

# DISCOURSES ON OLDER PEOPLE: THEMES OF SOCIAL INCLUSION

Lydia Lehoczka

**Abstract---** *The paper contains both theoretical and empirical reflection on the problems in older people. It also addresses the issue of socially inclusive society, and the benefits of media for social inclusion and its representation in educational practice, because the study also presents the results of an analysis of the problems in older people and media images of older people which were broadcast in the TV news in Slovakia from February to April 2017.*

**Keywords---** *Older people. Active ageing. Social inclusion. Respect for older people in the traditional Roma culture.*

---

## I. THEORETICAL BACKGROUND

In Slovakia, there are more than 900 thousand citizens aged 60 years and older, which is 17% of the population. An increasing age brings multiple problems of the health and social character for the elderly. Health problems, social isolation, their stereotyping, etc. are the causes of gradual resignation, a loss of self-care, and leaving the active ageing philosophy. Quality of life in the elderly population has become a current issue not only for Slovakia, but also for all V4 countries, and other countries in Europe and the world. "In 2006, there were 650 million people older than 60 years in the world; in 2025 there will be twice as many and in 2050 there will be two billions of them. In Europe, in this year, there will be twice as many people over the age of 65 as there are in the present, and the most rapidly increasing segment will include very old people, i.e. those over the age of 80" (all citations are translated by the study author).

In the present, in Slovakia there is the National Programme for Active Ageing for 2014-2020 which does not define population ageing into the future primarily as a threat but as an opportunity of individual societies to achieve higher levels of their development, cohesion, and intergenerational sustainability. The conditions to use such an opportunity are approaching the issue of active ageing promotion as a public interest, and formulation of targeted support policies in this area.

The institutions that are active in the public interest and can become disseminators of the philosophy of active ageing and quality of life in the elderly include also television media.

### 1 Brief theoretical discourse about mass media communication in the form of television news programmes

News programmes should reflect current problems of all areas of social life and all social groups. "Media determine which aspects of social and political life get into attention and which remain out of it, are an important phenomenon in defining social problems and an important variable in the processes of a social change. Based on the journalistic selection and analysis of the information, recipients create an image of the world".

Daily news work is demanding for management of professional level of processing the presented information. The benefit is the fact if the analytical form and presentation of problems in broader relationships are preferred, and not the preference of events, particularly the ones that are expressive and "attractive" for viewers.

The daily news programmes are described as a system of routinely produced and received, and strongly formalized texts (in an established form, its structure and means of expression). At the time of broadcasting the news programmes, people give up other activities to be able to watch them, and they become a background for many other communication acts (e.g. people's discussions about what was on the news, publicistic analyses of current events) and social action in general (e.g. recalling the public officials, changes in consumer behaviour, etc.); thus, they have also individual emotional impression, and multiple social consequences.

In the relationship to research in the area of television news programmes in Slovakia, we find these methodological recommendations, or rather, theoretical backgrounds: so far, research on television news in Slovakia has focused particularly on the text, genre characteristics of the news programmes production (linguistics, theory of journalistic genres). Furthermore, there were conditions of adequate reception of the news programmes (with the use of the theory of journalism with the help of knowledge of the linguistic sub- and inter-disciplines), or the focus on the news programmes content (sociological approaches, particularly in applied research, such as monitoring of the news programmes). In the 1980s, under the label of television news programmes as a “specific type of the cultural discourse”, it was dealt with by many theorists and researchers, and also in the broader reflexion of society and journalism in the media.

## **2 universal aspects of medial presentation of the issues of the elderly and perceptions of the elderly**

People should not avoid social activities either in old age, in their post-productive life stage. The elderly in retirement age lose a whole range of social roles. A potential threat of their social isolation becomes a risk.<sup>1</sup> Therefore, it is important to ensure continuity of their social contacts and relationships also after their retirement. The elderly should have possibilities to practise their social and personal leisure time activities. In this life stage, their life experience should be appreciated and ageing should not be perceived as something negative with stereotype perceptions of the elderly (as the ill, inert, “useless”, etc.).

