leisure Counseling is a new field in which Dickinson discusses how Patsy Edwards, founder of CONSTRUCTIVE LEISURE, helps pre and post retirees to

find the right leisure activity for themselves. By the use of a questionnaire, she can identify individuals' leisure time interests and can help by providing them with referrals to find happiness in their leisure pursuits. (Dickinson, 1976)

Hobbies ranked fifth among all of the 19 leisure subcategories, so considerable editorial attention was afforded this subcategory despite the decreases over the years. Samples of magazine articles under this leisure item include: "Hobby Corner" - a regular bi-monthly feature in the early days of Modern Maturity, i.e., Antique collection in the June-July, 1969 issue; "Stamps that Mirror History" in the December, 1961 issue of Harvest Years; and collecting dime novels in an article called "Thrills, Adventure for a Dime" in the June, 1961 issue of Harvest Years, which tells how tales of adventure kept the nations' youth in suspense for more than a quarter of a century.

#6 MEDIA - The subcategory "media" included all aspects of the mass media, print or electronic. Table 4.3 shows a slight increase of seven percentage point in Magazine I, and a corresponding increase of 12 percentage points in Magazine II. Both increases are probably reflective of the increasing role played by television by the lives of older persons. Riley & Foner (1968) indicate that "old people generally appear to spend more time watching television than on any other

single activity." However, recent data revealed that television viewing as an activity that takes up a lot of time has dropped from 36 percent (1974) to 31 percent (1981) of the elderly respondents. (Harris, 1981, p.21) However, one must consider that television fulfills the same role for older as well as younger people - companionship, involvement, and a way to pass the time. Davis (1980) cautions us that the media portray all age groups in very simplistic and stereotypic ways, and that images of aging seen in television reinforce our inaccuracies, and it is important to separate "the mythology of aging, and the reality of aging in our society." Judith Crist, the media critic, has a monthly column in 50 PLUS in which she critiques past and current movies for the reader. "The Older TV Viewer" - is a regular bimonthly feature since the 1980's in Modern Maturity, which discusses programs on public and network broadcasting which are of interest to its readers. "Remember Mr. Anthony" was an article in the April-May, 1980 issue of Modern Maturity. Mr. John J. Anthony was host of the famous radio call up program which gave advice on problems to its listeners. The leisure subcategory item "media" ranked sixth out of nineteen activities in this survey.

#7 LIBRARY SERVICES OR NEW BOOKS - The data shows a decrease in editorial attention in Magazine I, and a

slight increase of five percentage points in Magazine II for magazine articles relating to library services. Interestingly, in 50 Plus, we see that this subcategory received the largest percentage of twelve percent, more than any of the other specified magazines in this study. The subcategory "library services," ranked seventh of nineteen leisure activities.

Current research indicate that "among the elderly, the percentage spending a lot of time reading has risen slightly from 36 to 39 percent since 1974. (Harris, 1981) Some philosophical comments about reading from the magazine Harvest Years may be relevant: "Leisure without a book is burial of a man" (Seneca); "Every man who knows how to read has it in his power to magnify himself, to multiply the ways in which he exists, to make life full, significant and interesting." (Aldoux Huxley) Harvest Years. (1961)

A recent survey of Library Services for older persons showed that "two thirds of the national, state and local libraries allocated less than one percent of their budgets to services for elders." (Info. on Aging, January, 1982) Nevertheless, in urban areas, many public libraries have special programs for senior citizens such as guest speakers, large print books, and a center for elderly to receive their reduced transit fare applications. Having more magazine articles on the valuable services of the

library will enlighten older people to the rich resources of their public library.

Riley and Foner (1968) indicated that older people prefer serious content, and that the more educated read more magazines, books and newspapers. With rising inflation eroding the resources of the retired person, and the cost of many books prohibitive, familiarizing oneself with the library is an attractive leisure activity alternative. The following articles inform the readers of this point in : "Discover Your Public Library" in the April, 1961 issue of Harvest Years; "Library Week-New Treasures and Old Friends" in the April, 1972 issue of Retirement Living; and "Look at New Books" in the October-November, 1958 issue of Modern Maturity Magazine.

#8 SPORTS - The leisure subcategory "sports" included all competitive sports, and popular sports heroes. Both Magazine I and Magazine II show a slight decline in editorial attention over time in this item. This is an interesting finding in view of the increased societal interest and proliferation of people actively participating in many different sports. However, the latest survey revealed that the percentage of people who jog, take walks, or engage in any kind of exercise remains virtually unchanged among those sixty-five and over. (Harris, 1981) Since 1976, magazine articles on 'sports' ranked eighth out of nineteen subcategories in this data.

The National Senior Sports Association is a Virginia-based, non-profit, tax exempt organization dedicated to improving the physical and mental health of persons age fifty and older. It conducts recreational and competitive tournaments in golf, tennis, bowling and other sports at resorts and vacation sites. It also runs a "Sports Holiday Abroad" that includes tours of Hawaii, Bermuda, Mexico, Spain and England. (Weinschenk, 1982) This organization receives a lot of television attention which focuses on elite sports agers, and represent a smaller percentage than is portrayed by the media.

The following articles will give a sense of this leisure subcategory "Remember These Baseball Thrills" the July, 1961 issue of Harvest Years; "Sports - Football- Knute Rockne" in the December-January issue 1958-1959 of Modern Maturity; "Run Grandpa, Run" in the June-July, 1980 issue of Modern Maturity; "Grandmothers' Tournament of Champions" in the October-November, 1978 issue of Modern Maturity; "Older Athletes-They Love to Compete" is an article which appeared in the December, 1978 issue of 50 PLUS which discusses the successful three day Senior Olympics in Illinois.

#9 VACATION - The subcategory "vacation" concerned itself with specific articles on the subject exclusively, as contrasted with the other subcategory "travel." Vacations as an editorial subject showed no change in

Magazine I; and only a slight increase of four percentage points in Magazine II. Vacations ranked ninth out of nineteen subcategories, nevertheless it only represented three percent of the total editorial attention for all the magazines.

Older persons over the age of sixty five are less likely than younger people to take short trips or to spend their vacations away from home. But, twenty one percent of seniors report a vacation away from home during the year. (Riley and Foner, 1968) For a vacation that combines study and exploration -for as little as \$150- the United States and Canada both have a network of colleges that offer special residential programs for older people called ELDERHOSTEL. This subcategory will be discussed further under adult education and Elder-hostel - subcategory eleven.

Many vacation spots have promoted a "Senior Season," with considerable reduction on vacation packages for older persons. In Florida, this period ranges from September through early December, and it boosts business during the off-season autumn months. The Quality Inns chain is going after the senior market, and offers a ten percent discount on the directory rate to members of AARP, NRTA, and Old Age Pensioners of Canada. (Hotel Management, June, 1981)

Articles included under the subcategory "vacation"

include: "Riviera Vacation" in the December 1978 issue of 50 PLUS, which discusses how Cote d'Azur can be savored more thriftily by travelers in the winter; "Retirement Living's Guide to Cruises" in the November, 1972 issue of Retirement Living, which gave complete vacation details for cruises in the Winter and Spring from the Baltic to the Pacific, and to the Mediterranean and to the Caribbean in this special guide for the reader; and "All Aboard with AARP Vacations" in the February-March 1969 issue which described a canoe trip through history to invite its readers to participate in this type of vacation.

#10 SONGS AND MUSIC - This subcategory "songs and music" concerned itself with all aspects of music appreciation and participation for older persons. Magazine I showed a four percentage increase, whereas Magazine II had a six percentage point decrease in editorial attention. Magazine I may have reported on the various musical activities of their members, among them kitchen bands, which would account for the greater amount of editorial attention under this leisure category "Songs and Music." This subcategory ranked tenth out of nineteen leisure activities, however, it represented only three percent of total magazine attention.

"Music rewards you mentally, spiritually, physically, emotionally and socially, and you can reap rewards in many ways: playing musical instruments, singing, composing, and

conducting and appreciating (really listening to) music." (Dickinson, 1976) Other research which studied age and socialization habits revealed that "people who take an active role in socializing are more likely to live longer than those who stay at home." (Berkman, 1979)

Articles included under this subcategory are: "Happy Birthday with both Hands" in the February-March, 1981 issue of Modern Maturity, which demonstrated how anyone could play America's most popular melody on the piano; "Songs to Drink By-Tin Pan Alley" in the June, 1961 issue of Harvest Years; and "Music from the Heart (Jolly Troubadors) in the July, 1961 issue of Harvest Years.

#11 ELDERHOSTEL AND ADULT EDUCATION - This subcategory "Elderhostel and adult education," concerned itself with any aspect of education for older persons. In both magazines, Table 4.3 showed a slight increase in articles relating to the older student. Today's current aging cohort did not have access to upper educational attainment in their youth as contrasted to the prevalence of educational opportunities open to today's younger person. A small percent of seniors are taking this period in their life to pursue college degrees, and many more are attending various adult education programs and participating in Elderhostel programs at various college campuses. Universities are interested in attracting older students and offer many programs at reduced rates.

This subcategory ranked eleventh out of nineteen subcategories, however, it represented only three percent of total magazine editorial attention. Elderhostel was founded in 1975 at The University of New Hampshire, by Martin Knowlton, which was inspired by the concept of youth hostel, however, sixty years of age is the minimum age for participation in the program. Elderhostel is an organization that coordinates courses at nearly 500 educational institutions in the United States, Canada, England, Denmark, Sweden, Finland, and Norway. Elderhostel is committed to the "belief that retirement does not have to mean withdrawal, that one's later years are an opportunity to enjoy new experiences." Elderhostel is helping to erode the stereotype associated with age by offering educational opportunities designed for senior citizens. (Baldwin, 1982)

Modern Maturity has recently instituted a program called -"A Lifetime Learning Mini Course"which appears at different bimonthly periods and has included topics as Latin, Psychology, Painting for Beginners, Poetry - to mention a few. These minicourses come from the Institute of Lifetime Learning and are very comprehensive and professionally prepared which appear in alternate issues of Modern Maturity. Other articles in Magazine II include: "Adult Education-Each to his Own to Learn and Play" in the April, 1961 issue of Harvest Years; and "Campus Offers Free

Courses" in the December, 1972 issue of Retirement Living.

#12 TURNING A HOBBY INTO MONEY - The subcategory "Turning a Hobby Into Money," ranked twelfth out of nineteen subcategories, but represented only two percent of the total magazine articles. The focus here was on hobby and not the economic aspect. Magazine I and Magazine II allocated little editorial attention to this subcategory over time. In our previous discussion of hobbies, we noted that only a small minority of the population invested time in hobbies. Consequently, only a few of these hobbyists would use it as a financial enterprise. Nevertheless, there is an organization in New York called The Elder Craftsmen, which is a voluntary group which offers many opportunities for skilled persons over the age of sixty from anywhere in the country - which caters to these select few individuals.

Barbara Stires, Executive Director of Elder Craftsmen, explained that the concept underlying the organization is "Creativity doesn't stop with age. What Elder Craftsmen is all about is giving older individuals with highly developed craft skills a chance to make a positive statement about themselves and their age group. The sense of worth and personal satisfaction they get from making a piece is worth more to them than the money they get from a sale." (McClellan, 1983)

Articles included under this subcategory are:

"Handicraft Carnival" in the June-July, 1969 issue of Modern Maturity, which describes the fair in Asheville, North Carolina with the displaying of wares. This yearly fair is held in Asheville which has long been a favorite retirement retreat and vacation resort in the Blue Ridge Mountains. Other articles included: "Antiques, to Buy and Sell, and Use" in Harvest Years; and "Signatures Worth a Fortune" in the February, March issue year 1959 of Modern Maturity.

#13 PETS - The leisure subcategory "pets" was included in this study because many see their pets as significant others, and also "over sixty million pets are intermingled with people in the USA today (WNEW, 1983). Magazine I and Magazine II devote little editorial attention to pets, even though this item ranks thirteenth out of nineteen leisure activities.

Recently, much media attention has been given to the importance of pets in the lives of older persons. In a recent television program "The Prime of Your Life"; (WNBC, March 1983) institutionalized people mentioned that the two things they missed most as residents of nursing homes were pets and children. Because of this, RSVP - THE RETIRED SENIOR VOLUNTEER PROGRAM has coordinated a program to bring "animals and people together." (Coombe, 1983)

Articles included in this subcategory are: "My Boss,

The Cat" in the August, September, 1959 issue of Modern Maturity; and "My Pets have helped Me to a new Life" in the April, 1961 issue of Harvest Years.

#14 INVENTIONS - The subcategory "inventions" shows a decrease in editorial attention over time in both Magazine I and Magazine II. The subcategory "inventions" only received one percent of the total amount of magazine articles in this study, even though the category ranked fourteenth out of nineteen subcategories. Years ago, it was considered trendy for those who were mechanically inclined to be involved in various experimental designs. Thus, the term cellar mechanic and backyard mechanic were in vogue for those who were pursuing this hobby. Technological advances today have diminished considerably this avocation.

The magazine article in the April - May, 1969 issue of Modern Maturity, "Once an Inventor, Always"...is about William Dubilier, for whom life has been a series of successful adventures because he learned "how to." His most famous invention, the mica condenser, played a key role in saving the American and British navies from destruction during World War I.

#15 INDOOR VERSUS OUTDOOR ACTIVITIES - The subcategory "Indoor versus Outdoor Activities" received no editorial attention in Magazine I, and only a small amount in Magazine II. This item ranked fifteenth out of nineteen leisure activities. Unlike other activities, all types of

gardening tends to increase by age categories from the teens up to past the age of sixty. (Riley and Foner, 1968) A magazine article in the June, 1972 issue of Retirement Living entitled "You Don't have to have a Garden to Raise Flowers" was counted under this subcategory, and discusses growing roses in one's home as well as in the garden.

#16 RECREATION - The subcategory "recreation" received little editorial attention in both Magazine I and Magazine II. This item was not a good leisure activity, and is more descriptive in quality which is subsumed under better leisure items. An example of this item appeared in the August - September, 1969 issue of Modern Maturity in an article titled "This is your Life" in which a couple spend their summers sailing their outrigger for three hours each day on California's Big Bear Lake. Time spent on outdoor recreation tends to decline by age, and the most common outdoor recreational pursuits of older people are driving for pleasure, picnics, sightseeing, walking for pleasure, and for men - fishing. (Riley and Foner, 1968)

#17 VISITING - The leisure subcategory "visiting" included visits to persons, places or things. The only article appeared in Modern Maturity, August - September issue called "Invitation: Visiting the Smithsonian Institute" which discusses the artifacts from the nation's attic, and that they aren't all they seem. This subcategory was not a good leisure activity, as it was subsumed under others. No editorial attention was given to socializing with friends,

even though (Harris, 1981) reports that this activity has dropped from forty seven percent to thirty eight percent since 1974. Also, Riley and Foner (1968) report that the elderly spend daily around two hours visiting with someone inside or outside their own household. The widowed, single people who live alone visit other people infrequently, and this varies little by income, sex, or age beyond sixty five.

#18 SENIOR CITIZEN CENTERS - The subcategory, "senior citizen centers," received no editorial attention in Magazine I, and only one article appeared in Magazine II, namely Harvest Years. There were many articles on senior centers, but their focus was not primarily leisure, therefore, they were included under other content categories. Senior Centers are important for older persons because as Dr. Samuel Johnson was quoted as saying in Harvest Years, January 1962 issue: "If a man does not make new acquaintances as he advances through life, he will soon find himself alone."

The proportion of older persons attending senior citizen centers is on the rise since 1974, and there are indications of increased interest in these centers in the future. Regardless of age, women more than men participate in the activities of these centers. Blacks, as a group, show the greatest interest in senior centers. (Harris, 1981)

"Having Fun at a Senior Center" is the magazine article from the March, 1961 issue of Harvest Years included under this item.

#19 PLANNED VERSUS UNPLANNED LEISURE TIME - This

subcategory is too theoretical to be a sensitive barometer under leisure activities. It contained two magazine articles and included the following articles "Just Call Us Hams" in the July, 1972 issue of Retirement Living, which described the simple, inexpensive steps leading to amateur radio operating...to the thrills of pioneer days and the article in the August-September, 1980 issue of Modern Maturity: "Super Stuntman" in which Paul Stader shows his formula for keeping young - exercise, and working with young people.

This concludes the documentation of the data analysis on each of the nineteen subcategories within the Leisure category in this content analysis of magazines for older persons. The data from this chapter on leisure is very informative in that it revealed exactly how these magazines are socializing their audience in the various aspects of leisure time participation. This new role for the elderly does create role strain as it is the antithesis of the Protestant work ethic orientation. Today's older persons were socialized into the value of work and constructive endeavors, and the diversity of subcategories within the leisure category attests to this factor. Also, older persons prefer news and informational content, and both magazines have addressed this in their presentation of the contents of these magazines. We note an ideological gap between these two magazines from the beginning in their

approach to leisure articles as the subcategory "entertainment" ranked first in Modern Maturity whereas the subcategory "reading for pleasure, education, and viewing pictures," ranked first in Harvest Years and Retirement Living.

The Leisure category received the largest amount of editorial attention in the composite score which included all the magazines. Leisure ranked first among all the twelve categories within this content analysis of specialty magazines for older persons in the amount of editorial attention devoted to this subject. Socializing the reader to the leisure role is a prime consideration of Modern Maturity, whereas Harvest Years did not consider this an editorial priority. This focus on entertainment as a trend is more apparent in Modern Maturity, and represents a deliberate editorial platform that "Many Americans are so work-oriented that they need all the help they can get in rechanneling their energies into a leisure framework." (Pryor, 1982) In contrast, no editorial attention was devoted to the subcategory "entertainment" in the independent publications until 50 PLUS. Peter Dickinson, former editor of Harvest Years and Retirement Living, responded to my query about the lack of editorial attention within the subcategory "entertainment," during this early publishing period, and he stated "that they were more interested in helping the retirees learn more about the serious aspects

of retirement, and this concern became their priority in publication, as contrasted with discussions of more pleasure and entertainment focused magazine articles. As mentioned earlier, a considerable amount of editorial attention was given to reading for pleasure, education and viewing pictures which would attract the more well educated subscriber of the independent publications in lieu of work jungles, cartoons, and assorted publications found within Modern Maturity to amuse the older reader.

In addition to the above mentioned trends, most impressive is the trend started in Modern Maturity of the concept of presenting famous agers, and some not so famous, who are good role models for the subscribers. These happy, alert, active and successful agers who are out enjoying their later years are a source of inspiration to the older reader, and provide good normative reference groups with whom they can identify. The subcategory "reading biographical sketches of famous people, and role models," received considerable editorial attention in these magazines, and ranked third among the nineteen subcategories within the Leisure category. Again, this significant trend was started in Modern Maturity, and was picked up most strikingly in 50 PLUS with the regular monthly column 50 PLUS Beauty and Personalities.

This deliberate editorial policy of positive role models for the older reader was reinforced in my discussion with Hubert Pryor, former editor of Modern Maturity, and current publication coordinator for all the Maturity Magazines, when he stated "it has always been our purpose to portray Older Americans positively." (1983) He viewed Modern Maturity as socializing upcoming new cohorts of older persons to a more attractive and positive image of aging in our society. This philosophy is in keeping with the spirit of Dr. Ethel Percy Andrus who was the guiding light behind the AARP and the creation of Modern Maturity, which celebrated its silver anniversary in July-August, 1983.

To summarize, at this point the largest amount of editorial attention was devoted to the following subcategories of Leisure: Entertainment; Reading for enjoyment, education and viewing pictures; Biographical sketches of famous people, role models; Travel; and Hobbies.

With greater time availability, the older reader would certainly capitalize on these endeavors more than middle aged adults. The magazines, by presenting articles on these subjects, would attract a large share of the older audience, especially in regards to travel and expanding one's horizons in their later years.

These older persons were socialized without the benefit

of the electronic media in their early years, so we see greater focus on reading as a favorite leisure time activity. However, we see reflected in these magazines greater attention over time and references to what's going on in television and the movies. Consequently, the trend of greater editorial attention to the media as a subcategory was revealed in this content analysis of magazines for older persons. From little editorial attention in both magazines during the early publishing years, we note a large increase over time to the subcategory "Media," with regular monthly features "The Older TV Viewer," and Judith Crist, the movie critic, who writes a monthly column in 50 PLUS today. This has resulted in the subcategory "media" ranking sixth in editorial attention in these specialty magazines for the older audience.

In summary, this chapter FORTY THOUSAND HOURS, has presented the data obtained from analyzing magazines for older persons on the media projected images within the leisure category, and how these magazines are socializing their readers into different aspects of the leisure role.

CHAPTER FIVE

REALITIES OF AGING AND VALUE ORIENTATIONS

The process of aging is the slow but continuous changes that occur between birth and death, with special reference to the individuals whose sixty-fifth birthday allows them to become social security recipients, and to be referred to as the elderly. (Oyer and Oyer, 1976)

Neugarten (1975) introduced the terms: young-old for those fifty five to seventy five, and old-old for seventy five plus years. This more discriminating classification is better for grouping this heterogeneous group of people than identifying a single category whose only commonality is their sixty-fifth birthday. Havighurst et al (1972) felt that "one of the principal unanswered questions about the human life cycle in modern societies is how people structure their lives after about sixty five when they retire from or lose some of the roles of middle age."

This chapter will discuss the results of the content analysis from these specialty magazines for the aged, particularly the following two categories: "Realities of Aging," and "Value Orientations." They were included together within this chapter as one category is concerned with the objective facets of aging, and the other with the more sensitive issues of aging, such as treatment of minorities, image of older man and woman. Value Orientation was included in this research as a category in order to try to determine how these magazines dealt with subtle components of aging,

and the extent to which their attention focused on all the aging groups and classes within our society.

Aging can be considered from the following perspectives: biological, psychological, social, and cultural. However, for the purpose of this research, I will only briefly elaborate on the sociological theories of aging. One of the first important ones was the disengagement theory. (Cumming and Henry, 1961) The premise of the theory is that, with aging, people disengage from society.

Disengagement theory is a functionalist theory. It maintains that those entering old age must gradually be phased out of important roles in order for society to function. By phasing older individuals out of important roles their deaths are not disruptive to the functioning of society. The disengagement theorists recognize that although the process of disengagement is inevitable, variations will occur because of differences in health and personality. The disengagement theorists believe that high levels of life satisfaction are associated with the aged's reducing of the number and importance of their roles. Thus happiness in old age consists on individuals' recognizing the fact that they are no longer young and that there are more competent individuals' to fill that role. (Crandall, 1980:109)

Disengagement is viewed as a mutual phenomenon on the part of society and the individual, which starts in middle age,

when the individual ponders his own mortality. Successful aging appears to occur in old age according to this theory, when the individual and society continue to mutually disengage as his roles change with aging.

Another theory is the Activity Theory (Havighurst, 1963) which supports the belief that the older adult should remain active and engage in society's activities. New role, new friendships, new hobbies, and new interests should replace discontinued ones. A basic supposition of the theory is that activity promotes well-being and life satisfaction.

The essence of Activity theory has been stated to be the "positive relationship between activity and life satisfaction." Consequently, the "greater the role loss, the lower the life satisfaction." Activity theory, often preferred as an alternative explanation of social aging supposedly contradistinctive to the disengagement hypothesis, actually assumes much the same behavioral phenomena in old age as disengagement theory. Activity theory...is a well-intentioned, but thoroughly value-laden response to the less-than-ebullient characterization of aging attributed to the disengagement theorists. (Dowd, 1975:585)

The continuity theory, also known as the developmental theory of aging (Neugarten, 1964) is somewhere between disengagement and activity. As people age, according to this theory, their basic personality makeup does not change, and a consistency is observed in their behavioral patterns which makes the personality patterns of the older

adult more predictable. As AARP Area II representative, Martha Morgan, stated, "As people age, they become more of whatever they are." (1982) This theory posits that the older adult is less concerned about outside social pressures, and more concerned with his inner self and Neugarten (1968) labels this as "interiority." Kimmel (1974) suggests that interiority may be a precursor to the reminiscence and life-review process identified by Butler. (1963)

Harris and Associates (1975) in their landmark study "The Myths and Reality of Aging in America," conclude from their survey data that:

Society tends to view older people as a homogeneous entity. The findings of this underscore not their homogeneity but rather their differences. There appears to be no such thing as the typical older person. At no point in one's life does a person stop being himself and suddenly turn into an "old person," with all the myths and stereotypes that the term involves. Instead the social, economic and psychological factors that affect individuals when they were younger, often stay with them throughout their lives. Factors more powerful than age alone determine the conditions of their later years. (p. 129)

Other theorists on aging in the social gerontological literature include Rose (1964) who argues that the elderly live increasingly within the context of an "aged subculture." Erickson (1963) has identified the developmental stage of old

age which he called "integrity versus despair." This involves either a sense of fulfillment based upon one's life experiences or a feeling of abandonment and disillusionment with one's life experiences. Exchange Theory posted by Bengtson and Black (1973) suggests the aged behave as they do because they have no power. Unfortunately, today in America, being elderly is not viewed kindly or a status to be revered.

Symbolic interactionists study what they view as the social construction of reality. Estes (1978) identified an essential aspect of this theory when he encouraged other age groups to "share the reality constructs of old people," to really understand what it means to age in America. Another theory, the Social Breakdown Syndrome referred to the negative feedback generated by a person already susceptible to psychological problems. Once the cycle is started, it only reinforces everyone's conception of incompetence, thereby insuring even further difficulties. Kuypers and Bengtson (1973) adapted the social breakdown model to explain aging in modern society, and they "assert that the continuing adherence to middle age values of visible productivity, prevalent in our society, invites involvement in breakdown syndrome."

This section will consist of two parts in which the categories of "realities of aging," and "value orientation" will be discussed from the content analysis of these spe-

cialty magazines for older persons. The first section will discuss the data from "realities of aging," and the next section will present the data from the category "value orientation."

The definition of "realities of aging" as a category in this content analysis was defined as :

- A substantial portion of the content of the magazines under study squarely face the issue of aging as an irrevocable fact of life. This category seeks to measure the degree of emphasis on such matters as "the reality of growing older," and "the image of one's own aging," or "aging in society." The category, REALITY OF AGING, consisted of twelve subcategories. They are as follows:

1. The reality of growing older
2. Aging is not all decay
3. How to protect yourself and your property
4. Living well despite physical decrements
5. Sex role, and division of labor
6. Adaptability to change
7. Image of one's own aging, or aging in society
8. Organizations and associations for old people
9. Letter box or letters to the editor or inquiries
10. Political advocacy for aged, legislation and government action
11. Reminiscing
12. Contributors or pioneers in the aging field

The results of the content analysis on the above subcategories for all the magazine time periods reveals the following distribution:

TABLE 5.1

PERCENTAGE OF REALITIES OF AGING SUBCATEGORIES
FOR TOTAL MAGAZINE UNITS

	<u>PERCENT</u>	<u>N</u>
Inquiries - letters to the editor	27%	(69)
Reminiscing	18%	(47)
Organizations and Associations for OP	14%	(36)
Political advocacy for the aged, and legislation and government action	13%	(33)
Contributors or pioneers in the field of aging	13%	(33)
Image of one's own aging, and aging in society	6%	(16)
How to protect yourself and property	3%	(8)
Realities of growing older	2%	(5)
Aging is not all decay	2%	(4)
Adaptability to change	1%	(2)
Sex roles, and the division of labor	1%	(2)
Living well despite physical decrements	-	(1)

N = 256

The above table 5.1 (Percentage of Realities of Aging Subcategories For Total Magazine Units), help to shed light on the amount of editorial attention devoted to the various subcategories of the "realities of aging" category. Data presented in rank order of frequency reveals that the first six subcategories received significantly larger proportions

of editorial attention within these magazines than the others. They include in descending order: Inquiries or letters to the editor - twenty-seven percent; Reminiscing - eighteen percent; organizations and associations for older persons - fourteen percent; Political advocacy for the aged, and legislation and governmental action - thirteen percent; Contributors or pioneers in the field of aging - six percent. Within this category "Realities of Aging," it is evident upon reviewing these magazines that they are socializing their readers more toward the activity theory of aging. It is theorized that higher activity is associated with greater life satisfaction and increased morale. The subscribers are directed into keeping busy and enjoying their later years, in lieu of disengaging from society just because they are aging.

Interestingly, inquiries and letters to the editors received the largest amount of editorial attention as a subcategory within this "realities of aging" category. This points out the necessity for the editors to present a magazine which pleases the reader in order to survive in the market. The early publishing days were really the charting of virgin territory as these senior publications had no basis of comparison. What better way to tap the interests of the older subscriber than to encourage the reader for their participation on all levels! As Jess Gorkin, former editor of 50 PLUS, (1982) stated to me "A magazine has a

life cycle - as long as it serves a purpose it will survive."We have seen many magazines whose life cycles have ended abruptly which appeared very successful. In addition, answering legitimate informational needs of the older subscribers is a useful function of a magazine and helpful to other members of the audience who may have similar concerns. The incorporation by these magazines since their inception of some form of institutionalized exchange between editor and reader in some form or other has probably contributed to their survival, and the fact that they are both publishing after all these years is further testimony to this point. Also, this type of exchange between the producers and receivers of content is a kind of pseudo-relationship which demonstrates a type of nurturance and sensitivity of the editors toward meeting the needs and interests of their readers.

The category "REALITIES OF AGING," ranked second out of the twelve categories in editorial attention given in this content analysis of specialty magazines for older persons. Both magazines help the reader to cope with the realities of aging in a poetic fashion as evidenced by the following quotations from different magazines:

"Nothing is inherently and invincibly young except spirit. And spirit can enter a human being perhaps better in the quiet of old age, and dwell there more undisturbed than in the turmoil of adventure."

(George Santayana)

This quote was from the December, 1961 issue of Harvest Years.

Modern Maturity had a regular bimonthly feature on the back page called "Truth Well Told," where a regular inspirational message resocializing the readers to positive, upbeat views of aging occurs. Samples of this prose include the following:

"Until "old" is an honor and
old age a reward, Until old
age at the very least receives
for its contributions its due
in recognition or return, Until
old age is accorded in our soci-
ety, at the least the courtesy
of equal opportunity, there is
work to be done."
(Senator Thomas C. Desmond)

This appeared in the February - March 1959 issue of Modern Maturity. Another example appeared in the inside front cover from the same issue of Modern Maturity.

"HOW OLD ARE YOU?
Age is a quality of mind - If
you have left your dreams be-
hind, if hope is lost, if you
no longer look ahead, if your
ambitions' fires are dead -
Then you are old. But if from
life you take the best, And
if in life you keep the zest,
If love you hold - No matter
how the years go by, No matter
how the birthdays fly, You are
not old." (1959)

The above citations represent an admixture of many of the aging theories, nevertheless, their importance rests with the point - that since the inception of the publications of all these magazines, there has been a deliberate attempt to

focus the readers - aging gracefully, and the positive view of aging, through ageless prose.

The following Table 6.2 will present the distribution for the category "Realities of Aging," according to the particular magazine periods included in this study. They include six different time periods: Modern Maturity October - November 1968 through August - September, 1969; and Modern Maturity April - May, 1980 through February - March 1981. In the subsequent discussion, Magazine I will represent all issues of Modern Maturity. Magazine II will include the following independent publications which were published as a continuum throughout the years and include the following magazines which were included in this research study: Harvest Years - March, 1961 through February, 1962; Retirement Living - April, 1972 through March, 1973; and 50 PLUS, September, 1978 through August, 1979.

TABLE 5.2

PERCENTAGE OF UNITS FOR REALITIES OF AGING BY MAGAZINE

TIME	<u>MAGAZINE I</u>		<u>MAGAZINE II</u>	
	<u>PERCENT</u>	<u>N</u>	<u>PERCENT</u>	<u>N</u>
I	22%	(182)	II	19% (222)
III	27%	(220)	IV	9% (225)
VI	20%	(189)	V	16% (376)

As shown in Table 5.2 (Percentage of Units for Realities of Aging by Magazine), Magazine I gives slightly

more editorial attention to the category "realities of aging," than Magazine II. There is a slight decrease in magazine articles over time for both magazines. Nevertheless, considerable emphasis is still given to the category "realities of aging."

Now we turn to a presentation of the data compiled on each of the subcategories included in the content analysis of all of the respective magazine periods.

