

Diploma thesis „Position of Old People in our Society and Representation of their Interests“ appears from demographic ageing of population, which consequence is increasing number of people older than 65 years. The target group of my diploma thesis is everyone who draws old-age pensions or everyone who reached retirement age.

Diploma thesis also deals with how media and public think of the demographic ageing of society, old age and old people themselves. There are mentioned the frequent myths and stereotypes which are related to reality, to the real image of old people and their lives. The image of old people in media is also described in my thesis.

The core goal of my thesis is the analysis of representation of old people interests. The analysis describes the activities of the different actors involved in issues of old people. The most important actors are old people, organizations of old people (Council of old people, The Union of Pensioners), Council of Government for old people and ageing population, the Ministry of Labor and Social Affairs, political parties, government and organizations in European Union. In the thesis I analyze how cooperation and bargaining works between different actors, how interests and needs of old people are represented, how the system of representation of their interests looks like in our society. At the end of analysis this system of representation is diagrammatized. At the end of diploma thesis there are suggested the recommendations how to improve and increase the efficiency of interests' representation.

To illustrate this issue I evaluated my own questionnaire which was focused on the opinions and attitudes of elderly respondents. Old people answered on questions related to position of old people in society, to myths and stereotypes about old people and ageing, to knowledge of system and satisfaction with system of representation of old people interests.