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A practical approach for embedding stakeholder perspectives in creative production

Olsen, Dennis A practical approach for embedding stakeholder perspectives in creative production. UNSPECIFIED.

<https://doi.org/10.36828/toolkit/15446>

This is the Supplemental Material of the final output.

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Scene 1 Worksheet

Seeing Age: Advertising, Self-Image and Internalised Ageism

Initial Reactions

What struck you most about this scene?

Representations of Ageing

How are older people represented in the advertisements?

- What stereotypes or assumptions are visible?
- What messages do the adverts communicate about ageing?
- Who appears to be the intended audience?

Ruth's Response

Why do you think Ruth reacts so strongly?

- What is she resisting or challenging?
- To what extent does she appear affected by the messages she criticises?

Looking at Herself

Consider the moment when Ruth looks at her reflection.

- What does this reveal about self-image and ageing?
- Does the scene suggest that ageist messages can become internalised?
- How does this moment complicate our understanding of Ruth?

Theatre and Performance

How do performance choices shape the audience's response?

Consider:

- staging and spatial arrangement
 - costume and appearance
 - use of television/media within the scene
 - humour and comic timing
 - facial expression and physicality
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Discussion Prompt

Does the scene simply critique ageist representations, or does it also reveal how difficult it is to escape them?