TABLE 5.3

DISTRIBUTION OF REALITIES OF AGING SUBCATEGORIES BY MAGAZINE

TIME PERIOD	<u>MAGAZINE I</u>			<u>MAGAZINE II</u>		
	I	II	III	I	II	III
	<u>PERCENT</u>			<u>PERCENT</u>		
1. Reality of growing older	3%	2%	-	2%	5%	2%
2. Aging is not all decay	8%	2%	-	-	-	-
3. Protecting your property	3%	-	-	17%	-	-
4. Living well despite physical changes	-	-	-	-	-	2%
5. Sex Roles, & Div. of labor	-	-	-	5%	-	2%
6. Adaptability to change	-	-	-	-	5%	2%
7. Image of one's own aging	18%	3%	3%	5%	16%	2%
8. Organizations and Assn. for OP	15%	31%	24%	5%	5%	-
9. Letters to Editor	26%	20%	21%	22%	11%	47%
10. Political advocacy	5%	14%	5%	22%	53%	3%
11. Reminiscing	23%	20%	29%	7%	-	20%
12. Contributors, pioneers in aging field	-	8%	18%	20%	-	22%
N =	39	59	38	41	19	60

Table 5.3 (Distribution of Realities of Aging Subcategories by Magazine), shows the distribution of the subcategory items within the "realities of aging" category by magazine and time period. Each item in this category will be discussed individually in order to fully review the data obtained from the content analysis of these specialty magazines for older persons.

The following subcategories received slight editorial attention. They are: #1 LIVING WELL, DESPITE PHYSICAL DECREMENTS - in the article about Older people who like to compete in the December, 1978 issue of 50 PLUS; #2 SEX ROLES, AND THE DIVISION OF LABOR - in the article in the July, 1972 issue of Retirement Living entitled "Our revolutions against routine." Both of these "reality of aging " subcategories did not hone in specifically enough as a measure of the category exclusively.

#3 INQUIRIES AND LETTERS TO THE EDITOR - The subcategory item called "inquiries, and letters to the editor" ranked first among the twelve "realities of aging" subcategories. Magazine I showed a slight percentage point decrease over time, and Magazine II showed a twenty five percentage increase over time. Magazine II relies on subscriptions for survival, therefore, it is important that the readers are pleased with the magazine's table of contents. Thus, via feedback from the readers, the publishers can encourage a mutually satisfying enterprise in order to continue the future of the magazine. Samples

of magazine articles included under this item include:
 "Members Write" - a regular feature in Magazine I; and
 "Letters, Back Page" - another monthly column since 1978
 in Magazine II.

#4 REMINISCING - This subcategory "reminiscing" included all nostalgia, and reflections of the past with some familiarity to the reader. There is a slight percent increase over time in Magazine I, and a thirteen percentage increase in Magazine II. This item ranked second out of twelve subcategories from the "realities of aging" category. Magazine II started the monthly column "50 Plus Beauties and Personalities" in 1978, which accounted for the large increase of editorial attention in this subcategory. By using personalities familiar to the reader, and discussing how they are positive in their outlook as they advance through the life cycle, the editors hoped to provide role models and positive images of aging in order for the reader to identify with this more upbeat view of aging. 50 PLUS personalities have included: Pamela Harriman, Jinx Falkenberg McCrary, Bob Hope, Olivia de Havilland, Margot Fonteyn, Lena Horne, and Delores del Rio - to name a few. These individuals were featured in different months as 50 PLUS Beauties. 50 PLUS Personalities was a regular feature in which the readers questions about prominent 50 PLUS personalities were answered by the editorial staff. This column is still, in 1983, a popular aspect of the maga-

zine. One feels that Browning's passage "grow old along with me, the best is yet to be," is the editorial message underlying all of these publications for the older person.

Magazine I had many regular features which were included under this item "reminiscing," which included: "Stories of our Times" in the third time period; "Remember the Year" in the second time period; and "Our Mutual Friends" consisted of short vignettes of sketches based on a couple's life experiences which appeared in every issue, in which they reminisced about their mutual friends.

#5 ORGANIZATIONS AND ASSOCIATIONS FOR OLDER PEOPLE - This subcategory "Organizations and Associations for Older Persons" ranked third among the "realities of aging's" twelve subcategories. Magazine I shows an eight percent increase over time in editorial attention, and Magazine II shows a percentage decrease in this subcategory. This is an understandable finding in view of the fact that Magazine I is under the auspices of the AARP (AMERICAN ASSOCIATION FOR RETIRED PERSONS), and receiving Modern Maturity is a benefit for membership. Throughout all three time periods, Magazine I is always socializing its readers to the benefits of the Association and what it has done to enhance the dignity and status of all aging individuals. The overall AARP membership figure was more than 14 million, including about 1.25 million in New York State. In recent years, AARP membership is growing at the rate of about 750,000 annually.

(Weinschenk, 1983) Now, in March, 1984, membership in all three associations of AARP totals almost 16 million - 15,904,765. (Martha Morgan, AARP Area II Rep, 1984)

AARP members are 50 years and older and not necessarily retired. It is a voluntary, nongovernmental, non-profit and nonpartisan organization founded in 1958 for "mature men and women." One of the benefits of membership which today only costs five dollars, is receiving Modern Maturity, which is the third largest magazine in circulation in USA in 1984. AARP offers a wide range of other services for members including: drug plan, educational services, health insurance plans, defensive driving program for the mature person, purchase privilege program (discounts), and a host of other services including political lobbying.

#6 POLITICAL ADVOCACY FOR THE AGED AND LEGISLATION AND GOVERNMENTAL ACTION - This subcategory "political advocacy for the aged and governmental action ranked fourth out of twelve "realities of aging" subcategory items in editorial attention. Both Magazine I and Magazine II show a decline in percentage points over time. However, since the beginnings of these specialty magazines, the reader has been informed about their tremendous ability to effect changes through the political system. No candidate for public office today would consider winning without the support of the elders in the

community as they represent a large voting block. The Gray Panthers, under the leadership of Maggie Kuhn, has endorsed the concept of "gray power."

"The Washington News Desk" which appeared as a regular column in Harvest Years in 1961, is a good example of how the older reader was provided with current, timely, and accurate information from Washington on social security, public housing and other vital governmental news of interest to the reader. Other articles include: "What the Aging Network Can Do for You" in the February-March, 1981 issue of Modern Maturity; "Retirees Become Activists" in the June, 1972 issue of Retirement Living; and "Senior Power Can Swing Elections" in October, 1972 issue of Retirement Living. 50 PLUS in 1978 instituted a regular monthly feature with Jack Anderson, the Washington political columnist, titled "Washington Front."

#7 CONTRIBUTORS OR PIONEERS IN THE FIELD OF AGING - This subcategory "contributors or pioneers in the field of aging" ranked fifth out of twelve "realities of aging" categories in editorial attention. Both Magazines show an increase in magazine articles in this area over time. Magazine II, with the publication of Harvest Years, in 1961, under Peter A. Dickinson, started informing its readers of notables who were contributing their efforts in different fields to improve the quality of life for the elders of America. This increase in editorial attention

to this subcategory has continued over the years. Included in the issues are many famous gerontologists namely, Mrs. Geneva Mathiesen, Executive Director of NCOA, National Council on Aging, Ernest Burgess, pioneer gerontologist, University of Chicago, and Mother M. de Lourdes, founder of Mary Manning Walsh Home in New York City.

Other magazine articles included under this subcategory are a regular monthly feature in 50 Plus called "Kudos of the Month:" for example, in the December, 1978 issue "the month's tip of the hat went to Senator Muriel Humphrey, for her efforts in pushing through The Senate a vital amendemnt to the Victims of Crime Compensation Act.""1978's 25 Most Influential Americans Over 50," appeared in the December, 1978 issue of 50 Plus which had their impact for better or worse. Included in this list were: Novelist Bellow; Advisor Brzezinski; Pentagon Chief Brown; Newscaster Cronkite; Former First Lady Ford; Publisher Graham among others.

#8 IMAGE OF ONE'S OWN AGING AND AGING IN SOCIETY - This subcategory "image of one's own aging and aging in society," ranked sixth in editorial attention among the twelve "realities of aging" subcategories. Both magazines show a decrease in editorial attention over time, but Magazine I shows a fifteen percentage point decrease over time. This subcategory concerned itself with the

societal and individual trends in the images of aging.

"From the Four Corners" or acronym NEWS for north, south, east or west, was a regular bimonthly feature in Magazine I which discussed senior happenings going on around the country. Achievements of seniors were documented to provide a more positive image of older persons in society. In the October-November, 1958 issue of Modern Maturity, "Four Corners" included Chicago's Senior Achievements, Incorporated, League of New Hampshire Arts and Crafts, and Santa Barbara's Adult Education Center.

Other magazine articles included: "Birthday's Don't Measure Age" in the October-November issue of Modern Maturity, 1968; "How Long Do Presidents Live" in the September, 1961 issue of Harvest Years; "The Elderly Population of the United States by 1960 Census" in the December, 1961 issue of Harvest Years. "AARP Around America" is a regular bimonthly feature in every issue of Modern Maturity which discusses the various activities of the Association to its members.

#9 HOW TO PROTECT YOURSELF AND YOUR PROPERTY - This subcategory "how to protect yourself and your property," ranked seventh out of the twelve "realities of aging" subcategories. Both magazines revealed a decrease in editorial attention over time for this item, and all magazine articles were represented only during the first time periods of both Magazine I and Magazine II. One of the

realities of aging is that one should make a will out in preparation for one's ultimate demise, otherwise the state will inherit the larger share of one's estate. People do not like to face the thought of death, and the AARP has recently put out an audio-visual program on funerals to help members and their families cope with this problem realistically.

Articles included under this item "how to protect yourself and your property" are self-explanatory according to title. They include: "I've Just Made My Will Out" in the December-January, 1959 issue of Modern Maturity; "Planning your Estate, Disposing of Property" in the December, 1961 issue of Harvest Years.

#10 THE REALITY OF GROWING OLDER - This subcategory "The reality of growing older," ranked eighth among the twelve subcategories. Magazine I showed a decrease in editorial attention over time, and Magazine II showed no change. This subcategory was intended to see just how many magazine articles helped the reader cope with the obvious fact of aging. Articles included: "Should You Escape Age" in the December-January, 1969 issue of Modern Maturity; "More Old People Everywhere" in the February, 1973 issue of Retirement Living; "You Can't Go Back Again" in the October, 1961 issue of Harvest Years; and "Eleanor Roosevelt: Aging in the Modern World" in the October-November, 1958 issue of Modern Maturity, in which she cautions the widowed and the

aged about "loneliness that comes from being older, and may lead to mental health problems in the elderly, unless the problem of aging and retirement is attacked with imagination and a willingness to change."

#11 AGING IS NOT ALL DECAY - This subcategory "aging is not all decay," ranked ninth out of twelve subcategories. The subcategory was intended to accentuate the positive. There was a decrease in editorial attention over time by six percentage points in Magazine I and no editorial attention was given to this item in Magazine II. Magazine articles include: "The Pleasures Age" in the April-May, 1969 issue of Modern Maturity, in which Hendrik W. Van Loon, the famous historian, who has learned the pleasures of age, and states "After 50, you find there are few things worth fretting about."; "The Future is Ours" in the February-March, 1969 issue of Modern Maturity; "Our Aging - The Nation's Greatest Potential" in the February-March, 1959 issue of Modern Maturity; and "Age-A Rich Asset" by Adolf Menjou in the June-July, 1959 issue of Modern Maturity in which he urges people not to be frightened by success attempts in the middle years, as many famous people have succeeded in their later years such as Anna Mary Robertson, Grandma Moses who never lifted a paint brush until she was seventy eight.

It is important for older persons to view their own aging as a positive experience, because many of the studies

show that older persons have the same ageist attitudes as their younger counterparts (Harris, 1981) We must all realize the huge and growing reservoir of energy and experience we have in our aged population, and try to tap this vast potential.

#12 ADAPTABILITY TO CHANGE - This subcategory "Adaptability to Change" received no editorial attention in Magazine I, and shows a three percent decrease over time in Magazine II. This item ranked eleventh out of twelve reality of aging subcategories. This subcategory concerned itself exclusively with change related to aging. Articles include: "Pass or Flunk: The Prof Rate Retirement," in the November, 1978 issue of 50 Plus, which discusses the new study of 74 retired teachers who found fewer gripes about retirement than they expected; and "Why Retire? Why Not Shift Gears?" in February, 1973 issue of Retirement Living, which tells how the art of adaptability will carry you to new challenges and a new self image.

In "Aging in the Eighties: America in Transition", the latest results of the Harris survey (1981) appear and state that the overall trends on the myth and reality of aging:

"1. Inflation, the high cost of living, and high prices are considered the two or three greatest problems facing the elderly.

2. As in 1974, the public in general and

older people themselves tend to overestimate the prevalence of problems facing the majority of people over 65.

3. Increasing dissatisfaction with their lot in life may be prevalent among people 65 and older. As measured by a series of positive and negative statements (Havighurst Life Satisfaction Index Z) about their personal sense of optimism or pessimism, the life satisfaction of older Americans shows a decline since 1974."

The next section of this chapter will concern itself with the category VALUE ORIENTATION. The definition of "value orientation" as a category in this content analysis was defined as many of the changes in attitude about aging which are difficult to quantify because they concern subtleties of image and stereotype. Therefore, this category was selected in an effort to get some quantitative perspective on such crucial matters of human worth as individual "images of older men and women" and "attitudes toward different ethnicities."

The category VALUE ORIENTATIONS consisted of eleven subcategories. They are as follows:

1. current, future versus past orientations
2. image of older woman
3. image of older man
4. are these images reinforcing the norms of society
5. attitude toward different ethnicities
6. treatment of minorities
7. self reliance and independence
8. accomplishment of the later years
9. four freedoms (fear, speech, prayer and want)
10. image of married life-grow old along with me
11. satire

The results of the content analysis on the above subcategories for all the magazine time periods reveals the following distribution:

TABLE 5.4

PERCENTAGE OF VALUE ORIENTATION SUBCATEGORIES FOR
TOTAL MAGAZINE UNITS

	<u>PERCENT</u>	<u>N</u>
Satire	29%	(12)
Current, future v. past orientation	12%	(5)
Image of older woman	10%	(4)
Accomplishments of the later years	10%	(4)
Image of older man	7%	(3)
Attitudes toward various ethnicities	7%	(3)
Self reliance and independence	7%	(3)
Image of married life, grow old along with me, the best is yet to be	7%	(3)
Four freedoms (want, speech, prayer and need)	5%	(2)
Are these images reinforcing the norms of society?	5%	(2)
Treatment of minorities	2%	(1)

N = 42

The above table 5.4 (Percentage of value orientation subcategory for total magazine units), was presented in

order to shed light on the amount of editorial attention devoted to the various subcategories of the "value orientation" category. As we can see from the above Table 5.4, data presented in rank order reveal that the category as a whole did not receive much editorial attention, and that the first subcategory "Satire" received the largest amount with 29 percent of the total proportion going to this one subcategory. The other subcategory in descending order include: current versus past orientation - twelve percent; image of older woman - 10 percent; accomplishments of the later years - 10 percent; Image of older man - seven percent; attitude toward various ethnicities - seven percent; self reliance and independence - seven percent; and image of married life - seven percent.

The category "VALUE ORIENTATIONS," ranked ninth out of the twelve subcategories in editorial attention in this content analysis of specialty magazines for older persons. Kohlberg (1973) noted "that one of the most striking things about growing old is the way some people grow while others regress, as people never remain the same. Values serve as guideposts for the evaluation of one's behavior and others, and they are commonly viewed as the ideas and concepts about the desirable and better things of life." Growing older generally has been viewed as strongly related to the holding of more traditional, rather than modern, value orientations. (Webber et al, 1974)

The following Table 5.5 will present the distribution for the category "Value Orientation," according to the particular magazine periods included in this study. The six time periods from these magazines for older persons were elucidated in greater detail in the beginning of this chapter when I discussed the category "Realities of Aging."

TABLE 5.5

PERCENTAGE OF UNITS FOR VALUE ORIENTATION CATEGORY BY MAGAZINE

		<u>MAGAZINE I</u>		<u>MAGAZINE II</u>	
		<u>PERCENT</u>	<u>N</u>	<u>PERCENT</u>	<u>N</u>
TIME	I	2%	(182)	II	3% (222)
PERIOD	III	2%	(220)	IV	1% (225)
	VI	4%	(189)	V	5% (376)

As shown above in Table 5.5 (Percentage of Units for Value Orientation Category by Magazine), both Magazine I and Magazine II show a two percentage increase over time in editorial attention to the category "value orientation." This slight increase is probably reflective of the increased needs for sensitivity of others in the areas included under this category. The small sample of subcategories under the category "Value Orientation" is not statistically significant, however, they will be discussed briefly to shed some light on the various issues covered in these magazines.

#1 SATIRE - The subcategory called "satire" ranked first among the eleven "value orientation" subcategories,

and received no editorial attention in Magazine I, and only in the third time period in Magazine II. All the magazine articles stem from 50 Plus' political satire column which appears every month and the February, 1979 issue in the "Kick of the Month" section "a mule size kick goes to Senate Finance Committee Russell Long for salving his wounded vanity at the expense of low-income elderly Americans."

#2 CURRENT, FUTURE VERSUS PAST ORIENTATION - The subcategory called "current, future versus past orientation," ranked second among the eleven "value orientation" subcategories. In Magazine I it only received little editorial attention during the third time period, and in Magazine II it shows a large percentage increase over time, but again the sample is too small to be significant. An article included under this item is "Cupid From a Computer" in the July, 1972 issue of Retirement Living, which helps the older reader to live in the present.

#3 IMAGE OF OLDER WOMAN - The subcategory "image of older woman" shows a decline in editorial attention over time in Magazine I and very little editorial attention in Magazine II. Today, many gerontologists view the problem of aging as essentially the problem of the older woman because of their longevity as contrasted with men. "Disco Sally's Got Dancing Fever" which appeared in the November,

1978 issue of 50 Plus and discusses how Sally was trying to break the stereotype associated with traditional age norms.

#4 ACCOMPLISHMENTS OF THE LATER YEARS. This subcategory called "accomplishments of the later years," shows a decline in editorial attention in both magazines. This subcategory was included in order to see how the editors cultivated the positive view of aging. "My Thoughts on the Harvest Years" talks "about retirement being like commencement, and encourages the readers to begin something during our later years to encourage coming generations."

#5 IMAGE OF OLDER MAN This subcategory called "image of older man," received little attention in Magazine I, and a decline in editorial attention in Magazine II. The current cohort of aged men were socialized in an era of traditional womens' roles, nevertheless, they can become resocialized after retirement. "Knights in the Kitchen" which appeared in the February, 1962 issue of Harvest Years and shows a retired man in the kitchen cooking with great glee, and enjoying the role reversal.

#6 ATTITUDES TOWARD VARIOUS ETHNICITIES This subcategory "attitudes toward various ethnicities" shows a decline over time in both magazines. Nevertheless, this subcategory was important to show that some editorial attention was given to other groups besides the white ma-

jority. The article included in this item was "Our Spanish Heritage" which appeared in the December-January issue of Modern Maturity in 1969, which shows how much America has been influenced by the Spanish culture.

#7 SELF RELIANCE AND INDEPENDENCE The subcategory "self-reliance and independence shows a decline in editorial attention over time in both magazines. This subcategory was included because these attributes are deeply embedded values in our American way of life. Articles included: "The Personal Challenge of Retirement" in the April, 1961 issue of Harvest Years; and "Your Rights and Duties as a Citizen" in the July, 1961 issue of Harvest Years, - both articles which extol this American credo. They warn the readers that "we must not become dependent spiritually, socially, physically, or financially upon relatives, friends or government."

#8 IMAGE OF MARRIED LIFE - GROW OLD ALONG WITH ME, THE BEST IS YET TO BE The subcategory "image of married life - grow old along with me, the best is yet to be" was included to see what attitudinal response was given in these magazines toward couples in their later years. Little editorial attention is given in both magazines, and marriage could be subsumed under another category FAMILY. Much research is currently going on to examine the qualities of long lasting marriages. Articles included in the subcategory are: "Second Time Around" in

the January, 1962 issue of Harvest Years, in which an older couple looks at a younger couple and they both reminisce about how things are much better now in their relationship; and "How to Make your Marriage Better After 50" in the February, 1979 issue of 50 Plus in which the noted psychologist Allen Fromme gives helpful hints to the readers. "Conversations with a Sex Therapist" appeared in the February, 1979 issue of 50 Plus which discusses aging and sexuality. Among the many stereotypes of the elderly is that they are sexless, however, many studies including the Hite Report show that the elderly are as interested in sexuality and enjoy it as much as when they were younger. (Information on Aging, April, 1983)

#9 FOUR FREEDOMS - WANT, SPEECH, PRAYER AND NEED This subcategory "four freedoms - from want, speech, prayer and need," was included because it came from President Roosevelt's address to Congress on January 6, 1941, about what the future goals of America would be for all its citizens. "Four Freedoms" appeared in an article in Modern Maturity, February-March, 1959, with the text of the speech, plus a full color reproduction of Norman Rockwell's painting called "Freedom of Worship" which epitomized religious freedom in this country. Magazine I gave little editorial attention to this item, and Magazine II devoted no attention.

#10 ARE THESE IMAGES REINFORCING THE NORMS OF SOCIETY?

This subcategory "are these images reinforcing the norms of society," only appeared in the last time period of both magazines once. The subcategory was concerned with ageist issues. "Presidential Candidates: Should There be an Age Limit" was a magazine article included under this subcategory, which appeared in the November, 1978 issue of 50 Plus, written by Jack Anderson.

#11 TREATMENT OF MINORITIES - The subcategory "treatment of minorities" consisted of the article "The Black Elderly" which appeared in the June-July 1980 issue of Modern Maturity. The minority elderly are said to bear, in effect, a double burden:

Like other older people in industrial society, they experience the devaluation of old age found in most modern societies...Unlike other older people, however, the minority aged must bear the additional economic, social, and psychological burdens of living in a society in which racial equality remains more myth than social policy. (Dowd and Bengtson, 1978:427)

This concludes the discussion in this chapter on the two categories: "realities of aging," and "value orientation" utilized in analyzing the editorial presentation in these magazines. A fitting end to this section is found in the October-November issue of Modern Maturity "This is a country where it is also wonderful to be young. It must become a country where it is also wonderful to be old. Into the bread of America, we put the flour, which is youth;

and the leaven, which is maturity. The bread without either, would not be wholesome." (1958)

In summary, we can state that these specialty magazines for older persons are primarily socializing the members of their mature audience into the Activity theory of aging. The thrust of the editorial message is to be busy with the different activities of life commensurate with one's place in the life cycle. One may retire from work, but not from life, if there is to be any quality during the later years. Within the "Realities of Aging" category, the subcategory "inquiries and letters to the editor" received the largest amount of editorial attention. This points out the value of exchange between the reader and the organization because in the magazine industry interests and preferences of the subscriber must always be considered if the magazine is to thrive and stay in operation. As Jess Gorkin, former editor of 50 Plus, stated "A magazine has a life story, with a beginning and an end." By encouraging active participation between the publisher, editorial staff, and the reader a much more viable product will be likely. The magazine business, part of the capitalistic enterprise, must meet the needs of the reader in order to stay in the market.

The subcategory "reminiscing" demonstrated the importance of presenting the readers with personalities and role models who are familiar to the readers. Most of

the 50 Plus beauties and personalities represented "heroes of consumption" identified by Leo Lowenthal.(1944) Nevertheless, their familiarity to the readers and their obvious successful aging - brings hope to the older person, and will encourage them to be more positive about their own aging experience.

The following subcategory "organization and associations for older persons" received a great deal of editorial attention particularly in the AARP's Modern Maturity. This finding is congruent with their organizational goals, and in behalf of their efforts to recruit new members. After a quarter of a century in operation on behalf of the older American, the AARP wants to show the reader the tremendous efforts on their behalf which advanced the status of the senior citizen in our society.

Other subcategories within realities of aging category included: political advocacy for the aged, and instructing the reader on the importance of gray power and the impact that they can have on legislative reforms for the elderly. Readers of both magazines were instructed about those who pioneered on their behalf in the cause of improving the quality of their later years either through research, treatment, reforms or action. Permeated throughout these magazines within this category are positive views of aging, images of aging in society, the reality of growing older, aging is not all decay which serve to reinforce in the minds

of the readers positive aspects of aging, and socialize the older reader into broader and more optimistic views of aging in society.

The other category within this chapter was called "Value Orientation," and was placed in this study in order to hone in on the subtleties of aging - image and stereotype. The subcategory "satire," received the greatest amount of editorial attention. 50 Plus's satirical political column "Kick of the Month" accounted for much of the data from these magazine articles. The focus was on encouraging the elderly to live in the here and now, and plan for the future, in contrast to preoccupation with the past. The older woman is presented as an active, vibrant person enjoying this stage of her life, even though editorial attention is devoted to physical appearance improvement in order to capitalize on their assets.

Articles on the image of the older man shows how versatile and creative men can be when they are not just locked up into work-oriented traditional roles. The older man is shown exploring in the kitchen, which was predominantly a woman's province. In fact, the world's best chefs are men! Capitalizing on the accomplishments of the later years is a recurrent theme throughout these magazines for the older reader.

Editorial attention to Black and Hispanic elderly show a somewhat equitable distribution and treatment of elderly

other than the white majority. This trend is more apparent in Modern Maturity, which has a much more variegated representation of the elderly within its sponsoring association. However, it is suggested that more editorial attention be directed in the future to minority aging.

The thrust of the challenge to the older person is to have them focused on assuming responsibility for the tenor and quality of their life in their old age. These magazines admonish the older subscriber to become more independent and to take hold of their life. This is an admirable quest for seniors who need positive reinforcement that "age is a victory, not a defeat."

CHAPTER SIX

RETIREMENT

Retirement is a relatively recent mass phenomenon and Crandall (1980) has identified four factors that made retirement available to the masses for the first time in history. They are:

1. The greater probability of people reaching old age.
2. Modern industrial society made it possible to support a large non-working segment of the population.
3. In a modern industrial society there was often very little demand for the labor of the aged.
4. The rise of the modern industrial society also gave rise to Social Security systems and private pension plans that made retirement financially possible.
(Crandall, 1980, p.342)

Retirement can be either voluntary or involuntary. Voluntary retirement can come about because of adequate financial reserves, dissatisfaction with one's position on the job, or the desire to spend more time with one's family. Involuntary retirement can result from mandatory-retirement laws, or poor health status.(Crandall, 1980) According to Foner and Schwab (1983) the two most important correlates of satisfaction with retirement are health and money. Individuals who perceive themselves as being in poor health and with inadequate financial reserves are less likely than their healthier and wealthier

peers to view their retirement as a positive transition in their life.

Today, more Americans than ever before in history are living longer, and for the first time the role of retiree is becoming institutionalized. Instead of spending a few years in retirement, these people will spend decades - impacting critically on the nation's health resources, social security funds, pension plans, housing, transportation, food services and recreational services.(WCBS, 1978)

Irving Rosow (1974) in his book Socialization to Old Age, discusses the patterns usually occurring with "normal status passages," which include "new, valued social positions with reasonably clear norms, role continuity, and with status gains that encourage individuals to be socialized usually in formal ceremonies." However, Rosow points out that in our society in "becoming old, we have no real status transition, and consequently we see the following patterns: devalued position, ambiguous norms, role discontinuity, and status loss that mobilizes low motivation or resistance to possible socialization whose processes would be set in informal contexts." He views aging as a transition that reverses the optimal conditions necessary for effective socialization.

There are no rites of passage to this later stage

in one's life, and consequently, these magazines for older persons are trying to socialize their readers to new norms. This is an arduous task for specialty magazines. Nevertheless, since their inception, they have been trying to socialize older persons in their new role. Inside the table of contents in each issue of Modern Maturity, Dr. Ethel Percy Andrus, the founder of AARP, has inscribed the following: "to make your retirement easier, fulfilling, and more rewarding." Also, the first editorial in Harvest Years, in 1961, states the following: "For retirement as opposed to any other career, is a life for which we have no previous training. In retirement, for the first time in our life, we are the complete masters of our own destiny. No more timeclocks or deadlines, but we face the greatest opportunity of our life...YET ARE WE PREPARED? To assist you in preparing for this wonderful time of life, we have created a new Magazine, Harvest Years. Each month we will bring you stories of real people and the challenges they faced. What they have done and what were the results, and in this way, the true picture of retirement..your retirement will unfold."

Other sociological accounts of retirement and old age have included Burgess's (1960) "roleless role of the retired;" and Wilbert Moore's discussion of problems of role ambiguity and adjustment in old age in which he stated:

"Perhaps the fundamental problem of the aged in industrial societies is

that they have no definite place in the social structure, that is, there are no regular, institutionally sanctioned responsibilities for their care and social participation which square with both traditional values and the requirements of an industrial system." (Steib & Schneider, 1971, p.164)

This chapter looks at how these specialty magazines deal with issues related to retirement. It will consist of three parts in which the categories of retirement, volunteer-civic or part time work, and second careers;" and "residential patterns;" will be discussed from the content analysis of these specialty magazines for older persons. The first section will discuss the data from the category "retirement;" the second section will discuss the data from the category "volunteer - civic or part time work, and second careers;" and the third section will discuss the data from the category "residential patterns."

The definition of "retirement" as a category in this content analysis was described as: - "Since the readership of both magazines, encompasses both retiree and pre-retiree, the matter of retirement itself is a major editorial item and was selected as a central category of this content analysis because it is the focus of a great deal of editorial judgment and a great deal of concern among the readership. This category also seeks to gauge the level of editorial attention to pre-retirement advice and counseling, as well as immediate adjustments to retirement."

The category "retirement," consisted of eleven subcategories. They are as follows:

1. preparing for early retirement
2. pre-retirement advice and counseling
3. life styles
4. rolelessness
5. medical insurance, group or individual life insurance
6. living alone
7. informational resources and services-private sector
8. government or official services and information
9. legal services - will or legacy
10. current successful agers
11. relationships with friends.

The results of the content analysis on the above subcategories for all the magazine time periods reveals the following distribution:

TABLE 6.1

PERCENTAGE OF RETIREMENT SUBCATEGORIES FOR TOTAL
MAGAZINE UNITS

	<u>PERCENT</u>	<u>N</u>
1. Government or official services or information	26%	(42)
2. Informational services or resources, private sector	20%	(32)
3. Current successful agers, Role models	15%	(25)
4. Medical insurance (group or life insurance)	13%	(22)
5. Legal services, legacy or will	10%	(16)
6. Life Styles	8%	(13)
7. Pre-retirement advice and counseling	4%	(7)

TABLE 6.1 (CONTINUED)

PERCENTAGE OF RETIREMENT SUBCATEGORIES FOR TOTAL
MAGAZINE UNITS

	<u>PERCENT</u>	<u>N</u>
8. Living alone	1%	(2)
9. Rolelessness	1%	(2)
10. Preparing for early retirement	1%	(1)
11. Relationship with friends	1%	(1)

N = 163

The above Table 6.1 (Percentage of Retirement Subcategories for Total Magazine Units) was presented in order to shed light on the amount of editorial attention devoted to the various subcategories of the "retirement" category. As we can see from the above table, the frequency data ranked reveals that the first six subcategories received the largest proportion of editorial attention in the category "retirement." They include in descending order: Governemnt or official services or information - twenty six percent; Informational services or resources, private sector - twenty percent; Current successful agers - fifteen percent; Medical insurance, and group or life insurance - thirteen percent; Legal services, legacy or will - ten percent; and Life styles - eight percent.

The category "RETIREMENT," ranked third out of the eleven categories in editorial attention given in this

content analysis of specialty magazines for older persons. The following Table 6.2 will present the distribution for the category "Retirement," according to the particular magazine periods included in this study. They include six different time periods: Modern Maturity October-November, 1958 through August-September, 1959; Modern Maturity October - November 1968 through August - September, 1969; and Modern Maturity April-May, 1980 through February-March, 1981. From now on, Magazine I will represent all the issues of Modern Maturity. Magazine II will include the following independent publications which were published as a continuum throughout the years and include the following magazines which were included in this research study: Harvest Years -March, 1961 through February, 1962; Retirement Living - April, 1972 through March, 1973; and 50 Plus, September 1978 through August, 1979.

