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In *Recontextualising Ageing as a Choice: A Critical Approach to Representations of Successful Ageing*, Kena-

lemang-Palm uses an intersectional feminist approach within Multimodal Critical Discourse Analysis to examine representations of ageing femininities in marketing and advertising discourses, within the context of successful ageing. Her thesis is situated within contemporary feminist media debates on (older) women's empowerment and oppression. This is a timely topic, given that discussions surrounding gender and ageing have become more pronounced in the wake of population ageing. The combined findings suggest that women are constructed and/or addressed as entrepreneurial and responsabilised subjects who use their "free choices" to objectify themselves to patriarchal standards of beauty; which they use to work on and govern their ageing bodies and faces. Subsequently, working on the ageing body/face reinscribes the white, gendered, classed, and aged privilege that informs Western beauty ideals. Kenalemang-Palm asserts that this reinscription of privilege means that women, no matter their age, are always expected to engage in never-ending practices of aesthetic labour.

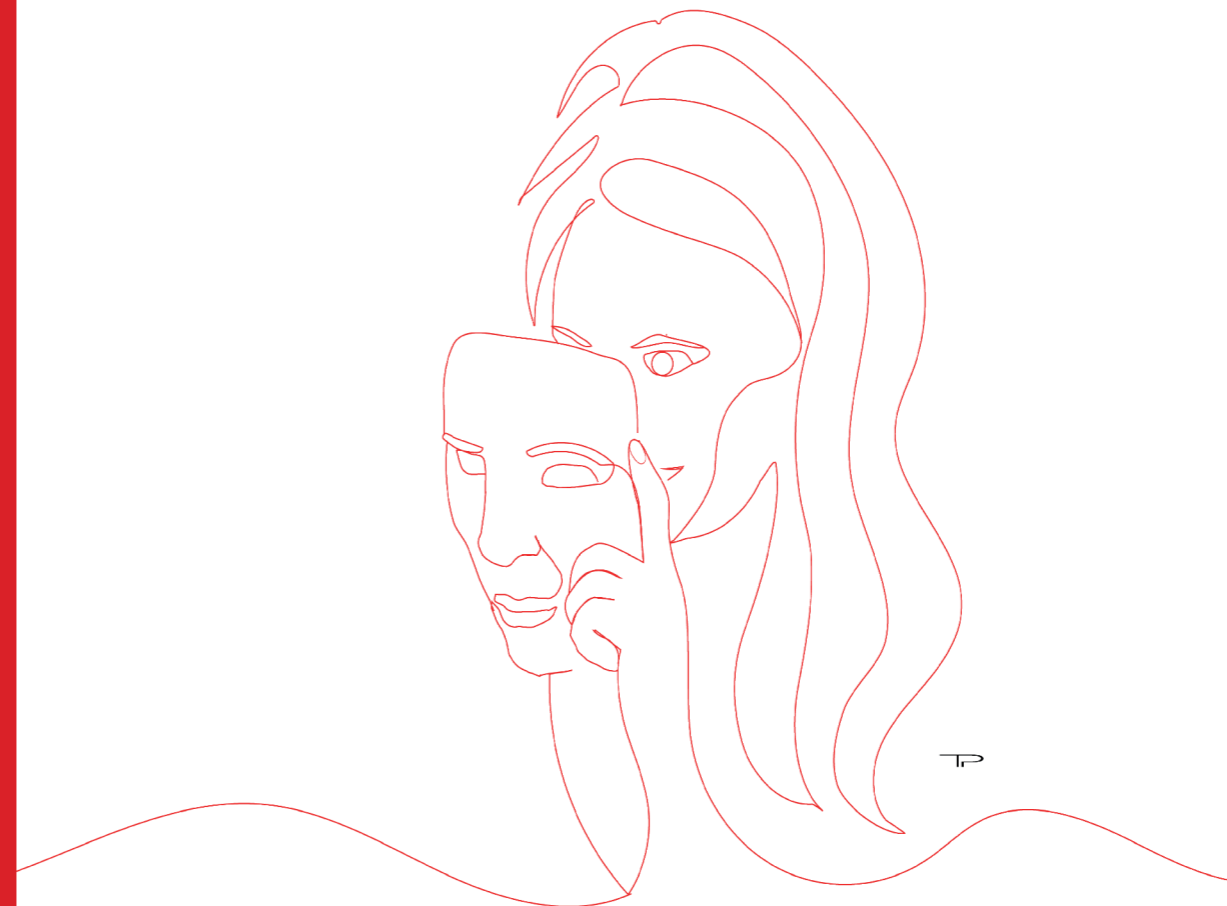
ISSN 1651-4785
ISBN 978-91-7529-436-0

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Doctoral Dissertation

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2022

Örebro Studies in Media and Communication 28 | ÖREBRO 2022