What is in our present society typical of referring about the elderly? What can we expect of the medial information with the focus on life of the elderly in Slovakia? Partially, we find the answers in the universal aspects themselves. What social life of the elderly is like, and what the chances of effective approach to the issue of active ageing promotion as a public interest and permanent political priority are. What formulation of other support policies related to this target group and their social protection is like, how our society prefers an intergenerational dialogue, etc. The elderly have rich life cultural and historical experience which is a potential of an intergenerational influence, directed towards support of the action of the young generation in terms of social cohesion. Does our society create conditions for an overall sustainable and quality development of the Slovak society? Is it a socially inclusive model promoting active participation of the elderly and their interactivity with the young generation?

What are the political backgrounds for introduction of this model in our social life? The UN principles for older persons are the fundamental principles of state policy related to older citizens also in the conditions of the Slovak Republic through the national programmes with the focus on social protection and active ageing: They focus particularly on meeting the following principles:

- 1 The principle of independence.
- 2 The principle of equal treatment.
- 3 The principle of dignity.
- 4 The principle of gender equality.
- 5 The principle of independence.
- 6 The principle of solidarity.
- 7 The principle of self-realization.
- 8 The principle of subsidiarity.
- 9 The principle of participation in public administration.
- 10 The principle of employment.
- 11 The principle of care.

In the Slovak social practice, however, we still find several shortcomings in applying the above-stated principles. They can include: negative impacts of reforms, delays in revaluations of pensions, low old-age pensions, and inadequate living standards for pensioners – when their status does not match their lifetime merits (particularly in comparison with the living standards and status of the pensioners in the economically powerful European countries). Recently, various forms of criminal activity against the elderly (assaults, robberies, bodily harm, murders . . .) have occurred. The elderly become the victims of various forms of maltreatment (financial and property crime, violence),

but also abuse and neglect, even with fatal consequences.

One of the most serious pathologic phenomena occurring not only in Slovakia but also in other countries is EAN (Elder Abuse and Neglect). It includes poor or unsuitable treatment of the elderly. There is also the newest terminological form such as financial abuse of the elderly. This phenomenon is defined also as deliberate treatment which causes harm to the elderly or creates a risk of possible harm and is committed by a caregiver or other persons in a confidential relationship; further, neglect of providing for the basic needs of the elderly and their protection against potential harm. "Abuse" refers to an act or neglect whose result is real or imminent harm to health and wellbeing of an older person (emotional, psychological, financial, and material).

Society has a duty to respond to such shortcomings which influence also a medial image of the elderly in Slovakia and establish support to meet the social needs of the elderly in social, economic, health, and spiritual areas also in their post-productive life stage.

### **3 research and its results**

#### **(The study on television news programmes related to discourse about the elderly)**

##### **Defining the research problem**

Every day media make various topics accessible to us. They significantly influence opinions, values and attitudes present in society. Among other things, they reflect also the character of social policy through a spectrum of topics they bring related to social protection and inclusion, particularly of vulnerable groups which include also the elderly. In everyday periodicity, particularly main news programmes are broadcast, including television news. Such television news programmes have become an object of the study on the discourse about the elderly for us, which they presented from January 2017 to April 2017. The study focused on the text characteristics of the news programmes production by monitoring the topics related to the elderly population. The methodological background of the conducted study relates to social constructivism in its sociologic presentation<sup>2</sup> when we focus on how the reality of the elderly in Slovakia is socially constructed by the analysed thematic discourse. What perceptions of life of the elderly, their status, and their world are created through news reports? Are these perceptions adequately socially inclusive, supporting intergenerational relationships and active ageing, or rather, vice versa?

##### **Research objectives**

The main objective: Find and present the text characteristics of the television news programmes production in the selected media in Slovakia related to the elderly population. Then, we projected this research aspiration into the partial objectives in more details:

O1 – Find out and present the frequency of presentation of the elderly issues in the news broadcast of the studied media.