TABLE 6.2

PERCENTAGE OF UNITS FOR RETIREMENT CATEGORY
BY MAGAZINE

		<u>MAGAZINE I</u>		<u>MAGAZINE II</u>	
		<u>PERCENT</u>	<u>N</u>	<u>PERCENT</u>	<u>N</u>
TIME	I	12%	(182)	II	8% (222)
PERIOD	III	8%	(220)	IV	20% (225)
	VI	12%	(189)	V	12% (376)

As shown above in Table 6.2 (Percentage of Units for Retirement Category By Magazine), Magazine I and Magazine II both give a good proportion of their editorial attention to

the category "retirement." Magazine I shows no change over time, even though the relationship is curvilinear. Magazine II shows a slight percentage increase over time, even though the relationship is curvilinear.

Now we turn to a presentation of the data compiled on each of the subcategories included in the content analysis of all of the respective magazine periods for the category "RETIREMENT." Although the magazines were originally published as retirement magazines, the age of their audience has changed throughout the years in an attempt to provide "anticipatory socialization." Sixty five years of age was the target group for these senior magazines, but the age had been reduced to 55 in Modern Maturity, and 50 in 50 Plus, and now in 1984 to 50 for membership in AARP. This decrease in the target age for the subscribers only stresses the importance of planning ahead as a requisite for successful retirement.

TABLE 6.3

DISTRIBUTION OF RETIREMENT SUBCATEGORIES BY MAGAZINE

TIME PERIOD	<u>MAGAZINE I</u>			<u>MAGAZINE II</u>		
	I	II	III	I	II	III
Medical insurance	32%	38%	-	21%	2%	11%
Informational services-private sector	32%	-	25%	21%	25%	13%
Government or official information	14%	-	-	21%	45%	34%

TABLE 6.3 (CONTINUED)

<u>DISTRIBUTION OF RETIREMENT SUBCATEGORIES BY MAGAZINE</u>							
	<u>MAGAZINE I</u>			<u>MAGAZINE II</u>			
TIME PERIOD	I	II	III	I	II	III	
Pre-retirement counseling	9%	13%	-	-	5%	2%	
Current successful agers, (Role models)	5%	50%	50%	-	9%	4%	
Life styles	5%	-	20%	7%	5%	11%	
Legal services	-	-	5%	14%	5%	23%	
Living alone	5%	-	-	7%	-	-	
Preparing for early retirement	-	-	-	-	2%	-	
Rolelessness	-	-	-	-	2%	2%	
Relationship with friends	-	-	-	-	-	2%	
N	=	(22)	(16)	(20)	(14)	(44)	(47)

Table 6.3 shows the distribution of subcategories within the "retirement" category by magazine and time period. Each subcategory in this category will be discussed separately in order to fully review the data obtained from the content analysis of these specialty magazines for older persons.

The following subcategories from the "retirement" category are based on a sample of more than ten magazine articles, and are of some statistical value. The Retirement subcategories will be discussed separately and according to which item received the greatest amount of editorial attention within this "retirement" category.

#1 GOVERNMENT OR OFFICIAL SERVICES OR INFORMATION and

#2 INFORMATIONAL SERVICES OR RESOURCES, PRIVATE SECTOR

These two Retirement subcategories "government or official services or information;" and "informational services or resources, private sector;" each received a large proportion of the editorial attention within the Retirement category. This means that almost 50 percent of the articles within the Retirement category were devoted to informational aspects of retirement. This is an incredible amount of editorial attention, and reflects the reader's need to become more familiar with all types of retirement issues, both from the government and also the private sector. Retirement on a universal basis is new, and people need adequate information to adjust to this new role because previously they had few role models to identify with and provide norms.

The retirement subcategory called "government or official services or information" received twenty six percent of the total magazine attention within this category, and ranked first out of eleven subcategories. News information on all of the legislation affecting the aged appears in all issues of these magazines. These magazines are socializing the reader to take a more active interest in government by making the subscribers more well informed. Consequently, by having a more erudite citizen, the government has learned to become somewhat responsive to the needs

of our older citizens. They can make a difference, and Congress is aware that with the graying of America, these wrinkled "radicals" are becoming a powerful voting block. Most Americans today look toward government (54%) to assume greater responsibility than they do now for older individuals. (NCOA, 1981,p.127) Magazine I has shown a decrease over time in editorial attention, however, Magazine II shows a 13 percent increase over time on this subcategory. The 50 Plus reader is more educated and affluent, and wants to be well informed on all aspects of legislation and governmental policy affecting his or her future. Magazine II, in 1961, had a regular feature called "Washington's News Briefs" which discussed much of the political issues going on in our capital, and in 1978 the column, "Washington Front" with the noted political columnist, Jack Anderson, kept the reader abreast of all current political events. By keeping the older reader more informed of what our government is doing, older citizens can become more involved and make Congress more responsive to their needs. Ethel Percy Andrus, the founder of AARP and Magazine I, touched base with the political system from the very beginning, and today the AARP has one of the strongest and most powerful lobby groups which represent the older person in Washington. Every issue of Magazine I since 1958 contained information about Congress and legislation affecting the elderly, and at times the AARP gave its platform on impending legislation.

Magazine I and Magazine II both show a decrease over time in the Retirement subcategory "informational services or resources - private sector," nevertheless, twenty percent of the total editorial attention within this Retirement category is devoted to this subcategory and it ranked second out of eleven subcategories. Since 1958, with the inception of Modern Maturity, every issue contained articles on this item, and the regular bimonthly feature "AARP Around America" details all the latest information of interest to older readers. "Mrs. Hatfield Reports" was a regular feature in Magazine I, which detailed all the interventions on behalf of seniors that the Association did to encourage the insurance industry to provide for coverage for the older person. "Inquiring About Retiring" by Thomas Collins was a regular column since 1961 in Harvest Years (Magazine II) which included every aspect of retirement of interest to the readers. "Short Takes" is a regular monthly feature in 50 Plus (Magazine II) which contains the latest information on many issues of interest to the aging individual.

#3 CURRENT SUCCESSFUL AGERS - The retirement subcategory called "current successful agers" ranked third out of eleven subcategories within this category on editorial attention, and represented fourteen percent of the total magazine attention under this category. Magazine I had a forty five percentage increase over time, but Maga-

zine II showed a decrease in editorial attention. This appears to be a recurring theme in this content analysis, that is, role models who are familiar to the reader and are examples of successful agers who may perhaps help the older person in this status transition more effectively than any other method.

Samples of magazine articles under this item include: "Spotlight on People" - a regular bimonthly feature in Magazine I which focuses in on older people who are active, happy, and still contributing in their later years. In the June-July, 1980 issue of Modern Maturity, the following successful agers appeared - Fred Waring, at 80 still makes music; Hal Wright, 76, is probably the only newspaperman in the world who regularly delivers his papers by air; Floyd Gottfredson, 75, the man behind Mickey Mouse; Dorothy Irene Height, 67, a less visible crusader for human and civil rights; among others. It is important for the older readers to see how well their peers are adjusting to their golden years. "Craig Claiborne's Busy Retirement" which appeared in the January, 1973 issue of Retirement Living, is about the man who revolutionized kitchens in America, and retired early after a decade of reviewing restaurants for The New York Times, and is now publishing a book on Chinese Cooking.

Before discussing the next subcategory of retirement, it may be useful to note the following citation from the

insurance application (1983) which all new AARP members receive soliciting insurance.

AARP is a not-for-profit membership organization. On behalf of the membership, the AARP Insurance Trust has entered into group insurance contracts with The Prudential Insurance Company of America under which it receives allowances amounting to 5 percent of payments amount collected under such contracts. The Association also receives income from the investment of monies on deposit in the AARP Insurance Trust accounts. Such allowances and income are used for the general purposes of the Association and its members.

#4 MEDICAL INSURANCE - LIFE INSURANCE, GROUP OR INDIVIDUAL.

This retirement subcategory called "medical insurance - life insurance, group or individual," ranked fourth out of eleven subcategories within the retirement category, and represented 13 percent of the total magazine attention within the category. This subcategory shows a decrease over time in both magazines, but considerable editorial attention is still apparent. In the early days, the issue of insurance to older persons was a problem because then companies would not take the risk based on their actuarial tables. Thus, many older people were denied insurance. However, throughout the years, by effective lobbying, the AARP, through Colonial Penn Insurance Company, was able to break this barrier, and provide a mechanism whereby older people could obtain insurance. After Colonial Penn Insurance

Company's great success with older insurees, many other companies followed suit, but they did this much later when they realized it could be a profitable endeavor. Thus, their efforts as risk takers paved the way for insurance opportunities for the future cohorts of elderly.

Both magazines showed a large percentage decrease in editorial attention over time on insurance. However, there was an increase in advertisements in this area particularly in Modern Maturity. "Insurance" by Arthur F. Blum, was a regular monthly feature in 50 Plus in which the readers sent in questions, and Mr. Blum, Executive Director and Vice President of Independent Insurance Agents of America, wrote up expert answers on this topic. AARP Group Insurance Plan of Hospital and Surgical Benefits available to any man or woman over 65 appeared in every issue of Modern Maturity, and they were an inducement toward membership. "60 Minutes," the weekly television commentary, criticized the AARP and Colonial Penn Insurance for their marketing strategies; this will be discussed in the review of advertising for the mature market. (Rooney, 1978)

#5 LEGAL SERVICES - WILL OR LEGACY - This retirement subcategory called "legal services - will or legacy," ranked fifth out of eleven subcategories, and represented nine percent of the total proportion of all the magazines' editorial attention within the Retirement category. Maga-

zine I only started editorial attention during the third time period, and Magazine II has shown a 12 percentage point increase over time, even though the relationship is curvilinear. "Elderly Increasingly Seek Legal Help in Dealing with Financial Labyrinth" is a recent headline in The New York Times (May 3, 1983) which stated that the problems of the aged will become a major source of legal activity in New York and other states." The Brookdale Center for Aging, Hunter College, New York, has under its auspices The Institute on Law and Rights of Older Adults (Severo, R., 1983)

"Late Marriage and the Law" is an article about what the experts reveal about your legal obligations which appeared in the August-September, 1980 issue of Modern Maturity. "If You're a Common-Law Wife" is an article which discusses that many older couples who have not been legally married find that their relationship is legally binding, and have many of the legal ramifications of a "regular" marriage which appeared in the September, 1972 issue of Retirement Living.

#6 LIFE STYLES - The retirement subcategory "life styles" ranked sixth out of eleven subcategories, and represented eight percent of the total magazines editorial attention for the retirement category. Both magazines revealed an increase in this item and, Magazine I showed a thirteen percentage increase, and Magazine II had a five percentage increase over time in editorial attention. Life

styles are changing in America according to projected media images, and differential patterns and styles of living are emerging according to the 1980 census data.

The Action for Independent Maturity, a division of AARP, talks its middle age members into positive views of aging, and urges people to dispel the "myth that retirement leads to the old rocking chair, and to look around in their locality and see that most people sixty or seventy actually appear younger in terms of vitality and physical fitness than their parents of the same chronological age. They attribute this primarily not to nutrition or medicine, but to "rising expectations," and that active people are happier and live longer." (AIM, 1982)

Researchers are convinced that of all the factors that contribute to our psychological and physiological well-being, medical science accounts for less than five percent; biology - twenty percent; environmental factors - twenty five percent; but the biggest single factor is "Lifestyle," and it is felt that as much as half of a person's well being is dependent upon their way of life, and most importantly are social supports in lifestyle." (Gosting, 1982)

Samples of magazine articles included under this retirement subcategory "lifestyle," include: "I'll Stay In Canada" after my retirement which appeared in the August-

September, 1959 issue of Modern Maturity; "Why Old and Young Should Live Together" by Maggie Kuhn, head of the Gray Panthers, an organization of 10,000 members dedicated to fighting ageism or discrimination based on age, which appeared in the October, 1978 issue of 50 Plus. Maggie Kuhn feels the intergenerational mix of old and young living together as housemates and friends fosters mutuality and can be a growth experience for everyone. "Role-Swapping is Today's Newest Happening" has become more popular today than wife swapping in today's Great American Household, and means liberation for men, too, which appeared in the August, 1972 issue of Retirement Living. This article is addressed to retired men, and "admonishes them not to become a household barnacle by following ten easy rules which will help to make them a powerhouse - and help their wife retire, too! One of the rules was "Rule Six - Allow your wife her customary freedom of space and activity, and avoid drenching her with a wistful gaze and the plaintive, "When will you be back? She's not your custodian."

The following subcategory of the "retirement category" are based on a sample of less than ten, therefore, they are of no statistical value because of the small sample. However, they will be discussed qualitatively, in order to give a complete picture to the "retirement" category. They include:

#7 PRE-RETIREMENT ADVICE AND COUNSELING - The subcategory "pre-retirement advice and counseling" showed a decrease in both magazines over time. "This subcategory is important because the most common cause of "retirement failure," is simply lack of planning to avoid or minimize the hazards that trap the unwary." (AIM, 1982) This subcategory ranked seventh in editorial attention out of eleven subcategories within the "retirement" category. Samples of magazine articles included under this subcategory are "How to Retire Creatively" in the October - November, 1968 issue of Modern Maturity in which Dr. MacCracken, former President of Vassar College, discusses that "the creative life in old age consists of two creative processes: an honest look at oneself and planning for a practical method of self-realization;" and "Ten Secrets for Successful Retirement" from the January, 1973 issue of Retirement Living, in which Helen Alpert, Associate Editor, discusses the big four in retirement, - Money, Health, Housing, and Leisure; and shares ten secrets to success with the reader.

#8 LIVING ALONE - The subcategory "Living alone" of the "retirement " category received little editorial attention in both magazines, even though it ranked eight out of eleven subcategories. According to the Bureau of the Census survey (1980), slightly more than half of those people age sixty five and over live with their spouse while 27 percent - the vast majority of them

women - live alone, and only about five percent are institutionalized. "When You Live Alone, You Can Have Fun and Like It" is an example of a magazine article about this item which appeared in the May, 1961 issue of Harvest Years.

#9 ROLELESSNESS-The subcategory "rolelessness" of the Retirement category only received slight editorial attention in Magazine II. "Old age and the lives of older persons can be characterized by the theme of social loss, as a role (social position), of norms (expectations regarding appropriate behavior), and of reference groups. (Burnside, 1981) With so many ambiguous norms governing aging in our society, it is understandable that retirement could result in anomic feelings in individuals who could wander aimlessly in our society. Psychologist, Allan Fromme, contributes regularly to 50 Plus, and in his column "Problem Solving," talks about the therapeutic values of "Walk on the Beach" in the September, 1978 issue of 50 Plus to help individuals adjust to the changes of retirement.

#10 PREPARING FOR EARLY RETIREMENT - The Subcategory "preparing for early retirement" of the Retirement category only received a slight amount of editorial attention in Magazine II. Harris (1981) indicates that "with respect to income, the largest number of individuals who retire by choice are in the upper income bracket, earning \$20,000 or more per year, sixty nine percent." The

concept of retirement is changing for many Americans, and more people are retiring earlier, at the same time the mandatory retirement age has been increased in the United States to 70. Many are leaving their jobs that they have had for three decades to start new careers, financially reinforced by the liberal industrial pensions now available at an earlier age. (Townsend, 1977) "What You Should Know About Early Retirement" appeared in the August, 1972 issue of Retirement Living, and cautions the reader that early retirement can be successful for you - if you have adequate resources and if the decision to retire is voluntary. Also, in this magazine article is the statement by Dr. Max Kaplan, director of the Center for the Studies of Leisure at the University of South Florida: "No one begins his retirement on the day he leaves his office or plant. How he masters himself in retirement is a continuity, or at least a manifestation of how he has mastered his resources throughout his life."

#11 RELATIONSHIP WITH FRIENDS - The retirement subcategory "relationship with friends" only received editorial attention in Magazine II. Friendship is important in old age, and "friends augment and supplement social networks based on kinship, and are just as vital to the well-being of old people as are their relatives." (Blau, 1973) Many studies have shown that friendship is important to life satisfaction and morale to older people.

"Ten Successful People Tell What I Look For In Friends" from the February, 1979 issue of 50 Plus includes vignettes whereby famous people identify the attributes that foster good communication and friendship among others.

The focus of the editorial attention here was on providing the reader with the informational services both from governmental and private sources which the retiree or aging individual needs to know. Again, the readers are provided from these specialty magazines familiar and some unfamiliar role models to serve as a source of inspiration to them during this later stage of their life. These active, alert seemingly happy oldsters were enjoying their golden years.

Also, these specialty magazines for older persons socialized them into the importance of obtaining proper medical and life insurance. This is, of course, necessary for the older person who is more at risk of serious illness and hospitalization than younger persons. In addition, in case of bereavement, the widow should protect the surviving spouse, by adequate life insurance. Illness and death can be inevitable concomitants to age, but much later. What is all this brouhaha about retirement then? Is it possible that after two decades, these magazines may be socializing older people quite effectively into new norms and the pleasures of age? There are so many myths and stereotypes on aging which include, among others, that many people

fade away after retiring. However, let us ponder the following data from a nationwide survey carried out from 1965 to 1978 that revealed the following about retirement:

No less than fifty five percent and as many as seventy five percent of the retired respondents expressed some type of positive reaction to retirement, i.e., that it had fulfilled their expectations, it was enjoyable, they were glad they retired when they did, these were the best years of their lives, or they felt good about their lives since retiring. (Foner and Schwab, 1983,p.74)

Foner and Schwab (1983) posit a very interesting question about the dichotomy between theory and practice in retirement:

Given these negative features of the transition to retirement and of the retirement role itself - lack of opportunities for anticipatory socialization, of positive public role models, and of clear role definitions and the relative deprivations of retirees - it is not surprising that retirement is assumed to be a time of stress, and discontent. Yet research data shows that few retirees seem eager to return to the labor force, and most are reasonably content with their lives in retirement. (Foner & Schwab, 1983,p.77)

The second section of the chapter RETIREMENT will discuss the data from the category "volunteer - civic or part time work, and second careers." The transition from

worker to retiree may be facilitated by planning for retirement and this training will cushion the impact of retirement. (Crandall, 1980) Some Americans today are given retirement options which allow them to retire gradually, such as "share-a-job; and phased retirement." Harris (1981) indicates that 37 percent of employed people aged 55 to 64 prefer a gradual retirement, and this trend is preferred by the better educated, older blacks and women. Foner and Schwab (1983) discuss the fact that retirement is unlike other life course transitions, and involves "losses of income, esteem, and for many, the power attached to their former work role."

The definition of "volunteer - civic part time work and second careers" as a category in this content analysis was defined as: Volunteer - Civic or Part Time Work - Second Careers - "This area was isolated because it involves the actual activity that senior citizens are taking part in, how they are really spending their time as contrasted with leisure time exclusively. The level of attention in this editorial area is an indication of relative interest in such active societal interaction by the readership." The category "volunteer - civic or part time work - second careers," consisted of thirteen subcategories. They are as follows:

1. full time second careers (no actual retirement)
2. self employment
3. counsel younger people

Volunteer - civic or part time work (Continued)

4. help out when someone is ill
5. take care of small children, babysitting
6. give advice on jobs or business matters
7. help out with money
8. assist in hospitals
9. civic affairs
10. various social agencies, churches, and scores of other places, and friendly visitors
11. Lobbying - using political power or power
12. occupations
13. opportunities for employment

The results of the content analysis on the above subcategories for all the magazine time periods reveals the following distribution:

TABLE 6.4PERCENTAGE OF VOLUNTEER-CIVIC OR PART TIME WORK-SECOND CAREERSSUBCATEGORIES FOR TOTAL MAGAZINE UNITS

	<u>PERCENT</u>	<u>N</u>
Occupations	26%	(15)
Opportunities for employment	18%	(10)
Full time second careers	14%	(8)
Various social agencies, churches and scores of other places, friendly visitors	9%	(5)
Lobbying, using political power or action	7%	(4)
Assist in hospitals	5%	(3)
Take care of small children and babysitting	5%	(3)
Counsel younger people	5%	(3)

TABLE 6.4 (continued)

	<u>PERCENT</u>	<u>N</u>
Civic affairs	4%	(2)
Help out with money	2%	(1)
Help out when some- one is ill	2%	(1)
Give advice on jobs or business matters	2%	(1)
Self employment	2%	(1)

N=57

The above Table 6.4 (Percentage of Volunteer-Civic or Part Time Work, Second Careers subcategories for Total Magazine Units was presented in order to shed light on the amount of editorial attention devoted to the various items of the "volunteer-civic or part time work - second careers" category. As we can see from the above table, only two subcategories were significant with a sample greater than ten magazine articles. The subcategory "Occupations" received twenty six percent of the total magazine articles within this category, and the subcategory "Opportunities for Employment," received eighteen percent of the editorial attention within this category.

The category "VOLUNTEER-CIVIC OR PART TIME WORK - SECOND CAREERS," ranked seventh out of the twelve categories within this content analysis of specialty magazines for older persons. The following Table 6.5 will present the distribution for the category "volunteer - civic or part time work - second careers," according to the particular

magazine periods included in this study. They include six different time periods and were elucidated in greater detail in the beginning of this chapter when I discussed the category "Retirement."

TABLE 6.5

PERCENTAGE OF UNITS FOR VOLUNTEER - CIVIC OR PART TIME -

SECOND CAREERS CATEGORY BY MAGAZINE

<u>MAGAZINE I</u>				<u>MAGAZINE II</u>		
		<u>PERCENT</u>	<u>N</u>			<u>N</u>
TIME	I	4%	(82)	II	8%	(222)
PERIOD	III	3%	(220)	IV	4%	(225)
	V	1%	(189)	VI	4%	(376)

As shown above in Table 6.5 (Percentage of Units for Volunteer - Civic or Parttime - Second Careers category by magazine, both magazines show a slight decrease over time in editorial attention given to the category "volunteer - civic or part time work - second careers." It should be pointed out that at no point in time did either Magazine I or Magazine II allocate much editorial attention to this category. Retirement at age sixty five is gaining acceptance in the United States today, and Foner and Schwab (1983) point out that "in 1978, only about twenty percent of the men and eight percent of the women over the age of sixty five were working or looking for work according to the Bureau of Census in 1979." This category includes all the various

options available to people when they retire and includes using the time in various voluntary associations, participating in civic associations, working part time, or opting for a new second careers.

Each subcategory within the category "Volunteer, civic or part time work-second careers" will be briefly discussed, but as mentioned earlier the only two subcategories that are significant include: OCCUPATIONS - twenty six percent; and OPPORTUNITIES FOR EMPLOYMENT - eighteen percent.

#1 OCCUPATIONS - This subcategory ranked first out of thirteen "volunteer-civic or part time work, and second careers" subcategories. The item represented 26 percent of the total percent of magazine articles within this category which had a small sample of fifteen. This subcategory showed a decrease in editorial attention in both magazines. One must bear in mind that since the average age of the subscriber has dropped over the years, many of the readers are still actively involved in their work. "Occupations" was a regular bimonthly feature in the first time period of Magazine I. In the December, 1958 - January, 1959 issue of Modern Maturity, we see the column "Occupations-Man's Best Medicine." This article includes: the merits of the older worker; different part time jobs; volunteer service - doing for others; growing younger with your brain; and having fun in the activity you choose. Harvest Years, the magazine for successful re-

tirement, had an interesting article for retirees which appeared in the September, 1961 issue titled "Talk It Over at a Job Clinic." In the May, 1979 issue of 50 Plus appeared two magazine articles under this subcategory which include: "Models Who Can Look a Wrinkle in the Eye"- about 50 Plus models who've made it; and "The Job Market: Is Part-Time Work For You? which began a new series on the latest trends in the job field specifically affecting 50 Plus men and women. Job expert, Dr. William B. Werther indicated in this article that "the trend for the next two decades will be toward more part time work."

#2 OPPORTUNITIES FOR EMPLOYMENT - This subcategory ranked second out of thirteen "volunteer-civic or part time work second careers" subcategories. This subcategory represented 18 percent of the total percent of magazine articles within this category which only had a limited sample of ten. This subcategory showed a decrease over time in Magazine I, and a small increase in editorial attention in Magazine II. Samples of magazine articles included under this subcategory are: "What Are Your Chances of Finding a Job" in the March, 1961 issue of Harvest Years, suggests ways for the reader to find employment, but cautions them about age discrimination. However, there are still opportunities available to the older worker; "How to Work After Retirement" in the October-November, 1968 issue of Modern Maturity.

The following subcategories will be discussed for the sole purpose of sharing the various magazine arti-

cles included under these specific subcategories within the "volunteer, civic or part time work, and second career" category. They represent only a limited sample, so that no generalizations or conclusions may validly be drawn from them. They include:

#3 FULL TIME SECOND CAREERS. This "volunteer, civic or part time work, second careers" subcategory represented fourteen percent of the total magazine's editorial attention on this subcategory "full time second career." This subcategory represents no actual retirement on the individual's part. Magazine I represents a decrease in editorial attention, and Magazine II shows an increase. Samples of this subcategory include: "Wanted: Older Men Only" from the October-November, 1968 issue of Modern Maturity; and "A New Career After Retirement" in the June, 1961 issue of Harvest Years which is the story of the faculty of Hastings Law School where the minimum age is sixty five years of age. The University of California's Hastings College of Law in San Francisco has "The Sixty-Five Club," which represents more than 750 years of teaching experience.

The following are reasons who employers prefer older workers. "Older workers have less absenteeism than younger workers, fewer on-the-job accidents, the same efficiency, and they are more satisfied with their jobs. Whereas, younger workers report more stress and account for higher

incidences of depression." (Harris, 1981) Those people who delay retirement past age sixty five tend to define work as a meaningful facet of their lives (86 percent) and to feel that others value people when they were working according to a ten year study by the Social Security Administration. (Information on Aging, No. 27, October, 1982) Men were more likely to delay retirement or to return to work after retirement, mainly for personal reasons and not financial need.

#4. VARIOUS SOCIAL AGENCIES, CHURCHES, AND SCORES OF OTHER PLACES, AND FRIENDLY VISITORS. This subcategory within the "volunteer, civic or part time work, and second careers" category called "various social agencies, churches, and scores of other places, friendly visitors," ranked fourth among 13 subcategories within this category. This subcategory received no attention in Magazine I, but represented a slight increase in Magazine II. "Cleveland Senior Council - 11,000 Years of Experience at Work" is a sample of this item which appeared in the May, 1961 issue of Harvest Years.

The total potential volunteers force among older Americans remains steady at thirty three percent, and ten percent more are interested in volunteering. The proportion of elderly Americans actively engaged in doing volunteer work is about 23 percent which is less than is found in the younger public at 33 percent. Interestingly, the percentage of older male volunteers has increased. (Harris,

1981) The Retired Senior Volunteer Program (RSVP) recruits older people to a variety of volunteer programs in all types of social agencies.

#5 LOBBYING-USING POLITICAL POWER OR ACTION. The subcategory within the "volunteer, civic or part time work, and second careers" category called "lobbying, using political power or action" ranked fifth out of thirteen subcategories within this category. "What is your Role in Politics" is a sample of this subcategory which appeared in the September, 1961 issue of Harvest Years. A recent study by Neil Cutler, political scientist, stated "that older persons' political orientation does not change due to the aging process, but rather people remain consistent in their political beliefs." Cutler's study gives no evidence of a conservative trend among older persons'. Continuity in political orientation persists throughout, however, with retirement and more time availability, some people may become more politically oriented in later years. People over 65 have the highest registration and voting participation in Presidential elections. (Information on Aging, April, 1983, No. 29)

#6. ASSIST IN HOSPITALS - The subcategory within the "volunteer, civic or part time work, and second careers" category called "assist in hospitals" ranked sixth out of thirteen subcategories. Every hospital has a Volunteer Service which counts heavily on older persons for their time and efforts. The current presidential platform is

encouraging volunteer work, and the week of April 17-23rd was set aside as "National Volunteer Week." This special status was afforded all those who give of their time in recognition of their vital services to others. There was a decrease in editorial attention over time to this subcategory in both magazines.

"You Are Needed" is a sample of a magazine article included under this subcategory which appeared in the June-July, 1959 issue of Modern Maturity. The article is about VAVS which stands for Veterans' Administration Voluntary Service. Through the VAVS community volunteer efforts are brought together and made a meaningful part of the program for veteran-patients in VA hospitals.

#7 TAKE CARE OF SMALL CHILDREN, BABYSITTING, and #8 COUNSEL YOUNGER PEOPLE subcategories within the "volunteer, civic or part time work, and second careers" category. They will be discussed together because of limited editorial attention, and they both represent the surge today for better intergenerational communication. Samples included under these subcategories are: "Your Rewards as a Babysitter" which appeared in the April, 1961 issue of Harvest Years; and "Charley and Mr. Lindall" from the February-March 1969 issue of Modern Maturity which discusses the national Foster Grandparent Project, which was started in 1966, as part of War on Poverty Programs. This delightful story is about Charley, an abandoned black waif, sheltered at The New York Foundling

Hospital, and Walter Lindall, a seventy year old retired white widowed businessman, who becomes Charley's "Grandpa." Other articles include: "We Help the Girl Scouts" in the March, 1961 issue of Harvest Years, and "He Opens the Minds of the Young" from the May, 1979 issue of 50 Plus.

The following subcategories of the "volunteer, civic or part time work and second careers" subcategories received little editorial attention. I will enumerate each one and provide some examples of magazine articles which were classified under each subcategory. The magazine articles title selected will be self explanatory for the particular subcategory under consideration: They are as follows:

TABLE 6.6

VOLUNTEER, CIVIC OR PART TIME WORK AND SECOND CAREERS

SUBCATEGORIES WITH RELEVANT MAGAZINE ARTICLES

<u>SUBCATEGORY</u>	<u>MAGAZINE ARTICLE</u>
#9 CIVIC AFFAIRS	"Never too old to catch a thief," <u>50 Plus</u> , October, 1978 "You can help mission 5000," <u>Retirement Living</u> , November 1972
#10 HELP OUT WITH MONEY	"A Food Store with low Prices," (A cooperative buying endeavor January, 1979, <u>50 Plus</u>
#11 SELF EMPLOYMENT	"Financial planning for the self- employed," <u>Retirement Living</u> , Jan. 1973
#12 HELP WHEN SOMEONE IS ILL	"Homemakers Need You - You may Need Them," <u>Retirement Living</u> , August, 1972.
#13 GIVE ADVICE ON JOBS OR BUSINESS MATTERS	"Jubalacione - Sure beats Working," (Spanish work for "relief from labor") <u>Retirement Living</u> , April, 1972

This concludes the second section of the various activities which these magazines are socializing their readers among the various subcategories within the "volunteer, civic or part time work, and second careers" category. The choice of how the older person wishes to spend their later years is as diverse as the heterogeneity of the elderly themselves and of our pluralistic society. Some will extend their career, seek new full or part time employment, or volunteer their expertise to a variety of public or private organizations. Decisions will be affected by inflation, socioeconomic status, liberalized Social Security earnings restrictions, and fairer treatment of older workers under the Age Discrimination in Employment Act. NRTA (Curta, 1982)

Some innovative ways for people to stay active include the following:

Operation Able - a job network agency started in 1977, and called Operation ABLE (Ability Based on Long Experience) was founded to coordinate, develop and support senior employment efforts throughout metropolitan Chicago. It is a total approach to creating employment opportunities for older adults (NRTA, 1982)

Senior Community Service Employment Programs - SCSEP is a work experience program operating in many localities throughout the country which offers on-the-job training to disadvantaged older persons. To qualify for SCSEP work experience programs the person must be fifty-five years

of age, willing to work, and have an income which does not exceed Department of Labor guidelines. SCSEP enrollees are indeed low income elderly, and every year since its inception in 1969, "this Senior Community Service Employment Program, has placed 65 percent or more of all enrollees in privately supported jobs. (Tremblay, 1982)

Forty Plus - is a job co-op model, and the Forty Plus Club is a non-profit cooperative effort to help unemployed executives over forty years of age to get back into the work force. Forty Plus groups, is housed centrally in Washington, D.C., and located in most major cities, however, it is open only to professional, supervisory, and management personnel (NRTA, 1982)

R.S.V.P. The Retired Senior Volunteer Program started in 1970, places older workers in schools, hospitals, drug centers and even some city agencies, and is partially financed by the Community Service Society of New York, a non-profit social services agency. (New York Times, October 20, 1982) There is some continuity in participation in voluntary associations throughout one's lifetime, however, Trela (1976) stated "with advancing age, there are organizational changes and the aged tend to leave job-related, civic and political organizations for fraternal, service, recreational and age-graded voluntary associations."

