

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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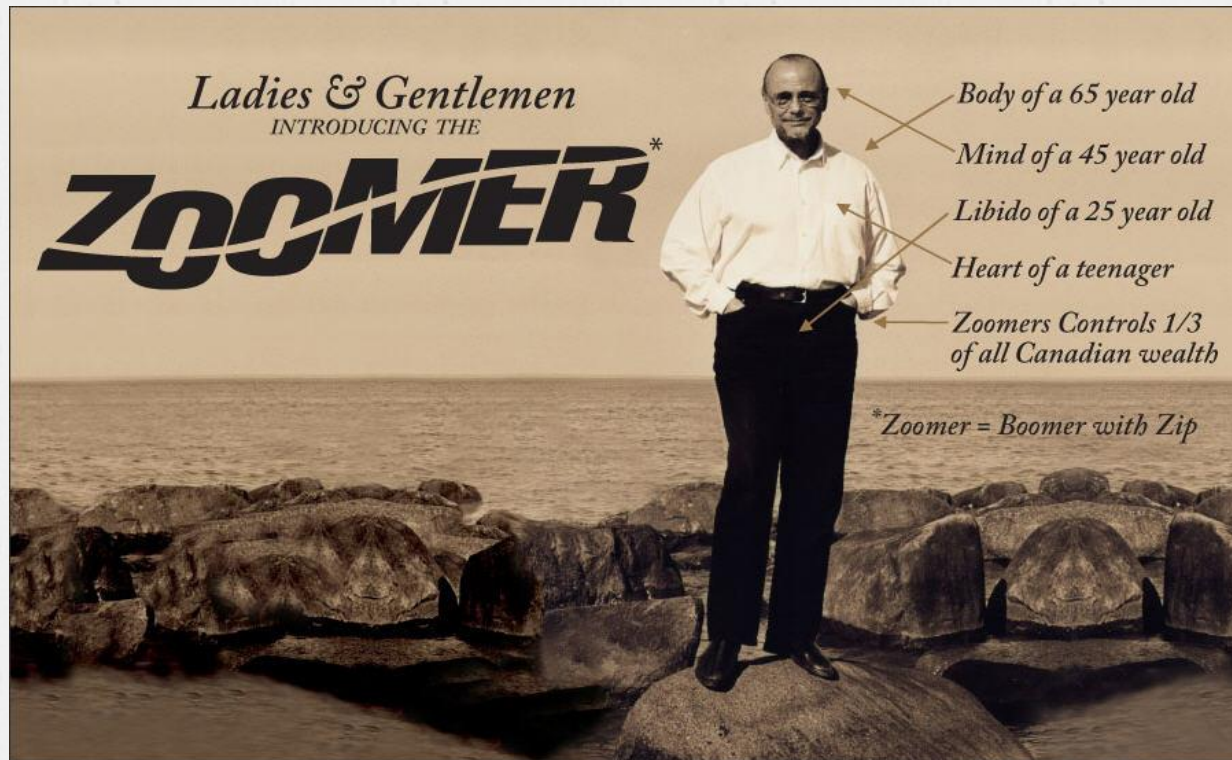
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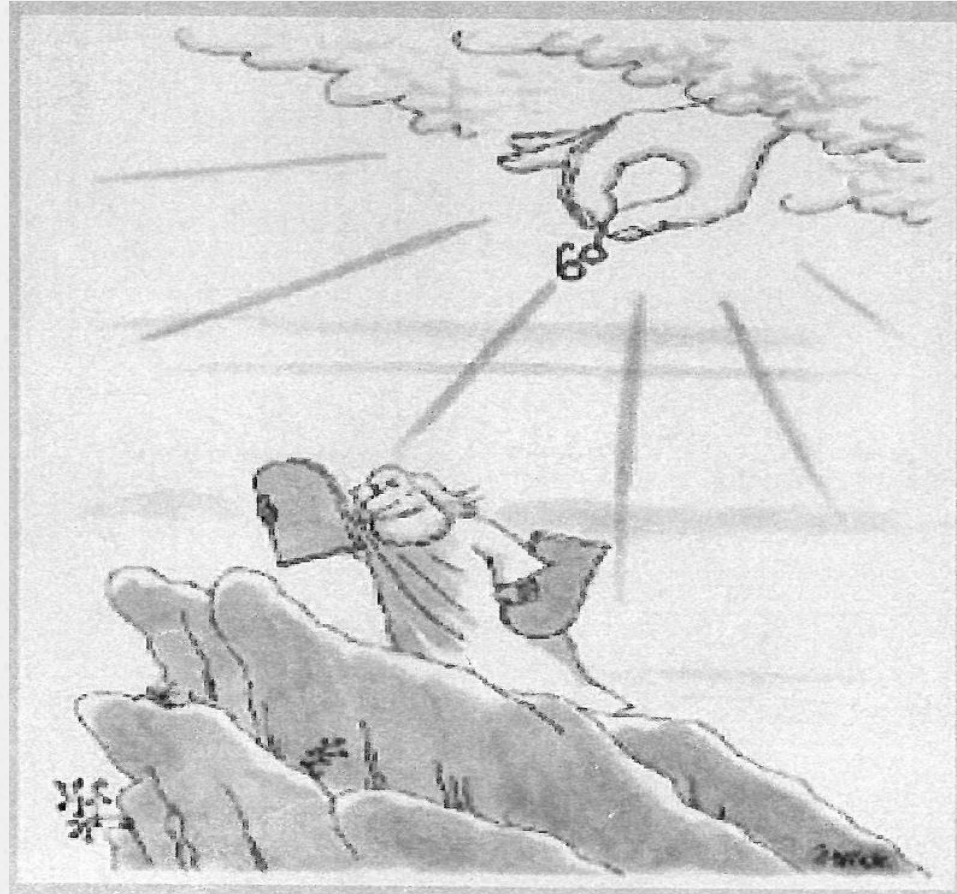
Introduction

