

Keywords: seniors, ageing studies, interaction, strategies of care

Abstract:

With the current demographic trend of population ageing, the issue of the post-productive stage of life (65+) becomes a topic of growing social relevance. Social cultural anthropology is no exception as ageing studies have been moving to the forefront of scientific discourse in recent years. One of the pioneers of ageing studies in Czech social and cultural anthropology is Hasmanová Marhánková with her longtime devotion to the issues of ageing, senior care and gender in old age (e.g. 2013: *Aktivita jako projekt. Diskurz aktivního stárnutí a jeho odezvy v životech českých seniorů a seniorek*, 2011: "Leisure in old age - disciplinary practices surrounding the discourse of active ageing."). The question of how to ensure the appropriate quality of life for seniors is one of the most important ones. For a fair number of seniors, this means quality of life spent in senior homes, which represent one of the possibilities of senior care for families that cannot (due to physical or social limitations) or would not care for the seniors in their homes. It is also an alternative for seniors without family.

The current project will focus on a specific senior home (called Delta Senior Home for the purpose of anonymity) and on the strategies of care implemented in it. The aim of the project is to analyze the way of negotiating the care by selected social participants – both seniors and the home staff. How do the participants construct, through narration as well as social practices, the concept of so-called "good" old age? What kinds of interaction are involved in the process of care negotiation and how are they assigned importance? How is the care implemented?

The purpose of the project is to contribute to the Czech scientific discussion on ageing, to point at the factors important for everyday intergenerational interactions which take place in this specific environment, and to highlight senior care strategies which are effective from both the staff and the seniors' point of view and vice versa – which strategies may be reflected on negatively by the seniors.