"Dial-A-Grandma - Hire-A-Grandpa Inc." - This job service in Clearwater, Florida puts the elderly back in the work force part time doing babysitting, gardening, tutoring, carpentry, sewing, office work, painting, house sitting, errands for a four hour minimum time period (Leisner, 1982)

This third section of this chapter RETIREMENT will discuss the data from the category "residential patterns." There is a myth that the elderly all move to Florida or Arizona when they retire. However, only a small proportion of the elderly move each year, according to several Bureau of Census surveys. (Cobb, 1982) Another myth that the elderly don't own property is not true as "A 1979 housing survey conducted by the government found that seven out of ten household heads age sixty five and older owned their own homes, and that eighty four percent of these were mortgage free."

Current data in 1980 reveal that 6.5 million people 65 or over lived in rural areas, up from 5.4 million ten years before. The rural elderly population grew 2.5 percent a year during the 1970's, twice its growth in metropolitan areas. This shift of more people moving to rural areas and small towns, is reversing a historical pattern, and the elderly have been in the forefront. This is only a small migration, nevertheless, it may become a trend due to congestion, crimes, inflation in the cities, and the cohesiveness, tranquility and low costs in rural areas," (Maxwell, 1983)

Approximately half of the older population lives "in seven states in America: California, Illinois, New York, Ohio, Pennsylvania, Texas and Florida (California and New York both contain over two million older residents). Nine states have a higher proportion of older persons with them representing twelve percent or more of the total population. In rank order they are: Florida, Arkansas, Iowa, Missouri, Kansas, Nebraska, South Dakota, Oklahoma, and Rhode Island. (Davis, 1980)

The definition of "Residential Patterns" as a category in this content analysis was defined loosely as retirement may be accompanied by abrupt changes in geography, the level of attention to such matters as housing and relocation indicates the relative level of concern in these areas. The category RESIDENTIAL PATTERNS consisted of eleven subcategories. They are as follows:

1. housing
2. relocation
3. transportation
4. retirement communities
5. mobile homes, trailers
6. exodus to Florida or Arizona, retirement centers
7. local senior citizens communities, e.g. Leisure Village
8. safety, security
9. winters in Florida, St. Petersburg
10. rent, apartments and regulations
11. consumer protection in buying homes, or any purchasing

The results of the content analysis on the above subcategories for all the magazine time periods reveals the following distribution:

TABLE 6.7PERCENTAGE OF RESIDENTIAL PATTERNS SUBCATEGORIES FOR TOTAL
MAGAZINE UNITS

	<u>%</u>	<u>N</u>
Relocation	23%	(11)
Housing	21%	(10)
Consumer protection in buying homes or purchasing	17%	(8)
Mobile homes, trailers	15%	(7)
Exodus to Florida or Arizona, retirement communities	6%	(3)
Retirement Communities	4%	(2)
Rents, apartments, and regulations	4%	(2)
Winters in Florida, St. Petersburg	2%	(1)
Safety, and security	2%	(1)
Transportation	2%	(1)
Local senior citizen communities, e.g. Leisure Village	2%	(1)

N=47

Table 6.7 (Percentage of Residential Patterns subcategories for Total Magazine Units), was presented in order to shed light on the amount of editorial attention devoted to the various items of the "residential patterns" category. As we can see from Table 6.7, only two subcategories "Relocation," and "Housing" which were based on a sample of ten or more, and they are the only subcategories under

the "residential patterns" category to have some statistical value.

The category "Residential Patterns," ranked eighth out of the twelve categories in editorial attention given by these magazines in this content analysis of specialty magazines for older persons. The following Table 6.8 will present the distribution for the category "Residential Patterns," according to the particular magazine periods included in this study. The periods of study include six different time periods which were elucidated in greater detail in the beginning of this chapter when I discussed the category "Retirement."

TABLE 6.8

PERCENTAGE OF ARTICLES BY UNITS FOR RESIDENTIAL PATTERNS
CATEGORY BY MAGAZINE

		<u>MAGAZINE I</u>		<u>MAGAZINE II</u>	
		<u>%</u>	<u>N</u>		
TIME	I	2%	(82)	II	6% (222)
PERIODS	III	1%	(220)	IV	8% (225)
	VI	1%	(189)	V	2% (376)

As shown above in Table 6.8 (Percentage of Articles by Units for Residential Patterns Category by Magazine), both magazines show a slight decrease over time in editorial attention given to the category "residential patterns." It should be pointed out that at no point in time did either Magazine I or Magazine II allocate much editorial attention to this category. In AIM'S Guide to Housing Choices,

the following statistics are set forth:

Most Americans don't move in their middle and later years. During the period 1975-79, about 93 percent of persons age 65 and older didn't move at all or moved within the same county, about four percent moved to a different county in the same state; and about 4 percent actually moved out of the state. For the same 1975-79 period, only 4.3 percent of those age 45-64 moved from their home state; it isn't known how many of these made their move in anticipation of retirement (1981).

Each subcategory under "Residential Patterns" will be discussed briefly in a qualitative way as only two subcategories, "Relocation" and "Housing" had a sample of at least ten.

#1 RELOCATION - The "residential patterns" subcategory called "Relocation" ranked first out of the eleven subcategories within this category. There is a decrease in editorial attention over time in both magazines on this item "relocation." From the figures presented earlier, we note that fewer older people actually move than the media image suggests, but for those who do move, adequate information is a necessity. Samples of magazine articles include: "If You Move Check That Location One More Time" in the May, 1979 issue of 50 Plus; "Choosing a Home as a Way of Life" in the September, 1972 issue of Retirement Living; "Retire to Eternal Springtime in Mexico" in the December, 1961 issue of Harvest Years; and "So You Are Going to Move" in the June-July, 1969 issue of Modern Maturity.

#2 HOUSING, RETIREMENT HOME OR BUYING LAND - This subcategory called "housing, retirement home or buying land" ranked second among eleven subcategories, and showed an increase in editorial attention over time in both magazines. Magazine articles included under this item include: "Are You Happy At Home" in the October - November, 1980 issue of Modern Maturity; and "Your Personal Guide to Retirement Housing" in the September, 1972 issue of Retirement Living which consisted of a four part, fact-packed section to help the reader find housing which he or she might need, want and can afford. They state that "housing is living -your way of life, that is why they include climate, environment and lifestyle as well as types and costs of housing units." This article also takes into account that most people retire to where they've always lived, and that less than five percent of retirees quit their home state and move to a new location." "Condominium" in the July, 1979 issue of 50 Plus is another timely magazine article included under this subcategory.

The following subcategories of the "residential patterns" category received little editorial attention. Each subcategory will be enumerated with some examples of magazine articles which were included under each subcategory. The content of magazine articles selected is conveyed by its title.

They are as follows: TABLE 6.9

RESIDENTIAL PATTERN SUBCATEGORIES WITH RELEVANT MAGAZINE ARTICLE

<u>SUBCATEGORY</u>	<u>MAGAZINE ARTICLE</u>
#3 CONSUMER PROTECTION IN BUYING HOMES, OR NEW PURCHASES	"What to do until your lawyer arrives," in the November, 1972 issue of <u>Retirement Living</u> .
#4 MOBILE HOMES, TRAILER PARKS	"Special Section on Mobile Homes," in the April, 1979 issue of <u>50 Plus</u> .
#5 EXODUS TO FLORIDA OR ARIZONA, RETIREMENT CENTERS	"Two Retirement Centers in the Sun, Florida and Arizona," in the May, 1961 issue of <u>Harvest Years</u> .
#6 RETIREMENT COMMUNITIES	"Meet the people in the healthiest town in America," in the February, 1979 issue of <u>50 Plus</u> . Rancho Bernardo, Ca.)
#7 RENTS, APARTMENTS AND REGULATIONS	"Seniors warned against illegal rent increases," in the November, 1972 issue of <u>Retirement Living</u> .
#8 WINTERS IN FLORIDA, ST. PETERSBURG	"Welcome to Florida-St. Petersburg, Winter Mecca for Retirees," in the December-January, 1959 issue of <u>Modern Maturity</u> .
#9 SAFETY AND SECURITY	"How's your fire insurance," in the October, 1961 issue of <u>Harvest Years</u> .

TABLE 6.9 (CONTINUED)

RESIDENTIAL PATTERN SUBCATEGORIES WITH RELEVANT MAGAZINE ARTICLE

<u>SUBCATEGORY</u>	<u>MAGAZINE ARTICLE</u>
#10 TRANSPORTATION	"Wheels for senior citizens (transport program)" in the July, 1972 issue of <u>Retirement Living</u> .
#11 LOCAL SENIOR CITIZENS COMMUNITY, E.G. LEISURE VILLAGE	"How one retired group solves housing problems," in the December-January, 1959 issue of <u>Modern Maturity</u> .

The above illustrations of different topics included under the above subcategories was to show the various informational aspects of the "residential patterns" category included in these specialty magazines for older persons. Whatever choice people prefer to make in their retirement, the crucial decision must be based on the best information available. Actually, as indicated earlier, few people move. These articles are addressed to the small segment of the older population which needs help and information to plan possible relocation.

RETIREMENT EDENS OUTSIDE THE SUNBELT by Peter A. Dickinson is a complete guide to the best places to retire in 26 states outside the sunbelt. This book is an excellent detailed account of the following information on each of the 26 states and includes: climate and environment, medical facilities, housing availability in areas, cost of living, and leisure time activities including special services for seniors. Again, this esoteric information is now available

to the few seniors who decide to relocate.(1981)

In summary, this chapter has discussed the amount of editorial attention addressed by these magazines in the following three categories: Retirement; Volunteer-Civic or Part Time Work and Second Careers; and Residential Patterns. Of these categories, Retirement ranked third among the twelve identified categories. The other two categories only received minimal editorial attention which prevents drawing any significant conclusions.

The focus on the retirement category magazine articles was on instructing the reader to become increasingly well informed about public and private sources of information which would be of benefit to the aging individual. The recurring thread of employing successful role models or current successful agers appears again within this category. This is a device currently used by advertising today where familiar and famous persons are used to endorse all sorts of products. Obviously, this effective strategy in the print media is an excellent socializing method to introduce the older reader toward the positive side of aging.

Within the category "volunteer-civic or part time work, and second careers," the editorial focus was not on retirement or volunteerism. Instead, the readers were directed toward occupations, opportunities for employment, and full time second careers. Within the limited sample of this category, the editorial message is clearly by far to tell the reader to stay busy, active, and to pursue

various occupational endeavors in their later years.

Within the category of residential patterns, the focus of editorial attention was on the few people who relocate on retirement, and housing, the next highest priority was given to Consumer protection in buying a home. Even though well over four-fifths of the subscribers of both magazines own their own homes, there are some who do purchase smaller homes after their family has been reared. Thus, this information would be of interest to these potential purchasers of condominiums and retirement havens.

Drawing from the literature, most people are satisfied with their life in retirement. However, among the older people who wish to continue working, they appear to have greater levels of satisfaction in their life. Obviously, these media messages to seek gainful employment are pertinent to only a few of the older readers. The heterogeneity of the aged only affirms the needs of these magazines to diversify their table of contents and editorial message in order to attract their diverse subscribers.

CHAPTER SEVEN

CORRELATES OF SUCCESSFUL AGING

This chapter will include economics, health, and educational level of the subscribers, because each has a great impact on the quality and satisfaction level of one's later years. It is worth recalling Foner and Schwab (1983) that "The two most important correlates of satisfaction with retirement are health and money."

The purpose of this chapter is to see that if, indeed better health and higher income are related to successful aging, the do these magazines socialize their readers into these particular categories effectively? Are there any trends observed over time toward a more positive view of aging? Is there any difference in these magazines in their editorial proselytizing toward new roles and norms? When these categories were initially developed in my schema, the first one was economics, and the second health. Was this reflected in the editorial attention in these magazines? We shall look at these issues at the end of this chapter.

This chapter will consist of two parts in which the categories of "economics," and "health" will be discussed from the content analysis of these specialty magazines for older persons. The first section will discuss the data from "economics," and the next section will present the data from the category "health."

Throughout the life cycle, income is a prime deter-

minant of socioeconomic status, and the elderly with higher incomes fare better than the poor in all dimensions of successful aging. Today, there are 34.7 million Americans over 60 years of age or older - 15 percent of the American population, and those over 65 form 12 percent of the U.S. population.(NCOA, 1980)

"Estimates of poverty among the elderly are around 15-16 percent, although it is much higher for some groups e.g. black older women." This is roughly comparable to the percentage of persons below the poverty line in the general population. Since SES tends to be maintained throughout one's lifetime, those who were poor before retirement will remain so, and those who were middle class will continue to be when they are elderly. "However, the poor elderly suffer from ill health, substandard housing and inadequate social services." (Information on Aging, Vol. 27, October, 1982)

Most older Americans receive monies from Social Security but this is the basic level of retirement income. Unfortunately, many elderly Americans felt that Social Security would guarantee them middle class living, but this is a common myth. Many old people rely upon other income sources according to Harris (1981)

- 33 percent receive income from savings, and
22 percent investments;
- 32 percent receive pensions
- 13 percent receive part of their income from
current jobs
- only 5% receive financial help from their children
- Elderly with incomes over \$20,000 receive incomes

from many sources: savings (60%), investments (61%), pensions (44%), job (21%), Spouse's job (17%), and rent from tenants or boarders (13%). (Harris, 1981:85)

Thus, we see that inequities in the distribution of wealth persists throughout life, and these differences permeate all aspects of one's life.

MODERN MATURITY - MAGAZINE I is America's third largest magazine, after Readers Digest and TV Guide, with over nine million paid subscribers. (Maturity Magazines, 1984)

Readers Household Incomes:

Median Household Income - \$17,783
Average Household Income - \$23,687
Per Capita Median Household Income - \$9,509
\$12,591 for 55-64 age group, and \$7,916 for 65 plus.

Education:

77% graduated from high school
21.4% graduated college
38.5% attended - graduated college

In addition to the above, 81% own their own home, and 85.4% own at least one car.

50 Plus MEDIA FACTS - MAGAZINE II has the more affluent subscriber as can be noted from the following data; (Beta Research, 1983) There are approximately 315,000 paid subscribers. \$33,500 is the average readers' household income.

Readers Household Income:

Median \$27,650; 67% earn over \$20,000 a year

Education:

94% graduated from high school
52.8% attended college
30.9% attended graduate college

In addition to the above, 86 percent own their own home, 79 percent own stock, and 79 percent will plan a vacation trip within the next two years. 83.7 percent (84%) are interested in money management and investing, and 97 percent are interested in the editorial subject of health. 79 percent of the audience consider their life style to be either active or very active.

The definition of "economics" as a category in this content analysis was described as "Finances are one key element in the survival of senior citizens." As a result, Modern Maturity and 50 Plus devote attention to economic news and viewpoints. Such budget-related coverage will be analyzed in a socioeconomic context in order to evaluate the combined impact of the individual's financial situation and the market economy in establishing, reinforcing or redefining norms. The category ECONOMICS consisted of fourteen subcategories. They are as follows:

1. economic adjustment;
2. inflation;
3. money market;
4. money management or financial management;
5. social security;
6. tips on saving;
7. investments;
8. how to use time instead of money;
9. part time jobs to supplement pension and social security;
10. financial planning;
11. medical tax deductions for the older person;
12. deductions-seniors, IRS, tax relief, etc.;
13. auto expenses;
14. entering contests, playing to win, guides and rules to top prizes, money in many contests.

The results of the content analysis on the above subcat-

egories for all the magazine time periods reveals the following distribution:

TABLE 7.1

PERCENTAGE OF ECONOMIC SUBCATEGORIES FOR TOTAL MAGAZINE UNITS

	<u>PERCENT</u>	<u>N</u>
Investment	28%	(23)
Deductions, IRS & senior tax relief	22%	(18)
Social Security	16%	(13)
Tips on saving	10%	(8)
Inflation	5%	(4)
Medical Tax Deductions for OP	5%	(4)
Money management & financial management	4%	(3)
Entering contests for money	2%	(2)
Financial planning	2%	(2)
Money market	2%	(2)
Economic adjustment	1%	(1)
Auto expenses	1%	(1)
How to use time instead of money	1%	(1)
Part time jobs to add to pensions & social security	1%	(1)
		N=83

The above TABLE 7.1 was presented in order to shed light on the amount of editorial attention devoted to the various subcategories of the "economics" category. As we can see from

Table 7.1, the first three subcategories received the largest proportion of editorial attention. They include: Investments - twenty eight percent, Deductions, IRS and senior tax relief - twenty two percent, and Social Security - sixteen percent. The remainder of the various subcategories of the "economics" category received less than ten magazine articles each in this analysis.

The category "economics" ranked sixth out of twelve categories in the amount of editorial attention found in these magazines. The following Table 7.2 will present the distribution for the category "Economics," according to the particular magazine periods included in this study. They include six different time periods: Modern Maturity October-November, 1958 through August-September, 1959; Modern Maturity October-November, 1968 through August-September, 1969; and Modern Maturity April-May, 1980 through February-March, 1981. From now on, Magazine I will represent all issues of Modern Maturity. Magazine II will include the following independent publications which were published as a continuum throughout the years and include the following magazines which were included in this research study: Harvest Years - March, 1961 through February, 1962; Retirement Living - April, 1972 through March, 1973; and 50 Plus from September, 1978 through August, 1979.

TABLE 7.2

PERCENTAGE OF UNITS FOR ECONOMICS CATEGORY BY MAGAZINE

TIME	I	<u>MAGAZINE I</u>		II	<u>MAGAZINE II</u>	
		<u>PERCENT</u>	<u>N</u>		<u>PERCENT</u>	<u>N</u>
		1%	(182)		5%	(222)

TABLE 7.2 (CONTINUED)PERCENTAGE OF UNITS FOR ECONOMICS CATEGORY BY MAGAZINE

		<u>MAGAZINE I</u>		<u>MAGAZINE II</u>	
		<u>PERCENT</u>	<u>N</u>	<u>PERCENT</u>	<u>N</u>
PERIOD	II	3%	(220)	IV	17% (225)
	VI	2%	(189)	V	6% (376)

As shown above in TABLE 7.2, (Percentage of Units for Economics Category by Magazine), Magazine II gives more attention to the category "Economics" than Magazine I. There is a slight increase in both magazines over time, but the relationship is curvilinear. However, Magazine II, especially in the second time period allocated a greater proportion of their editorial content to "economics." This is probably attributable to the higher income level of Magazine II's subscriber if we look back at the 50 Plus media facts presented earlier in this chapter.

Each subcategory will be discussed separately in order to fully review the data obtained from the content analysis of these specialty magazines for older persons.

#1 INVESTMENTS - This subcategory of economics called "investments" ranked first among the fourteen subcategories in the composite score which represents editorial input primarily from Magazine II and not Magazine I. However, in Magazine II, there was a large percentage increase in editorial attention over time. Magazine II has more affluent subscribers, who have expressed much interest in magazine articles on investments, and the editors are meeting this request of

the reader for more information on this area. In planning one's retirement budget, a well-planned investment program can yield substantial additional income to maintain lifestyle, and freedom from financial worries. (AIM, 1982)

Samples of magazine articles included under this subcategory "investments" include: "Making Money Work" by Sheldon Meisenberg, which is a regular monthly feature which started in the April, 1972 issue of Retirement Living; "Your Money-Investments" by Sam Shulsky is a regular monthly feature in 50 Plus which started in the September, 1978 issue; "Should You Invest in Mutual Funds" which appeared in the October, 1961 issue of Harvest Years; and "What You Should Know About Annuities" in the August, 1979 issue of 50 Plus.

#2 DEDUCTIONS-IRS AND SENIOR TAX RELIEF - This subcategory of economics called "deductions-IRS and senior tax relief" ranked second among the fourteen subcategories. It received no editorial attention in Magazine I, however, in Magazine II it showed a large decrease between time period II and III. It is possible that by 1972 more older people were well informed on the various tax breaks afforded the elderly, thus little editorial attention was necessary in this area. Special IRS tax exemptions for the elderly include: extra personal tax exemption of \$1000 for everyone over sixty-five, and special rules permit older taxpayers not to pay tax on up to \$125,000 in gain from the sale of a house which is the principal residence of the taxpayer.

There are now two IRS volunteer programs that help taxpayers file their returns, and they are both free. One is the Volunteer Income Tax Assistance (VITA) program and the other is Tax Counseling for the Elderly. (TCE) (Newsday, March 14, 1983)

Samples of magazine articles included under this subcategory "deduction-IRS and senior tax relief" include: "State and Homestead Relief Tax" which appeared in the May, 1972 issue of Retirement Living; "Taxes" a regular monthly feature in 50 Plus by Leon Miller; "New IRS and New Rules on Moving Expenses" which appeared in the April, 1972 issue of Retirement Living; and "Property Tax Relief for Older Citizens" which appeared in the March, 1973 issue of Retirement Living.

#3 SOCIAL SECURITY - This subcategory of economics called "social security" ranked third among the fourteen subcategories. Magazine I only included editorial attention in time period I and II, and Magazine II showed a percentage decrease over time in editorial attention even though the relationship is curvilinear. "There are 26 million older people in the United States, and 92 percent of Americans over the age of 65 receive Social Security." (Gottshalk, 1983) Social Security, which started in 1935, is an insurance-like program which provides workers, workers' families or workers' survivors with monthly income. Eligibility for Social Security is determined by a worker's contribution into the Social Security system, based on his or her

past work history.

Samples of magazine articles included under this subcategory include: "New Social Security Beneficiaries" which appeared in the April-May, 1959 issue of Modern Maturity; "So You Want to Apply for Social Security" in the October, 1961 issue of Harvest Years; "They are All Over 100 - Social Security" which appeared in the October-November, 1968 issue of Modern Maturity; and "Social Security Benefits - 20 Percent Raise" which appeared in the August, 1972 issue of Retirement Living.

Social Security is a political football, and anytime the topic is mentioned by the media, all sorts of lobbying efforts are mobilized to remind Congress of the large voting block represented by the elderly usually spearheaded by Rep. Claude Pepper, a congressman, and an octogenarian himself. "Social Security" was intended to be one leg of a three-legged stool: your own savings and investments, your employer's pension plan, and Social Security to round it out. It didn't work that way because personal savings were lost to inflation, and pensions didn't grow as expected; today only half the working public participate in pension plans." (Shulins, 1981)

"When the retirement fund was established during the Depression, the idea was to put money into the pockets of older people by partially replacing work earnings. We thought that we were solving a serious problem..little by little, we had created a modern world in which old people

had no function," stated Herman Brotman, one of the creators of The Social Security Act of 1935, and now a US Department of Labor consultant.

Before moving on to the remainder of the data within the economics category, some relevant other findings may impact on the little editorial attention within this category. Certain tradeoffs are made in retirement, according to Foner and Schwab (1983). They indicate that "leisure becomes as important as, and perhaps more important than, money, at least beyond the subsistence level," The findings of this content analysis certainly seem to support their thesis when we consider the editorial priorities deduced from this study of magazines for older persons.

It is important that the researcher have a profile of the annual expenditures of the retired person in order to fully understand the total economic picture of the elderly. Some annual expenses of the average retired couple according to the 1980 Bureau of Labor Statistics include: Food - 29 percent; Housing - 23 percent; Medical Care - 10 percent; Transportation - 10 percent; Clothing and Personal Care - 7 percent; Gifts and Contributions - 6 percent; and Other Family Consumption - 5 percent (recreation, and reading material). (AIM, 1982)

The following subcategories will be discussed only briefly as no area was covered by more than eight magazine articles.

#4 TIPS ON SAVING - This subcategory of economics

called "tips on saving" ranked fourth out of fourteen subcategories. It included all aspects of retirement life in which budgetary considerations could result in a saving to the older person in purchasing goods and services. Little editorial attention was afforded this subcategory, nevertheless there is a slight but insignificant increase in Magazine I, and decrease in Magazine II.

Articles included: "AARP Drug Buying Guide" in the August - September issue of Modern Maturity, 1959; "How to Live on a Reduced Budget" in the May, 1961 issue of Harvest Years; "Three Ways not to Spend Money" in the December-January, 1981 issue of Modern Maturity; and "Gifts can Cost Less" in the August, and October, 1961 issue of Harvest Years.

#5 INFLATION - This subcategory of economics is called "inflation" and ranked fifth out of fourteen subcategories. It only received editorial attention in Magazine I, and shows a decrease in Magazine II over time. In planning for economic security, one must consider that the "annual inflation rate of ten percent will halve the purchasing power of a fixed pension check in about seven years, and when you are still employed, you can build adequate resources against inflation." (AIM, 1982)

Articles in these magazines included: "Sylvia Porter-How You can Survive Inflation" in the April-May, 1980 issue of Modern Maturity; "Inflation-How to Keep Ahead of It" in the June, 1961 issue of Harvest Years; and "Inflation-

What's the Cure" in the October, 1978 issue of 50 Plus.

The following subcategories of the economics category received little editorial attention. I will enumerate on each subcategory and provide some examples of magazine articles which were classified under the particular subcategory of the category economics. The specific magazine articles that were selected will be self explanatory by their title. They are as follows:

TABLE 7.3

ECONOMIC SUBCATEGORIES WITH RELEVANT MAGAZINE ARTICLES

<u>SUBCATEGORY</u>	<u>MAGAZINE ARTICLE</u>
#6 Medical tax deductions for older people	"Medical Expenses you can Deduct," in the March, 1961 issue of <u>Harvest Years</u> ."
#7 Money management and financial management	"Size Up your Net Worth," in the January, 1973 issue of <u>Retirement Living</u> ."
#8 Entering contests for money	"Contesting - Play to Win," in the October, 1961 issue of <u>Harvest Years</u> ."
#9 Financial planning	"One Couple's Financial Blueprint for Early Retirement," in the October, 1972 issue of <u>Retirement Living</u> ."
#10 Money market	"How Safe is your Money in the Bank?" in the February, 1979 issue of <u>50 Plus</u> ."
#11 Economic adjustment	"RR retirees Get Temporary Benefits Raise Pending New Reports," in the November, 1972 issue of <u>Retirement Living</u> ."
#12 Auto expenses	"Uncle Sam and Actual Auto Expenses," in the July, 1972 issue of <u>Retirement Living</u> ."

TABLE 7.3 (CONTINUED)ECONOMIC SUBCATEGORIES WITH RELEVANT MAGAZINE ARTICLES

	<u>SUBCATEGORY</u>	<u>MAGAZINE ARTICLE</u>
#13	How to use time instead of money	"We started an investment club," in the April, 1961 issue of <u>Harvest Years</u> .
#14	Part time jobs to add to pensions and Social Security	"Back to Work, Incorporated," February-March, 1969 issue of <u>Modern Maturity</u> .

The above illustration of different topics included under the above subcategories was presented to show the various informational aspects of the economics category. The income level of the older person drops sharply after retirement. The above mentioned magazine articles all point to ways of raising one's capital in one way or another. Having sufficient financial security is related to morale and life satisfaction throughout all age groups. Loetterle (1979) found using the NORC data that "feelings of happiness are related to income, as those in the higher income bracket were much happier than the lower income groups." Bradburn and Caplovitz (1959) found a strong positive correlation between happiness and income, and report that "at every level of education, making more money is associated with being happier, but having more education is not always associated with happiness" without the economic reward.

Having enough money to maintain one's lifestyle is very important to the readers of these magazines. Money cannot buy happiness, but the lack of it can cramp one's style and curtail freedom. Thus, in planning your retirement it

is recommended that "you will need approximately seventy percent of your after-tax pre-retirement earnings to maintain your standard of living in the first year of retirement." After the first year, inflation may absorb the retirees fixed income (AIM, 1982). The Harris (1981) survey revealed that "inflation, the high cost of living, and high prices," were the major problems facing our elderly today. Economic considerations are prime determinants of our lifestyle in our market economy, but according to Harris (1981) "Elderly Americans are no more likely than younger Americans to feel financially strapped."

Generally, the subscribers to these magazines are by no means at the poverty level, but are used to a comfortable lifestyle, thus economics would not be considered top priority for them, as much as becoming more comfortable in a leisure role. These magazines have addressed the issue of economics by informing their readers about how to increase their income through various financial activities. Magazines, in order to survive, must meet the needs of their readers, and the somewhat lesser editorial attention to economics than the leisure category might be a deliberate marketing strategy of the publisher. Indeed, Hubert Pryor, former editor and now consultant to Modern Maturity, informed me that this was the situation. However, Magazine II always addressed financial planning and building on investments and annuities, because its readers are more affluent and would be interested in editorial attention. In

1961, when the magazine first appeared, there was a dearth of information on pre-retirement advice and counseling and so these magazine articles under the category economics served a useful function for the subscribers.

This next section will discuss the data from the category "Health" which is the most significant variable throughout the literature which affects the well being of the older person. Many people confuse aging and disease, however, the age related decrements cause only minor changes in the organism's functioning. Only four to five percent of the elderly are institutionalized, and usually they are the very old, over the age of 80. (Riley and Foner, 1968) Another ten percent of the elderly require special care due to chronic illnesses. This leaves us with approximately 80 to 85 percent of the elderly who are considered the healthy aged. The magazine content is addressed to them and they are being socialized by these magazines into new norms and more upbeat views of aging successfully.

Hess and Markson (1980) discuss health and illness which they feel are "historically grounded." They state that "since both are due to social problems within our society, the definition of illness varies according to occupational status, gender and age of the person." Common definitions of health range from the absence of illness or symptoms to the expanded WHO definition of health meaning complete physical, social, economic and mental well being and not merely the absence of disease. Americans today are opting for a high le-

vel of wellness, and are actively participating in their own level of health maintenance.

Today's elderly did not benefit as much from the opportunities of formal schooling as our young people, and consequently are not as well educated as the current generation. Thus, the current cohort of older persons were socialized to health practices without the benefits of some of the current research data collected that is widely available to the general public these days. Prevention is the approach today, and the average layman is aware of the many common factors which reduce the incidence, morbidity and mortality from certain disease. The media is actively involved in educating the public in these areas. Thus, editorial attention in the area of health education should be a primary focus for this target group of readers.

HEALTH is defined as the ability to function well enough to carry out normal roles and responsibilities in the community. This definition has several advantages. It is relatively easy to determine how well people are functioning; it directs attention to conditions within the individual or environment which, when corrected will improve functioning; and it makes sense to the aged, if not to the professional. This definition seems also to comprehend the problem of healthy aging. (Lenzer, 1972:63)

Health was described loosely as a category in this content analysis. However, the above definition is more reasonable. Older people are increasingly concerned about health and that concern is reflected in the coverage of both maga-

zines under study. A 50 Plus readership survey in May, 1979, found that 77 percent of their subscribers were greatly concerned with this editorial subject area. Health was the highest degree of interest reported for any category. (Beta, 1979) Implicit in this definition is the expanded view of health, and promotion of high level wellness.

The category HEALTH consisted of seventeen subcategories. They are as follows:

1. health preservation, prevention and detection
2. health hints
3. living healthfully during retirement, longevity
4. problems with medicines, purchasing drugs
5. stress in later life (psychological well being)
6. medicare
7. preventing chronic conditions or curtailing them
8. treating chronic conditions (arthritis, heart, peripheral vascular, hearing and vision, cancer and strokes)
9. preventing age related deviations
10. health remedies to prevent onset of aging
11. treatment of illness, new advances in medicine
12. nutrition
13. exercises
14. vitamins, herbs, and minerals
15. future plans for health care
16. physical attractiveness
17. health maintenance - how to stay healthy

The results of the content analysis on the above subcategories for all the magazine time periods reveals the following distribution:

TABLE 7.4PERCENTAGE OF HEALTH SUBCATEGORIES FOR TOTAL MAGAZINE UNITS

	<u>%</u>	<u>N</u>
Health Hints	30%	(30)
Treatment of illness, new advances in medical care	12%	(12)
Exercises	7%	(7)
Problems with medications	7%	(7)
Treating chronic conditions	7%	(7)
Health preservation, education and detection	6%	(6)
Living healthfully in Ret.	5%	(5)
Future health care plans	5%	(5)
Nutrition	4%	(4)
Preventing chronic illnesses	4%	(4)
Medicare	4%	(4)
Preventing age related devi- ations	3%	(3)
Physical attractiveness	2%	(2)
Stress in Later Life (psychological well being)	2%	(2)
Health remedies to prevent aging	1%	(1)
Health care maintenance & how to stay healthy	1%	(1)
Vitamins, herbs, and minerals	1%	(1)

N = 101

The frequency data reveal that the subcategory "health hints" and treatment of illness, protection against illness,

and new advances in medical care," received the largest proportion of editorial attention, and they are the only subcategories classified by more than ten units. We can see that these magazines are socializing their readers into norms that encourage them to know more about their conditions, and by instructing them in the way of staying healthy.

