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OLD PEOPLE AS SUBJECT AND OBJECT IN TELEVISION. THE STUDY IN ANDALUCIA

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ABSTRACT

This work tries to reveal the double way in the relation between the elderly people and the television. It is known that they are big consumers because television has an important role in their free time, but is less analyzed how and how much they appear like object of news. Then we have analyzed all the news of a season of a particular television, - Andalucía Television named Canal Sur-, to evaluate how many times appear and which the approach of the topic has been. We have seen that appear less than quantitatively this age group is in the population, and have detailed the topics that are more common. We see that in the daily programs there are more in relation with political topics, while in not daily programs, they are more used like active subjects.

KEY WORDS: seniors - ageing - television - higher - elder- news -old people

LA GENTE MAYOR COMO SUJETO Y OBJETO DE LA TELEVISIÓN. EL ESTUDIO EN ANDALUCÍA

RESUMEN

Este trabajo trata de desvelar la doble relación que existe entre las personas mayores y la televisión. Se da por supuesto que son unos grandes consumidores de la misma, puesto que la televisión juega un papel importante en su tiempo libre, pero está menos analizado cómo y cuánto aparece la tercera edad como objeto de una noticia. Así, nos hemos centrado en buscar los programas informativos de una televisión

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concreta, en este caso la de Andalucía, durante una temporada completa para fijarnos cuántas veces aparecen y cuál ha sido el contenido de los temas en que intervienen. Así hemos visto que son poco tratados, menos de lo que cuantitativamente significa este grupo de edad en la población, y hemos detallado los temas en que son más recogidos. Vemos que en los programas diarios se centran más en su relación con asuntos derivados de la política, mientras que en los programas no diarios, son más utilizados como sujetos activos.

PALABRAS CLAVE: tercera edad – envejecimiento – televisión – mayores – anciano – noticias – gente mayores

1. INTRODUCTION

If we accept the opinion polls and research, our society is heading toward aging and in the last age moments, an important part of their activity is occupied by the time for leisure. However, one should not relate the age group of adult people (from 65 years old on), with a single model of behavior, since it is heterogeneous, as Requejo (1998: 147) notes because people are beings of transformation and not of adaptation.

We can think of Paulo Freire (1997: 74) to say that somebody is not old or young depending on when he or she was born, but in terms of how we understand the world and the curiosity for knowledge.

Human aging, pointed Diaz Casanova (1989: 86), is universally understood as a process of continuous psychological, physical and social evolution throughout life. Therefore, we cannot admit the stereotype of an aging understood only as deterioration or loss of power. Obviously, some physical disabilities occur, but it's important to consider it as a continuous process of change when facing all kind of new situations.

This change has been affected by technology; it has imposed a radical transformation that has passed from the "*homo sapiens*" to "*homo digitalis*", as Terceiro (1996: 27) defined almost 20 years ago. Here there could be a negative discrimination as there may be a digital gap between the adult generation and the young people.

Torres (2006: 20) points out that the sense of personal development will vary with generations who join the age group of the elderly (65 years old). What is defined today may not be valid for the next generation, since personal development is based on the reality that social interaction has built itself with the experience of each generation. The experience of those who came from postwar is not the same as the one of the digital natives.

Therefore, when reflecting on the relation of the elderly with the medias or analyze the picture in the media about the elderly we have recovered the concept defined by UNESCO as active aging (2002: 12) understood as the aging process that allows adult people to develop their physical, social and mental potential in an acceptable manner, in accordance with their needs and taking care assistance when required.

In general, the medias, especially television, play an important role for the senior citizens, as entertainment and as content and as agenda conversation and social patterns. It appears in all reports, but television cannot remain as a simple leisure and

entertainment market, it is one of the great cultural medias, as Medrano and Cortés (2010: 4) established

2. OBJECTIVE

The aim of this article is to highlight oversight that exists in television in general in relation to a significant population age group. Neither as consumers of television, nor as objects of its contents, the value of adult people is not highlighted; so it is not in proportion with the quantity they represent. Even in commercial television, this fact is accentuated when the senior citizens are almost forgotten, as they are not interesting as public because of the reduced purchasing power, and for the same reason, their participation as protagonists in news or series is less.

