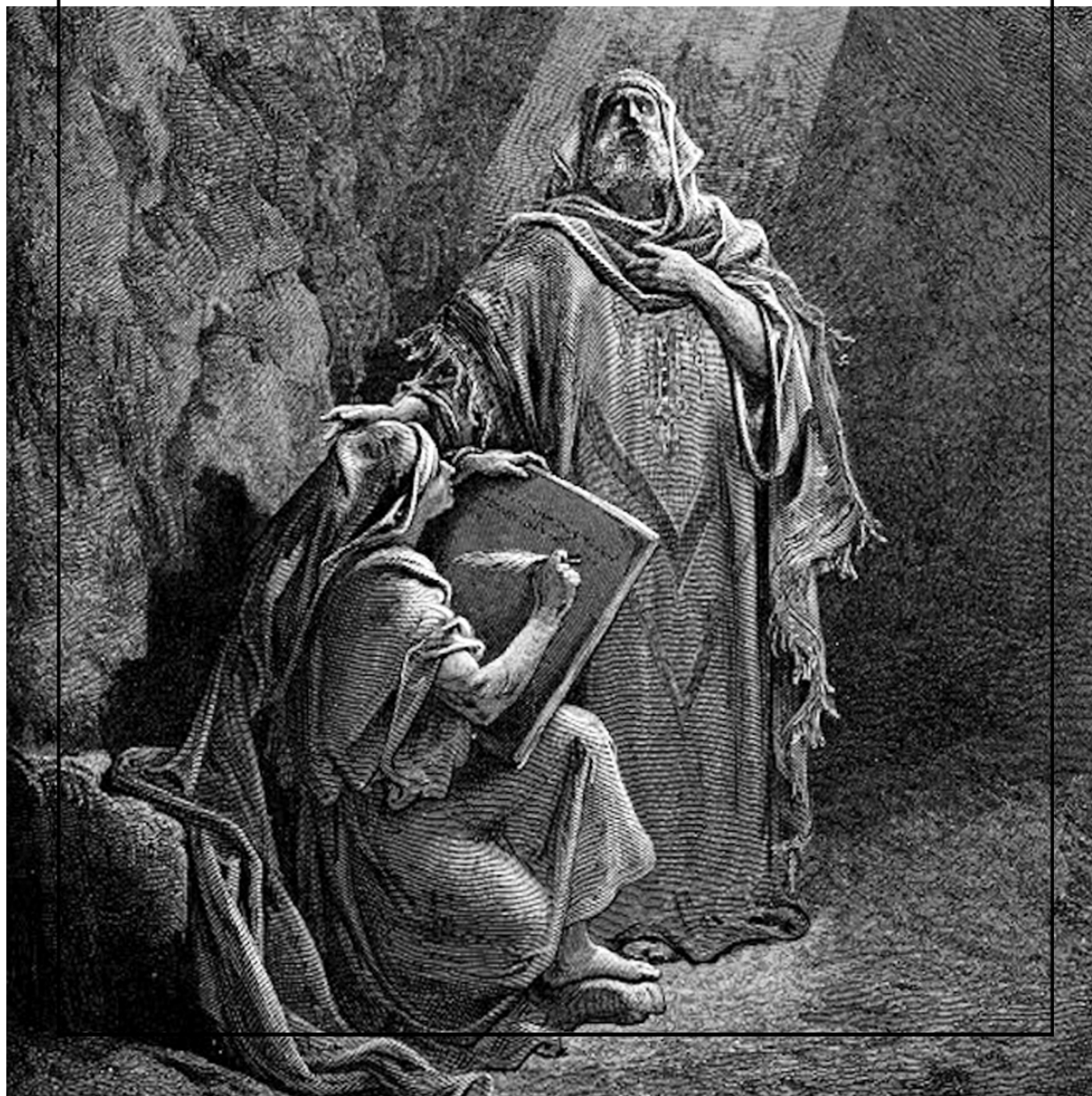


The Aging and The Elderly

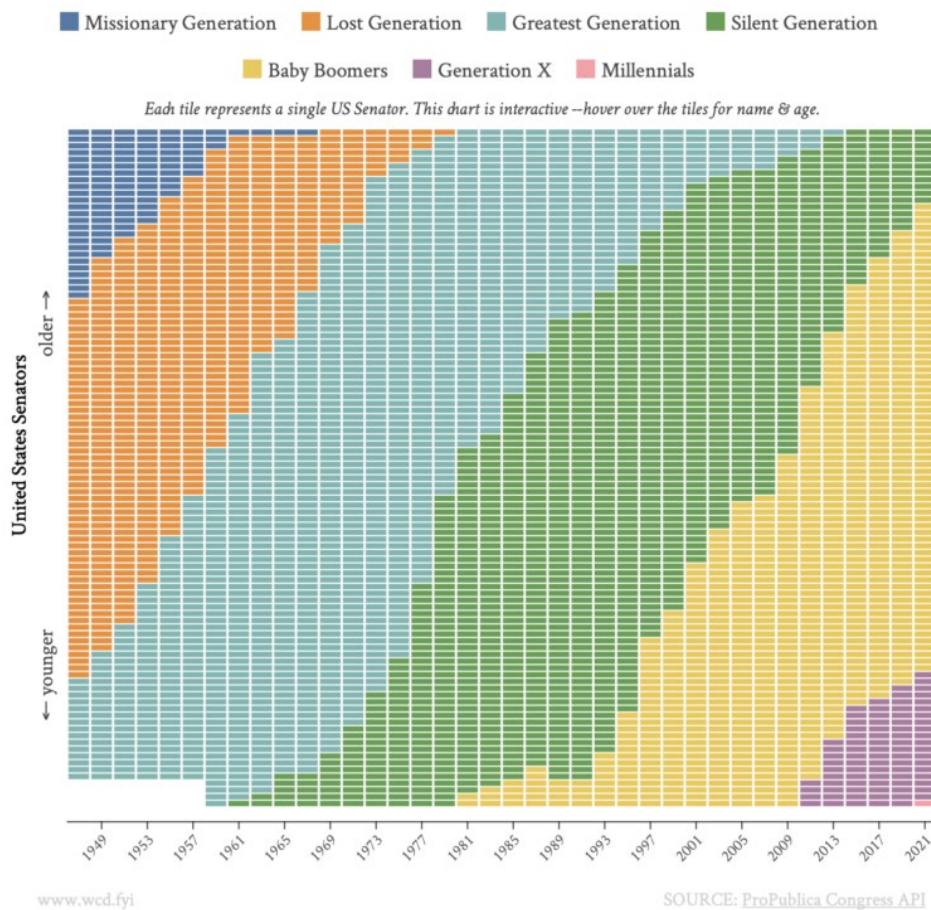
[*In the manner of ostentatious erudition.*]
by Gregory G. Armento



Aging and The Elderly
 [In the manner of ostentatious erudition.]