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

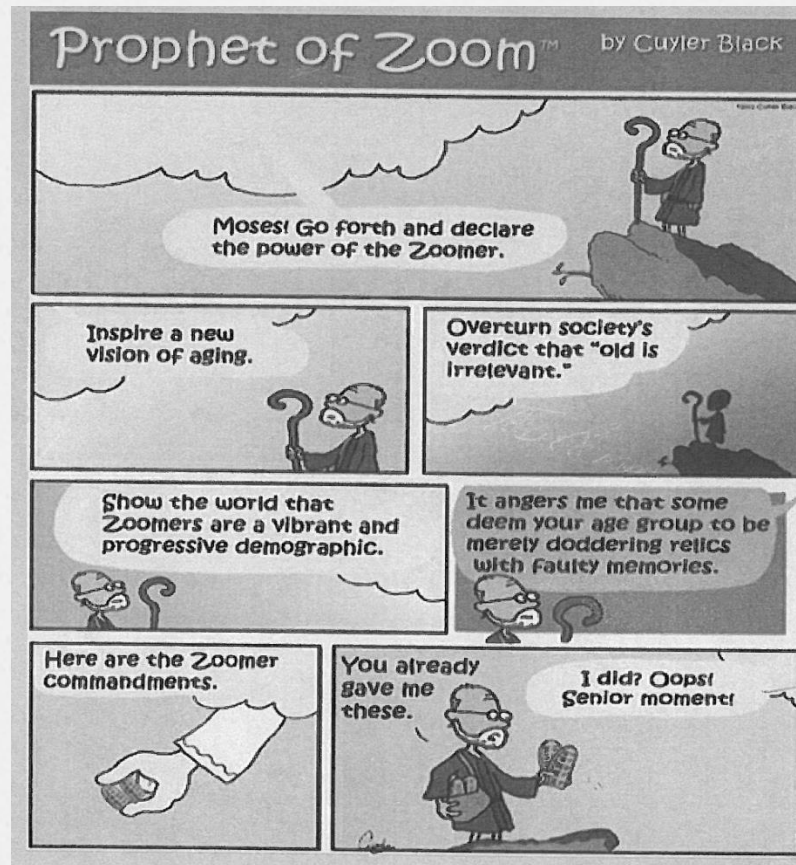
Prophet Moses



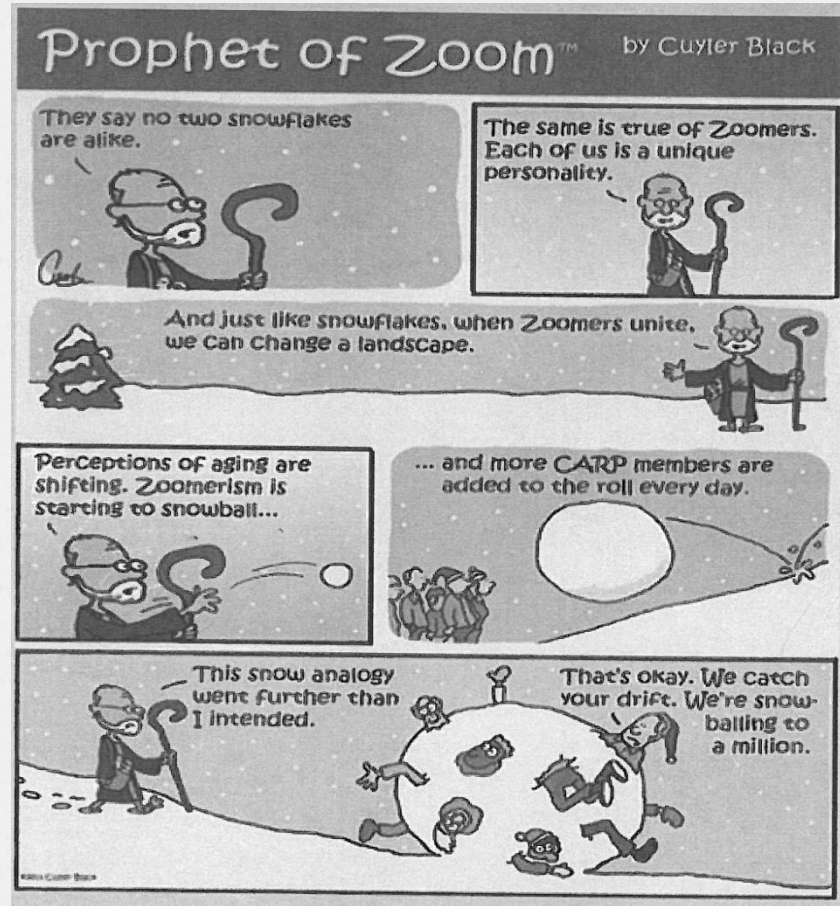
The Prophet of Zoom



