

The Sociological Aspects of Anti-Ageing Treatments and Their Perceptions by Older Women

Theoretical Background and Research Aim

The main aim of the anti-aging movement is to slow, delay or reverse manifestations of the human aging. This movement has a broad spectrum of forms and procedures based on the shared opinion that aging is a pathological phenomenon and the human aging is a biologically unsuitable body that needs biomedical repair (Mykytyn 2008). These bases reflect body discipline (Foucault 2000) and are currently commercially successful. According to the Transparency Market Agency (2015) estimate, this is a business that will cost up to \$ 200 billion by 2019, the production of which involves a wide range of actors within the longevity medicine, pharmaceutical, biotechnology and cosmetics at different levels from scientific research to the quasi-professional guru of alternative lifestyles.

In my project, I will focus on the discourse analysis of the sociological aspects of anti-aging treatments in a specific environment of experts on beauty and youthfulness, at two levels: areas drawing on their legitimacy from scientific, medical practices (plastic surgeries) and "low-threshold" sectors close to the consumers of these discourses (beauty salons). In the next step, I will use qualitative methods for monitoring how these discourses are present and perceived in the environment of social actors (older women) to which these professional and marketing discourses are targeted. By combining these techniques, I will try to answer the questions:

"What are the sociological aspects of anti-ageing treatments? How are these being perceived by older women?"

I am going to analyze two analytically ideal types of cultures, Czech and United States of America. The USA is as an example of a country with a developed anti-aging business, on the contrary, the Czech context represents of a society in which consumer patterns in body discipline are only beginning to grow (for example the growing presence of aesthetic medicine in the public space through billboards).

Methodology

I am going to focus on three types of actors for targeting of different levels of penetration of anti-aging: consumers, providers (plastic surgeries and beauticians) and promotional materials. I am going to use the combined methodology to analyze these resources. I will provide deep qualitative interview with consumers of anti-ageing treatments and providers and make content analysis of promotional materials of anti-ageing treatments.

Literature:

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