Moses’s New Commandments for Baby Boomers: How the use of Cartoons in Moses Znaimer’s Zoomer Philosophy Constructs the Ideal Image of Aging for Baby Boomers

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Introduction

- Oct. 2008 CARP relaunches its magazine from CARP Magazine to Zoomer Magazine
- Media mogul Moses Znaimer pens (Baby) Boomers with Zip!
- Znaimer inspired by Hugh Hefner’s *The Playboy Philosophy* writes *The Zoomer Philosophy* (Vols: 1-4)
- uses cartoons to illustrate the Zoomer Philosophy
- ethnographic content analysis to examine the meaning the Zoomer cartoons
Prophet Moses

Ladies & Gentlemen
INTRODUCING THE
ZOOMER

Body of a 65 year old
Mind of a 45 year old
Libido of a 25 year old
Heart of a teenager
Zoomers Controls 1/3 of all Canadian wealth

*Zoomer = Boomer with Zip
The Prophet of Zoom
Zoomer Commandments

Prophet of Zoom™ by Curler Black

Moses! Go forth and declare the power of the Zoomer.

Inspire a new vision of aging.

Overturn society's verdict that "old is irrelevant."

Show the world that Zoomers are a vibrant and progressive demographic.

It angers me that some deem your age group to be merely doddering relics with faulty memories.

Here are the Zoomer Commandments.

You already gave me these.

I did? Oops! Senior moment!
Zoomerism

Prophet of Zoom™ by Cuyler Black

They say no two snowflakes are alike.

The same is true of Zoomers. Each of us is a unique personality.

And just like snowflakes, when Zoomers unite, we can change a landscape.

Perceptions of aging are shifting. Zoomerism is starting to snowball...

... and more CARP members are added to the roll every day.

This snow analogy went further than I intended.

That's okay. We catch your drift. We're snowballing to a million.
Please read the eye chart, Moses.

Z... O... O... M... E... R... S...
O... N... I... T... E...

Hmm. And this one?

APDG
BZWK
RESVBDW
GVRPLESBT

Z... O... O... M... E... R... S...
O... N... I... T... E...

How'd I do, doc? You've heard of carpal tunnel syndrome?

You have CARP tunnel vision.

Excellent!
Calling on His Followers

Prophet of Zoom

Zoomers, consider the crocodile! It looks the same as it did millions of years ago! A creature resistant to change!

That's fine for him, but we Zoomers must embrace change to live!

Let's not be afraid to evolve as we age! Welcome the new!

While embracing change, let's also shape advances in culture, politics, fashion, technology and healthy living!

The only thing a Zoomer ought to have in common with the crocodile is a capacity for long, long life!

Uh oh.

Anyone know how to deal with a reptile dysfunction?

There's a pill for that!
Prophet of Zoom

Do you hear the call of the Zoomer?

It's a call to live life to the fullest!

A call to keep scaling new heights, no matter your age!

A call to reach higher, to explore new horizons every day! Hear the call and join me, Zoomers!

What took the rest of you so long?

We were misdirected by a robocall.
Creating Community

Prophet of Zoom

Zoomers! My name is Moses and I am here to lead you!

Why are we called Zoomers?

You are Boomer with zip!

Gimme a break! All you geezers should stay home and watch reruns of “Murder, She Wrote”

Did you just taser him?

I’m a Boomer with zap.
Prophet of Zoom

Meet Roy Bluntz, Zoomer of the Month.

C'mon, Petey! Move it along the boards!

Roy exemplifies the Zoomer spirit. In retirement he gives generously of his time and money.

Now bring it up the ice!

He's president of a local tree-planting club...

Hustle!

... and a hiking club. And he runs marathons...

Get it into gear, Petey!

... and writes a weekly aging blog called "Never Slow Down".

Faster, Petey, faster!

All this while getting to every game at the local rink, cheering on his grandson.

Grandpa, you're embarrassing me.

Step on it!

Can I get you a decaf, Roy?

Go go go!
Promises of an Afterlife or Rebirth

Prophet of Zoom by Cuyler Black

Winter.

Many of us Zoomers are in the autumns and winters of our lives, or so we’re told. But I say...

Winter is the new summer!

It’s never been hotter and sunnier to be a Zoomer!

We live happier, longer, more active lives than any aging population ever has!

Your image is passe. “Old Man” Winter! Step aside for “Youthful Man” Winter! He’s the new icon!

Who are you? “Old Man” Winter. I’m outta here.

Remember who gave you the boot! It was Zoomers!

It was who?
Prophet of Zoom™ by Cuyler Black

Winter...

Many of us Zoomers are in the autumn or winter of life, or so we’re told. But I say...

Winter is the new spring!

It’s never been sunnier to be a Zoomer!

We live happier, longer, more active lives than any aging population ever has!

Woohooooo!!!!!

CARP Nudist Polar Bear Club

In the winter of life, don’t settle for a glacial pace!

You’re still over-dressed!
Promises of Longevity and Youthfulness

These days, a guy my age jumping from a plane becomes an instant Internet sensation.

But with radical life extension adding decades to our lives, this will become the new norm.

120 years old – just like the Bible says Moses lived to – that’s my target! Think of what I could do with those extra years!

The super centenarian who climbed Mt. Everest, sailed around the world and flew to the moon!

Then I’ll collect all of that wisdom and impart it to the next generation ...

... But how will I fit it all into a 140-character tweet?
Prophet of Zoom™ by Cuyler Black

I'm only 77 now, but my goal is to become the world's oldest living Zoomer!

That ought to get me on the cover of your magazine!

I can see it now: "Fred Tuttle ... at 110, he's one!"

And a cover shot of you, having just scaled Mt. Everest, planting a CARP flag there!

Ha!