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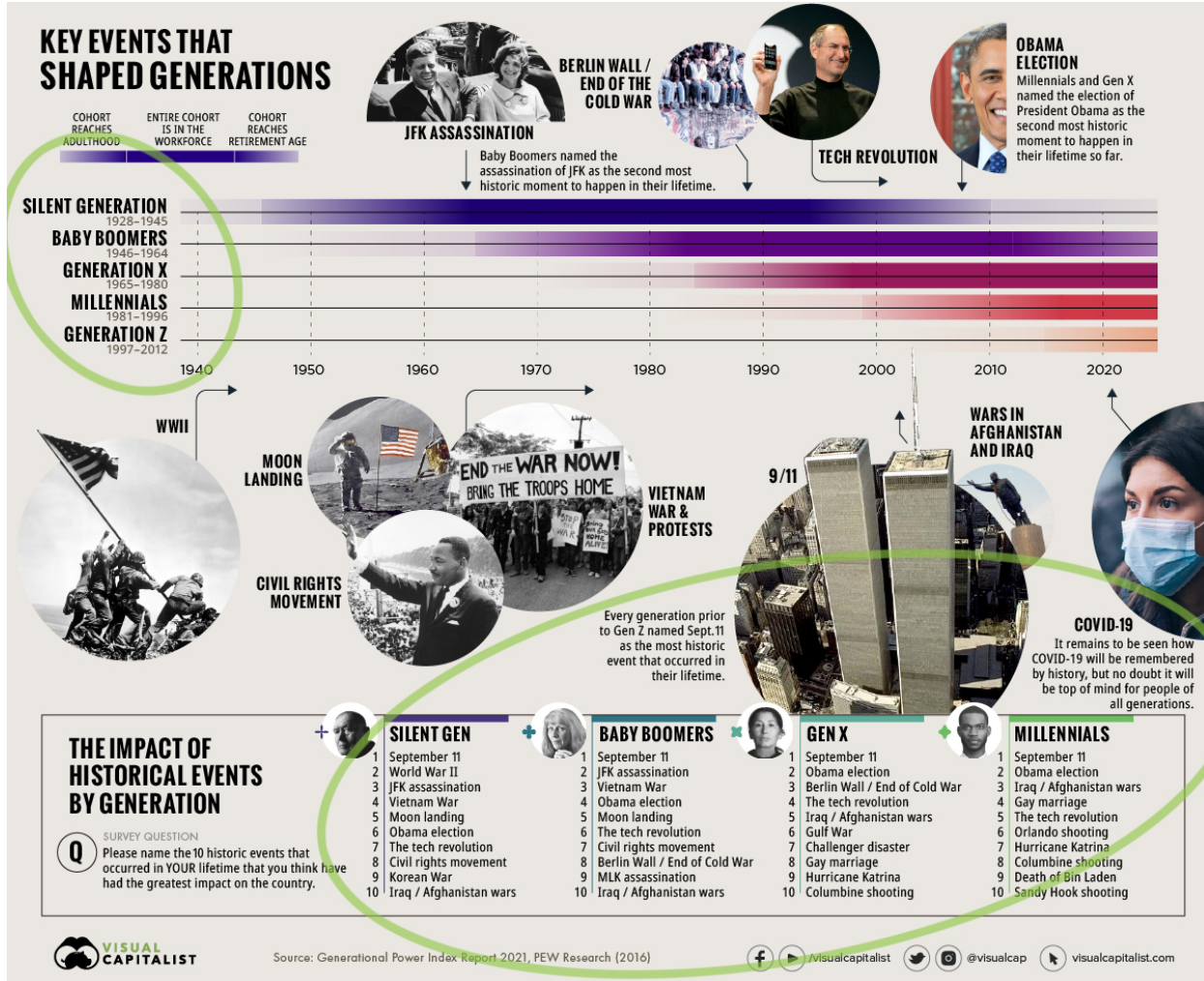
This subject *screams* infographic. The keywords: “elderly”, “generation”, and “aging” all suggest a timeline, and, timelines are best expressed graphically. Through the pairing of a graphical timeline and a few textual call-outs an infographic is born. Infographics can convey multiple, broad-spectrum overviews for comparison. Seeing the total sum of a timeline’s datapoints often reveals formally hidden trends, such as the following infographic (Donnell).



Each column represents the pool of U.S. Senators¹ by generational birth year; the columns are two years apart. Baby Boomers (birth years: 1946-1964) still have the lion’s share of the Senate (far right yellow column, 2021).

¹ The Constitution requires that a person be at least thirty years of age for service in the U.S. Senate [and age twenty-five to be a Representative] (Senate).

The infographic below offers two expressions of generational mapping. The first timeline graphically maps each generation's origins and relative longevity (Visual).



The second timeline exhibits survey results; showing how each generation prioritized the historic events that occurred in their lifetimes.

In advertising, targeting a specific demographic is a best practice. This axiom was pioneered by advertising copywriter and author² David Ogilvy after moving to America to work at George Gallup's Audience Research Institute in 1935. Ogilvy would eventually use Gallup

² “Confessions of an Advertising Man” (1963), and “Ogilvy on Advertising” (1983).

techniques to measure readership demographics of magazines and newspaper sectionals by placing ad offers that required a response.