O2 – Analyse the contents of the presented news reports.

O3 – Describe the social construction of the reality of the elderly in Slovakia that results from content analysis of the news reports.

O4 – Compare the text characteristics of the television news programmes production in the studied media.

##### **Sample characteristics**

The space in which the television medial communication takes place is public. In Slovakia, the representative of the public television is RTVS (Radio and Television of Slovakia). It is a national, independent, information, cultural and educational medial institution. In Slovakia, the service of television broadcast in the public space, however, is provided also by private television companies. They include also TV Markíza which has been one of the most watched television companies in the Slovak Republic for a long period of time. Both most known televisions broadcast their main television news programmes starting at 7pm (RTVS for 50 minutes; TV Markíza for 64 minutes). Our sample included the main news programmes of both mentioned television institutions.

## **II. METHODS AND TECHNIQUES OF OBTAINING EMPIRICAL DATA AND THEIR PROCESSING**

The technique of the construction of our sample included its several-month collection constructed

chronologically (in case of RTVS from January to April 2017; in case of TV Markíza from February to April 2017) through the web archives of the broadcast materials. In case of TV Markíza, we could not obtain the records from the period of January any more, therefore, it contains the studied period of three months (from February).

In our study, a basic unit is a news report containing some of the stated keywords of analysis in their title or content. Specifically, the keywords are: The elderly. Retiree. Retirement/Pension system/Retirement age. Pensioner. Older people. Active ageing. Old age. Longevity: 70/80/90/100 years. Jubilee. Birthday. Age. Years. Diseases of the elderly (dementia. . .). Long-term ill elderly.

Firstly, we found the thematic structure of the individual news programmes (in case of RTVS there were 120 programmes; in case of TV Markíza 89). Secondly, we selected the news reports containing some of the stated keywords. Then, we watched the audio-visual records and coded them into a written form to be able to work with them in the study. We focused on recording the relevant parts so that they did not lose their informative value and possibilities of their further content analysis. The transcription of the news reports was based on the typology of the transcription of the material called a “summary protocol”<sup>3</sup>(in the process of gradual abstraction, a material is reduced to the most important parts in the content; everything else is left out), adequately for the research intention. They were transcripts of the spoken word.

Chronologically, we organized the obtained empirical material specifically for each television and statistically processed the data (by one-way statistics) in the quantitative methodological part of the study and further in the qualitative part we processed them analytically with the use of the content categorisation and coding. Besides the method of content analysis, we used also comparison of the news reports of the two studied televisions, in which we focused on identification of their structural similarities and differences. The whole research study carries the characteristic of an analytical work, when we already at its beginning (in preparation of research activities) constructed thematic categories of the news reports and further we analytically proceeded from obtaining the overall review of the issues (when watching the reports and in the transcripts), as well as when creating content-thematic profiling and overall presentation and interpretation of the obtained data material.

### III. PRESENTATION OF RESEARCH RESULTS

#### Quantification of the broadcast news reports by TV stations in the studied period:

**RTVS:**01/17 ... 7 news reports, 02/17 ... 5, 03/17 ... 5, 04/17 ... 3

Total: **20**, per 1 month  $\mu=5$  news reports

Table No. 1: News reports with the studied issue in RTVS

TV station	Studied period (number in months)	Number of broadcast reports	Average per period (%)
RTVS	4	20	5

**TV Markíza:**02/17 ... 3, 03/17 ... 1, 04/17 ... 6

Total: **10**, per 1 month  $\mu=3.33333333333333$  news reports

Table No.2: News reports with the studied issue in TV Markíza

TV station	Studied period (number in months)	Number of broadcast reports	Average per period (%)

Markíza	3	10	3.33
---------	---	----	------

**RTVS:**

**Period: 01/17** ... news programmes in 31 days

The studied issue occurred in the number of: **7 days**, i.e. **22.58 %** of the total number of news days