The following Table 7.5 will present the distribution for the category "Health," for the particular magazine periods included in this study. The six time periods of study from these magazines for older persons were identified in greater detail in the beginning of this chapter under the category "Economics."

TABLE 7.5

PERCENTAGE OF UNITS FOR HEALTH CATEGORY BY MAGAZINE

<u>MAGAZINE I</u>			<u>MAGAZINE II</u>		
	<u>PERCENT</u>	<u>N</u>		<u>PERCENT</u>	<u>N</u>
TIME I	3%	(182)	II	9%	(221)
PERIOD III	6%	(220)	IV	12%	(225)
VI	4%	(189)	V	7%	(376)

The above table 7.5 shows that Magazine I has a slight percentage increase in editorial attention in health, but the relationship is curvilinear. Magazine II shows a slight percentage decrease between time period one and three, but a curvilinear relationship is observed by the increase in editorial percentage on health in time period II. The category "health" ranked fifth among all the twelve categories

in this content analysis of specialty magazines for older persons. Magazine II allocates more of its editorial percentage on health than Magazine I in all three time periods. Having the more affluent and well educated reader, Magazine II is informing them how to take better care of themselves in their later years because they want their subscriber to be more aware. Also, studies show that those with higher incomes are healthier (Hess and Markson, 1980), and that poor health lowers morale and life satisfaction levels.

The Health Subcategories will be discussed briefly, and some with minimal editorial attention will be consolidated for presentation in this review of the data from the content analysis of these specialty magazines for older persons.

#1 HEALTH HINTS - This subcategory of health called "health hints" ranked first among the seventeen subcategories of health. Only in the second time period of Magazine I did it receive any editorial attention, but in Magazine II there was a four percentage increase between time period two and three. Health hints received a large proportion of the editorial attention in Magazine II which makes it apparent that they are socializing their readers into good health practices. Also, the regular monthly feature since 1972 called "Your Health" with Marie Hinrichs, M.D. testifies to Magazine II's commitment in this area of

hints for better health. Today, people realize that medical care is only part of health care, and that they must take the responsibility for staying well by improving personal health and fitness.

Other magazine articles included in this subcategory are: "Let's Consider Your Eyes" in the February-March, 1969 issue of Modern Maturity; "Climate and Life Styles" in the September, 1972 issue of Retirement Living; and "Tune Up Your Walking Machine" in the February, 1973 issue of Retirement Living; and "Why You Should Know Your Family's Medical History" in the June, 1979 issue of 50 Plus. All these magazines have as their focus different helpful hints to maintain a high level of wellness for the older reader.

#2 TREATMENT OF ILLNESS, PROTECTION AGAINST ILLNESS, AND NEW ADVANCES IN MEDICINE - This subcategory of health ranked second among the seventeen subcategories. Magazine II is the third time period represented the largest amount of editorial attention as contrasted to the other time periods in both magazines. This is attributable to the somewhat regular column in 50 Plus called "New Advances in Medicine" by Dr. Lawrence Galton. This medical column contains abbreviated summaries of the latest research findings in medicine today. This information is important for the older reader because they are more afflicted with chronic illness than are younger age groups. In the U.S. today, the chronic conditions that most frequently affect the aged are:

arthritis (44%), hearing impairments (28%), visual problems (12%), hypertension (39%), heart conditions (27%), and Diabetes(8%). Despite the higher incidence and prevalence of these problems among the elderly, it is important to remember that if managed and treated correctly, very few older persons will suffer limitations in activity and daily living. (Crandall, 1980)

Self-perceived health status is the strongest single predictor of well-being and life satisfaction among older persons. Cockerham, Sharp, and Wilcox (1983) in a study called "Aging and Perceived Health Status," found that the "amount of symptoms was the strongest predictor of perceived health status, followed by age, education and race." Well-educated survivors past the age of sixty who are not minority members and married score better on all the dimensions of health in this study.

Other samples of magazine articles on this subcategory include: "Acacias-Health Care Center for AARP Members" in the August, September issue of Modern Maturity where older members can go if they require health supervision; "Your Guide to Medical Emergencies" in the April-May, 1980 issue of Modern Maturity; "Mind Over Pain" in the October-November, 1980 issue of Modern Maturity; and "Are You Prepared and Protected Against Influenz " in the November, 1961 issue of Harvest Years.

The following subcategories of health received minimal editorial attention, and were classified by less than

ten magazine articles. However, even though they are statistically insignificant, we can see that these magazines are socializing their readers into new norms that encourage them to participate more actively in maintaining their health, by instructing them in a variety of ways to stay healthy.

#3 EXERCISES; #4 PROBLEMS WITH MEDICATIONS AND BUYING DRUGS; #5 TREATING CHRONIC CONDITIONS. These three different subcategories of health all ranked third in frequency among the seventeen subcategories. The subcategory "exercises" shows an increase in both magazines, especially Magazine II. Medications and drug purchasing showed an increase over time between the first two periods of study in Magazine I, and only negligible editorial attention in the second time period of Magazine II. The AARP offers members a drug buying guide where they may purchase generic drugs at lower costs and this may account for the higher editorial attention in Magazine I. In addition, older people spend more money on both over-the-counter and prescription drugs (Davis, 1980) and they need this information on medications as studies show that 59 percent make errors of one kind or another (AARP, 1977). Treating chronic conditions - this subcategory showed a slight increase in Magazine I, and a slight decrease in Magazine II. These three subcategories may seem unrelated at first, however, they are connected because exercise and medications are used to bring relief to sufferers of chronic conditions and thus we see a common thread here.

Three diseases account for 76 percent of the mortality among people over the age of sixty five: heart disease-forty-four percent; cancer-nineteen percent, and strokes-thirteen percent. (Information on Aging, October, 1982) Since the early sixties, there has been a three percent decrease in cerebrovascular accidents. Recent medical advances, prevention, active responsibility for one's own health, and changes in life style - all have resulted in better quality of life for older people, and healthier Americans.

There are psychological as well as physical benefits to exercise and physical fitness. Dr. Herbert A. de Vries, an exercise physiologist, at the Andrus Center, USC, found that age is no barrier, and "participants in their late seventies regained much of their physical function and vigor of the forties." (AARP, 1977) The increased editorial attention on the subcategory "exercise" is a reflection today of the increased value placed on this activity by all age groups.

Samples of magazine articles included under these three subcategories include:

<u>SUBCATEGORY</u>	<u>MAGAZINE ARTICLE</u>
EXERCISES	"Get Out and Walk." in August, 1961 issue of <u>Harvest Years</u> ; "New Ways to keep fit," in the February-March 1981 issue of <u>Modern Maturity</u> .
PROBLEMS WITH MEDICATIONS AND WITH BUYING DRUGS	"The Search for New Drugs," in the February-March, 1969 issue of <u>Modern Maturity</u> ; Drug Services - regular feature in <u>Modern Maturity</u> ; "How I Cut Prescription Costs," in the August, 1972 issue of <u>Retirement Living</u> ."
TREATING CHRONIC CONDITIONS	"The Facts about Arthritis," in the April, 1961 issue of <u>Harvest Years</u> .

(cont.)

SUBCATEGORY

MAGAZINE ARTICLE

"Two Major Killers-What Can You Do,"
in the February-March, 1981 issue
of Modern Maturity.

#6 PREVENTING CHRONIC ILLNESS is another subcategory of health which received little attention in both magazines. This subcategory sounds similar to the above, however, the emphasis here was on controlling and alleviating symptoms of chronic stresses to decrease the incidence of exacerbations. It included articles like - "Be Careful, It is Your Heart," in the January, 1962 issue of Harvest Years; and "How to Reduce Cholesterol" in the October-November, 1968 issue of Modern Maturity; and "My Feet are Killing Me," in the April, 1962 issue of Harvest Years.

#7 HEALTH PRESERVATION, EDUCATION AND DETECTION -

This subcategory of health ranked sixth out of seventeen areas, and received no editorial attention in Magazine I, and a decline in Magazine II. This area focused on making people aware of the early signs of any deviation from health thus enabling them earlier to seek amelioration from proper sources. It included: "The Hopeful Side of Cancer," in the February, 1962 issue of Harvest Years; and "Your eyes, and How to Keep Them Seeing," in the September, 1961 issue of Harvest Years. Biological aging puts older people at risk for certain susceptibilities and organic dysfunctions, and by making them more alert to the early warning signs they will have a more favorable prog-

nosis.

#8 LIVING HEALTHFULLY DURING RETIREMENT - This subcategory of health received little editorial attention in Magazine I in the third time period, and a slight decrease in Magazine II. Nevertheless, the subcategory "living healthfully during retirement," ranked seventh out of seventeen areas. This aspect is important because many older people ranked retirement with ill health in the past, however, in reality between the ages of "sixty five and seventy five, there is actually very little change in health." (Newsweek, November 1, 1983)

Again, we see a successful ager, a good role model in good health in the magazine article "How Reagan Will Keep Fit?" in the February-March, 1981 issue of Modern Maturity. With the graying of Americans, and the media socialization of its readers, we are sensitizing old people into new norms for a satisfied, healthy and active lifestyle. Of course, sheer demographics will change the situation, but today's successful agers are trendsetters for the future cohorts of elderly.

#9 FUTURE PLANS FOR HEALTH CARE - This subcategory of health showed a decline in editorial attention in both magazines. This would be expected as it would be contrary to a positive view of aging. People are living longer and healthier, and are in the old-old category before they usually become sick and infirm. Only five percent of the elderly are institutionalized, however, it increases to twenty percent

for the over eighty to eighty five. Medicare pays an average of "44 percent of the medical bills of individuals over sixty five, but it means that for people without extra health insurance, they have to incur out-of-pocket expenses totaling more than half the bill themselves." (Cook, 1983) We can understand now the trend to push Congress to enact measures for home care reimbursement because of the spiraling health care cost.

Samples of magazine articles included in this subcategory are: "Home Care of the Sick" in the July, 1961 issue of Harvest Years; and "There's No Place Like Home When You Are Sick" in the December, 1961 issue of Harvest Years.

#10 NUTRITION - This subcategory of health "nutrition" shows a slight decline in both magazines. However, this area is covered under the category "Daily Living" in its subcategory food and recipes which will be covered in the next chapter. However, nutritional status is a prerequisite for health throughout the life cycle. We are what we eat, and if older persons don't have a balanced meal, their resistance to disease will be lowered. The readers in these magazines are not economically disadvantaged, so it is presumed that their nutritional level is adequate. But for those recently bereaved and on a fixed income, nutritional problems are a reality. Little editorial attention was devoted to this area, although nutritionists recommend a decrease in calories with age. Articles included: "Food Facts and Fallacies" in the June-July, 1959 issue of Mod-

ern Maturity; and "Watch Out for Food Fads" in the October, 1961 issue of Harvest Years.

#11 PREVENTING AGE RELATED DEVIATIONS AND #12 MEDICARE -

These two subcategories of health both received each three percent of the total editorial attention on the category "health." Medicare was not covered in Magazine I, however, they were the pioneers in obtaining medical coverage for the aged through Colonial Penn Insurance Company and dealt with the issue in the insurance company's advertisements. Magazine II only had editorial attention on medicare in the second time period, which was after the passage of Medicare legislation and included the article "I Found no Care in Medicare," about the snags in getting reimbursement which appeared in the July, 1972 issue of Retirement Living.

Neuhaus and Neuhaus (1982) discuss that many of the physical problems of older people can be treated effectively. However, "the majority of the elderly cannot afford proper medical care because of the increased cost." In 1978, the per capita expense for health care of the elderly was \$590 in the U.S. and in 1975 it rose to \$1215, and Medicare only paid \$463."

The subcategory "preventing age related deviations," showed a decrease in Magazine I, and was only included in the third time period in Magazine II. An editorial sample of this subcategory is "How to Jog your Memory" which appeared in the October-November, 1980 issue of Modern Maturity (Magazine I). House and Robbins (1983) report "that

many declines with age in biological functioning and in the ability to avoid or resist noxious environmental agents remain the most widely accepted elements of the aging process, and that in every domain except health, older people report greater satisfaction."

#13 PHYSICAL ATTRACTIVENESS - This subcategory of health only received slight editorial attention in the middle time period in both magazines. Physical attractiveness does not belong only to the very young: health, attractiveness and vitality are possible at all ages. (AARP, 1976) Articles included here are: "Instant Teeth" from the October-November, 1980 issue of Modern Maturity; and "How Show Folks Stay Young" in the October, 1972 issue of Retirement Living.

The following subcategories received a negligible amount of editorial attention so they will be grouped together in Table 7.6 for presentation:

TABLE 7.6

HEALTH SUBCATEGORIES WITH RELEVANT MAGAZINE ARTICLES

	<u>SUBCATEGORY</u>	<u>MAGAZINE ARTICLE</u>
#14	Vitamins, herbs and minerals	"Do You Really Need Vitamin Pills?" in the March, 1961 issue of <u>Harvest Years</u>
#15	Health remedies to prevent the onset of aging	"Skin disfigurements-Can You Avoid Them," in the June, 1972 issue of <u>Retirement Living</u> .
#16	Stress in Later Life	"If You Lose Your Medicare Card," in the December-January, 1969 issue of <u>Modern Maturity</u> .

TABLE 7.6 (Continued)

<u>HEALTH SUBCATEGORIES WITH RELEVANT MAGAZINE ARTICLES</u>		
	<u>SUBCATEGORY</u>	<u>MAGAZINE ARTICLE</u>
#17	Health care, maintenance and how to stay healthy	"There is Nobody Quite Like You," in the May 1972 issue of <u>Retirement Living</u> .

In summary, we note that the data obtained ranks the category of "Health" fifth out of twelve categories; and the category "Economics" sixth out of twelve categories. This is an interesting finding in view of the fact that higher income levels and higher educational attainment are correlated with a healthier individual. Magazine II allocates much more of its editorial attention to these two categories, which receive less consideration in Magazine I. Of course, if we refer back to the media profile, we see that Magazine II subscribers are the elite aged, even though they have only a small segment of the market compared to the sixteen million plus readers of Magazine I. Socializing readers to the leisure role is a prime consideration of the editorial policy of Modern Maturity and this, of course, is reflected in the magazines agenda for the older reader.

In the category of health, we see the focus of the articles on health preservation and treatment of chronic illness, and a plea to the reader about taking responsibility for one's level of wellness. Care of the sick was only included in the first time period of Magazine II, and now the trend is to capitalize on the healthy aged which are

better role models for the readers. In the category of economics, we see again that Magazine II represents a much larger editorial allocation to this category. The focus of the articles was on investments and ways to save money and increase capital. Media habits and preferences are "powerfully affected by education, and the better educated persons prefer informational and serious content, and also prefer print over the electronic media." (Schramm, 1969) Possibly, the extra editorial attention in the area of economics is directed toward the more upwardly mobile affluent reader of Magazine II.

A senior survey (1980) called "Trials and Triumphs of Aging in America," came up with the following categorization of the 60-and-up set which includes:

- ENJOYERS - represent 27 percent of the sample and live in the promise of the golden years traditionally anticipated, and "manage to master all the difficulties that come with age. Enjoyers report good to excellent health, and have assets of \$26,000, and have companionship.(p.17)
- SURVIVORS- enjoy some but not all the support system needed for a sense of well-being. Survivors cannot rely on having good health, high economic security, or marital companionship and represent 53 percent, and women are 61 percent of this group. (p.18)
- CASUALTIES- are crushed by the difficulties of old age, report poor health, high economic stress, and loneliness, and are usually women with poor educations (p.18)

This is a very interesting typology, and it offers further substantiation that health and wealth and educational level are correlates of successful aging. Only by

interviewing the readers could it be determined conclusively if they are the enjoyers or survivors, but it is a very plausible hypothesis. Also, in this study "Aging in America: Trials and Triumphs" (1980) which was sponsored by Americana Healthcare Corp. and conducted by Research and Forecasts, Inc., New York. The executive summary concluded that:

"Health is the strongest influence on an older person's feeling of optimism. The healthier an older person perceives himself or herself to be, the more optimistic the person tends to be."(1980,p.13)

"Economic security is the second key influence on an older person's feelings of optimism. The more economic security an older person feels, the more optimistic the person tends to be.

"Marital companionship with a spouse of perceived equal physical capability is another key influence (comparable in importance to economic security, but less important than health) on an older persons's feelings of optimism. (1980,p.18)

This survey of seniors finds they have stubborn self-reliance, and contrary to some myths and misconceptions that the elderly are infirm, this study finds the 60-plus crowd generally healthy and a majority have no severe physical difficulties. The only widespread physical stress was losing strength in their limbs, and that was reported by a minority of the senior citizens. In addition, the study found that "about two-thirds have strong self-images; chronological age is not a factor in determining a sense of

well-being and optimism; and well educated oldsters reported much better health and economic security than others." (1980, p. 15-18)

After reviewing these magazines and the survey "Trials and Triumphs of Aging in America," it would seem that the subscribers to 50 Plus would definitely be viewed as enjoyers as they seem to exhibit characteristics typical of that classification. Some of the Modern Maturity readers are "enjoyers," but some would be considered "survivors," because they represent a larger and more differentiated group of older persons. Few of the older persons who read these magazines would be classified as "casualties," because they would be so devastated by the impact of their multiple stresses that they would have little energy left to expend upon this activity.

Thus, it seems that these magazines are socializing these enjoyers and survivors into more positive images of aging by presenting the reader with a much more favorable approach to their aging experience. Capitalizing on the recurrent theme throughout this study, the magazines introduce the older reader to positive role models to serve as as inspiration and reminder of the joy that age can bring, provided one has good health and adequate financial resources.

CHAPTER EIGHT

RESOURCES IN LATER LIFE

"Just as every person changes as he grows up, he will continue to change as he grows old. But aging will not destroy the continuities between what he has been, what he is, and what he will be." (Bernice Neugarten)

This chapter will discuss the data obtained from the content analysis of the last four categories within this study on the role of specialty magazines in socializing the older reader into new norms of aging in our society. In addition, this research will try to identify trends or changes over time in the media projected image of aging as represented by the units of analysis from the editorial platform. This chapter will discuss the resources needed in later life, i.e., Daily Living Category; and the various social support systems available to the older person, i.e., Family Category; Religion Category; and Coping Mechanisms Category.

The category "Daily Living," will be discussed first as it ranked fourth in editorial attention out of twelve categories in this content analysis of specialty magazines for older persons. This category was identified as important because transitions in later life cause alterations in the resources needed for later life in the activities of daily living.

Daily Living was included as a category in this con-

tent analysis to provide insight into the quantity of editorial attention to reader's interests in the basics of life. "Daily Living" was defined as all the activities which individuals and families engage in during their execution of routine tasks which are basic requisites of daily or weekly life. It consists of all activities which conceivably could occupy an individual and includes personal care, nutrition, all aspects of home management, safety and transportation. The category "DAILY LIVING," consisted of eleven subcategories. They are as follows:

1. grooming, appearance and fashion
2. use of time
3. coping with daily living, advice and suggestions
4. food and recipes
5. being away from the world of work
6. diet or staying slim
7. weather
8. consumer protection against crime and buying homes
9. old days or holidays
10. household maintenance
11. driving cars

The results of the content analysis on the above subcategories for all the magazine time periods reveals the following distribution:

TABLE 8.1

PERCENTAGE OF DAILY LIVING SUBCATEGORIES FOR TOTAL
MAGAZINE UNITS

	<u>PERCENT</u>	<u>N</u>
Food and recipes	30%	(41)
Consumer protection against crime,Buying homes	18%	(24)
Grooming, appearance and fashion	13%	(17)

TABLE 8.1 (CONTINUED)

PERCENTAGE OF DAILY LIVING SUBCATEGORIES FOR TOTAL
MAGAZINE UNITS

	<u>PERCENT</u>	<u>N</u>
Coping with daily living, advice and suggestions	13%	(17)
Household maintenance	10%	(14)
Driving cars, safety	8%	(11)
Old days, holidays	3%	(4)
Weather	2%	(3)
Diet or staying slim	1%	(2)
Use of time	1%	(1)
Being away from the world of work	1%	(1)

N = 135

The above Table 8.1 was presented in order to shed light on the amount of editorial attention devoted to the various subcategories of the "daily living" category. As we can see from Table 8.1 (Percentage of Daily Living Subcategories for Total Magazine Units), the frequency data reveal that the first six subcategories received a larger proportion of editorial attention than the others. They include in descending order: Food and recipes - thirty percent; Consumer protection, crimes and buying homes- eighteen percent; Grooming, appearance and fashion - thirteen percent; Coping with daily living, advice and suggestions - thirteen percent; and Household maintenance - ten percent;

Driving cars and safety - eight percent.

The following Table 8.2 will present the distribution for the category "Daily Living," according to the particular magazine periods included in this study. They include six different time periods: Modern Maturity October - November, 1958 through August - September, 1959; Modern Maturity - October - November, 1968 through August - September, 1969; and Modern Maturity April - May, 1980 through February - March, 1981. From now on, Magazine I will represent all issues of Modern Maturity. Magazine II will include the following independent publications which were published as a continuum throughout the years and include the following magazines which were included in this research study: Harvest Years - March, 1961 through February, 1962; Retirement Living - April, 1972 through March, 1973; and 50 Plus, September, 1978 through August, 1979.

TABLE 8.2

PERCENTAGE OF UNITS FOR DAILY LIVING CATEGORY BY MAGAZINE

		<u>MAGAZINE I</u>		<u>MAGAZINE II</u>	
		<u>PERCENT</u>	<u>N</u>	<u>PERCENT</u>	<u>N</u>
TIME	I	4%	(182)	II	10% (222)
PERIOD	III	7%	(220)	IV	9% (225)
	VI	8%	(189)	V	15% (376)

In the above Table 8.2 (Percentage of Units for Daily Living Category by Magazine), Magazine II gives more editorial attention to the category "daily living." There is a

slight percentage increase in both magazines between time period one and three. From the large amount of feedback between editor and reader in Magazine II as revealed in the previous "Realities of Aging" category analysis, there emerges a magazine which is in accord with the reader's editorial preferences. Thus, to 50 Plus readers, important aspects of their daily living include: appearance, food time saving devices, consumer protection and household maintenance. 50 Plus views itself as a news and service magazine, and view 50-plus as "a stage, not an age," and it is a progressive, cohesive force which molds diverse individuals into a group sharing new perspectives on personal fulfillment. (50 Plus, 1978) 50 Plus readers are active, dynamic, and affluent and want to know about everything in their life. They are homeowners and want to protect their property. The better informed they are on all aspects of daily living, the better prepared they will be to enjoy their middle and later years. As mundane as these subcategories of daily living appear, nevertheless, they are the warp and woof of everyday living that take up a great proportion of individual's functioning in society.

Now we turn to a presentation of the data compiled on each of the subcategories of the daily living category included in the content analysis of all of these respective magazine periods.

TABLE 8.3DISTRIBUTION OF DAILY LIVING SUBCATEGORIES BY MAGAZINE

TIME PERIODS	<u>MAGAZINE I</u>			<u>MAGAZINE II</u>		
	I	II	III	I	II	III
Food, recipes	43%*	13%	38%	50%	45%	18%
Grooming, fashion, appearance	14%	7%	-	9%	-	24%
Coping with Daily Living	14%	40%	31%	-	10%	5%
Diet, staying slim	14%	-	-	-	-	2%
Weather	14%	-	13%	-	-	-
Driving cars	-	27%	6%	5%	10%	5%
Use of time	-	7%	-	-	-	-
Consumer protection against crime, Buying homes	-	7%	-	18%	30%	24%
Old days, holidays	-	-	6%	5%	-	4%
Household maintenance	-	-	6%	14%	5%	16%
Away from world of work	-	-	-	-	-	2%
N =	(7)*	(15)	(16)	(22)	(20)	(55)

* = percentages unstable, N less than ten

Table 8.3 (Distribution of Daily Living Subcategories By Magazine), shows the distribution of items within the daily living subcategories by magazine and time period. The salient findings will be discussed individually in order to fully review the data obtained from the content analysis of these specialty magazines.

#1 FOOD, RECIPES - This subcategory food and recipes of the "Daily Living" category ranked first in editorial attention among the eleven subcategories. Interestingly, it has shown a percentage decrease over time in both of these magazines, however, the raw numbers show that Magazine II allocates editorial attention in somewhat similar proportions over time. The fact that 30 percent of the editorial attention in both magazines involves this subcategory suggests how important it is to the readers. Downs and Roll (1982) discuss the current national interest in the joys of cooking. "Millions of men and women have started to explore exciting new ways to prepare food, delving into foreign and domestic cuisines which offer different, distinctive dining experiences." The editors of both magazines recognize this trend, and are supplying readers with articles on this topic.

Older shoppers represent a lucrative market for the food industry, and many older consumers have special nutritional needs. The U.S. Department of Agriculture said that "many older consumers live on fixed incomes, and they spend a higher proportion of money on food - about 22 percent compared to other households who spend 17 percent." (Cook, 1982)

Samples included under this subcategory include: "Gourmet Cooking for One" in the April - May, 1969 issue of Modern Maturity; "Elegant Eating for Pennies" in the April-May, 1980 issue of Modern Maturity; "Cooking for Two" in

the March, 1961 issue of Harvest Years; and "A Barbecue for Two or Twenty Two" in the July, 1979 issue of 50 Plus. Almost every issue of Magazine II devoted some editorial attention to the subcategory "food and recipes."

#2 CONSUMER PROTECTION AGAINST CRIME & BUYING HOMES-

This subcategory of the "Daily" Living Category ranked second in editorial attention among the eleven subcategories. It only received editorial attention in the second time period of Magazine I, but there is a six point percentage increase over time in Magazine II with a curvilinear relationship. The AARP which publishes Magazine I offers two programs to its members which could account for the decrease in editorial attention in this subcategory. The two AARP Educational and Service Programs are: "Consumer Affairs" which helps older persons to become knowledgeable consumers of goods and services through wise shopping habits and consumer action. This program package includes funeral planning; consumer rights; financial planning; and insurance purchasing. The other program is "Criminal Justice" which helps promote an understanding of the kinds of crimes most often committed against older persons. The program, also, shows how seniors can develop effective law enforcement measures. This program includes: Beating the Burglar; Neighborhood Watch; Self-Protection; Fraud and other Con Games and Street Crime.

All media are devoting more attention to this area of consumer protection even since Ralph Nader started his cru-

sade. The elderly are considered easy prey for consumer frauds according to the House Select Committee on Aging, and the incidence of consumer and economic frauds is increasing. This committee "has identified the ten frauds most frequently reported in the order of their prevalence. They are: 1. Quackery and medical related frauds; 2. Home repairs and improvement frauds; 3. Bunco schemes (swindling or confidence games); 4. Insurance frauds; 5. Social frauds; 6. Housing, land sale, and rental frauds; 7. Business opportunity frauds; 8. Nursing Home frauds; 9. Automobile purchase and repair frauds; and 10. Funeral frauds. (Asbury Park Press Wire Service, March 29, 1983). After reviewing this list, we can see that both these magazines, one through its organization, and the other through its editorial presentation, inform the readers to protect themselves against most consumer frauds.

Samples of magazine articles included under this subcategory include: "Your Protection When Buying on Time" in the August, 1961 issue of Harvest Years; "Are You a Sucker for Swindlers? (Here's what is in his bag of tricks, he may try one on you the next time)" in the July, 1961 issue of Harvest Years; "At your Service" is a regular monthly feature which appears in 50 Plus which contains a column called "Consumer Concerns" with Helen Alpert, and "Legal Briefs" with Sidney C. Schweitzer, Esquire; and "Consumer Guide for Mature People" in the April-May, 1969 issue of Modern Maturity.

#3 GROOMING, APPEARANCE AND FASHION - This subcategory "grooming, appearance and fashion" ranked third out of eleven subcategories of "Daily Living." This subcategory shows a decrease in Magazine I between the first and second time period, and no editorial attention in the third time period. Conversely, Magazine II shows a large percentage increase between the first and third time period, but during the second time period no editorial attention was devoted to this subcategory which focuses on the personal aspects which can minimize the visible signs of aging. If you can capitalize on your youthful attributes in both grooming and fashion and present an image to society less than your chronological years, then these magazines say that you will feel better about yourself and gain greater societal approval. This was also the theme of a feature in a popular national weekly titled "Growing Old, Feeling Young," which discusses that Americans who are considered elderly are now more active, enjoy longevity, and state that their worst enemy is not nature, but the myths and prejudices about growing older." (Newsweek, November 1, 1982)

Magazine articles include: "You Owe Yourself a Lovely Appearance" in the December, 1961 issue of Harvest Years. "Beauty at any Age" is the December-January, 1969 issue of Modern Maturity; "Fashion - How to Look your Best" about the suggestion of two fashion experts who state "the secrets in fooling the eye, covering up the bad and showing off the good," which appeared in the September, 1978 issue

of 50 Plus; and "Look Good/Feel Good" a regular monthly feature on this subcategory by Joan and Ed Lawrence in 50 Plus which started in the December, 1978 issue. In addition, in an earlier chapter I mentioned about the regular feature in 50 Plus, called "50 Plus Beauties" which capitalized on many famous older persons, usually women, who were stunning examples of successful agers, i.e., "Still Gorgeous at 63, Actress-Author-Painter Lilli Palmer says age is just a number," which appeared in the December, 1978 issue of 50 Plus.

#4 COPING WITH DAILY LIVING, ADVICE AND SUGGESTIONS -

This subcategory ranked fourth out of eleven subcategories of Daily Living. This subcategory shows an increase for Magazine I, and a decrease for Magazine II, even though the relationship is curvilinear. This particular subcategory includes many time saving devices on chores that no one relishes or particularly enjoys doing, but these basics are a fact of everyday life.

Articles include "Tips Worth Considering" which is a regular bimonthly feature in Modern Maturity, which throughout the years has considered every aspect of the basic household chores, and activities of daily living. "Tips Worth Considering" contains pertinent information for all age groups on the basic informational aspects of life, coping and making daily living easier and better; "Portable Appliances for Retirement Living" which appeared in the October, 1972 issue of Retirement Living; "Some Mistakes

You Should Avoid in 1979" in which seven professionals offer some consumer tips which they had to learn the hard way, which appeared in the January, 1978 issue of 50 Plus.

#5 HOUSEHOLD MAINTENANCE - The subcategory of daily living called "household maintenance" ranked fifth out of eleven areas in editorial attention. There was a slight percentage difference increase in Magazine II but this subcategory only received editorial attention in the third time period of Magazine I. However, the subcategories "coping with daily living, advice and suggestions" shows the reverse editorial trend.

Samples of magazine articles include: "Home Repairs" by Dick Pawelek about insulated ceilings, smoke detectors, etc. which is a regular monthly column in the 50 Plus feature "At Your Service." "Check these Safety Points" in the November, 1961 issue of Harvest Years; and "Mr. Fix It" in the December, 1972 issue of Retirement Living. Home ownership by magazine reveal that: Modern Maturity - "82.3 percent own their own home, and 17.7 percent rent." (Maturity Magazine, 1979); and 50 Plus Magazine - "87.7 percent of 50-Plusers own their own home." (BETA, 1979) We can see clearly that many older persons own their own home, mortgage free, even though Magazine II readers have a higher percentage of home ownership. But the point remains that the readers are interested greatly in this subcategory because of their vested interest in their own homes.