3. METHODOLOGY

It emphasizes the current scanty material about the relationship between the senior citizens and the medias. And, as a matter of fact, for some reference about the situation of this kind of population, we had to go back to a number of studies published several years ago, with the exception of the reports from the Institute for the Elderly and Social Services (IMSERSO). After that we have worked with the statistical data and surveys published by government agencies like the National Institute of Statistics or the corresponding one from Andalusia to quantify the age group we are talking about and its proportion in the overall population, as well as, other sociological studies on their habits, as for example: the consumption of medias, especially, television.

We have also worked with the documentation service of Andalusia public television to search news affecting this sector of the population, to see the content and the format in which they are presented. We have also contacted the audience department from the same company, so that they facilitate us the monitoring data of news programs as well as a classification of viewers by age.

With all this we have grouped the news and reports by general categories of similar content, and we have studied the data provided as audience.

4. DISCUSSION

4.1. Population in seniors

Most of the elderly people think that to be elderly doesn't depend on age. The dominant response of the Spaniards is that a 70 year old person is aged, according to the 2010 Survey on Older People carried out by the IMSERSO.

However, as it is often associated as threshold that a person is considered elderly when he or she is 65 since it was the retirement age according to the recent reforms. If we keep the idea that the elderly population is the one who exceeds 65 years old; in Spain, according to the National Statistics Institute (INE), they are more than eight million people (almost 17% of the population). In addition, the number of very old people-more than 80 years old-has increased, being more than two million and a half.

(1)

In Spain, between 1992 and 2012, life expectancy for men has increased from 73.9 to 79.4 years and for women from 81.2 to 85.1 years, according to INE. In its Short term Population Projections (10 years) and Long Term (40 years), it is seen that if the current pace is maintained life expectancy would reach 81.8 years for men and 87.0 years old in women in 2022; and 86.9 years for men and 90.7 for women in 2051.

4.2. The third age and content on TV

The relationship between television and the elderly has a dual outlook. The first one, as great consumers of television, and the second one, as contents of it.

If we start with the latter, there is little published. The most complete, although limited geographically, is a 2012 study prepared by the Consell de l'Audiovisual de Catalunya which analyzed the presence of adult people over 65 years old on television of that Community (TV3, TVE in Cataluña, 8TV, and Barcelona TV), and they detected that are not enough represented in the television discourse as 7% of elderly characters appeared in fiction programs, while in the information ones 10.3% was present in the news and 13.6% in debates and interviews, when in Cataluña it is 17.4% of the population.

In relation to fiction programming the role they play in the plot, is mainly, due to their status as retired people or other family main characters.

Also, in the study by Lopez and Cuenca on Spanish fiction series published in *Comunicar* en 2005, it is seen the projection of a stereotyped image of the elderly, with roles of expert advisors and family protectors. Three models predominate, the actors, partners or opponents. The first two traits coated with authority while as opponents their attitude is that of someone who has nothing better to do.

To a lesser extent, since it was not the specific object under investigation, the Audiovisual Council of Andalucía in 2011 published a report on the presence of groups who needed greater protection in the news of the community public television (South Canal, its disconnections, TVE in Andalucía and 10 local operators), and recorded 595 issued information about third age, which accounted for 0.51% of the news. Canal Sur TV was the chain that issued more news about this age group (163). The operators spent 13 hours 47 minutes and 48 seconds to report about the elderly.

In the White Book on Active Ageing published by IMSERSO denounced that the medias for the elderly are invisible and transmit in general an inappropriate image because it is analyzed as a homogeneous group, when it is so heterogeneous as any other. Besides, they are marked with negative stereotypes, as protagonists of events, people with poor health or beneficiaries of aid programs. This biased and topical image, they reinforce a negative perception of aging.