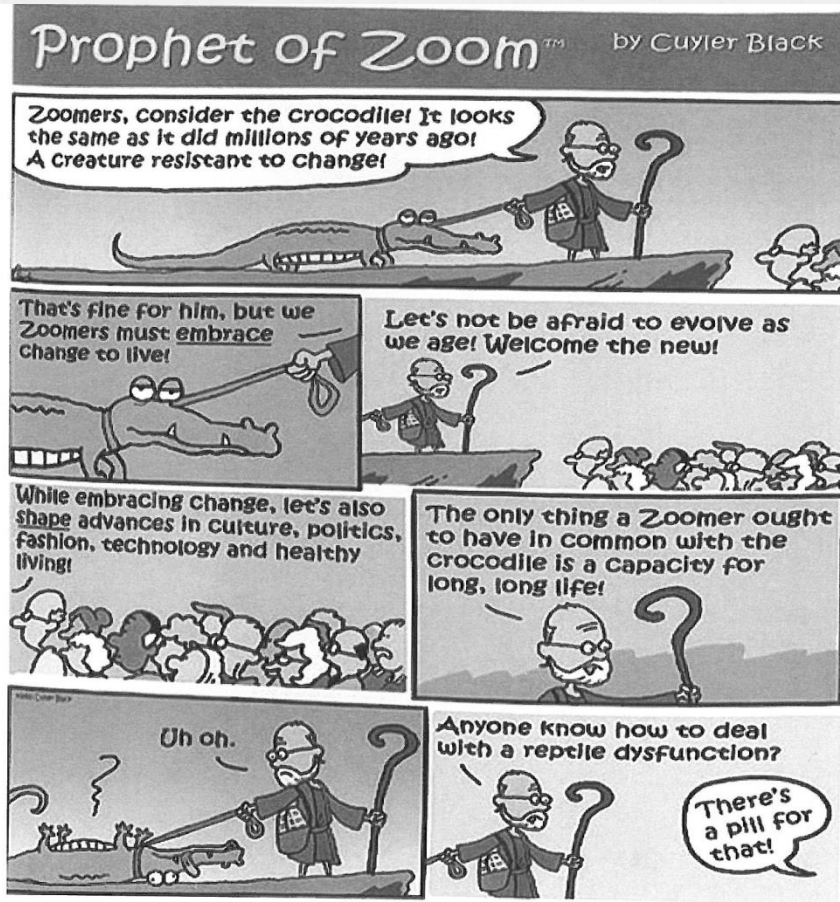
Zoomer Commandments



Zoomerism



Calling on His Followers



Prophet of Zoom™ by Cuyler Black

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!