**Table No. 3: Frequency of days of broadcasting the news reports with the studied issue in RTVS**

TV station	Total number of broadcasts (number in days)	Number of broadcasts with the issue (number in days)	Average(%)
RTVS	31	7	22.58

**Period: 02/17** ... news programmes in 28 days

The studied issue occurred in the number of: **5 days**, i.e. **17.86 %** of the total number of news days

**Table No. 4: Frequency of days of broadcasting the news reports with the studied issue in RTVS**

TV station	Total number of broadcasts (number in days)	Number of broadcasts with the issue (number in days)	Average (%)
RTVS	28	5	17.86

**Period: 03/17** ... news programmes in 31 days

The studied issue occurred in the number of: **5 days**, i.e. **16.13 %** of the total number of news days

**TableNo.5: Frequency of days of broadcasting the news reports with the studied issue in RTVS**

TV station	Total number of broadcasts (number in days)	Number of broadcasts with the issue (number in days)	Average (%)
RTVS	31	5	16.13

**Period: 04/17** ... news programmes in 30 days

The studied issue occurred in the number of: **3 days**, i.e. **10.00 %** of the total number of news days

**Table No. 6: Frequency of days of broadcasting the news reports with the studied issue in RTVS**

TV station	Total number of broadcasts (number in days)	Number of broadcasts with the issue	Average (%)

		(number in days)	
RTVS	30	3	10.00

**TV Markíza:**

**Period: 02/17** ... news programmes in 28 days

The studied issue occurred in the number of: **3 days**, i.e. **10.71 %** of the total number of news days

Table No.7: **Frequency of days of broadcasting the news reports with the studied issue inTV Markíza**

TV station	Total number of broadcasts (number in days)	Number of broadcasts with the issue (number in days)	Average (%)
TV Markíza	28	3	10.71

**Period: 03/17** ... news programmes in 31 days

The studied issue occurred in the number of: **1 day**, i.e. **03.23 %** of the total number of news days

Table No. 8: **Frequency of days of broadcasting the news reports with the studied issue inTV Markíza**

TV station	Total number of broadcasts (number in days)	Number of broadcasts with the issue (number in days)	Average (%)
TV Markíza	31	1	3.23

**Period: 04/17** ... news programmes in 30 days

The studied issue occurred in the number of: **6 days**, i.e. **20.00 %** of the total number of news days

Table No. 9: **Frequency of days of broadcasting the news reports with the studied issue inTV Markíza**

TV station	Total number of broadcasts (number in days)	Number of broadcasts with the issue (number in days)	Average (%)
TV Markíza	30	6	20.00

**RTVS:**

**Period: 01/17** ... 1 news programme lasts 00:50:00 (50 min.), total ...1550 min. of news programmes

The studied issue was processed in the total running time of **00:14:46** (14 minutes 66 seconds), i.e. **0.95 %**

**Table No. 10: Frequency of minutes of broadcasting the news reports with the studied issue in RTVS**

TV station	Total number of minutes of broadcast in the period	Number of minutes of broadcast with the issue	Average (%)
RTVS	1550	14.46	0.95

**Period: 02/17**

... 1 news programme lasts 00:50:00 (50 min.), total in 2/17 ...1400 minutes of news programmes

The studied issue was processed in the total running time of **00:12:48** (12 minutes 48 seconds), i.e. **0.89 %**:

**Table No. 11: Frequency of minutes of broadcasting the news reports with the studied issue in RTVS**

TV station	Total number of minutes of broadcast in the period	Number of minutes of broadcast with the issue	Average (%)
RTVS	1400	12.48	0.89

**Period: 03/17**

... 1 news programme lasts 00:50:00 (50 min.), total in 3/17 ...1550 minutes of news programmes

The studied issue was processed in the total running time of **00:12:65** (12 minutes 65 seconds), i.e. **0.82 %**:

**Table No. 12: Frequency of minutes of broadcasting the news reports with the studied issue in RTVS**

TV station	Total number of minutes of broadcast in the period	Number of minutes of broadcast with the issue	Average (%)
RTVS	1550	12.65	0.82

**Period: 04/17**

... 1 news programme lasts 00:50:00 (50 min.), total in 4/17 ...1500 minutes of news programmes

The studied issue was processed in the total running time of **00:07:50** (7 minutes 50 seconds), i.e. **0.50 %**:

**Table No. 13: Frequency of minutes of broadcasting the news reports with the studied issue in RTVS**

TV station	Total number of minutes of broadcast in the period	Number of minutes of broadcast with the issue	Average (%)
RTVS	1550	7.50	0.50

**TV Markíza**

**Period: 02/17**

... 1 news programme lasts 00:64:00 (64 min.), total in 2/17 ...1792 minutes of news programmes

The studied issue was processed in the total running time of **00:04:31** (4 minutes 31 seconds), i.e. **0.24 %**:

Table No. 14: **Frequency of minutes of broadcasting the news reports with the studied issue in TV Markíza**

TV station	Total number of minutes of broadcast in the period	Number of minutes of broadcast with the issue	Average (%)
TV Markíza	1792	4.31	0.24

**Period: 03/17**

... 1 news programme lasts 00:64:00 (64 min.), total in 3/17 ...1984 minutes of news programmes

The studied issue was processed in the total running time of **00:02:13** (2 minutes 13 seconds), i.e. **0.11 %**:

17.03.2017 ... 00:02:13

Table No. 15: **Frequency of minutes of broadcasting the news reports with the studied issue in TV Markíza**

TV station	Total number of minutes of broadcast in the period	Number of minutes of broadcast with the issue	Average (%)
TV Markíza	1984	2.13	0.11

**Period: 04/17**

... 1 news programme lasts 00:64:00 (64 min.), total in 4/17 ...1920 minutes of news programmes

The studied issue was processed in the total running time of **00:13:13** (13 minutes 13 seconds), i.e. **0.68 %**:

Table No. 16: **Frequency of minutes of broadcasting the news reports with the studied issue in TV Markíza**

TV station	Total number of minutes of broadcast in the period	Number of minutes of broadcast with the issue	Average (%)
TV Markíza	1920	13.13	0.68

**Qualitative analysis of the obtained empirical data:**



Table No. 17: **Thematic profiles of the news reports– RTVS**

<b>Date:</b>	<b>Length of report:</b>	<b>Headline (category):</b>
08.01.2017	00:02:67	the slovaks will retire later
10.01.2017	00:02:10	We do not have facilities for the long-term ill
11.01.2017	00:01:96	famous reporter dies at 105
15.01.2017	00:02:31	How to save a pension system
22.01.2017	00:02:19	changes for disability pensioners
22.01.2017	00:02:47	No care for 4,000 pensioners
27.01.2017	00:00:76	pensioners from before 2004 will get extra 25 EURos
05.02.2017	00:02:67	Winter senior olympics
07.02.2017	00:02:55	pensioners face executions
10.02.2017	00:02:11	Retirement age has been postponed again
18.02.2017	00:02:13	100-year-old granny
26.02.2017	00:03:02	Assistance for older people in Prievidza
07.03.2017	00:02:96	folkore in Slovak national theatre in honour of Š. NOSAL
09.03.2017	00:02:19	children write with pensioners
13.03.2017	00:02:45	SMER suggests establishing real 13 <sup>th</sup> pension
19.03.2017	00:02:26	memory training helps the elderly
31.03.2017	00:02:79	insurance agency will increase pensions for working pensioners
19.04.2017	00:02:93	old age pensions will be raised
21.04.2017	00:03:00	queen Elizabeth II celebrates 91 <sup>st</sup> birthday
26.04.2017	00:01:57	JANKO LEHOTSKÝ celebrated 70years by galaconcert