4.3. The third age as television consumers

If the role as television content is below their percentage of the population, however it does stand out as major consumers of it. Analyzing the television uses we found a direct relationship between age and consumption. The television becomes an element of companionship and socialization for seniors. We note that, like the rest of the population, has experienced a rise in consumption and it is related to the great

supply of channels with DTT. Vaca (2004: 88) stated that in 2004 TV consumption was about five hours a day, and ten years later, it surpasses six hours in some groups of adult people.

The 2006 CIS survey on living conditions of adult people showed that 90% of this population watch TV every day or almost every day.

In his doctoral thesis on the relation of the elderly with television in Malaga stressed that their pensions could afford leisure items, they have a well established ideology in their convictions, they have a community life and civilian dialectic participation and, and its author Montes (2012: 235) indicated that their favorite formats are the television classics: news, old movies and contests, and they prefer the news on Canal Sur because of the incident in the surrounding environment.

So, for the first time, we find a generation of adult people, with life quality, which is within the criteria for active aging and that the most part of their life has lived together with television.

Perhaps for this reason, we see paradoxical examples in Spain, because while public television removed from their grills a certain cheap programming with low educational levels that reproduce outside social models, such as soap operas, other commercial chains have recovered them monopolizing part of this audience.

In this regard, the society should consider whether literacy for adults is possible, so that these viewers have a more active attitude towards television and for that, nothing better than getting the same medias, as Aguaded (1999: 162) stated. They become the perfect tool for the learning process.

An 'online' survey about the level of technological equipment in the elderly Spaniards' homes, conducted by E-Media, conducted by professors from the Complutense University of Madrid, indicated that surfing the internet is already more a widespread habit among those over 65 than the fact of buying the paper at the newsstand. It also makes clear that in all elderly people's home there is television while, for example, 22% of them lack access to internet. Regarding the consumption of medias, the television is majority (news: 89%; entertainment: 75%).

Another study of the Rey Juan Carlos University in 2009 indicated that the elderly people watch television 4½ hours (270 minutes) a day alone or accompanied and up to 6 hours in the case of living together with other people. The percentage rose to 93% by summing those who said they watch it almost every day.

In addition, 37% of those over 65 years old manifested they have two appliances in their home. The study not only found that watching television is a habit, especiall, among the elderly, but also, it follows routine patterns.

Another study by the Consell de l'Audiovisual, when reflecting the diet in Cataluña, declared that if the population over 45 years old, consumed half 4h 40 ' of TV, 1h 10' of radio and 20 'of newspapers and magazines every day ; in practice, the elderly over 65 spent the same time daily to the medias consumption (6h and 20 '), although the difference lays on that adult people devoted approximately 1h less, listening to the radio and surfing the internet, and this time was fully dedicated to watch TV.

The elderly population also preferred to follow the regional and local television. In particular, the penetration of the regional and local is 23% higher in the elderly population than in the general population.

It is not a phenomenon only of our country. A study by the University of California San Diego in 2011, which involved 3,000 citizens, concluded that as people become older they spend more time watching television.

As regards the monitoring according to the chains, while in 2004 TVE had the most aged audience followed by Antena 3, private television in recent years has slightly changed its programming, rejuvenating its average.

The regional television, however, has remained high ever greater population.

In our study we are aware of the amplitude representing the concept of elderly person and the relationship that the group with the media, because as ensures Ferrés (2005: 238) the same audiovisual product produces different effects depending on several variables: the age of the viewer, frequency of use, personality, ideology and the context in which consumption occurs. Well, in this group we have two clearly defined variables: age and frequency.