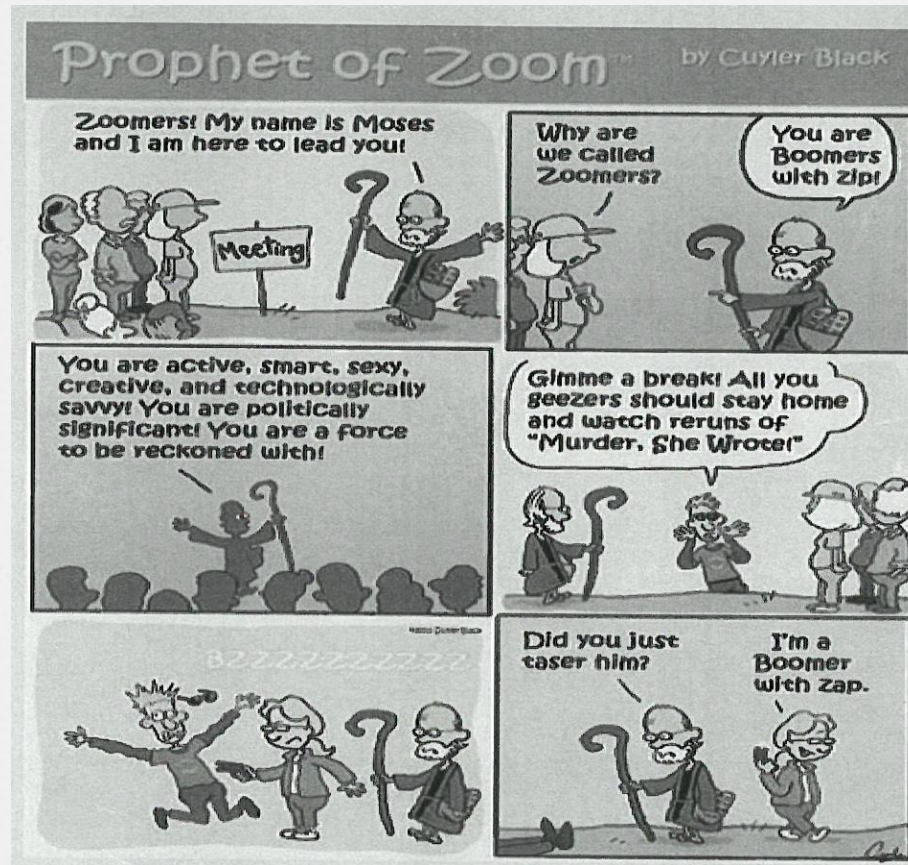
What took the rest
of you so long?



We were misdirected
by a robocall.



Creating Community



Prophet of Zoom™ by Cuyler Black

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.



Go go go!!



Grandpa, you're
embarrassing me.



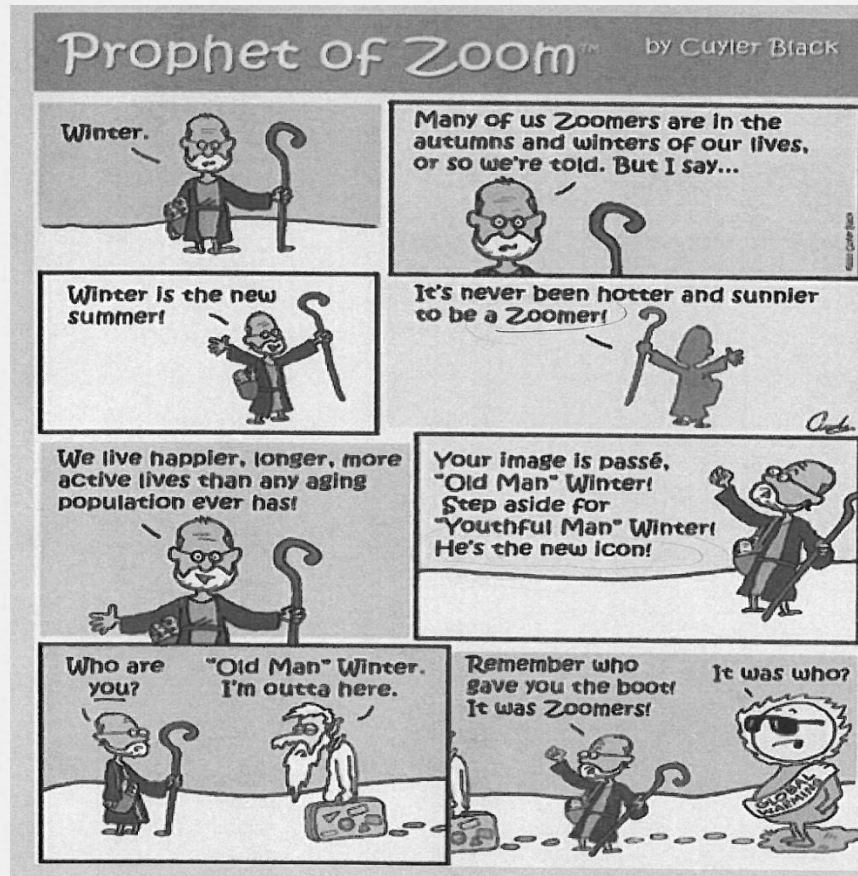
Step
on it!!