#6 DRIVING CARS AND SAFETY - This subcategory of Daily

Living called "driving cars and safety" ranked sixth in editorial attention out of eleven subcategories. There is a decline in Magazine I between the second and third time period, and in Magazine II there is no change between the first and the third time period, only a slight increase during the second time period. Information about cars and driving is important to readers in both magazines. In 50 Plus, the subscribers have 1.5 automobiles per family, and 39 percent may purchase a new car within the next twelve months. (BETA, 1979) Whereas, Modern Maturity subscribers show that 55.3 percent have one car, and 30 percent have more than one car. (Maturity Magazines Corporation, 1979) The AARP has "The 55 Alive/Mature Driving Program" designed to meet the needs of motorists over age fifty-five.

Samples of magazine articles include: "Have You had a Driving Tune Up Lately" in the June, 1961 issue of Harvest Years; and "My own Chauffeur" in the June-July, 1980 issue of Modern Maturity.

The following subcategories of the "Daily Living" Category received minimal editorial attention, however, they will be included briefly in order to complete the picture of all the parameters included within this category. The following table will identify the subcategory, and will then list a magazine article which corresponds to the particular subcategory.

The following table will identify the subcategory, and will then list a magazine article which corresponds to the particular subcategory.

TABLE 8.4

DAILY LIVING SUBCATEGORIES WITH RELEVANT MAGAZINE ARTICLES

<u>SUBCATEGORY</u>	<u>MAGAZINE ARTICLE</u>
#7 Old days, holidays	"A Real Old Fashioned Christman," in the December-January, 1981 issue of <u>Modern Maturity</u> .
#8 Weather	"Weather Wisdom" in the April-May, 1980 issue of <u>Modern Maturity</u> .
#9 Diet or staying slim	"Cooking Thin, The French Way," in the February, 1979 issue of <u>50 Plus</u> .
#10 Use of time	"Mother got her Tiddles Done," in the October-November, 1969 issue of <u>Modern Maturity</u> .
#11 Being away from the world of work	"Want to Relax, the Don't Stand Still," in the April, 1979 issue of <u>50 Plus</u> .

This concludes the data derived from the content analysis of these specialty magazines for older persons on the category of "Daily Living." As we can see from the above, this section dealt with the basics of everyday living which are not necessarily topics indigenous to aging. However, universal these subcategories are, the editorial policy was directed toward the needs of the older reader and focused on the resources of daily living needed in later life.

This next section will discuss the various social support systems available to the older person. The three categories of Coping Mechanisms; Family; and Religion-Spirituality, ranked consecutively tenth, eleventh, and twelfth in

editorial attention within these magazines.

Now we will discuss the category "Coping Mechanisms," which ranked tenth out of twelve categories in this content analysis of specialty magazines for the older person. The category "COPING MECHANISM" was defined as "aging, like growing up, appears to be largely a crisis of adjustment. Modern Maturity and 50 Plus are both dedicated in practice to helping their readers facilitate those adjustments. This category provides insight into the level of editorial attention toward such matters as "loss of spouse," and "crisis intervention," which is an inevitable concern to the aging. The category "Coping Mechanisms," consisted of subcategories. They are as follows:

1. holiday blues
2. loss of spouse-significant others
3. coping behaviors
4. communication

The results of the content analysis on the above subcategories for all the magazine time periods reveals the following distribution:

TABLE 8.5

PERCENTAGE OF COPING MECHANISM SUBCATEGORIES FOR TOTAL MAGAZINE

	<u>UNITS</u>	
	<u>PERCENT</u>	<u>N</u>
Communication	51%	(20)
Coping behaviors	33%	(13)
Loss of Spouse	13%	(5)
Holiday Blues	3%	(1)
		N=39

As we can see from Table 8.5 (Percentage of Coping Mec-

hanisms Subcategories For Total Magazine Units), the frequency data reveal that the subcategory "Communication," received the largest amount of editorial attention with fifty one percent, and "Coping Behaviors" received thirty three percent of the total proportion of editorial attention within this category. The other two subcategories received minimal editorial attention - "Loss of spouse and significant others," with thirteen percent; and "Holiday Blues" with three percent. "The psychological impact of stressful events is known to vary by their timing, the social role of the individual, and the availability of social supports." (Elder, 1978)

The following Table 8.6 (Percentage of Units for Coping Mechanisms Category by Magazine), will present the distribution for the category "Coping Mechanisms," according to the particular magazine periods included in this study. They include six different time periods which were identified earlier in the beginning of this chapter under "Daily Living" Category.

TABLE 8.6

PERCENTAGE OF UNITS FOR COPING MECHANISMS CATEGORY BY MAGAZINE

		<u>MAGAZINE I</u>		<u>MAGAZINE II</u>	
		<u>PERCENT</u>	<u>N</u>	<u>PERCENT</u>	<u>N</u>
TIME	I	3%	(182)	II	1% (222)
PERIOD	III	1%	(220)	IV	4% (225)
	VI	1%	(189)	V	5% (376)

Magazine II gives more editorial attention to the cate-

gory "Coping Mechanisms." Magazine I shows a percentage decrease over time, and Magazine II shows a slight percentage increase over time in editorial attention. When we consider that the term coping mechanisms was not in common parlance when these magazines started publishing, we can predict that in the future more editorial attention will be focused in this direction to facilitate a healthier adjustment to change and retirement. "Certain processes associated with aging can minimize the stress of this status transition and contribute to improved morale and life satisfaction. Foner and Schwab (1983) identify these three: "lowering expectations, reevaluating what is rewarding, and maintaining activities and relationships over which the person can have some control." Magazine II, since the inception of 50 Plus in 1978 has identified the following editorial objective: "offer expert psychological advice for daily Living." (Jess Gorkin, Editor, 1978) By instituting a regular feature with Allan Fromme, the noted psychologist, they have fulfilled this commitment to their readers.

The AARP has instituted a "Widowed Persons Service," in which the newly widowed person can gain support through the understanding and concern that a trained volunteer can provide because family and friends may also be grieving and are unable to be of help to the recently widowed. Magazine I offered limited editorial coverage of this category "Coping Mechanisms," however, through its association has provided various kinds of services and support for its members.

The "Coping Mechanisms" subcategories by magazine and time period reveal that the subcategory of "Communication" received the highest amount of editorial attention within the category "Coping Mechanisms." This priority given to Communication by these magazines only attests to the necessary and vital function of interrelating which is a basic prerequisite in all age groups for connecting with ourselves and others.

#1 COMMUNICATION - This subcategory of the coping mechanisms category ranked first out of four subcategories. Communication shows a decline over time in Magazine I, and a large percentage increase over time in Magazine II. This is attributable to the regular monthly feature with Dr. Fromme, the psychologist, in 50 Plus. "Lack of integration into social networks is thought to lead to feelings of alienation, anomie, anxiety, depression, deviant behavior, self-estrangement, and untimely death." (Liang, et.al., 1980) On the other hand, the positive aspects of social integration are "socialization, exchange of information, reciprocity of support, and sharing of goods and services needed for individual support and survival." (Davis and Randall, 1983)

Magazine articles included: "Romance Wanted: Personals" in the November, 1972 issue of Retirement Living; "How to Write to a Computer" in the October, 1972 issue of Retirement Living; and "How to Make Friends after Fifty" in the

October, 1978 issue of 50 Plus in which Dr. Allan Fromme gives good advice to the reader on this area. "High levels of social involvement are associated with high morale, and other measures of satisfaction" in later life, (Hess and Markson, 1980) and people need to relate to others in order to feel a connectedness to society.

#2 COPING BEHAVIORS - This subcategory of the coping mechanisms category ranked second out of four subcategories. Again, Magazine II devoted more editorial attention to this subcategory "coping behaviors." "Old age need not be marked by unresolved grief, total frustration and helplessness, as the ability of the elderly to survive and adapt is hinged on health, personality, previous coping patterns, and social roles." (Neuhaus and Neuhaus, 1982) One of the most important factors affecting personal adjustment and interpersonal communications, and a general sense of well-being is "an individual's self concept." (Neuhaus and Neuhaus, 1982) Davis (1980) attributes the heterogeneity of the aged to the fact that "as people move through adulthood and maturation, they tend to develop a uniqueness." Interestingly, the mental health of the aged is better than has been depicted by popular misconceptions, a new report by National Institute of Aging estimates "that only four to six percent of the elderly suffer from dementia."

Many older persons have now an established pattern of coping behaviors they have used throughout their life. However, with the many changes in roles and losses that occur

in advancing ages, these magazines are demonstrating sensitivity toward the needs of their readers by providing them with additional information in this area. Articles included "Must We be Afraid of Change" in the April, 1972 issue of Retirement Living; "How to Cope as You Change with the Years" in the December, 1978 issue of 50 Plus; "Coping With the Empty Nest After Fifty" in the March, 1979 issue of 50 Plus; and "When Friends Become Pests" in the August-September, 1980 issue of Modern Maturity; and "Psychological Aspects of Retirement" in the March, 1961 issue of Harvest Years, on the attitudinal concomitants of retirement and change.

Some subcategories received little editorial attention and will only be discussed briefly. They include:

#3 LOSS OF SPOUSE AND SIGNIFICANT OTHERS which is considered to be the most traumatic event that can befall any older person. (Lopata, 1976) As mentioned earlier, AARP runs programs for its members to help them adjust to this crisis in their lives. "Making Widowhood Work" in the March, 1973 issue of Retirement Living; and "Uncle Harry Widower" in the August-September, 1969 issue of Modern Maturity are two examples of magazine articles which address this issue and subcategory. Also, the subcategory #4 "HOLIDAY BLUES" was included because it seemed that it would be important and meaningful for the older person, but it received little editorial attention within these specialty magazines.

We will now discuss the category "Family" which ranked eleventh in editorial attention within these specialty magazines for older persons. Contrary to expectations, these magazines did not devote much attention to the family.

The family has been the study of many disciplines, and the sociology of the family is widely researched today. In our modern world, the role of the family is subject to much controversy because of all the changing mores, life styles and high divorce rates. "Social scientists agree that the family's one remaining function in our highly technological society was the provision of an emotional refuge." (Cherlin, 1983) Why do the media portray that Americans do not care for their elderly, when so many studies prove that the family is the primary caretaker? (Harris, 1981). One wonders if such a myth, distorted as it sounds, has any merit. It is necessary to look behind the data, and see the quality in the older person's relationship with their family.

The communications in these magazines are addressed to the healthy aged, whose relationship is based more upon mutuality with their kin. Family bonds in later life are characterized by a change in relationships "based upon obligation to those voluntarily assumed and maintained by aged parents and their adult offspring." (Hess and Waring, 1978) Rep. Mario Biaggio stated that eighty percent of American children are "grandorphans," and he is interested in facilitating the passage of legislation which would allow grandparents to visit their grandchildren in cases of di-

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vorce and death.

It is surprising that the category "Family" received little editorial attention in these magazines. However, today's grandparents are younger and more active than in the past, and they want to enjoy their freedom. The preferred intergenerational relationship according to the literature is "intimacy of distance," (Shanas, 1973) and by choice. The image presented by these magazines is of the upbeat view of aging and this image may be most satisfactory in the long run to the intergenerational level of satisfaction with family life. This projected media role helps socialize the older reader into meeting their needs, and not just being available as babysitters, and to serve the needs of their offspring with their time availability. However, this pattern of relationships has affected the role and quality of grandparenting, and thus we see these magazines devoting more attention to the merits of intergenerational relationships within the "Family" category.

The definition of "family" as a category in this content analysis comes from Theodorson and Theodorson (1969)

The family is the basic kinship unit, and in its minimal form consists of husband, wife, and children. In its widest form it refers to all relatives living together or recognized as a social unit, including adopted persons. The family is often called the "basic social institution" because of its important functions of procreation and socialization, and it is found, in some form, in all societies." (p. 146)

For the purposes of this research, the family of later life will be construed in the widest definition and include the extended family. The category FAMILY consisted of seven subcategories. They are as follows:

1. how to create special moments with your grandchildren, and intergenerational relationships
2. intimacy of distance
3. marital status, quality of marriage, and relationships with spouse
4. social supports received from family
5. residential arrangements
6. kin network of family relationships
7. parents

The results of the content analysis on the above subcategories reveals the following distribution, in Table 8.7 (Percentage of Family Subcategories for Total Magazine Units).

TABLE 8.7

PERCENTAGE OF FAMILY SUBCATEGORIES FOR TOTAL MAGAZINE UNITS

	<u>PERCENT</u>	<u>N</u>
Intergenerational and relationships with grandchildren	42%	(16)
Kin networks, family relationships	16%	(6)
Marital status, quality of marriage, and relationship with spouse	16%	(6)
Parents	8%	(3)
Intimacy of distance	5%	(2)
Social supports received from family	5%	(2)
Residential arrangements	3%	(1)
		N=36

The frequency data reveal that only the subcategory "intergenerational, and relationships with grandchildren" had an N greater than ten, and this subcategory of the "family" category ranked first in editorial attention.

Table 8.8 (Percentage of Family Subcategories for Total Magazine Units), presents the distribution for the category "Family," according to the particular magazine periods included in this study. They include six different time periods which were identified earlier in the beginning of this chapter under "daily living."

TABLE 8.8

PERCENTAGE OF UNITS FOR FAMILY CATEGORY BY MAGAZINE

		<u>MAGAZINE I</u>		<u>MAGAZINE II</u>	
		<u>PERCENT</u>	<u>N</u>	<u>PERCENT</u>	<u>N</u>
TIME	I	2%	(182)	4%	(222)
PERIOD	II	1%	(220)	2%	(226)
	III	3%	(189)	4%	(376)

Little editorial attention is given to the category "family" in these magazines. In contemporary American society, the isolated nuclear family is considered the norm. "The emerging pattern of family life is one of separate households for all but the very old or sick." (Neuhaus & Neuhaus, 1982) Moreover, "in our society, primary loyalties in adulthood are to the conjugal rather than the consanguine bond." (Hess and Waring, 1978) Thus, only eight percent of the families consist of three generations living under one roof." (Neuhaus & Neuhaus, 1982)

Magazine II allocated slightly more editorial atten-

tion to the category "family." When the editorial staff at 50 Plus was questioned about the minimal editorial attention in this area, Mark Reiter, Managing Editor indicated that "the average reader of 50 Plus is a married couple with two incomes whose children have finished college, and are now on their own, and that the subscribers are finally enjoying this period in their life, involved in many activities and are mobile and affluent." (1982) The editorial staff does not consider the family an important editorial priority because its readers are more interested in themselves at this point in time. As Bill Hitzig, Vice President of Marketing, Whitney Publications, notes "older people are living for themselves, and not worrying about leaving their money to their children, and they plan to run out of money on the day they die." (1982) However, 50 Plus readers are interested in the editorial attention on the grandparent role, and did initiate the intergenerational yearly award.

Hubert Pryor (1982) responded to my query about the seeming dearth of editorial attention on family, by saying that Modern Maturity has endeavored as much as humanely possible to have constancy in the editorial decisions over time, and that new sociological studies in the area of family such as intergenerational relations, had prompted them to give the subject increased coverage in the magazine.

These magazines are socializing the readers into other

areas than family with the exception of intergenerational ties and grandparenting. The subscribers are actively seeking a life without involving their children at this point, and thus are becoming more independent to pursue the things they want to do.

These magazines appear to be somewhat cautious in their approach to the changing sexual mores, and status of women. The older readers were socialized in an era of more traditional sex roles, and conservative in their attitude toward sexuality which would account for the dearth of editorial attention in these areas. The task of socializing older readers into a more active lifestyle in their later years is an arduous task which presumably would account for less attention to controversial subjects. It can be predicted that future issues will deal with the changing role of women, and more liberal attitudes toward sexuality which would be more akin to societal norms.

By not capitalizing on the caretaker role of the family in later life, these magazines want to present the positive view of the healthy aged rather than the 15 percent who need special care which are not representative of all the total aged segment of our society. The sibling role also received no editorial attention in both magazines. Most of the subscribers were married or widowed, and Shanas (1968) reported that "sibling relationships are most important to the never married older person."

Now we will discuss the significant subcategories

within the "Family" category.

#1 HOW TO CREATE SPECIAL MOMENTS WITH YOUR GRANDCHILDREN, PARENTS AND INTERGENERATIONAL ASPECTS - This subcategory of "family" ranked first out of seven subcategories within this category. This subcategory showed a decrease over time in editorial attention in Magazine I and Magazine II in percentage points. The major function of intergenerational relations between the old and the young is that "family ties provide the primary means by which older people are integrated into societies such as ours." (Cherlin, 1983)

The AARP has become increasingly concerned in recent years about the attitudes young people develop toward the elderly. In literature and television, the aged are portrayed in ways which reinforce the stereotype of the old as "ugly, decrepit, and infirm," and unable to enjoy an active meaningful life." (AARP, 1982) In their attempt to facilitate more positive images between the young and the old, it has prepared a film and discussion program called "Growing Up-Growing Older." This three part film series was developed for school children between the ages of nine through eleven, and presents vignettes of the "wonderful friendships that can be possible between the old and the young."

50 Plus in the September, 1978 issue, announced the beginning of a new award called "Bridging the Generation Gap." This annual award was to recognize and encourage some on the intergenerational projects that demonstrate

effective comradeship between the young and the old.

This evidence of both magazines intent to promote effective intergenerational relations represents a deliberately focused editorial policy in this direction. Limited studies in this area suggest "a special relationship of old people to their grandchildren." (Riley and Foner, 1968)

Magazine articles included under this subcategory include: "Parents View of Grandparents Babysitting" in the April, 1961 issue of Harvest Years; "Kids Who Adopt Grandparents" in the December-January, 1969 issue of Modern Maturity in which teenagers from Hartford, Connecticut, visit institutionalized elderly once a week to combat loneliness and it shows the young are natural companions for the elderly; and "Funny Things Kids Say About Their Grandparents" in the September, 1978 issue of 50 Plus. Birren and Bengtson in the December-January, 1969 issue of Modern Maturity point out that "there may be less of a gap between today's youth and the elderly than between adjacent generations."

#2 KIN NETWORK, FAMILY RELATIONSHIPS - This subcategory of family ranked second among seven subcategories within this category. This subcategory "kin network" showed a decline in editorial percentage points over time in both magazines. Research gives evidence that parent-child relations are not fully reciprocal, "in as much as aged parents seem more attached to their children than vice versa." (Epstein, 1977) Streib (1965) indicates "that parents and grown offspring hold positive viewpoints on family cohesion, 74 percent of

the parents and 60 percent of the adult children say they are a "close family group." Interestingly, only 40 percent of the parents, and 24 percent of their offspring want much more interaction among themselves."

Samples include: "Three Generations under one Roof" in the July, 1972 issue of Retirement Living; "Family Reunion" in the February-March, 1981 issue of Modern Maturity; and "Story of a Family" in the June-July, 1969 issue of Modern Maturity. Only three percent of the aged are truly kinless, and this figure has been stable for twenty years. (Riley and Foner, 1968) "Only 15 percent of the aged actually live with their children in 1980, compared to thirty percent in 1950." (Neuhaus and Neuhaus, 1982)

#3 MARITAL STATUS, QUALITY OF MARRIAGE, AND RELATIONSHIPS WITH SPOUSE - This subcategory of family also ranked second out of seven subcategories in editorial attention within these specialty magazines for older persons. This subcategory only received editorial attention in the third time period of Magazine I, and a percentage decrease in Magazine II over time. According to the 1980 census, slightly more than half of those people over 65 live with their spouses, while 27.9 percent - the vast majority of them women - live alone. (U.S. Department of Census, 1980)

Having a spouse is considered a vital part of successful aging. Some view the latter years of marriage as a period of disenchantment (Crandall, 1980), and others who are romantically inclined feel the best is yet to be. In hap-

pier marriages the relationship between spouses is one of "sympiotic interdependency," in which each needs the other for wholeness. (Clark and Anderson, 1967) Also, after the postparental period in a marriage, the middle years, wives become more androgynous and exhibit greater assertiveness, and husbands become more nurturant. (Neugarten, 1968; Hess and Markson, 1980)

Samples of magazine articles included under this subcategory include: "Separate Vacations for Husbands and Wives" in the February, 1979 issue of 50 Plus; "Help Your Husband to Retire Successfully" in the December, 1961 issue of Harvest Years; and "Help for Retirement Marriages" in the April-May, 1980 issue of Modern Maturity. These articles also point out that when the husband retires, an adjustment is required by both spouses because of the differences in their daily routine caused by the husband's presence all day at home. They give good suggestions to both mates on the importance of planning separate and joint activities to keep the spark alive in their relationship. They say humor aids longevity, and these articles contain many interesting anecdotes on the amusing side of retirement marriages.

The following subcategories of "family" received only limited editorial attention, and will be presented then in a table with a sample from one of the magazines in this study which will serve as an illustration of the particular subcategory. They will include four subcategories.

TABLE 8.9FAMILY SUBCATEGORIES WITH RELEVANT MAGAZINE ARTICLES

<u>SUBCATEGORY</u>	<u>MAGAZINE ARTICLE</u>
#4 Parents	"Joys and Jots for 50 Plus Parents," from the December, 1978 issue of <u>50 Plus</u> .
#5 Intimacy of distance	"An Open Letter to my Family," in the November, 1972 issue of <u>Retirement Living</u> .
#6 Social Supports rec'd. from family	"A Wife's Eye View of the Senate," in the May, 1979 issue of <u>50 Plus</u> .
#7 Residential arrangements	"Shall I Live with my Children," in the July, 1961 issue of <u>Harvest Years</u> .

These above subcategories of "family" impinge upon all sources of both stress and the various social supports that can be received from the family constellation in times of transition in the older person's life course. Of course, they only represent a limited editorial focus, and one must conclude aside from the emphasis on grandparenting, that these magazines are socializing the readers slightly away from reliance upon the family as their sole support in later years. Rather, the focus is on the older person's responsibility to continue growing and evolving and enjoying life, with the family playing a more peripheral role. In times of crisis and illness, the family would play a more supportive role. But again, these magazines focus on the healthy aged who are actively enjoying all aspects of their later years. Hess and Markson (1980) point out that "friends both augment and supplement social networks based on kinship, and having friends is more beneficial to later life satisfaction, than frequent contact with one's offspring."

Religion ranked twelfth out of twelve categories in editorial attention within these specialty magazines for the older person. The category "Religion and Spirituality" was defined loosely as "While the magazines under study are not particularly concerned with religious themes, their relative emphasis on such matters is a touchstone to change in this nonmaterial and necessarily elusive aspect of aging." This category RELIGION included seven subcategories which are:

1. facing future with God or faith (poems)
2. preparing for eternity
3. understanding the faith of our times
4. strengths in difficult times and days
5. expressing faith in times of despair
6. self help efforts
7. holidays

The results of the content analysis on the above subcategories for all the magazine time periods reveals the following distribution:

TABLE 8.10

PERCENTAGE OF RELIGION SUBCATEGORIES FOR TOTAL MAGAZINE UNITS

	<u>PERCENT</u>	<u>N</u>
Understanding faith of our times	35%	(8)
Facing future with God (poems)	17%	(4)
Holidays	17%	(4)
Expressing faith in times of despair	13%	(3)
Self help efforts	9%	(2)
Strength in difficult times	4%	(1)
Preparing for eternity	4%	(1)

N = 23

As we can see from Table 8.10 (Percentage of Religion Subcategories For Total Magazines), little editorial attention is devoted to any of the subcategories of religion. However, the subcategory "understand the faith of our times," received 35 percent of the editorial attention; and the following two subcategories each respectively received 17 percent of the editorial attention within the category Religion. They are: "Facing Future with God (poems)," and "Holidays." Crandall (1980) indicates the importance of religion when he states "religion has the ability to shape beliefs, opinions, and values," and provide a framework for understand people and the world around us.

The following Table 8.11 will present the distribution for the category "Religion" according to the particular magazine periods included in this study. They include six different time periods which were identified earlier in the beginning of this chapter under "Daily Living" Category.

TABLE 8.11

PERCENTAGE OF UNITS FOR RELIGION CATEGORY BY MAGAZINE

		<u>MAGAZINE I</u>		<u>MAGAZINE II</u>	
		<u>PERCENT</u>	<u>N</u>	<u>PERCENT</u>	<u>N</u>
TIME	I	3%	(182)	II	4% (222)
PERIOD	III	3%	(220)	IV	2% (225)
	VI	2%	(189)	V	4% (376)

As shown above in Table 8.11 (Percentage of Units for

Religion category by Magazine), there is a slight percentage decrease in editorial attention in Magazine I, and there is no difference, even though the relationship is curvilinear in Magazine II over time in the category "Religion." One plausible rationale for the little editorial attention in the category "Religion" could be the increasing secularization of society today. However, a recent landmark study called "American Values in the '80's" which was sponsored by the Connecticut Mutual Life Insurance Company revealed that happiness was linked to religious commitment. Those with a higher degree of religiosity felt better about a number of things in their lives - their families, their work, their ability to influence things in their community. Loetterle (1979) found, using the NORC data, that religiosity was correlated with happiness. The Gallup Poll conducted a survey on behalf of CARA, a Washington-based Catholic research group and found that "Americans are far more religious than people of other nations, and are far happier. Japan is the least religious and the least happy." Some 81 percent of Americans called themselves "religious," while only 63 percent of the Europeans, and 25 percent of the Japanese. (McManus, 1982) This is not a new phenomenon in America because in the 1830's, Alexis de Tocqueville wrote "America is still the place where the Christian religion has the greatest real power over men's souls." There is a tendency in the publications of magazines to separate secular from religious

magazines, therefore, it comes as no surprise to me to find little editorial attention on this category of "Religion."

The subcategories within the Religion category by magazine and time period reveal that no subcategory contained at least ten in its sample, therefore, the small samples are statistically insignificant. However, each subcategory will be identified in a list with a corresponding sample from a magazine to illustrate how the subcategory was classified, and to give a picture of the various aspects included in the category "Religion."

TABLE 8.12

RELIGION SUBCATEGORIES WITH RELEVANT MAGAZINE ARTICLES

<u>SUBCATEGORY</u>	<u>MAGAZINE ARTICLE</u>
#1 Understanding faith of our times	"Faith-The Common Factor is Happiness," in the August, 1961 issue of <u>Harvest Years</u> .
#2 Facing future with God (poems)	"These are the Gifts I ask of Thee," in the December-January, 1958 issue of <u>Modern Maturity</u> .
#3 Holidays	"Hanukkah's Dreidel -favorite game," in the December-January, 1981 issue of <u>Modern Maturity</u> .
#4 Expressing faith in times of despair	"Have Faith and Horse Sense too!" in the March, 1961 issue of <u>Harvest Years</u> .
#5 Self Help efforts	"Boom in the Self-Help Group" in the August-September, 1980 issue of <u>Modern Maturity</u> .
#6 Strength in difficult times	"The rewards of Enthusiasm," in the August-September, 1980 issue of <u>Modern Maturity</u> .

TABLE 8.12 (CONTINUED)RELIGION SUBCATEGORIES WITH RELEVANT MAGAZINE ARTICLES

<u>SUBCATEGORY</u>	<u>MAGAZINE ARTICLE</u>
#7 Preparing for eternity	"Yes, There is an Afterlife," in the December-January, 1981 issue of <u>Modern Maturity</u> .

As we can see from the above subcategories of religion, the topics traverse all aspects of religious preference, orientation and meaning. Interestingly, Magazine I tends to be more religious in a conservative manner, while Magazine II appears to be more liberal in its religious and out-reach approach. This is partly a reflection of the media profile of these magazines, in which the more well-educated one becomes, the less religious one tends to be, and the converse is true also. (Connecticut Mutual Values Report, Research and Forecast, 1981)

Hess and Markson (1980) predict that there will be an increase in the interest of people toward more religious participation because "religion is the institutional sphere that shows the least change over time." Again, I refer to The Connecticut Mutual Life Report on American Values in the 1980's:

THE IMPACT OF BELIEF reveals that it is the level of our religious commitment, which, in the early part of the eighties, is a stronger determinant of our values than whether we are rich or poor, young or old, male or female, Black or White, liberal or conservative. The influence of religious belief pervades our activities in the home, the community and the workplace, as well as our attitudes on social and political issues. (Research and Forecasts, 1981:17)

In this chapter we have discussed the resources necessary in daily living, and the various social support networks available to the older person, namely family, coping mechanisms and religion. Aging is essentially a continuation of previously established patterns, however, the ability to adapt to changes in every sphere of life necessitated in the later years requires resocialization to these roles, and developing more adaptive strategies for coping with life successfully. As the study revealed, the category Daily Living received more editorial attention than the other social support categories discussed within the chapter. The topics discussed within the daily living category relate to the demographics and media profile of these magazines. The Family category focused on directing the reader toward better intergenerational relations with their grandchildren. The category called coping mechanisms focused the readers on the vital role communication can play in the quality of their interpersonal relationships. The category Religion received the least amount of editorial attention, but by their nature secular magazines would not focus on religiosity to attract subscribers. Nevertheless, recent studies only serve to reinforce the importance of religion to most Americans.

It is useful to refer to the study on "Aging in America: Trials and Triumphs"(1981)which is a national survey of the over sixty population. A conclusion of this study

revealed that:

Whether or not a senior citizen is able to cope successfully with the problems of aging depend to a large extent on the financial, physical, and emotional resources that the person has accumulated and maintained throughout his or her life. The perceived state of one's health, the condition of one's finances, and the quality of one's marital relationship have a great deal to do with long-range behavioral and attitudinal characteristics. (Research and Forecasts, 1981:89).

Throughout these chapters and by the data revealed of the different identified categories of this content analysis, we have a clearer picture of the media projected images of aging in these specialty magazines. However, successful aging consists of many ramifications within the system and the many subsystems which interrelate with each other and impact upon the aged that are impossible to elucidate within the scope of this study. This study's value lies in the fact that it empirically described the media projected image of these magazines within the twelve identified categories of this content analysis. It, also, documented how these different magazines socialized their readers into different aspects of successful aging by their editorial platform to the older subscriber.

DeFleur (1970) identified three ways in which mass communication content can "influence norms, and definitions of the situation for individuals: 1. reinforce existing patterns; 2. create new shared convictions, and 3. change existing norms." (1970:130) These specialty

magazines are trying to create new shared norms for the older reader against the tremendous societal force of the youth cult. Society's attitudes are changing and it is not only the efforts of these magazines which will eventually mitigate ageism. However, the importance of these senior publications, is that they are read primarily by the older persons, who are just as ageist as the young. Therefore, if these magazines succeed in having their readers adopt a more positive view of themselves as active, alert, happy and upbeat "keen-agers," this proselytizing of the elders can enable this trend to filter down throughout the generations. Ultimately, these changes in norms and structures will be responsible for societal changes in attitudes for and toward the future cohorts of elderly.

CHAPTER NINE

THE MATURE MARKET

With the changing demographics and the graying of America, advertisers are slowly directing their attention to the needs of the older consumer. The Mature Market, (a term coined by the advertising industry), concerned with the over-fifty consumer is gaining momentum as a focus of marketing strategy. "Middle-aged Americans" values are changing, partly due to better health and longevity. They are more self-centered, willing to experiment, active and leisure oriented. This translates into willingness to spend rather than save." (Lublin, 1979) A 1980 study by the Kenyon and Eckhardt advertising agency found that over half of the income left over for discretionary spending, once fixed expenses were paid, was concentrated in the hands of those 45 to 65 years of age.

