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The neglected 'ISM': Empowering the old

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The world today is speaking up against discrimination of all kinds, such as racism, nepotism, ableism, hedonism and so on. However, ageism seems to be overlooked. Even though ageism and age-related issues have gained a lot of attention from communication scholars, most of the existing researchers tend to focus on removing the practice of ageism in society. While these studies act as a medicine to treat the disease of ageism, a better approach would be to go to the root of the problem. This paper aims to explore underlying assumptions related to human aging that lay the foundation for ageism. Using Social Identity Theory, the paper then translates the findings to the multi-generational workplace where ageism is a major problem. To address the problem of ageism, the paper recommends few management approaches that are believed to reduce inter-generation conflict.

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