



## Analysis of Stereotypes Associated with Older Persons in Bulawayo, Zimbabwe (Paperback)

By Marks Chitaka

GRIN Publishing, United States, 2016. Paperback. Condition: New. 1. Auflage.. Language: English . Brand New Book. Bachelor Thesis from the year 2008 in the subject Psychology - Social Psychology, grade: 2,1, Zimbabwe Open University (Zimbabwe Open University), course: Psychology, language: English, abstract: The purpose of this research was to critically analyze some of the stereotypes that affect older persons and expose all the damaging myths that are associated with old age. The selected negative stereotypes will be looked at in a view to create a positive attitude towards late adulthood within society. It is important to examine the prevailing stereotypes regarding older persons. Although some of these are positive and others negative, the former tend to be in the minority. The negative stereotypes give rise to ageism, a process of systematic stereotyping and discrimination against people because they are old, just as racism and sexism can accomplish with skin colour and gender. It allows the younger generations to see older people as different from themselves and as a result cease to see their elders as human beings. It is the reason why many people find it difficult to deal with growing old and put off coming to terms with retirement,...



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