



Images of Grandparenting: A Content Analysis of Media and Marketing

Kimberly Bezaire

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This book offers an insightful examination into the world of Canadian grandparents, at the turn of the millenium. Who are today's grandparents? How are they portrayed in modern media? What are their roles and realities, and what are the implications for educators? This book examines the grandparent market by analyzing media portrayals and advertisements aimed at Canadian consumers. A review of business periodicals and current demographic information is used to assess the size, profits and range of products associated with the children's market, in which grandparents play an important role. As well, historical images of grandparenthood and the range of modern challenges facing today's diverse grandparent population are reviewed. Implications for children, families and educators are discussed, highlighting a need for media literacy and awareness.

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