Table No. 18: **Frequency of the news reports of RTVS by social areas, or rather, activities of the elderly.**

<b>Social area(action, activities of the elderly):</b>	<b>Frequency:</b>
Retirement security	<b>5</b>
Jubilee	<b>4</b>
Social policy	<b>3</b>
Death	<b>1</b>
Long-term care	<b>1</b>
Social and health care	<b>1</b>

Activeageing	1
Socialaction	1
Socialprotection and prevention	1
Intergenerational communication	1
Therapeuticactivities	1
Total:	20

Table No. 19: **Thematic profiles of the news reports – TV Markíza**

Date:	Length of report:	Headline (category):
15.02.2017	00:00:40	minimal pension alright
18.02.2017	00:02:45	They reach for pensioners' money
22.02.2017	00:01:46	101-year-old pensioner
17.03.2017	00:02:13	Number of people with dementia increases
01.04.2017	00:02:00	working pensioners will get more money
14.04.2017	00:02:12	Subsidized stays for pensioners
19.04.2017	00:02:31	old age pensions will be raised
20.04.2017	00:01:32	when age is just a number
25.04.2017	00:02:08	101-year-old champion
26.04.2017	00:03:30	70 <sup>th</sup> birthday of Janko Lehotský

Table No. 20: **Frequency of the news reports of TV Markíza by social areas, or rather, activities of the elderly.**

Social area (action, activities of the elderly):	Frequency:
Retirement security	2
Jubilee	2
Activeageing	2
Social policy	1
Socialaction	1
Therapeuticactivities	1
Recreational and spa care	1
Total:	10

Table No. 21: **Mutual intertextual bonding (comparison of differences and similarities)**

<b>RTVS:</b>	<b>TV Markíza:</b>
The slovaks will retire later	MINIMAl pension alright
We do not have facilities for the long-term ill	Subsidized stays for pensioners
Famous reporter dies at 105	101-year-old pensioner
How to save a pension system	When age is just a number
changes for disability pensioners	101-year-old champion
No care for 4,000 pensioners	
pensioners from before 2004 will get extra 25 euros	
winter senior olympics	
<b>pensioners face executions(07.02.2017)</b>	<b>They reach for pensioners' money</b> (18.02.2017)
Retirement age has been postponed again	
100-year-old granny	
Assistance for older people in Prievidza	
folklore in slovak national theatre in honour of Š. NosAL	
children write with pensioners	
SMER suggests establishing real 13 <sup>th</sup> pension	
<b>memory training helps the elderly</b> (19.03.2017)	<b>Number of people with dementia increases(17.03.2017)</b>
<b>Insurance agency will increase pensions for working pensioners (31.03.2017)</b>	<b>working pensioners will get more money(01.04.2017)</b>
<b>old age pensions will be raised(19.04.2017)</b>	<b>old age pensions will be raised (19.04.2017)</b>
queen elizabeth II celebrates 91 <sup>st</sup> birthday	
<b>JANKO LEHOTSKÝ celebrated 70 years by gala concert(26.04.2017)</b>	<b>70<sup>th</sup> birthday of janko lehotský (26.04.2017)</b>

#### **IV. DISCUSSION**

In the discussion part of the paper, we evaluate meeting the objectives and achieving answers to the research questions. The main study objective was to find and present the text characteristics of the television news programmes production in the selected media in Slovakia related to the elderly population. We state that the study objective was met. In total, we identified 30 news reports with the issue focused on the elderly based on the keywords found in the headlines.

The partial objective O1 with the research aspiration to find out and present the frequency of presentation of the issues of the elderly in the news broadcasting of the studied media was met. The average of news reports with the issue in the studied period was 5.0 % in case of RTVS and 3.33 % in case of TV Markíza. Furthermore, our study brings empirical data which show the frequency of days of broadcasting the news reports and their running time. The frequency of minutes of reports on the issue of the elderly in the month summary of news running time has a very low share: RTVS – January 0.95, February 0.89, March 0.82, April 0.50 per cent; TV Markíza – February 0.24, March 0.11, April 0.68 percent.