"The new maturity market of affluent, aware, active buyers represents - over \$500 billion in personal income... over 25 percent of all U.S. expenditures." (Maturity Magazines Group, 1982) The presumed clout that 50 and over people are said to have is a result of the following demographic characteristics: 1. Over 59 million adults; 2. Heterogeneity of the mature market; 3. They represent over 28 million households; 4. They are growing at a rate that is twice that of the U.S. population; 5. They have double

the discretionary income of their younger counterparts; and 6. They are prime consumers for services - travel and leisure...financial...and personal care. Thus we can see why, as the population ages, the advertising sphere is beginning serious marketing campaigns toward the older consumer. Additional characteristics of this market have been noted by Maturity Magazines Advertising Department:

"One of the most striking trends in the mature market is the change in attitudes on aging by society and 50 and over people. Today, there is increased pride in age. Older people are striving to be their best in health, best in looks, best in work, best in all the activities in which they participate." (1982)

They have also observed that:

"50 and over people are putting into practice the credo of "living for Today!" They're spending on self-fulfillment now (Hedonism vs. Puritanism), rather than leaving large sums behind." (Maturity Advertising Group, 1982)

Modern Maturity is the official medium for the AARP which is service oriented, while 50 Plus is an independent publication of Whitney Publishing Corporation, New York, which is a part of the market economy and must obtain revenues through advertisements in order to survive. Thus one must concur with the following in The Commercial Connection:

"The fact must never be forgotten that no magazine publisher could

give what it is giving to the reader each month if it were not for the revenue which the advertiser brings the magazine. It is the growth of advertising in this country which, more than any single element, has brought the American magazine to its present enviable position in points of literacy, illustrative and mechanical excellence. The American advertiser has made the superior American magazine of today possible." (Wright, 1979)

Thus advertising is both an essential component in our mass consumption society and economy, and for good or evil, an integral and vital aspect of American life. Statistics on advertising yield the following information:

America has been the principal home of the advertising business for most of this century, and today's expenditures on advertising in the U.S. represent 60 percent of the world total. In 1978, American business spent over \$42 billion to advertise its goods and services; by 1980 that figure will exceed \$50 billion, a ten fold increase over the last thirty years." (Wright, 1979:1)

Advertising is pervasive in our modern world and Berman (1981) states:

Advertising now defines middle-class expectations, and its most consistent message is not that goods and services satisfy, but that consumption defines mass society. (Berman, 1981:12)

Berman (1981) states "like everything else transmitted by the media, advertising says more than it states, and many feel advertising is a form of social control, of propa-

ganda aimed at the consumer."

This chapter will focus upon a brief review of the advertising contained within these specialty magazines for older persons. The set of categories utilized in analyzing these advertisements includes:

1. Health Remedies
2. Shopping by Mail
3. Insurance
4. Travel
5. Food
6. Disability Aids
7. Hobbies
8. Retirement - Florida, Arizona, etc.
9. Transportation
10. Vans and Trailers
11. Investments
12. Security
13. Hearing Aids
14. Books
15. Part Time Work, Selling and Making Money

In this content analysis of the advertisements contained within a specified period of time, most of the ads were easily classified. Advertising did not start until the April-May, 1980 issue of Modern Maturity, and its purpose was to defray the high cost of the publication of the magazine. However, advertisements were included in Retirement Living, (1972) but this analysis only centered on the first

year of publication of 50 Plus.

Therefore, the content analysis of the advertising within these magazines included the following time periods: 50 Plus - September, 1978; November, 1978; January-1978; March, 1979; May, 1979; and July, 1979.

Modern Maturity - April-May, 1980; June-July, 1980; August-September, 1980; December-January, 1981; and February-March, 1981.

After analyzing and evaluating all of the twelve issues of 50 Plus, it became evident that much of the advertising was repetitious from issue to issue. Consequently, a sample of six issues of 50 Plus appeared adequate and also more easily contrasted with Modern Maturity, which is published bi-monthly.

A focused page by page review of the advertisements within the time periods designated above in both Modern Maturity, and 50 Plus revealed the following distribution:

TABLE 9.1

CLASSIFICATION OF ADVERTISEMENTS BY MAGAZINES

	<u>Modern Maturity</u>	<u>50 Plus</u>
	<u>PERCENT</u>	<u>PERCENT</u>
Health Remedies and Drugs	31%	8%
Shopping by mail	12%	3%
Insurance	10%	-
Travel	9%	12%
Food	8%	5%

TABLE 9.1 (CONTINUED)CLASSIFICATION OF ADVERTISEMENTS BY MAGAZINES

	<u>Modern Maturity</u>	<u>50 Plus</u>
	<u>PERCENT</u>	<u>PERCENT</u>
Disability Aids	8%	-
Hobbies	8%	7%
Retirement-Florida, Arizona, etc.	5%	45%
Transportation	4%	-
Investments	3%	5%
Security	1%	-
Hearing Aids	1%	2%
Books	1%	6%
Part time work, selling, and making money	1%	1%
Vans and trailers	-	6%
N =	(184)	(314)

Table 9.1 (Classification of Advertisements by Magazines), shows the distribution of advertisements in both magazines employing the 15 categories utilized for classifying these ads. At a quick glance, one can see which advertisement category received the most attention. Thirty-one percent of the ads in Modern Maturity were concerned with health remedies and drugs, whereas 45 percent of the ads in 50 Plus were categorized in Retirement areas - Florida, Arizona or elsewhere. The messages implied by these advertisements are self-evident, as one connotes treatment of illness and the other, well-being. Any im-

plication derived from this analysis is only relevant for the time period specified. There are content changes in the current issues (1983-84) of these magazines which foster advertising which presents a positive view of aging and a healthy content older person. Advertising of products which focus on the small proportion of the elderly who need help in daily living is now very limited. Rather, the focus now is on advertisements directed at the 85 percent of the elderly who are active, and healthy. Modern Maturity, with its nine million plus subscribers, can afford to reject all advertising which does not meet its standards and images, but 50 Plus is not as economically viable, thus at times it must accept the revenue from non-preferable advertisements in order to survive.

Modern Maturity has employed an advertising review director, with a committee that now reviews all potential advertisements to determine if they are acceptable for publication. The rate cards for advertisers contain the following guidelines of the Advertising Standards Review:

All advertising copy and products or services are subject to review by the Advertising Standards Committee administered by the Advertising Standards Manager. Specific requirements have been developed and must be met by all advertisers. These include: truthfulness, safety, efficiency, financial responsibility, as well as depicting older persons or age-related products in a positive

manner. Advertisers are required to provide copy (product and/or substantiation if requested) as early as possible (prior to closing date) to assist in this review. (Modern Maturity, Rate Card #4, 1982)

It was possible to review my advertising data with representatives of both magazines during July and September, 1982. They were: Bill Hitzig, Vice President for Marketing, Whitney Publications, 50 Plus; and Dick Janiello, Sales Representative in the Advertising Offices of the Maturity Magazines Group.

HEALTH REMEDIES AND DRUGS - "Health remedies and drugs" represented 31 percent of the ads in Modern Maturity, and only eight percent of those in 50 Plus. More elderly persons are heavier consumers of all types of drugs than middle age persons. (Lofholm, 1980) Households headed by persons 55 and over account for 37 percent of over-the-counter drugs. (Maturity Magazines Advertising Group, 1982) Research data reveal the following daily drug utilization patterns among the aged; 67 percent use one prescription daily; 65 percent use over-the-counter (OTC) drugs; and approximately six tablets is the average per capita drug consumption per day (Krupka and Vener, 1979). Most of the drug advertisements in both magazines were devoted to the following: arthritis remedies, laxatives, foot care, and dentures.

In the April-May issue of Modern Maturity, when advertising started, the publishers informed the readers

that:

NO ENDORSEMENT is implied by the appearance of any advertising in the magazine but all advertising submitted for publication is reviewed for good taste consistent with the positive image of aging that our association reflects.

Worth mentioning is the AARP Drug Service, open to members, which supplies them with discounts and a choice of low cost generic drugs.

SHOPPING BY MAIL - This category "shopping by mail" represented 12 percent of the ads in Modern Maturity, and three percent of the advertisement in 50 Plus. I would like to point out that in every issue of 50 Plus, there appears a section called 50 Plus Classified, which consists of small classified ads similar to what appears in newspapers. However, it is handled through a private vendor and was not counted in the tabulation because it was not reflective of the magazine's marketing approach. Is there implicit in shopping by mail the notion that people are unable to shop in person? Or are people attracted by the layout of the ad to purchase different merchandise by mail? Whatever the reason, mail order selling is a booming business, and the time factor saved in shopping and transportation, and sometimes cost, encourages many to shop by mail.

INSURANCE - This category represents 10 percent of the ads in Modern Maturity, and none in 50 Plus. One must consider that the AARP was involved in pioneering efforts

with Colonial Penn Insurance Company to obtain insurance for older persons back in 1958, when it was almost impossible to obtain policies for the elderly. This proved to be a lucrative enterprise for Colonial Penn Insurance Company, which then supported the AARP in much of its aging research. Sometime after the May 14th, 1978 WCBS 60 Minutes Television expose, the AARP, for the first time, put their Insurance program out for bids and Prudential won the bid, replacing Colonial Penn Ins. Co. as their carrier because they offered a more generous benefit package to the membership. The TV program called Super Salesman noted that Colonial Penn was a favorite with Wall Street investors because of its profits. Because of reliance on volunteers, not salesmen, Colonial Penn spent very little to make a sale compared with other insurance companies. The television program stated that "in 1976, Forbes Magazine rated Colonial Penn, in competition with such giants as General Motors, IBM, and Texaco, as the single most profitable corporation in the entire United States, and eighty-five percent of all of Colonial Penn's income is made from NRTA and AARP members." (Rooney, 1978) The WCBS-TV 60 Minutes show wanted to make AARP members aware of how pervasive Colonial Penn's influence was in their organization.

TRAVEL - This category represented nine percent of the ads in Modern Maturity, and 12 percent of the advertisements in 50 Plus. According to Bill Hitzig, Market-

ing Director of 50 Plus, "Members of the older market are the leading spenders on vacations." (Taped interview, July 7, 1982) Advertising did not begin until 1980 in Modern Maturity, however, Circle Tours Travel Service announcements were in every issue since 1958. Readership surveys in both magazines revealed that the older subscribers were definitely interested in travel, even more so for the affluent 50 Plus readers, so it behooves the advertisers to capitalize on this market potential.

The elderly today are traveling more than ever before. The travel industry will be luring future cohorts of elderly and spending large amounts of advertising dollars to attract this target group. In 1984, Eastern Airlines introduced this innovative package deal for seniors who travel frequently around the country at a marketly reduced fare. This is just the beginning of many new opportunities for the older person with 40,000 hours of leisure time availability.

FOOD - This category represented eight percent of the ads in Modern Maturity, and five percent of the advertisement in 50 Plus. "Approximately twenty cents of every dollar spent by the older consumer goes to the buying of

food, and for those at the poverty level, the amount can be as high as forty cents." (Information on Aging, No. 29, April, 1983) Americans aged 65 and over account for nineteen percent of the country's food expenditures. (Harris, NCOA, 1982) The food industry is now addressing the mature market, and in the future we can anticipate greater advertising revenue from them. (Hitzig, 1982) Indeed, this was the case when I reviewed current 1982 and 1983 magazines, in which advertisements from General Foods represent a much desired lucrative account. Various foods with some modifications, e.g., low cholesterol, low sodium, would interest the older reader, especially if the food is palatable and in accord with their dietary restrictions.

DISABILITY AIDS - This category included walkers and lifts, and represented eight percent of the ads in Modern Maturity. There was only one ad in 50 Plus, which was of no statistical significance. In 1980, these disability aids connoted illness, disability and infirmity to the readers. It was implicit to the reader that this media image did not depict the older reader as active, alert, and mobile. The fifteen ads which were reviewed during this time period consisted of inclinators, gait supports, and general mobility aids which did not depict a positive image of aging. In fact, only 15 percent of the older persons need help with their care, and having these ads perpetuates the myth of bodily decline with age. The Adver-

tising Standards Department was created after this period of analysis, and the 1982 issues of Modern Maturity, carry no ads for disability aids and incontinent pads. Therefore, in the future, since Modern Maturity is financially solvent, and "in a position to reject thirty percent of all advertisements," (Janiello, 1982) it will only accept advertisements which presents the elderly in a positive image. At 50 Plus, there is a deliberate attempt not to place sick-looking people and devices in their advertisements as this would be antithetical to their upbeat view of their audience. (Hitzig, 1982) Based on the fact that only one ad was classified under disability aids, it appears that 50 Plus has been more successful at promoting a positive view of the older subscriber as reflected in their advertisements.

HOBBIES - This category represented eight percent of the ads in Modern Maturity, and seven percent of the advertisements in 50 Plus. Most of these ads were concerned with the popular outdoor activity of gardening. There appears to be little difference between these magazines on the amount of advertisement space allotted to gardening as a favorite pasttime. In "The United Media Enterprises Report on Leisure in America," it was reported in America that "eight out of the ten most popular leisure activities are performed in the home, and working in the garden was one of the top activities along with watching television, reading newspapers, books and magazines." (1983)

RETIREMENT-FLORIDA, ARIZONA - This category represented five percent of the ads in Modern Maturity, and nearly 45 percent of the advertisements in 50 Plus. We note a tremendous number of ads for Florida, trailer parks, mobile homes, and retirement communities addressed to the 50 Plus subscriber. "It is estimated that 12,000 move to Florida per month according to the TV program "The Prime of Your Life." (WNBC, May, 21, 1983) This is not a large number relative to the number of aged people in the U.S.A.; however, the more affluent readers of 50 Plus, are the target group which these advertisers want to attract. People like to migrate to Florida because of the weather, and this age-segregated environment does not remind them of their chronological age, and thus they remain more active.

TRANSPORTATION and VAN AND TRAILERS - These two categories will be discussed together because they revolve around transportation, and vehicles of mobility and relocation. The category "transportation" represented four percent of the ads in Modern Maturity, and none in 50 Plus. The category "vans and trailers" received no advertisements in Modern Maturity and six percent of the ads in 50 Plus. In Modern Maturity, the ads were concerned with car rentals and motoring plans; whereas, in 50 Plus, with its more affluent reader, we see many advertisements for expensive recreational vehicles (RVs), and moving companies for relocation to Florida.

INVESTMENTS - This category represented three percent

of the ads in Modern Maturity, and five percent of the advertisements in 50 Plus. As mentioned in an earlier chapter, income is considered the prime determinant along with health for successful aging; thus, it comes as no surprise to see ads which attract older persons to increase their revenue. What is interesting about these investment advertisements is that so many of them were church-affiliated. They included representatives of major religions, i.e., Methodist, Catholic and Presbyterian Annuities as well as the Salvation Army. Older persons would tend to feel secure in investing their money with these established organizations.

SECURITY - This category represented a small amount of advertising in Modern Maturity and received no ads in 50 Plus. With the rise in crime, there is need for more protection for the elderly as they are more vulnerable to being victimized. In addition, many of the subscribers are homeowners, and want to protect their property. However, most ads of this type are in local papers because of installation problems.

HEARING AIDS - This category represented one percent of the ads in Modern Maturity, and two percent of the advertisements in 50 Plus. Actually, this age group needs hearing aids more than younger people, so advertisers have targeted audiences with a real need. Advertising goes where advertising sells. "The ability to hear diminishes with increasing age. Approximately thirteen percent

of those aged 65-74, and twenty six percent of those people who are seventy-five plus have hearing problems."

(Crandall, 1980) Hearing problems can often be improved by a hearing aid in a quiet environment. They represent a considerable investment for the older consumer, and hearing aids represent out-of-pocket expenses that are not usually covered by most insurance plans. Therefore, the alert consumer will be on the look-out for a reasonably priced quality aid to improve his sensory deficit. Also, people do not purchase hearing aids out of a National magazine and advertisers go into local newspapers because they require servicing and are usually bought locally.

BOOKS - This category represented one percent of the ads in Modern Maturity, and six percent of the advertisements in 50 Plus. This is not a surprising finding because reading is a favorite pasttime for this current cohort of aged and the few ads here were small, in black and white, and represented little revenue for the magazines. The titles of these books found in the magazine, 50 Plus include: Green Winters - Celebrations of Old Age; "Triumph of Age - "How to Feel Happy and Young in Retirement;" "Over 55 is Not Illegal - A Resource Book for Active Old People;" "It Takes a Long Time to be Young." The print media always appeal to the higher SES and intellectual individual, typical of the 50 Plus subscriber. The affluent are the trend setters, and these books on the positive side of aging will enable the audience to become resocialized in

this direction.

PART TIME WORK, SELLING AND MAKING MONEY - This category represented one percent of the advertisements in both magazines. These enterprises included selling calendars, shoes, and writing children's stories. Advertising during this time period was negligible for this particular category, however, many people do become involved in selling from their home in an attempt to supplant their income or pension.

This concludes our presentation of the advertisements contained within this specific period of time in these specialty magazines for the older person. The mature market is receiving more attention as the population ages in greater numbers. A discussion in the trade journal, Hotel and Motel Management on "Senior Citizens - Industry's Gray Area," revealed data similar to the psychographics of the mature market done by Compton Advertising (1980) which include the following:

"The 55 Plus group includes 38 million people with \$350 billion in annual income, and all signs indicate " that more of them are becoming free spenders which is evident in the recreation and travel industry where government studies show that vacation spending by retired Americans is more than 30 percent higher than the norm, and by the year 2020 old people will represent 20 percent of the population."
(June, 1981:1)

Resistance of the advertising industry which had focused its attention on the 17 to 49 year old category will be difficult to overcome even though they are aware of the

changing population demographics, and that "households headed by people 55-64 have per capita income twenty seven percent above the national average." (Linscott, 1983) Jim Sutherland, the advertising director of Maturity Magazines, stated "that marketers feel it is not easy to sell to older persons, and it is a very slow, laborious process to attract more advertising revenues, because marketing people are more set in their ways than older persons. (Linscott, 1983) Also, Bill Hitzig (1982), marketing vice-president for Whitney Publications, indicated "that he wondered how long will it take the advertising industry to recognize the viability of the mature market in big enough numbers to make something like 50 Plus a successful publication." The advertising industry apparently is as ageist as the general population, but the lure of the additional revenues obtained from this market will eventually cause them to refocus and redefine their target market.

According to Berman (1981), the five leading advertisers for 1978 were "Proctor and Gamble, General Foods, American Home Products, General Mills, and General Motors," spending about one billion dollars on such household items as soap, food and automobiles. In the advertisements reviewed, very little space was given to food. In reviewing the 1982 and 1983 issues of these magazines, there was an increase in food advertising as well as automobile ads. So we can predict that in the future, the mature market

will attract a larger range of advertisements in these specialty magazines.

To review, what messages can be deduced from this chapter on the mature market? From this limited sample, we note that in Modern Maturity, the following frequency data for advertising are reported: Health remedies and drugs - 31 percent; Shopping by mail - 12 percent; Insurance - 10 percent; and Travel - eight percent. Whereas, in 50 Plus we see the following distribution for the advertisements; Retirement places, particularly Florida - 45 percent; Travel - 12 percent; Health Remedies - eight percent; and Hobbies - seven percent. From the following summary of advertisements, we can observe a striking difference between both magazines. As Berelson (1952) indicated "the most valuable use of studies of content is in noting trends and changes in content. "The trends show that 50 Plus readers are interested in action, moving, consuming, traveling, and enjoying their current years; while Modern Maturity advertisers view their reader as more security conscious, and concerned about their health. These conclusions are arrived at by studying the ads in these particular time periods only.

Today, in 1984, there are many changes in the advertisements in both magazines which lead me to believe that many of the old stereotypes of the mature market are slowly changing. In the future, we will see the advertisers more interested in depicting more positive images

of the mature person more in tune with the attractive, active, and healthy lifestyle of the 85 percent of the elderly who are becoming role models for the future cohorts of aged to follow. Therefore, "media tend to reflect the social systems in which they exist, in size, complexity and function." (Riley and Riley, 1965)

"Magazines, by limiting their audiences to specialized interests, create the best possible market segments for advertisers." (Shrank, 1977) The fact that magazines offer the advertiser the opportunity to be selective will represent a major advantage" of the print medium throughout the 1980's. (Compton Research, 1980)

It appears that the advertising message is a more sensitive barometer of the changing times than the editorial platform because the visual graphics and the presentation gives some clearness of perception to the viewer. The message of the advertising medium is focused, directed and pointed.

CHAPTER TEN

QUANTITATIVE DETERMINANTS OF THE HAPPY ELDERLY

The purpose of this chapter is to illuminate the factors related to perceived happiness among the elderly. However, let us first briefly recapitulate on some of the research findings in the previous chapters. Essentially, we have observed in reviewing these specialty magazines that cater to seniors that they are socializing their mature audience into staying healthy, pursuing leisure activities, becoming more aware of themselves and societal issues. The editorial platform is oriented toward the maintenance of a healthy lifestyle, staying mentally active, keeping busy, and increasing yield on their investments. The editors constantly remind their readers that they can make these latter years their best by encouraging active participation of their mature subscribers in all areas of their life. This platform of the magazines is presented to this select group of persons in contrast to the view that aging is a period of decline and relative inactivity.

In order to add another dimension to the content analysis, an analysis of a national personal interview study was conducted in order to determine some quantitative determinants of the happy elderly. The survey data appeared relevant to our content analysis of specialty magazines for older persons, that is, Modern Maturity,

and 50 Plus. (formerly called Harvest Years, and Retirement Living) For this other indirect approach to the content of the two publications studied, an analysis was made of public opinion data on the subject of happiness among the elderly. Two age groups were identified for the analysis: those between the ages of 60 and 69 years, and persons over 70 years. Between 1972 and 1980, as part of a continuing General Social Survey, a sample of adults were interviewed in their homes by The National Opinion Research Center. (NORC) During these years, in waves, a total of 1725 persons between 60 and 69, and 1411 persons aged over 70 were interviewed. Total N on sample for these age groups was 3136.

The two groups themselves represent one of the variables. A second variable is the level of response, in three self report categories ranging from "very happy," to "pretty happy," to "not too happy." The third variable is a set of separate subcategories into which the respondents may be placed. Fifteen distinct variables have been selected to provide for the analysis of the data. These variables are: 1) Sex; 2) Race; 3) Class; 4) Degree of education;* 5) Marital status; 6) Happiness in marriage;* 7) Satisfaction with family;* 8) Religious preference; 9) Religiosity;* 10) Income;* 11) Satisfaction with financial situation; 12) Perception of family income status; 13) Health;* 14) Satisfaction with health;* and 15) Quality of life.*

* limited data, 1972-80 only, Question not asked every year.

Happiness, that ideal state-of-being pursued by philosophers, poets and ordinary people since the beginning of history, came under early scientific scrutiny in Reports on Happiness: A Pilot Study of Behavior Related to Mental Health by Norman Bradburn and David Caplovitz. This pioneering research into the universal concept of happiness was published in 1965 under the aegis of the National Opinion Research Center affiliated with the University of Chicago. Bradburn and Caplovitz examined how self-assessments of happiness were distributed throughout the social groupings of the American population, and how the public varied over time in its level of happiness. The researchers distinguish "happiness," as an over-all state that encompasses both good and bad times, from "pleasure" or "good moods," which are more ephemeral feelings that may be components of happiness. Unlike poets and philosophers, the scientists have not tried to define happiness, but rather to isolate factors associated with what people call happiness. Bradburn and Caplovitz assumed in their research that the "underlying dimension" of happiness, or subjective psychological well-being, can be meaningfully measured as existing to greater or lesser degrees in different individuals at different times. Their research design was guided by the belief that happiness is determined by and reflected in an individual's current life situation. All of the respondents recorded by Bradburn and Caplovitz assumed in their research that the "underlying di-

mension" of happiness, or subjective psychological well-being, can be meaningfully measured as existing to greater or lesser degrees in different individuals at different times. Their research design was guided by the belief that happiness is determined by and reflected in an individual's current life situation. All of the respondents recorded by Bradburn and Caplovitz were directly asked the following: "Taking all things together, how would you say things are these days? Would you say that you are very happy, pretty happy or not too happy?"

The same questions were asked in studies conducted for the National Data Program for the Social Sciences by the National Opinion Research Center between 1972 and 1982. Bi-variate analysis was used in the current study, to examine the data associating age with levels of perceived happiness, and tri-variate analysis was employed to relate the variables of age and happiness levels with the fifteen sociological groupings listed above. Responses to the general question of happiness levels among the elderly are presented in Table 10.1.

TABLE 10.1

	<u>HAPPY BY AGE</u>		
	<u>VERY HAPPY</u>	<u>PRETTY HAPPY</u>	<u>NOT TOO HAPPY</u>
60 - 69 yrs. (1725)	37%	49%	14%
70 + yrs. (1411)	38%	47%	14%

Table 10.1 suggests that age alone is not a statistically significant factor contributing to happiness. There is only

a slight difference as far as those respondents who reported they were "pretty happy" or "not too happy", and a difference of only one percentage point between the age groups for respondents who reported they were "very happy."

The results of tri-variate analysis involving the fifteen control categories under consideration both affirm and negate popular conceptions about older Americans. The issue of gender is considered in the following table.

TABLE 10.2

PROPORTION VERY HAPPY BY AGE BY SEX

	<u>MALES</u>	<u>FEMALES</u>
60 - 69 yrs.	38%(763)	36%(962)
70 + yrs.	42%(601)	36%(810)

It is evident that there is no significant difference between male and female respondents in their responses to this question. The males over 70 did log a six-point positive difference over female respondents in the same age group, but this result falls short of the ten-point differential often required as a minimum of statistical significance. The younger respondents between 60 and 69 years of age, manifested a mere two-point difference between male and female respondents.

Social scientists have noted that age tends to mute the traditionally assumed distinctions between the sexes. (Neugarten, 1968) Certainly these findings suggest that sex alone is not a determining factor in happiness in later years.

The issue of race as a controlling element is presented in Table 10.3.

TABLE 10.3

PROPORTION VERY HAPPY BY AGE BY RACE

	<u>WHITE</u>	<u>BLACK</u>
60 - 69 yrs.	38% (1541)	28% (178)
70 + yrs.	39% (1277)	31% (131)

These statistics focus on two general groupings: people of Caucasian heritage, mostly Europeans, colloquially referred to as "white," and people of African heritage, colloquially referred to as "black." The results are of some significance. Table 10.3 suggests a correlation between race and happiness in later years. In the younger age group, those respondents between 60 and 69 years of age, 38 percent of the "white" people stated they were very happy, but only 28 percent of the "black" respondents reported that they shared the same sentiments. This ten-percentage-point difference is statistically significant. The eight-percentage-point difference associated with the more mature respondents is not statistically significant but it does confirm the indication of a trend. Earlier studies of all age groups indicated that 36 percent of the whites and 22 percent of the blacks reported they were "very happy," but more significant was the data from the "not too happy" respondents which represented 21 percent of the black people, and only eight percent of the whites. (Loetterle, 1979)

Thus, race is a significant variable, and the impact of

American society on promoting unhappiness among its "black" members is evidenced, and this inequality for minority members persists throughout the life cycle. Elderly Blacks have endured a lifetime of prejudice that continues into old age. Its effects are modified by a lifetime of conditioning and coping with racist attitudes. The National Urban League coined the term "double jeopardy" to draw attention to individuals who were suffering from the combined disadvantage of racism and ageism. (1964) Another term "triple jeopardy" has been applied to describe the three forces affecting aged black women, namely racism, ageism, and sexism. Dowd and Bengtson's (1978) empirical testing of the double jeopardy hypothesis did not receive strong empirical support. Louis Harris (1975) in The Myth and Reality of Aging in America found support in his data of the double jeopardy for aged blacks, but also identified the special strengths of minority members who have aged successfully, i.e., social supports, religion, and family cohesiveness.

TABLE 10.4

	<u>PROPORTION VERY HAPPY BY AGE BY CLASS</u>			
	<u>LOWER</u>	<u>WORKING</u>	<u>MIDDLE</u>	<u>UPPER</u>
60-69 yrs.	30 (94)	34 (726)	42 (756)	46 (54)
70 + yrs.	21 (99)	35 (434)	42 (726)	44 (62)

Table 10.4 shows the "upper" class to be more happy than other social classes. It indicates that the higher a person's social class, generally associated with level of wealth, the happier

a person will tend to be in later years.

The educational degree attained by respondents provided further insight into the study of happiness and age. Table 10.5 presents the findings from respondents who were grouped into four general categories: 1) those who received less education than is normally required to receive a high school diploma; 2) high school graduates; 3) junior college graduates; 4) those who received a bachelors degree and 5) Graduate degree or greater certification of academic achievement.

TABLE 10.5

	<u>PROPORTION VERY HAPPY BY AGE BY DEGREE</u>				
	<u>LESS THAN HIGH SCHOOL</u>	<u>HIGH SCHOOL</u>	<u>JUNIOR COLLEGE ASSOCIATE DEGREE</u>	<u>BACHELORS DEGREE</u>	<u>GRAD- UATE DEG</u>
60-69 yrs.	35%(923)	38%(631)	69%(16)	51%(90)	42%(53)
70 + yrs.	36%(957)	43%(318)	53%(15)	43%(74)	45%(40)

Although those respondents who have achieved Associate College degree diplomas tend to stand out as the happiest on Table 10.5, the relatively small number of respondents in this category preclude the drawing of any significant statistical conclusions from this aspect of the data. The aging cohort under consideration did not have access to the quality of education currently available to even the otherwise impoverished. However, there is a slight hint from these figures to suggest that happiness among the elderly may be associated with higher education. For example, those respondents between 60 and 69 years of age who had received a college de-

gree reported in the majority that they were very happy (51 percent), compared to a happiness level of only 35 percent among those in the same age group who received less than a high school diploma. This 16 percentage-point difference implies that education may indeed contribute to happiness among seniors, but this indicator must be balanced against the evidence that the happiness level in the same age group does not increase, but actually declines to 42 percent among respondents in the higher educational category of having been awarded a graduate degree or better. Furthermore, all significant distinctions among respondents in terms of educational degrees becomes blurred in the 70-years-and-older category. The older the respondent, the less opportunity there has been for education in their background.

Marital status, as an area of inquiry, provides much sharper delineation of responses from the very happy elderly. Table 10.6 clearly indicates that the happiest senior citizens are those still blessed with a mate.

TABLE 10.6

PROPORTION VERY HAPPY BY AGE BY MARITAL STATUS

	<u>MARRIED</u>	<u>WIDOWED</u>	<u>DIVORCED</u>
60-69 yrs.	45% (1127)	22%(358)	19%(104)
70 + yrs.	49% (616)	28% (654)	43% (42)
	<u>SEPARATED</u>	<u>NEVER MARRIED</u>	
60-69 yrs.	21% (52)	27% (84)	
70+ yrs.	24% (21)	40% (78)	

Married older people tend to be happier than those who are widowed, divorced, separated, or who have never been married. In the 60-plus age group, eighteen percentage points separate the married from the never married. In the 70-plus group, this gap narrows to nine points, but remains noteworthy. Other comparisons bode even better for the benefits of having a mate in late life. Among married seniors, 45-percent reported that they were very happy in the 60-to-69 age range, but the same positive self-appraisal was forthcoming from only 22 percent of the widows and widowers in the same age group, 19 percent of the divorced, 21 percent of the separated, and 27 percent of those who were never married. The advantages of being married in one's golden years is also evident in the responses of those surveyed who were 70 years of age or older. Of this group, 49 percent of those married reported they were very happy, compared with 28 percent among the widowed, 43 percent of those divorced, 24 percent of those separated, and 40 percent of those who were never married. Bradburn and Caplovitz (1965) found that respondents who for whatever reason are not married are considerably less happy than those who are, and the current data strongly supports their conclusions.

TABLE 10.7

<u>PROPORTION VERY HAPPY BY AGE BY HAPPINESS IN MARRIAGE</u>			
	<u>VERY HAPPY</u>	<u>PRETTY HAPPY</u>	<u>NOT TOO HAPPY</u>
60-69 yrs.	62% (682)	13% (279)	9% (22)
70+ yrs.	63% (401)	20% (133)	- (8)

Table 10.7 offers a further clarification of the findings of Table 10.6. Those seniors who report they have a very happy marriage tend to report that life in general is very happy for them. In 1980, almost twice as many older men were married 78 percent men, 40 percent women. Over half of the older women were widows - 41 percent. (AARP, 1982)

Cherlin (1983) states that a "significant number of social scientists agree that the family's one remaining function in our highly technological society is to provide an emotional refuge." This concept is relevant to the matter under scrutiny in the next table, i.e., to what degree "satisfaction with family" figures in the life of very happy seniors.

