

The aim of this work is theoretical mapping of the problem of ageism and its extreme form which represents the abuse of older people. In the first part of the work there is a space devoted to the description of ageism as a serious social problem, which uses the age as a basic organizational structure of society and sees it as a reason for discrimination. I am trying to summarize the current knowledge in the sources, motives, contexts, symptoms and consequences of this phenomenon. In more detail, I am dealing with three basic ageism burdened areas of public life, such as the labor market, health service and media. The second part of the work is focused on the extreme demonstration of ageism, the abuse of older people. I describe occurring forms of elder abuse and use case reports to attest its destructiveness and high social dangerousness. I summarize the theoretical concept of the phenomenon, known Czech researches, the possibility of prevention and assistance to victims with an emphasis on the activities of the ŽIVOT 90 association.