The partial objective O2 – Analyse the contents of the presented news reports was met. We state the results of our findings obtained through qualitative analysis in the following overview mirroring the most common thematic and content profiles of the news reports with the studied issue projected into the concretisation of a social area, or rather, action and activity of the elderly: RTVS – retirement security (5), jubilee (4), social policy (3); TV Markíza – retirement security (2), jubilee (2), active ageing (2).

The partial objective O3 focused on the description of the social construction of the reality of the elderly in Slovakia resulting from the content analysis of the news reports was met. The most significant findings relate to constructing the life of the elderly in Slovakia related to their financial reality. In both televisions, we find the highest frequency of the news reports focused on pensions, or rather, retirement age: lack of funds for the future and related postponing of retirement age; changes in pensions for so-called old age pensioners; a motion for paying the 13<sup>th</sup> pension, besides the Christmas allowance; and changes in disability support pensions. Also, we found social constructions of the life of the elderly related to care for the long-term ill, and the elderly at risk of executions because of their inability to pay the loans from the non-bank subjects. Positively we perceive the news reports that provided space for social constructions of the reality of the elderly with the presence of active ageing, intergenerational communication, and appraisal of professional activity during their jubilees. We find a more positive focus in case of active ageing in the reports by TV Markíza; however, we must emphasize that they related to the life of the elderly abroad, not in Slovakia (the elderly from the Federal Republic of Germany; and the elderly from India). Particularly, we find a positive content in the report which brings the information about promotion of spa and recreational care for the elderly in Slovakia. In the news programmes in RTVS, we appreciate the reports that focus on the programme of the cooperation between primary school pupils with the elderly called “Mail between Generations”, which helps the elderly to overcome solitude and teaches children to respect older people. Further, we were captivated by the report on the sports activity of the elderly in the spirit of active leisure time with the average age of the competitors 68 years at the Olympics with the motto “Not to the doctors, but to nature”. Related to the partial objective O4 (Compare the text characteristics of the television news programmes production in the studied media) we state we met it and state these most significant findings: we identified the thematic, content and time overlaps of the reports with focus on pensions for old age pensioners, therapeutic activities as dementia prevention, executions against the elderly, and raising pensions for working pensioners. Out of 20 reports in RTVS, three reports presented both the national and foreign context, three presented the foreign context, and 14 presented the national context. Out of ten reports in TV Markíza, two related to the elderly abroad, and eight reports presented the national context.

## V. CONCLUSION

Our study “Analysis of Issues of the Elderly in Main Television News Programmes” relates to the medial presentation of the elderly in Slovakia in the selected studied media. It shows the framework theoretical analysis and in its main part we bring the study we conducted from January to April 2017.

The most significant findings show that both studied media provide significant space in their news programmes to introduce the life of the elderly in Slovakia in the form of a more complex picture. In the future, their contribution to the socially inclusive model of our social life can be more significantly supported by presenting particularly the activities of the elderly, and the philosophy of active ageing and intergenerational cooperation. It can bring a more significant elimination of existing stereotypes of the elderly so that they are not perceived only as recipients of pensions, as those who cause postponing of retirement age, or as those who are ill, cannot, are not able, or rather, are not capable to be involved in their hobby activities. In many cases, the opposite is true. Professionalism, objectiveness, thematic and content diversity, and particularly sensitivity for promotion of social solidarity and cohesion are necessary when presenting the issues of the elderly.

In society, greater respect for older people would be needed. We find a positive example in traditional Roma

culture. Respect for the elders here is a significant value, which is worthy of following in other communities.