TABLE 10.8

PROPORTION VERY HAPPY BY AGE BY SATISFACTION WITH FAMILY

	<u>A VERY GREAT DEAL</u>	<u>A GREAT DEAL</u>	<u>QUITE A BIT</u>	
60-69 yrs.	55% (544)	34% (451)	22%(132)	
70+ yrs.	56% (393)	37% (351)	26%(113)	
	<u>A FAIR AMOUNT</u>	<u>SOME</u>	<u>A LITTLE</u>	<u>NONE</u>
60-69yrs.	18% (84)	9%(43)	6% (32)	13% (31)
70+ yrs.	24% (92)	16%(43)	16% (25)	18% (39)

Respondents represented by Table 10.8 were asked how much satisfaction they derived from family life, and seven levels of response were provided, ranging from "A very great deal" to "None." The number is low in some of the response categories, but the range itself provides a panorama of response to this emotional issue. The overall and inevitable

implication is that most seniors surveyed take a great deal of satisfaction from their family lives.

The matters of religious preference and religiosity (measured in frequency of attendance at religious services) are examined in Tables 10.9 and 10.10.

TABLE 10.9

PROPORTION VERY HAPPY BY AGE BY RELIGION

	<u>PROTESTANT</u>	<u>CATHOLIC</u>	<u>JEWISH</u>
60-69yrs.	39% (1224)	33% (386)	22% (54)
70+ yrs.	41% (1051)	34% (266)	29% (42)

TABLE 10.10

PROPORTION VERY HAPPY BY AGE BY RELIGIOSITY

	<u>NEVER ATTENDS</u>	<u>ATTENDS LESS THAN ONCE A YEAR</u>	<u>ONCE A YEAR</u>	<u>SEVERAL TIMES A YEAR</u>
60-69yrs.	29%(177)	33% (132)	27%(176)	33% (241)
70+ yrs.	31%(189)	28% (86)	38%(121)	35% (147)

	<u>ATTENDS ONCE A MONTH</u>	<u>2-3 TIMES A MONTH</u>	<u>NEARLY WEEKLY</u>	<u>WEEKLY</u>
60-69yrs.	30%(115)	45% (136)	40%(124)	42% (473)
70+ yrs.	31%(80)	43% (110)	42%(125)	41% (416)

These findings indicate that people who identify with the Protestant faith(s) report that they are most happy in later life, and those who identify with the Jewish faith tend to report being the "least happy" of the very happiest senior citizens, with Catholics falling generally in between the two other groups. Religiosity, quantified into frequency of attendance at religious services, is apparently asso-

ciated with happiness among the respondents. The indication is that those who practice religion in their later years tend to report that they are happier than their peers, and that such responses tend to increase with increased frequency of attendance at religious services.

Going from the spiritual to the material, the influence of income is examined in Table 10.11.

TABLE 10.11

PROPORTION VERY HAPPY BY AGE BY INCOME

	<u>\$1-5,999</u>	<u>\$6,000-14,999</u>	<u>\$15-19,999</u>	<u>\$20,000 plus</u>
60-69yrs.	31%(473)	38% (452)	40% (112)	58% (166)
70+ yrs.	35%(548)	46% (283)	54% (34)	51% (51)

The clear implication of this data is that higher income is associated with greater happiness as one advances in the life cycle.

A further insight into the importance of economics in the perceived happiness of people over 60 (and over 70) is provided in the following two tables, one studying how well respondents report they are satisfied with their financial situations, and the other examining perceived income status by posing the question: "Compared with American families in general, would you say your family income is 1) far below average, 2) below average, 3) average, 4) above average, or 5) far above average?" Both sets of results reflect on the importance of economic security to the happiness of the elderly.

TABLE 10.12

PROPORTION VERY HAPPY BY AGE BY SATISFACTION WITH
FINANCIAL SITUATION

	<u>PRETTY WELL SATISFIED</u>	<u>MORE OR LESS SATISFIED</u>	<u>NOT SATISFIED</u>
60-69 yrs.	51% (676)	31% (733)	22% (311)
70+yrs.	49% (638)	32% (564)	23% (199)

TABLE 10.13

PROPORTION VERY HAPPY BY AGE BY PERCEPTION OF
FAMILY INCOME STATUS

	<u>FAR BELOW AVERAGE</u>	<u>BELOW AVERAGE</u>	<u>AVERAGE</u>	<u>ABOVE AVERAGE</u>	<u>FAR ABOVE AVERAGE</u>
60-69yrs.	26%(102)	31%(491)	40%(895)	47%(207)	50 (14)
70+yrs.	19%(63)	32%(410)	42%(777)	54%(122)	18%(11)

In Table 10.12 we see further evidence that satisfaction with one's financial situation is associated with happiness among the elderly. In the 60-69 year old group, there is a 29-percentage-point difference between the two ends of the survey spectrum, from those who consider themselves "pretty well satisfied" with their financial situation, and those who state they are "not satisfied" with the same. Of similar statistical significance is the 26-percentage-point range found among those who are 70 years or older. Thus, we see increased satisfaction is associated with higher income, dissatisfaction is associated with having less money, and, in either case, such satisfaction is directly related to happiness in older age.

Table 10.13 above, takes a different approach to the

same subject by reporting how the manner in which rich or poor people think they are relates to happiness and age. In Table 10.13, we see that those who think their families are well off financially are happier than those who think their families are poor. There is a 21-percentage-point difference, a very significant statistical finding, between those respondents who feel their family income is "far below average" and those who feel their family income is "above average," in the 60-to-69 age group. There is an even greater range, 24 percentage points, between the categories of "far below average" and "far above average," but the numerical sampling in the latter category is clearly too small to support any significant statistical conclusions. An even smaller sampling is the same reason that the "far above average" category has been discounted in considering the responses from the 70-plus grouping. In the older age group, a solid 35 percentage points separate respondents who believe their family income is "far below average" and those who reportedly felt that such income was "above average," evidently associating happiness in later years with perception of high family income.

Health, not wealth, may be an even more important factor in the happiness of older people, as indicated by the following survey table.

TABLE 10.14 PROPORTION VERY HAPPY BY AGE BY HEALTH

	<u>EXCELLENT</u>	<u>GOOD</u>	<u>FAIR</u>	<u>POOR</u>
60-69yrs.	62% (239)	40%(491)	31%(446)	21%(191)
70+ yrs.	64% (174)	43%(374)	30%(343)	18%(166)

There is a significant finding of a 41-percentage-point divergence between the respondents who report having excellent health and those who report having poor health. This table confirms that perception of good health is apparently equated with being very happy. Indeed Harris (1976) reported that health was the most significant variable affecting the well being of the older person, and that this level of physical health was directly related to his or her level of morale. As crosstabulating the NORC data now under scrutiny demonstrates, health seems to be the strongest predictor of life satisfaction among older persons. The same concerns are approached from another angle in the statistics included in Table 10.15, which reports on how the satisfaction one feels with one's health impinges on the happiness of the elderly.

TABLE 10.15

	<u>PROPORTION VERY HAPPY BY AGE BY SATISFACTION WITH HEALTH</u>						
	<u>A VERY GREAT DEAL</u>	<u>A GREAT DEAL</u>	<u>QUITE A BIT</u>	<u>A FAIR AMOUNT</u>	<u>SOME</u>	<u>A LITTLE</u>	<u>NONE</u>
60-69 yrs.	62%(273)	45%(384)	25%(163)	32%(271)	17%(79)	19%(98)	18%(55)
70+ yrs.	62%(180)	50%(298)	36%(160)	31%(219)	23%(82)	20%(75)	7%(56)

These findings further indicate that satisfaction with one's health and physical condition is associated with the happiness of the respondents. In the 60-to-69 age group, there is a 44-percentage-point difference between those who report that they are enjoying a great deal of satisfaction with

their health, and those who state they enjoy "none."
In the 70-years-and-older group, 55 percentage points separate those who report "a very great deal" of satisfaction with their health and physical condition and those who report no satisfaction. These responses again underline the significance of good health to perception of happiness in advanced age.

The quality of life itself is considered as an overriding factor in Table 10.16, which seeks to gauge how happiness and age are related to one's view of life in general. Respondents were asked to evaluate the quality of their lives as "exciting," "routine," or "dull," and the results were crosstabulated with the variables of age and happiness.

TABLE 10.16

PROPORTION VERY HAPPY BY QUALITY OF LIFE BY AGE

	<u>EXCITING</u>	<u>ROUTINE</u>	<u>DULL</u>
60-69 yrs.	54% (366)	32% (521)	12% (66)
70 + yrs.	58% (267)	34% (393)	12% (76)

There is a 42-percentage-point difference between the very happy who find life "exciting" and the respondents who find it "dull" in the 60-69 age group, and there is a 46-percentage-point difference, in the 70-and-over age group. There are 22 percentage points between the "routine" and "exciting" categories for respondents in the 60-plus group, and a comparable 24-point difference for the 70-plus group. It appears that the perception of life

as being still filled with wonder and growth in the later years contributes to a positive aging experience. In summary, these public opinion data tend to support the hypothesis that aging intensifies one's lifetime assets and liabilities. Having adequate resources and supports including good health, freedom from economic deprivation and, perhaps most significantly, the lifelines of love and companionship, all this seems to contribute in a meaningful way towards helping older people stay happy, and towards insuring that the older years are indeed the golden years.

The data from the NORC survey tend to identify the variables which correlate with happiness and successful aging, and reiterate the desirability of being white, rich, upper class, Protestant and an active churchgoer, possessing good health and being married.

The NORC data supports the conclusions of the 1980 senior survey Aging in America: Trials and Triumphs, conducted by Research and Forecasts, and sponsored by Americana Healthcare Corporation. (1980) This unique national telephone survey of the mainstreamed elderly, and not the institutionalized aged, attempted to explore the subjective views, and objective realities of the sixty plus population. The Americana Healthcare study examined attitudes and reported behavior, physical activity, patterns of socialization, sense of optimism, sense of financial stress, self-perceived health, frequency of religious attendance, and other attitudinal characteristics.

Its classification of successful agers called "enjoyers" who manage to master all the difficulties that come with aging, report good to excellent health, and have assets of \$26,000, and have companionship." (1980:17), appears to be the prototype of the very happy elderly and their characteristics as found in the NORC survey.

The specialty magazines for older persons are socializing their readers into the activity approach to successful aging by the large amount of editorial attention devoted to leisure activities, volunteer programs, part-time employment, and many informational aspects of retirement and aging. This is the very same message that the very happy elderly in the NORC survey communicate of finding life exciting via activity. Being busy with all the many varied activities of life is definitely the editorial tone of these two specialty magazines, Modern Maturity, and 50 Plus.

Despite the fact that we are comparing the data from two different methodologies for conducting research in the social sciences, there is an overlap between the conclusions arrived at from studying the media-projected images of aging via content analysis, and the characteristics of the very happy elderly via analysis of data from the respondents in the NORC survey.

Chronological age itself is not a significant variable contributing toward happiness in the elderly.(NORC,1972-80) The editorial message within these specialty magazines for older persons indicates that aging is essentially a conti-

nuity of previously established patterns, and the reader is constantly being reinforced toward the positive aspects of aging, to counter the tremendous negative societal fear of growing older in our American society.

In addition, the mature reader is repeatedly advised of the necessity of preparing for his or her latter years, and to view this period as a time of growth, new beginnings, and as an active time in one's life. In every aspect of one's life, the reader is encouraged to stay optimistic, alert, informed, responsible, and to reach out for every growth experience that will allow the older person much expansiveness and productivity in these, their later years. Indeed, we note that the characteristics of the happy elderly in the NORC survey are addressing these same attributes which contribute towards their sense of perceived well-being. They are healthy, active, wealthy, religious, satisfied with their family life, and are connected to important significant others, and represent the white majority.

With the greater increase in the proportion of elderly expected in the future, we can utilize the data from these two methodologies to assist in providing a more just and equitable allocation of resources to all members of the aging sector, particularly minority elderly, and thus ensure a happier group of elderly Americans in the future.

CHAPTER ELEVEN

SUMMARY AND IMPLICATIONS OF STUDY

This content analysis of specialty magazines for older persons, Modern Maturity and 50 Plus, can help to clarify the ways in which the print media are socializing them into a more positive and active lifestyle in their later years. This is the first study concerning itself with specialty magazines for the mature audience. Content analysis was selected as the methodology because "the extent to which the media do in fact portray positive or negative images of older persons can be assessed only through scientific content analysis of the media, and not through opinion research." (Harris, 1975)

The magazines selected were decided upon after reviewing all the senior publications. Mature Years is probably the oldest, but the editorial policy is dominated by the Methodist Church, and an entire half of the magazine is devoted to Bible study. For these reasons, it was decided not to use the magazine in this study. The Journal of Lifetime Living, was incorporated in 1960 in Modern Maturity, and was not relevant for this study since the merger. Modern Maturity, and 50 Plus (formerly Harvest Years, and Retirement Living), were selected because they were the only two magazines with a long term legacy of socializing the older reader through the print media.

The print medium is the oldest form of the modern types of mass communication. The print medium involves a

more active, creative participation on the part of the reader, than the audience of the other forms of the mass media. Such creative participation is theorized by some researchers to be "persuasively advantageous." (Klapper, 1960) It is a premise of this study that these magazines are socializing the older reader into positive images of aging. Berelson and Janowitz (1953) suggested that specialty magazines are a potent force for attracting readers to change. There is much controversy in the literature about the role of the mass media and whether they change norms or maintain the status quo. The increase in readership over the years in these specialty magazines for older persons suggests that the subscribers are interested in the message of these periodicals, and want to become more fully socialized into the positive, active and successful aspects of aging. No other form of mass communications has consistently socialized the older person in this direction, and for such a long period of time.

Chinoy (1961) indicates that "in contemporary society, the mass media also contribute to the socialization of the adult. "Magazines are one form of the mass media, and their "in-depth reportage and diversity of information provide a historical catalogue of American life." (Johnston, David, 1979) Modern Maturity and 50 Plus are a unique, continuous record of socialization into the role of the older person. Their long publishing history reflects the change in the image of the elderly. By examining the role of the older person as de-

picted by these specialty magazines, we can gain insight into the way older people perceive themselves in the mass media.

Today's elderly are living longer, are healthy, and tend to look younger than their chronological years. Unfortunately, they had few role models in their day of positive successful agers in the TV media situation shows. This task is taken on by these specialty magazines in order that the older readers may be more influenced by positive role models toward the task of socialization toward a broadening aging experience. These magazines, of course, only represent a small aspect of socialization into this role, but nevertheless can be a significant influence if the communication process is optimal. This study is concerned with the 85 percent of the elderly who are considered fairly healthy, active and mobile, and not with the infirm elderly who represent only a small percent of the total aged population.

Since the "mass media tend to reflect the social systems in which they exist," (Riley and Riley, 1965) then the portrayal of the older person in these magazines may represent the position and status of the older person in the United States, or at the very least, the way the older person would prefer to be depicted by the mass media. This research study is significant because it has identified the ways and extent to which the mass media, particularly

magazines geared to the mature audience, in their editorial platform and advertisements, mold, reflect or resist typical attitudes toward the latter stage of life and aging in general. Specialty magazines for the older person are a unique continuous record of the mature audience in terms of market and content over time. Magazines which cater to the elderly demonstrate variations and changes in the way the media portray the older person. With the gray-ing of America, all research on aging becomes important, as it contributes to our understanding of the many aspects of the elderly.

The essence of the spirit of this study is well encapsulated in this philosophical statement by George Schulerberg, former president of the AARP, which appeared in the September, 1968 issue of Modern Maturity which states:

"We shall seek in this drive to establish :The New Image of Aging" in the hearts and minds of the elderly. We will be continuing to dispel an inferiority complex in old people and to establish a positive outlook upon life.

Our objective will be to stress independence, dignity, and purpose for the individual. As Emerson said "Every time is a good time to live in, if we know what to do with it."
(p. 4)

This content analysis of specialty magazines for older persons consisted of examining the following two magazines, Modern Maturity and 50 Plus (formerly Harvest Years, and Re-

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tirement Living) utilizing the following twelve identified categories: Leisure; Realities of Aging; Retirement; Daily Living; Health; Economics; Volunteer-Civic or Part Time Work or Second Careers; Residential Patterns; Value Orientation; Family; Coping Mechanisms; and Religion. These twelve categories listed here are in accordance with the frequency distribution from the greatest to the least amount of editorial attention.

The magazines were reviewed by two readers to ensure reliability, and coded on classificatory sheets in which only one rating was afforded each magazine article, picture, or advertisement. The raw numbers were converted to percentages for each of the magazines divided within six different time periods. In addition, a composite percentage score was arrived at for each of the twelve categories, and each of the subcategories. The advertisements were analyzed for one year period only just to sense the pulse of the ads for the mature market. Advertisements did not start until 1980 in Modern Maturity, and only to offset the high cost of printing as they are a not-for-profit corporation. The data demonstrated that one old gray market is not what it used to be.

In order to add another dimension to this study, public opinion poll data was utilized (NORC, 1972-82) in order to identify some quantitative determinants of the very happy elderly. This data supports good health, activity, marriage and high SES variables as concomitants

to happiness among older people; but age itself is not a significant variable. The biggest finding was the disparate scores on happiness between white and black elderly and reinforces the double jeopardy hypothesis of minority aging in American life.

According to the Publishers Information Bureau, the magazine industry in the U.S.A. earned \$3.2 billion in 1981. There are over 10,000 magazines in the United States, and Modern Maturity is considered the fourth largest magazine in the country today. It is projected that one issue of Modern Maturity reaches 20 million adults 50 and over, for a penetration level of 30 percent of all adults over the age of 50. (Janiello, 1982) When we look at the numbers alone, and the magnitude of the audience, we can readily see the kind of impact that specialty magazines can potentially have on the image of aging and affect the aging experience in its socialization of the mature reader. Magazines may be viewed as the "voice of its sponsor with a message, a point of view, or a program to promote among its readers." (Ferguson, 1976)

Potter (1954) states that "it is impossible to speak about socialization for any role without understanding the influence of advertising and the media on it." Berman (1981) advances the thesis that "the role of advertising has been to mediate between technology and the marketplace." Advertising is an institution in the United States which engineers many trends, but its attractiveness toward the mature

buyers tends to be slow. However, with the increase in the over 50 population, we shall see dramatic advertising shifts in the future. This change will occur in the attraction to the mature market because "the over 50 age group have the highest discretionary incomes having met all their financial obligations." (Dougherty, 1979)

The methodology of content analysis has its limitations, expressed by one group of researchers: "A content analysis study, by its nature, is unlikely to have dramatic or pointed findings." (Winick, et.al. 1973)

The category leisure ranked first in editorial attention, and represented 30 percent of the total sample within these specialty magazines for older persons. Thus one can assume that these magazines are socializing their readers into different aspects of leisure time activities. Modern Maturity is a forerunner here, and allocated more editorial attention to entertainment than 50 Plus, which devoted the most attention to reading for enjoyment and education. Modern Maturity started the trend of including positive role models of aging by including stories of successful agers who were familiar to the readers. 50 Plus "caught on" when it began a regular column called 50 Plus Personalities. Every issue of these magazines included biographical sketches of famous people. In addition, much attention was devoted to the pleasure of travel and hobbies.

Within the leisure category, attention is paid to other mass media such as, television and the films. In ad-

dition, there has been a slight increase over time in the editorial attention in both magazines towards constructive uses of leisure time, such as, the expanding Elderhostel and various forms of adult education. The average retired person has about forty thousand hours of their lifetime left of leisure time availability. Thus, these magazines present this heterogeneous group of readers with a variety of options to occupy their leisure time.

The Realities of Aging category ranked second in editorial attention over time and represented 18 percent of the total sample. These magazines appear to endorse the Activity Theory of Aging, and to persuade readers to adopt it as their own. The overall thrust of the magazines' editorial platform is to encourage the reader to keep active, and live life to the fullest.

Within this category, the subcategory "Inquiries and Letters to the editor" received the most attention. This represents an effort to involve the reader with the editorial staff, and also provides answers to different questions which are of high interest to older persons. In addition, this is an effective way of providing the editorial staff with feedback as to the readers satisfaction or dissatisfaction with the magazine. Magazines, in order to survive, must meet their readers needs or they will cease to exist in the market economy.

Again, we see the utilization of role models within the subcategory "reminiscing." The incorporation of 50 Plus

Personalities as a regular column institutionalized a regular reference group for the mature audience. McQuail (1969) states that the mass media socialize adults by offering them "models of behavior, social roles, and vicarious experiences of novel situations, and assists other to adjust to the expectations of others."

In addition, this category "realities of aging," socializes the adult subscribers to participate in senior organizations, and to become more politically active. These magazines endorse the concept of "senior power." Both of these magazines familiarize the readers with the noted pioneers and researchers in gerontology who have contributed to improving the quality of life for the aged in the United States. Harvest Years in 1961 initially adopted the regular monthly feature "Who's Who in the Field of Aging."

The category "retirement" ranked third in editorial attention and represented 12 percent of the total sample. This editorial thrust dealt with helping the reader become better informed on all aspects of retirement. Almost half the magazine articles were devoted to information from government or the private sector, which instructed the reader on all the vital issues of retirement. Again, we see 14 percent of the editorial attention devoted to current successful agers (Role Models) in retirement. These active, alert, seemingly happy seniors appeared to be enjoying their golden years.

Compared with younger people, older persons are more at

risk for serious illness and they devote 13 percent of the editorial attention to the subcategory "medical or group life insurance." By socializing the reader to be prepared in case of catastrophic illness by adequate insurance coverage, they prevent the elderly from excessive hardship. Medicare leaves a lot to be desired as effective coverage for the elderly, and requires a large amount of out of pocket expenditures. Greater emphasis is given now to legal services for the elderly in these magazines. Many lawyers today are specializing in retirement law to deal with the unique problems of the elderly.

The category "daily living" ranked fourth in editorial attention, and represented 10 percent of the total sample in this study. This category socialized the readers into the everyday aspects of life, and appeared to correlate well with the media profile of the subscriber. The readers were given substantial information on the resources necessary for effective living, such as food; consumer protection; grooming, and fashion; advice and suggestions for coping with daily living; household maintenance, and car safety. The message involved much resocialization in these areas to acquire more adaptive strategies for coping with life successfully.

The category "health" ranked fifth in editorial attention and represented seven percent of the total sample. The focus of attention was on cueing readers into taking a more active role in their health maintenance and preservation.

The subcategory "health hints" received 30 percent of the editorial focus. Many older persons are afflicted with chronic illness, and it is crucial that they take responsibility for maintaining their level of wellness in order to minimize symptoms and prevent other complications. Again, the trend here appears to capitalize on the healthy aged rather than the infirm, who are better role models for the readers.

The category "economics" ranked sixth in editorial attention, and represented six percent of the total sample within this study. The focus of the editorial attention was on investments IRS tax deductions and senior tax relief, social security, and tips on savings. The readers were directed into ways to save money, and increase their capital. 50 Plus (formerly Harvest Years, and Retirement Living) devoted more attention to this subject possibly because of their more affluent subscribers.

The category "volunteer - civic or part time work or second careers:" ranked seventh in editorial attention and represented four percent of the total sample. Interestingly, the focus here was not on retirement from work, but the bulk of the articles were devoted to: occupation, opportunities for employment, and full time second careers. The magazine articles also socialize the readers into the diverse types of volunteer activities people may want to pursue. Again, the magazine is directing attention to the small number of older persons who want to continue to pursue various occu-

pational endeavors because work is meaningful to them, and they may need the outlet and financial reward.

The category "residential patterns" ranked eight in editorial attention within the study, but only represented three percent of the total sample. The editorial attention was directed to the few readers, more typical of 50 Plus subscribers, who decide to relocate upon retirement. Housing and consumer protection in purchasing homes was the next highest subcategories. Over eighty percent of the subscribers of both magazines own their own home mortgage-free, however, some may want to purchase smaller homes or different types of housing units now that their families have left. Considerable editorial attention is also given to mobile homes, trailers, and other types of housing.

The category "value orientation" received only three percent of the total sample within this study. Among the more subtle and controversial aspects of aging, we sought to determine the degree of any attempt to socialize the readers into other aging groups in lieu of the white majority. There was editorial attention to the Hispanic and Black elderly particularly in Modern Maturity which has a multi-ethnic orientation. 50 Plus's satirical monthly column on politics identified those congressional members who effectively helped the aged, and those who did not. The subcategory "current, future versus past orientation" received the highest percent of editorial attention. This aspect encouraged the readers to live in the here and now,

and endorsed a more active lifestyle for seniors. Interestingly, articles on older women received slightly more editorial attention than older men. This is a realistic portrayal because there are indeed more aging women in the population, in contrast to the electronic media in which the situation is reversed, thus contributing to stereotypes and inaccuracies.

The category "coping mechanisms" ranked tenth in editorial attention and represented three percent of the total sample. There is an increase in editorial attention devoted to this category, and communication and coping behaviors received the largest number of magazine articles allotted to these subcategories. When we consider that 25 years ago, coping was not a term part of common parlance, this is a big change. In this category, the older reader is focused on the vital role that communication plays in their life and its absolute necessity for improving the quality of their interpersonal relationships with others. These magazines, by endorsing the Activity Theory of Aging, realize that older persons that stay active and communicate with others have a higher morale and satisfaction level in their life.

The category "family" received three percent of the total sample within this study and ranked eleventh in editorial attention. The thrust of the magazine articles was on encouraging all types of intergenerational relationships, especially ties with the grandchildren. These magazines, in

accord with their approach to the active and independent life style they advocate for their readers, did not socialize their readers into becoming overly dependent on their family. This is reflected in the dearth of magazine articles on old people and their family. Some research suggests that families prefer the intimacy of distance and this is the media message within these specialty magazines. There are some articles on family relationships, e.g., relationship with spouse, parents, etc. However, in this healthy part of their aging years, the relationship is different than when illness intervenes, and the family is called upon to help the older person. In general, the elderly are not abandoned by their children, as is evident with only five percent who are institutionalized.

The category "religion" ranked last of the twelve categories and represented two percent of the total sample. However, the trend in American magazines is toward specialization, and any magazine with a religious orientation usually has that as its primary theme. Specialty magazines are either religious or secular, but these interests are seldom combined. The only exception is the magazine Mature Years directed toward older members of the Methodist religion. The theory and practice of separation of church and state is evident in the publishing field. Even though religion received the least amount of editorial attention, we see many spiritual and poetic approaches to the positive views of aging, especially in Modern Maturity. The dynamic approach of Dr. Ethel Percy Andrus to the positive side of

aging is imbued within her editorial and philosophical exhortations about aging. She was certainly a visionary, and in 1983, the AARP celebrated the twenty-fifth anniversary of its founding based on the idealistic and humanistic concerns of Dr. Andrus's efforts to promulgate her philosophy that "age is a victory, not a defeat." The subcategory "understanding the faith of our times" received the largest amount of editorial attention within the category of religion in this study. Religiosity is associated with higher levels of happiness and well being among the aged.

Contrary to expectations, little change was observed over time in the magazine's editorial platform. The most dramatic changes in the portrayal of the older person were found in comparing the pictorial representations from the earliest days of these publications to the current issues. It was not possible to document this change objectively because the recent advances in printing have completely automated the craft, and technological changes in color photography alone could account for the more vivid and positive presentations and illustrations of the elderly in these magazines.

Within these specialty magazines for older persons, constancy in editorial attention over the years was in the areas of leisure activities, use of role models, organizations and associations for older persons, informational aspects of aging, political advocacy, letters and inquiries to the editors, inspirational verses and the positive side

of aging. The areas which showed some changes in these senior periodicals are legal and consumer services, communication and coping behaviors, attention to minority aging, change in age norms of the subscriber from 65 to 50, utilization of other mass media, health education, self help efforts, intergenerational relationships, and attention to grooming and appearance. It is suggested that future issues of these magazines give more editorial attention to minority aging, sexuality in later life, book reviews, the womens movements, and tackling the variables associated with the shorter life expectancy among men.

In most of the categories in the second time period in both magazines, that is, "Modern Maturity," 1968; Retirement Living, 1972; there was either an abrupt increase or decrease during the period of analysis. Interestingly, the findings for the first and third time period, that is, Modern Maturity, 1958 and 1980; Harvest Years, 1961; 50 Plus, 1978; yield somewhat similar results in the analysis of the editorial profile of the magazines. In the case of Magazine I, the untimely 1967 death of Dr. Ethel Percy Andrus, the founding editor of Modern Maturity, caused much organizational change which could account for the curvilinear changes during the 1968 or second time period. One could speculate that for Magazine II, (50 Plus), the curvilinear results are due to sharp changes in editorial policy due to changes in the magazine's title and editorial reorientation.

Why was there relatively little difference within the

twelve categories of content? Perhaps the editors of the senior publications had the right idea in the beginning, even though they were "exploring virgin territory," (Gorkin, J., 1982), and experimenting with different editorial approaches. After evaluating the changes, they decided to go back to their original editorial scheme. This strategy was successful, judging from the increase in circulation in both magazines. Thus, these magazines have always been trendsetters, and even as fledglings were socializing older persons into more upbeat and positive images of aging. The elderly, themselves, have been slow to reflect such innovative ideas until recently. One of the former editors indicated that "as far as humanly possible, there has been constancy in editorial decisions over time." (Pryor, 1982)

Specialty magazines geared toward a particular audience often play a direct socializing role because they are read for information and guidance by those entering a new status and they provide images by which to measure our lives. (Bahn, 1979) These magazines have now tried to attract a younger age group as part of their strategy to increase their audience. By doing so, they are providing a form of anticipatory socialization for the upcoming new cohorts of elderly people. Janowitz (1978) indicated that the media provide a "flow of materials which fashion normative standards and which implant a picture of social reality."

It is my finding that older people who are happy, and making the most of their aging experience are those who

read these magazines for the older adult. They refuse to accept society's label that once you age, you fade into ennui, futility, and fall into the role of sedentary senior citizens. Rather, they are alive and full of vibrancy and optimism. They are fully engaged in activities that commensurate with their talents, interests and capacities. They refuse to be stigmatized by the impact of chronological age, rather they see that each period in one's life has its own unique fulfillments.

They subscribe to these magazines because it helps them to become further socialized into positive norms of aging, and reinforces upbeat trends that direct the older reader to enjoy this period of their life. In retrospect, these magazines have taken on quite a significant task in socializing older people into positive views of aging, while other overwhelming forces erode older persons' utility, and even have them question their mere survival and worth. Many of us are imbued with the stern Protestant ethic, and feel that if we are not working, we have little utility. This obvious illusion only encourages others to exploit our latter years. Only if we are not a burden, ask for nothing, and serve others, and look young, will we get any respect from our younger peers. Is this justice or are we deluding ourselves? Are not the same norms, values and roles continuous throughout the life cycle? But why, if it's a stage we will all reach, have we afforded old age a deviant status? How maligned our minds have become as we arrive

at Orwell's 1984!

As Dr. Andrus stated "Aging is not just a problem; it represents a real and thrilling challenge. It is one thing to recognize that older people represent the nation's greatest single human resource available, and it is quite another to do something about it."

Once the concept of women voting seemed impossible, even absurd, to much of the world. Now it's hard to imagine a time when people were so sexist. Similarly, the barriers of ageism will doubtlessly recede before the advances of consciousness and to paraphrase the poet, William Blake, "Children of a future age, reading this indignant page, will know that, in a former time, age, sweet age, was thought to be almost a crime!"

POLICY IMPLICATIONS OF THIS STUDY

As aging is essentially a continuity of previously established patterns, the initiation of socialization for aging in the primary grades, and the fostering of all types of intergenerational relationships among young and old would appear to be goals both desirable and attainable. The Gray Panther Media Watch Committee has been very active in mitigating ageism in the media living up to a commitment that should be commended and continued. Perhaps, more particularly, the Media Watch Committee and the Gray Panthers in its wider organization should bring the concerns of age egalitarians to the attention of the advertising industry. Capitalizing on the idea of positive role models as a requisite for successful aging should be encouraged. Associations concerned with the aged should become more involved with the poor and minority aged in order to promote a more equitable and just aging experience for all older Americans. Government should be of assistance by passing legislation which will provide reimbursement for home health services, and by providing seniors with more free health maintenance and treatment services. Inequities which have persisted throughout life must be alleviated somewhat for those in their older years. All the contents of these precedent-setting magazines, Modern Maturity and 50 Plus should be available in all accessible modalities to reach not only the healthy aged but the visually impaired,

the sick, and the otherwise infirm elderly and all other aging individuals with special needs and desires, and thereby promoting socialization to enable this period of one's life to take on more positive aspects, and crowning life itself not with a shadow but with the glory.

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