Until recently it had not been considered for the elderly as an important consumer group that had to offer specific products and services, however, the report of the Foundation Age and Life (2009: 54) points out that is changing that position because the population is continually growing. Moreover has more free time, which gives them the category of potential customers of new products, and finally, a lot of new retirees accustomed to the consumer society is incorporated, in which, although their income will not be very high, they will become the target of specific advertising campaigns for them, because the advertising industry can not ignore that 30% of potential customers who would in 2051.

4.4. Situation in Andalucía

Since the sample is confined to Andalusia and RTVA, comparing data from living in this community and country, according to the CIS in 2006 on the living conditions of the elderly, the activity that made all or almost daily was watching television (89.8% in Andalusia, 90.4% nationally), more than double the second activity, which was hearing the radio.

In a previous report of the CIS, 1998 on loneliness in older people, resulted in more than they did when they were lonely was to put the TV or radio (28.4%), followed by walking (22.7%), and when asked about what activity had done last week, it was necessary to watch TV with 96.9%, followed, twenty-five points, to hear the radio or walk.

The Institute of Statistics and Cartography of Andalusia 2013 data set as a population of 8,440,300 of which over 65 would be 1,320,700, 15.65%. The same Institute published a survey of time use in 2009-2010, and in the age group over 65, watched TV 95% on average 4 hours and 26 minutes (9 points above average)

4.4.1. Behavior of the largest in Andalusia in front of TV

In Andalusia to audience measurement 1.333 million over 65 are counted (408,000 exceeding 75), the dominant profile women (56.57%) and the average low or low (nearly 45%) social class.

Going to the Hearings Department of South Canal and based on the data provided by Kantar Media, specializing in measurement company, we appreciated that the

average audience of South Canal from January to July 2014, give a percentage of 20.1% of older 65, almost 4.5 points higher than it is in people. If we stay with those over 75 years, the audience would rise to 26%. The profile of users, women account for 21.1% and low or lower middle class 26.6%.

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BEHAVIOR OF THE LARGEST ANDALUCES FRONT OF THE TELEVISION										
SHARE SCREEN% (Data: 01/01/2014 to 07/06/2014)										
TARGET	C SUR	TVE1	TVE2	T5	A3	CANAL TRO	IA SEXTA	TDT	TEMAT	RESTO paying
SENIORS IN ANDALUCIA DE 65 + years	20,1	9,8	3,2	15,9	13,5	4,1	5,8	21	4,5	2,1
65 to 74 years	17,5	10,2	3,3	15,6	13,5	4,1	6,8	21,8	5,2	2
75 and +	26	8,9	3	16,7	13,5	4,1	3,7	19,2	2,9	2
Men aged 65 and +	18,8	10,3	3,9	12,5	12,2	4,8	7,6	21,1	6,7	2
Women 65 and +	21,1	9,4	2,7	18,6	14,6	3,5	4,5	20,8	2,9	1,9
Middle class 65 and +	17,5	10,7	2,9	18,1	17,3	4	6,2	18,3	2,9	2,1

Table 1: Behavior of the largest Andaluces front of the television
Source: Kantar media

Differentiating between the generality of television and Canal Sur, the data would be 65 to 74 years

HEARING OF OLDER IN ANDALUCIA (ALL CHAINS AND CANAL SUR) - FEE AND RATING				
CHAIN	TARGETS	UNIVERSE (thousands)	SHARE %	thousands
TOTAL TODAS LAS TELEVISIONES	OLDER IN ANDALUCIA DE 65 + years	1333	100	344
	65 to 74 years	925	100	238
	75 and +	408	100	105
	Men aged 65 and +	578	100	148
	Women 65 and +	754	100	195
	Middle class 65 and + media de 65 y +	452	100	109
	CANAL SUR	OLDER IN ANDALUCIA DE 65 + years	1333	20,1
65 to 74 years		925	17,5	42
75 and +		408	26	27
Men aged 65 and +		578	18,8	28
Women 65 and +		754	21,1	41
Middle class 65 and +		452	17,5	19

Table 2: Hearing older adult in Andalucia
Source: Kantar media

We note, therefore, that in Andalucia older audience is concentrated around the regional television with a family consumption oriented programming. This problem involves a wider audience operators, the low level of replenishment of that hearing and the decline of the value of units due to lower advertising sales potential as a consumer of this population, which leaves them out of business strategies advertising investment. So, sometimes, despite having high ratings, the value of advertising sales, GRP (Gross Rating Point) known drops considerably. This factor is crucial to commercial chains with advertising as its main source of funding minusvaloren this audience.