## REFERENCES

- [1] Berger, P.L., Luckmann, T., Sociální konstrukce reality. Pojednání o sociologii vědění, Brno, Centrum pro studium demokracie a kultury, 1999.
- [2] Bočák M., Výskum diskurzu televízneho spravodajstva: metodologické aspekty prípravnej fázy, In VARIA XVIII., red. M. Ološtiak, M. Ivanová, L. Gianitsová-Ološtiaková, Prešov 2009a, s.21-48, [http://www.pulib.sk/elpub2/FF/Olostiak1/pdf\\_doc/3.pdf](http://www.pulib.sk/elpub2/FF/Olostiak1/pdf_doc/3.pdf) (07.03.2017).
- [3] Bočák M., Spravodajské formáty: pohľad na televízne spravodajstvo z diskurzívnej perspektívy, Kultura–Média–Komunikace (Myšlení médií a komunikace–Diskursívni analýza/ zpravodajství), 2009b, 1, č. 2, s. 165–200.
- [4] Barthes R., Mytologie, Praha, 2004.
- [5] Culler, D.J., Barthes: A very short introduction, Oxford, Oxford University Press, 2002.
- [6] De Montaigne, M. D., Umenie rozprávať sa, In Eseje, Bratislava, Vydavateľstvo Spolku slovenských spisovateľov, 2007.
- [7] Fairclough, N., Critical Discourse Analysis, New York, Longman Publishing, 1995.
- [8] Heinrichs, J., Rétorika pro každého: Co nás mohou Aristoteles, Lincoln a Homer Simpson naučit o přesvědčování, Brno, Computer Press, 2009.
- [9] Hříbalová, M., Týránění, špatné zacházení, zanedbávání, <http://www.zivot90.cz/4-socialni-sluzby/14-senior-telefon--telefonicka-krizova-pomoc/143-tyrani>, (09.02.2017).
- [10] Charvát, J., Úvod do teórie žurnalistiky, Bratislava, Združenie Mass-Media-Science, 2009.
- [11] Kunczik, M., Základy masové komunikace, Praha, Karolinum, 1995.
- [12] Kováčová, D., Komparatívna analýza hlavných spravodajských relácií Slovenskej televízie, TV Markíza a VTV, „Otázky žurnalistiky“, 1998, nr 2. s.137.
- [13] Lapčík, 2008, Analýza TV zpravodajství jako specifického typu kulturního diskursu, In Médiá a text II., ed. M. Bočák, J. Rusnák. Prešov, PU, 2008, s.99–110, [http://www.pulib.sk/elpub2/FF/Bocak1/pdf\\_doc/lapcik.pdf](http://www.pulib.sk/elpub2/FF/Bocak1/pdf_doc/lapcik.pdf) (17. 03. 2017).
- [14] Mayring, P., Qualitative Inhaltsanalyse, Grundlagen und Techniken, Auflage, Weinheim, 2003.
- [15] Mistrík, M., Prečo nepotrebujeme verejnoprávne médiá? In Médiá, spoločnosť, mediálna fikcia, Trnava, Univerzita sv. Cyrila a Metoda. 2008, s. 193–196.
- [16] Národný program aktívneho starnutia na roky 2014–2020, s.3, <https://www.employment.gov.sk/.../narodny-program-aktivneho-starnutia> (05.02.2017).
- [17] Sedláková, D., Zdravotnícke systémy a dlhodobá starostlivosť o starších ľudí z pohľadu Svetovej zdravotníckej organizácie (WHO), In Dlhodobá starostlivosť o starších ľudí na Slovensku a v Európe (1), red. K. Repková a kol., Bratislava 2010, s.16.
- [18] Sokol, R., Trefilová, V., Sociální pracovník v rezidenčních zařízeních sociálních služeb, 2008, s.8-19.
- [19] Thiele, A., Jak na „špinavé“ triky a útoky v komunikaci: Úspěšná argumentace ve stresu, Praha, Grada Publishing, a.s., 2010.
- [20] Venglářová, Problematické situace v péči o seniory, Praha, Grada, 2007.