It's your fathers' Facebook now. "Teenage users of the Facebook app in the US had declined by 13 percent since 2019 and were projected to drop 45 percent over the next two years..." (Health). Youthful rebellions are a rite of human passage.

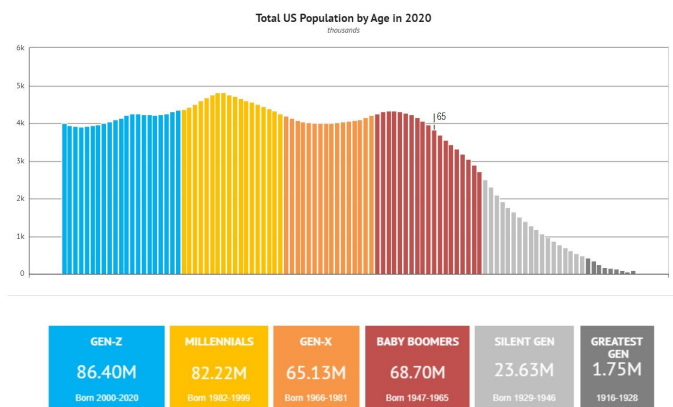
The cycle of youthful rebellion in western culture is born from an instinct to seek self-reliance and independence. Youthful rebellions are probably a natural occurrence in world-wide family structures - but in western cultures - they are allowed/ignored/encouraged/fatal. New technologies seem to shape each generation's own manifestation. Beginning in the 1920s nationwide live radio broadcasts emerged, and sports, music, comedy, and politics fused a nation. Radio gave every new generation their own soundtrack.

Name	Birth Years	Technology
Missionary Generation	1860-1882	Transcontinental Railways, Trans-Oceanic Telegraph.
Lost Generation	1883-1900	Rural School House. Phonograph. Silent Cinema.
Greatest Generation	1901-1927	First Flight, Cinema & Sound, Nationwide AM Radio Broadcasts.
Silent Generation	1928-1945	Household Telephones, Motor Cars, Worldwide Air Travel.
Baby Boomers	1946-1964	Television, Color Cinema, Home Movies, Transistor Radio.
Generation X	1965-1980	Pong Arcade Game, Video Cassette Recorder, Audio Cassette.
Millennials	1981-1996	Personal Computer, CD Player, Nintendo 64.
Generation Z	1997-2012	PlayStation, Internet, Email, MP3s, Cellphone, Social Media.
Generation Alpha	2013-	Amazon-to-YouTube, Streaming Media, Crowd Sourcing.

The War to End All Wars, The Great War, WWI lasted four years, ending in 1918; it was fought by the Lost Generation (1883-1900, Rural School House. Phonograph. Silent Cinema).

The Greatest Generation (1901-1927) heard the first nationwide radio broadcast, the 1927 Rose Bowl Football Game; AM Radio airwaves began spreading an American dream of prosperity: “hard work earns a reward”. However, the Greatest Generation was slammed with nationwide economic failure during the Great Depression (1929); and nearly blown away in the Dirty Thirties by Midwest Dust Bowl winds and droughts (1934, 1936, 1939). Then, the Greatest Generation volunteered to cross two oceans to fight World War II and win. After all that, the Greatest Generation did not earn a pass - they still had to endure nature’s generational shock therapy. Their progeny are the Baby Boomers. The anti-hero³ found a niche in the Baby Boomers collective psyche. Leather jackets, motorcycles, beer drinking, cigarette smoking, and slicked-back hair challenged the Greatest Generations’ idea of the hard-won dream of life after World War II. Collectively, the Baby Boomers experienced cinematic and musical sojourns on a daily basis, they grew long hair, and liberated love... and then, the Baby Boomers were shocked by the gender-bending sexuality of their Generation X offspring.

Today, Generations Z and A are distancing themselves from all previous generations as evidenced by Facebook losing their youth demographic (Health). Generations Z and A want independence from their parent’s and grandparent’s social media platform.



(Knoema)

³ [Easter Egg] see (Simone) in Works Cite for YouTube movie link *The Wild One* (1953) starring American actor Marlon Brando.

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(revised: November 2, 2023)