If we detail the preferred programs over 65 years in Andalucia population, would be:

PROGRAM	HEARING %
MISA DE ROMEROS	47,5
NOTICIAS 1	29,7
NOTICIAS PROVINCIALES 1	33,2
LA TARDE AQUI AHORA	28,1
MENUDA NOCHE	25,7
TOROS PARA TODOS	39
SE LLAMA COPLA	35
SE LLAMA COPLA (JUNIOR)	31,9
SALUD AL DIA	27,8
CÓMETELO	21,9
DESTINO ANDALUCIA	23,6
25 AÑOS GALA ANDALUCIA 28-F	28,2
LA BASCULA	19,2

Table 3: South Channel Programs and hearing largest in Andalucia
Source: Kantar media

It is noteworthy that the more often they are two non-regular broadcasts, such as Rocío Pilgrimage Day and Gala of Andalucia. Then two information (Noticias 1, and its Desconexión Provincial), and programs related to bullfighting. They also highlight the song contest and two presented by Juan y Medio. One of them, "La Tarde aquí y ahora" is not specifically aimed at the population, but engrossing to have a section of people dating, among which predominate the elderly. The other program whose main actors are minors.

Above the average there are four spaces; two healthy: "Cómetelo "Salud al día"; and two related to the Community "Destino Andalucia" and "Este es mi Pueblo."

4.4.2. Seniors informative Canal Sur TV

Since seniors spend many hours watching TV, we want to include in this study analyzing image reflecting the information on this group.

Canal Sur, is the Andalucia regional television. Your ratings around 10%, and currently does not have any program fictional own production, so the analysis will focus on the news. They are grouped into two "day" and "daily" categories, according to two criteria, the frequency and content. That is, not only depend on its broadcast frequency, but which conforms to the present. For example, Direct Andalucia is issued daily, but will be included in "non-daily" because its format is different from the news.

"Day" programs in South Canal are six: two morning news (First Time and Good Morning Andalucia); a desktop (News 1); one night (News 2), another early morning

(News 3), plus another night (the night to day) that is issued only in HD Canal Sur. Also included is one sport (Tododeporte) because it contained a related information. As for the “*non-daily*” We have seen 16 programs that have an informative and topical character. Leaving aside non-news programs, such as religious, or entertainment.

Based on keywords and coordinating them with the criteria used by the Archives, Library and Documentation² South Canal, to search the material issued by any of its chains and constraining the search period a television season (September 1 from 2013 to June 30, 2014) have introduced the following descriptors:

NURSING disadvantaged: cases of elderly people suffering from neglect or are neglected by family or institutions.

HELP AT HOME: welfare service, home to dependents (disabled, elderly, etc.) help.

HEALTHCARE CENTERS: day centers, homes for disabled or infirm dependents with specific pathologies.

ACTIVE AGING: activities, lifestyles, habits and care that improve the quality of life of older people.

GERIATRICS: Medical specialties or diseases

PENSIONS: retired; early retirement, voluntary redundancies.

PENSIONS: pensioners.

SENIORS: ages

RESIDENTIAL HOMES: day care centers, nursing homes, nursing homes, care facilities.

LIVING SENIORS: overview of old, the elderly and people

OLDNESS AND AGEING: loss of quality of life because of illnesses or infirmities of age.