Seriously though, you know what would be the best thing about turning 110?

What's that? At that age, the girls will outnumber the boys 9-1!
The Mars rover, Curiosity, continues on its mission to explore the "red planet"...

...to analyze soil and air ... to seek evidence of the building blocks of the rarest thing in our galaxy ... life!

Meanwhile, back on earth, a search for the second rarest thing...

We found it! A med student willing to become a geriatrician!
Prophet of Zoom

Many of us Zoomers need to practise physical balance skills as we age or risk bad falls.

Maintaining other kinds of stability is important too: mental, emotional, financial.

Long life has a way of making some of those things unstable...

But at least financially, we can expect a soft landing.

We're here for you!

OAS

GOVT
The Zoomer Converts

Prophet of Zoom™ by Cuyler Black

The Federal Committee investigating ageism in the media will now hear from the public.

I'm Moses, leader of the Zoomers.

The flipside of the media's obsession with youth is its condescension toward the aging. Too often, anyone with gray hair and wrinkles is portrayed on TV and film as befuddled and infirm.

Enough! We're tired of being stereotyped and patronized.

And we won't stand for this anymore!

You shouldn't have to stand for this, sir.

You heard the old man! Someone get him a chair before he falls and breaks a hip!

That's not what I meant!

He's getting angry. Could be a sign of dementia.
You could say we Zoomers are on a roll. We know how to roll back the years and live young at heart!

We roll up our sleeves and work hard to make a difference. We roll out campaigns to advance important causes.

Hey, we love a roll in the hay, and rockin’ and rollin’!

But if we’re feeling some pain and want to roll a joint... Sir, that’s illegal!

...Well, that just makes us roll our eyes. Out! What was that?!

My cinnamon roll!
The Zoomer Revolution

Prophet of Zoom by Cuyler Black

Tunisia, Egypt, Yemen, Iran... Zoomers! The winds of change are blowing for us too!

We have risen up and demand to be heard!

Our united voice is being heeded in the public square! In government! In the media!

We have toppled the dictatorship of "Old is irrelevant!" We're not the past! We're the now and the future!

Viva la revolucion!

Just call me Che Grayhair.

Viva la revolucion!
Prophet of Zoom

Over the past 5 years, the name “Zoomer” has been making a mark...

In politics and advocacy...

In the publishing world...

On air and online...

Slicing through stereotypes of aging...

From the boardroom...

To the bedroom!

Sorry! Got a little carried away.

Lend my husband your outfit for the next hour and we’ll call it even!
Masculine Conversion

**Prophet of Zoom**

Does that still rock your boat, Phil?
Absolutely!

Ever think you'll remarry?

I'm a Zoomer in great health and with a lively libido...

I'd say what I'm looking for at this stage is more of a "friend with benefits". If you know what I mean.

Some gal with a pension? You do know what I mean.
Prophet of Zoom™ by Cuyler Black

This is art?

Sir, it is a work by one of Canada's most accomplished painters.

Into her 80s, she continues to develop her artistic vision with passion, deep insight, and creative energy! Now at the top of her game, she exemplifies the Zoomer spirit.

Looks like a bug squashed on a windshield.

That's the best you can do?

Clearly the bottom line represents society's low expectations for seniors. The top line is the vast capability older citizens actually possess. Near the top is an entity (Z for Zoomer) well-positioned to overcome societal perception.

"Bug Squashed on a Sidewalk" We were both wrong.

Brilliant.
Masculine Sexuality

Prophet of Zoom

Moses! Ed Morel! "Funeral Industry" Magazine! May I ask a few questions? How'd you find me up here?

Just a hunch I'd find Moses on the mountaintop. Got any insight on how the world might remember you after your exodus?

Let it be written that I spent my days trying to lead Zoners to the Promised Land.

Sounds good, but do you ever wonder if your legacy will stand the test of time?

Of course! Like most, I want to go out on top, missed by the universe.

"Moses wants to die on top of Miss Universe." Oh boy, I hope that's not etched in stone.

Great quote!
Prophet of Zoom™ by Cuyler Black

Wow! So many beautiful women at this gym!
Don't give yourself a heart attack, old man. Step aside!

Hi there. G'bye there.

I don't think we've met.
Let's keep it that way.

So. No.

Hi, I'm a Zoomer. That means I can offer you the experience and wisdom of a thoughtful, creative lover. Dinner?

Sure!

Is that guy having a heart attack?
No, but I did just see him undergo a "triple bypass."
Masculine “Potty Humour”

Prophet of Zoom

by Cuyler Black

Through fall colours, the leaves proclaim an important message about aging:

As we get older, life can get more colourful, more beautiful.

But the time may come when it’s impossible to hang on ... and so we let go.

Farewell!

I now join the majestic tapestry of those who’ve gone before, my destiny complete!

So much for dying with dignity.

Bummer, dude.
Male Symbols

Prophecy of Zoom™ by Culver Black

Top down ... wind in my hair ... The Beatles blaring ...

Nothing makes me feel younger than the pleasures of the open road!

Older folk get a bad rap for being hazards on the highways.

But the truth is, the car crash rate for seniors is sharply lower than for teens ...

... which is something I keep telling my 28-year-old nephew.

Please, Uncle Moses! Let me out of the trunk!

When you agree to stop texting while you drive!
Ten Commandments of Zoomerism

1. Thou shalt be productive and successful
2. Thou shalt be active and busy
3. Thou shalt be youthful
4. Thou shalt be healthy
5. Thou shalt be sexual
6. Thou shalt be happy
7. Thou shalt be adventurous
8. Thou shalt challenge ageist stereotypes
9. Thou shalt be political, volunteer, give back
10. Thou shalt live life to the fullest.
Thank you!

Questions?