Statement No.1

Department of Social Gerontology
Institute of Social Work
Pedagogical University of Cracow

is pleased to invite you to participate in
The First International Scientific Conference of Visegrad Group countries

SENIOR IN THE SOCIAL AND MEDIA SPACE

Conference venue:
Małopolski Urząd Wojewódzki,
ul. Basztowa 22, Kraków

Conference date:
13th June 2017

The conference is organized under the patronage of:

Polish Educational Research Association
His Magnificence Rector of the Pedagogical University of Cracow
prof. dr. hab. Kazimierz Karolczak
Minister of Family, Labour and Social Policy Elżbieta Rafalska
Governor of Małopolska Józef Pilch
Polish Society of Gerontology
Kraków Branch of the Polish Journalists' Association
Consul General of Hungary in Cracow dr hab. Adrienne Körmendy
Consul General of the Slovak Republic in Cracow Mr. Ivan Škorupa
Honorary Consul of the Czech Republic in Wroclaw Mr. Arkadiusz Ignasiak
Introduction:

The meeting and discussion of various academics from countries of the Visegrad Group on the problems of older persons in the social space with particular emphasis on the media, due to the interest of creating the image of seniors in various types of media. Undoubtedly, the modern image of the senility, and thus the elderly, is generated by a variety of different factors. The perception of the oldest generation influences the attitudes towards senior citizens, their quality of life, the ability to satisfy their higher needs, which corresponds closely with the social aspect of health and the ethos of old age, prevailing in a particular socio-cultural circle. Without a doubt, in the modern "pictorial" world, creating ideas – both social and cultural – of the old age and the elderly people, is significantly influenced by the media, so the press, television, radio and the Internet.

Considering that today the media create an ideology, promote values and have become a carrier of knowledge, information, dissemination of attitudes and behavior, it is extremely important how media create the image of old age and the elderly. It is clear that most media coverage shapes the ideas of modern man about the social and cultural world, and at the same time it affects the attitude towards the presented phenomena, facts, people, social groups. As the researchers note, the modern man has become homo mediens and homo irretitus (terms by J. Morbitzer) and ideas about reality are created by the mass media and the space of interactions closes in media hype.

Therefore, in the opinion of the organizers, the reflection on the image of aging and older people in the media is an opportunity to attempt a scientific view and draw conclusions, of which the scientific and practical application will allow to take appropriate educational, as well as social, activities.

Objectives of the conference:

- Recognizing the image of old age and the elderly people, created by contemporary media.
- The discussion on the causes involving a picture of old age in the media.
- Determination of the dominant in the media socio-cultural stereotypes about aging and older people.
- Developing areas requiring deeper scientific research and the tasks facing education in building a positive image of aging and older people.

**Scientific Committee:**

Prof. zw. dr hab. Tadeusz Aleksander (Polish University, Warsaw, Poland)
Prof. zw. dr hab. Piotr Błędowski (SGH Warsaw School of Economics, Poland)
Prof. zw. dr hab. n. med. Jerzy Gąsowski (Collegium Medicum, Jagiellonian University, Cracow, Poland)
Prof. dr. Andreas Héjj (University of Pecs, Hungary)
Prof. MUDr. Hana Matějovská Kubešová, CSc. (Masaryk University, Brno, Czech Republic)
Prof. zw. dr hab. Stefan M. Kwiatkowski (The Maria Grzegorzewska University, Warsaw, Poland)
Prof. zw. dr hab. Joanna Madalińska-Michalak (University of Warsaw, Poland)
Prof. zw. dr hab. Agnieszka Cybal-Michalska (Adam Mickiewicz University in Poznan, Poland)
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Prof. zw. dr hab. n. med. Katarzyna Wieczorowska – Tobis (Poznan University of Medical Sciences, Poland)
Prof. zw. dr hab. Andrzej Zwoliński (Pontifical University of John Paul II, Cracow, Poland)
Prof. zw. dr hab. Anna Žilová (Catholic University in Ruzomerok, Slovakia)
dr hab. Małgorzata Duda, prof. UPJPII (Pontifical University of John Paul II, Cracow, Poland)
dr hab. Krzysztof Gurba, prof. UPJPII (Pontifical University of John Paul II, Cracow, Poland)
Doc.PeadDr Jan Guncaga PhD. (Eszterházy Károly University of Applied Sciences, Eger, Hungary)
dr hab. Jerzy Halicki, prof. UwB (University of Bialystok, Poland)
dr hab. Małgorzata Halicka, prof. UwB (University of Bialystok, Poland)
Assoc. Prof. Iva Holmerova, M.D., Ph.D. (Charles University in Prague, Czech Republic)
dr hab. Mirosław Kowalski, prof. UZ (University of Zielona Gora, Poland)
dr hab. Ewa Kucharska, prof. Ignatianum (Jesuit University Ignatianum in Cracow, Poland)
Organizing Committee:

Chairman:
Dr. Norbert G. Pikuła, prof. UP

Secretaries:
Dr. Katarzyna Jagielska  
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dr hab. Norbert G. Pikuła, prof. UP (Pedagogical University of Cracow, Poland)
doc. dr hab. Jiri Prokop, PhD (Charles University in Praha, Czech Republic)
dr hab. Ireneusz M. Świtała, prof. UP (Pedagogical University of Cracow, Poland)
dr Kereszty Orsolya (Eötvös Loránd University (ELTE), Budapest, Hungary)
## Framework conference plan:

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<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>9.00 – 9.30</td>
<td>Registration</td>
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<tr>
<td>9.30 – 10.30</td>
<td>Opening of the Conference</td>
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<tr>
<td>10.30 – 11.00</td>
<td>Introductory lecture &quot;The image of an elderly person towards the social change&quot;</td>
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<td>11.00 – 11.20</td>
<td>Coffee break</td>
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<tr>
<td>11.30 – 12.00</td>
<td>An elderly person in the social and media space on the example of Hungary</td>
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<tr>
<td>12.00 – 12.30</td>
<td>An elderly person in the social and media space on the example of Czech Republic</td>
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<td>An elderly person in the social and media space on the example of Slovakia</td>
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<td>An elderly person in the social and media space on the example of Poland</td>
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<td>13.30 – 14.00</td>
<td>Discussion</td>
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<td>14.00 – 14.30</td>
<td>Lunch</td>
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<td>14.30</td>
<td>The image of an elderly person in the Polish film.</td>
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<td>Movies showing the image of an elderly person in the social and media space</td>
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<td>17.30</td>
<td>Banquet organized by Hungarian Consul General Professor dr hab. Adrienne Körmendy, Consulate General of Hungary in Krakow ul. Lubicz 17 H</td>
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