² The query has to do with the collaboration of members of the Service. The application searches from outside South Canal current-something that is not there to deal with it through the Head of Service, and depends on the complexity and the availability of staff to carry them out

With these criteria, the results for the 2013/2014 season were 366 documents, meaning that document issued audiovisual information, analyzed and recorded by documentary Canal Sur. As has been repeated in various information (eg News 1 and repeated in News 2), has not been posted, but when its shape is altered or information is remade even within the same informative, eg with a queues at startup, and then as full story. Also note that the study was done with regional data and disconnection of Seville, as disconnections from the other 7 Andalusian provinces are not centralized to search.

Of the 246 documents “everyday” we have differentiated between different spaces, and content.

PRESENCE INFORMATION PROGRAMS DAILY NEWS INFORMATION	
INFORMATION	Nº times treated
Primera Hora	5
Buenos Días Andalucía	33
Noticias 1	75
Desconexión Prov. N1	16
Noticias 2	56
Desconexión Prov. N2	25
Noticias 3	7
La Noche al Día	28
Tododeporte	1

Table 4: Presence of seniors in daily programs
source: Department of Archives and Documentation Canal Sur TV

The format chosen to give the news was: 109 queues (speech-a presenter on images), 101 videos created by writer-a, 32 declarations and 4 only live connections.

By thematic we considered a grouping of content with the following categories:

- **ACTIVE AGEING:** various activities like studying in college, working with NGOs or sports.
- **EVENTS: as victims of fraud, theft or robbery.**
- **TRIBUTES:** longevity, centenarians, or performance of an activity for many years.
- **PENSIONS-RETIREMENT:** widely publicized by the debate over raising the retirement age, cut pensions.
- **CARE:** related telecare dependency care centers, residential or not. Labor disputes in them are excluded.
- **ECONOMIC CRISIS:** exclusion livelihood of families, evictions.

- **AWARENESS CAMPAIGNS:** specifically target this group or in which they participate.
- **DISEASE OR MEDICAL MATTERS:** treated from the point of view geriatric.
- **LONELINESS:** situation suffered some seniors.
- **PROTESTS:** conflicts closures of the elderly and labor mobilizations related defaults in residences or dependence are shown.
- **OTHER:** diverse content related to life expectancy, or polls, or participation in electoral lists, cooperatives or historical memory.

TOPICS	PH	BD	NI1	DN1	N2	DN2	N3	ND	TD	TOTAL
Retirement-board	2	14	23	0	22	0	6	18	0	85
Assistance-dep.	2	4	12	5	8	3	1	4	0	39
Active aging	0	0	7	3	6	9	0	0	1	26
Protests	0	5	5	6	2	7	0	0	0	25
Events	0	2	8	1	5	0	0	1	0	17
Diseases	0	0	11	0	5	1	0	0	0	17
Eco difficulty	1	2	3	0	3	0	0	4	0	13
Tributes	0	2	3	1	0	4	0	0	0	9
Campaign Conc.	0	1	3	0	1	1	0	1	0	7
Loneliness	0	0	1	0	0	0	0	0	0	1
Other	0	3	2	0	4	0	0	0	0	9
TOTAL	5	33	75	16	56	27	7	28	1	246

Table 5: Theme for daily news program

Source: Based on data Archives and Documentation Department CSTV.

In 120 appearances in "non-daily" programs eco seniors become exclusive. Of the 16 studied on 7 no references. In Andalucía Directo, Más que noticias, Destin Andalucía, Parlamento Andaluz, Tierra y Mar, Solidarios, Salud al Día, Aldea Global y Los reporteros sí.

PRESENCIA DE NOTICIAS EN PROGRAMAS INFORMATIVOS NO DIARIOS	
PROGRAMA	Nº de veces tratado
Andalucía Directo (AD)	81
Más que Noticias (MQN)	18
Aldea Global (AG)	5
Salud al Día (SD)	5
Solidarios (SOL)	4
Los Reporteros (REP)	3
Destino Andalucía (DA)	2
Tierra y Mar (TM)	1
Parlamento Andaluz (PA)	1

Table 6: Theme for daily news program

Source: Based on data Archives and Documentation Department CSTV.

Although the aim was to keep the categories of daily news, some vary by the difference in content. For example, the delay in retirement age was featured on the news, but is irrelevant to the "*non-daily*", and conversely, fun or mobility does not appear in the "*daily*".

ACTIVE AGEING: do things like attend college, working with NGOs or caring for grandchildren.

- **EVENTS:** where they are victims of fraud, theft or robbery.
- **TRIBUTES:** longevity, centenarians, or by performing an activity for many years.
- **Mobility:** risk arising when moving, as risk falls.
- **FUN:** leisure activities.
- **CARE:** related telecare, dependency or care centers, residential or not. Labordisputes thereof are included.
- **ECONOMY:** pensions, exclusion, family support, taxes returnees, or equity.
- **NEW TECHNOLOGIES:** use made thereof. Often curiosities.

- **AWARENESS CAMPAIGNS:** specifically target this group or in which they participate.
- **DISEASE OR MEDICAL MATTERS:** treated from the point of view geriatric.
- **LONELINESS:** situation suffered some seniors.
- **OTHER:** related to life expectancy, or surveys reviewing the abdication of the king, or the memory of the assassination of John F Kennedy.

	AD	MQN	AG	SD	SOL	REP	DA	TM	PA	TOTAL
Active aging	19	0	1	0	3	0	0	1	0	24
Tributes	16	0	0	0	0	0	0	0	0	13
Events	12	0	1	0	0	0	0	0	0	13
Economy	4	6	0	0	0	1	0	0	0	11
Amusement	3	2	0	4	0	0	2	0	0	11
Diseases	0	4	2	0	1	1	0	0	1	9
C. it makes aware	7	1	0	0	0	0	0	0	0	8
Assistance	5	0	0	1	0	1	0	0	0	7
Mobility	7	0	0	0	0	0	0	0	0	7
N. Technology	0	4	1	0	0	0	0	0	0	5
Loneliness	5	0	0	0	0	0	0	0	0	5
Others	3	1	0	0	0	0	0	0	0	4
TOTAL	81	18	5	5	4	3	2	1	1	120

Table 7: Theme not daily news program
Source: Based on data Archives and Documentation Department CSTV.

5. CONCLUSION

According to the data studied, the population is the main consumer of television, but becomes a secondary problem. It is underrepresented.

Although there are repeated in several information the same day news, we can deduce that the elderly are poorly treated to be almost 18% of the population, since they are in the news on average once a day, and that considering all Andalucian informative television programs.

Significantly, it is a more faithful to which private public television audience.

However, not usually receive special attention as interested as number thickens the audience, but not as consumers.

There is a direct relationship between care provided by public television this group compared to private operators more interested in selling advertising for what is perceived as a target with low purchasing power.

In the daily news of the Andalucía television when more appear related to the biggest news is in desktop and night and dominated matters in playing a passive role; even some news about active aging assume the role, but the recommendation to practice.

The role they play is usually secondary.

In the "no day" programs, they have such a position that makes them protagonists, as in cases of active aging, or tributes. Here the distinction itself stands on the community.

As audience pays more attention to programs that relate to their land or issues that are related to it, such as pilgrimages, bulls, towns, or informational.

Also, are more interested in simple entertainment programs.

Witnessing a paradigm shift that has been in the past thirty years between television and seniors. Today we see a passive attitude of our elders, the result of cultural, educational elements and income level. However, we can guess that in the coming years a generation with higher levels of training and management of new technologies will be incorporated, and therefore more active before the Internet and smart TVs, causing new ways of consuming television. Also, large private operators will be forced to pay attention to this bag population that can reach 30% in a short time, and will therefore be an interesting plants purchase advertising target, and consequently for operators.

It becomes necessary awareness by television operators of the importance of seniors as a social group and grant more leading presence in all types of programs, information and fiction.

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