Can I get you
a decaf, Roy?



Promises of an Afterlife or Rebirth



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Winter.



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



© 2000 Cuyler Black

Winter is the new spring!



It's never been sunnier to be a Zoomer!



© 2000 Cuyler Black

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



Woohoooooooooooo!!!!



CARP Nudist Polar Bear Club

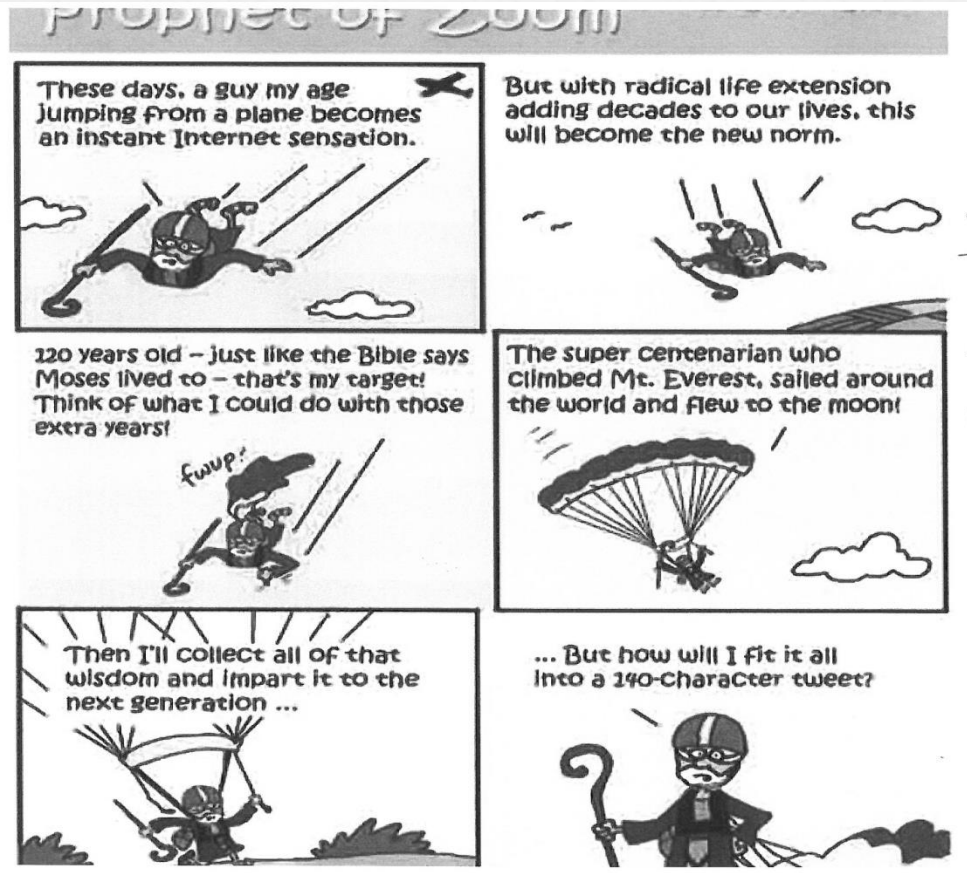


In the winter of life, don't settle for a glacial pace!

You're still over-dressed!



Promises of Longevity and Youthfulness



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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!

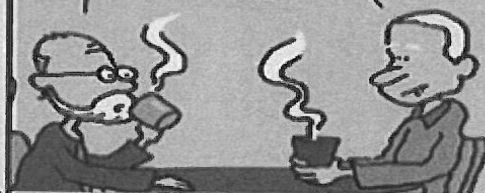


Seriously though, you know what would be the best thing about turning 110?

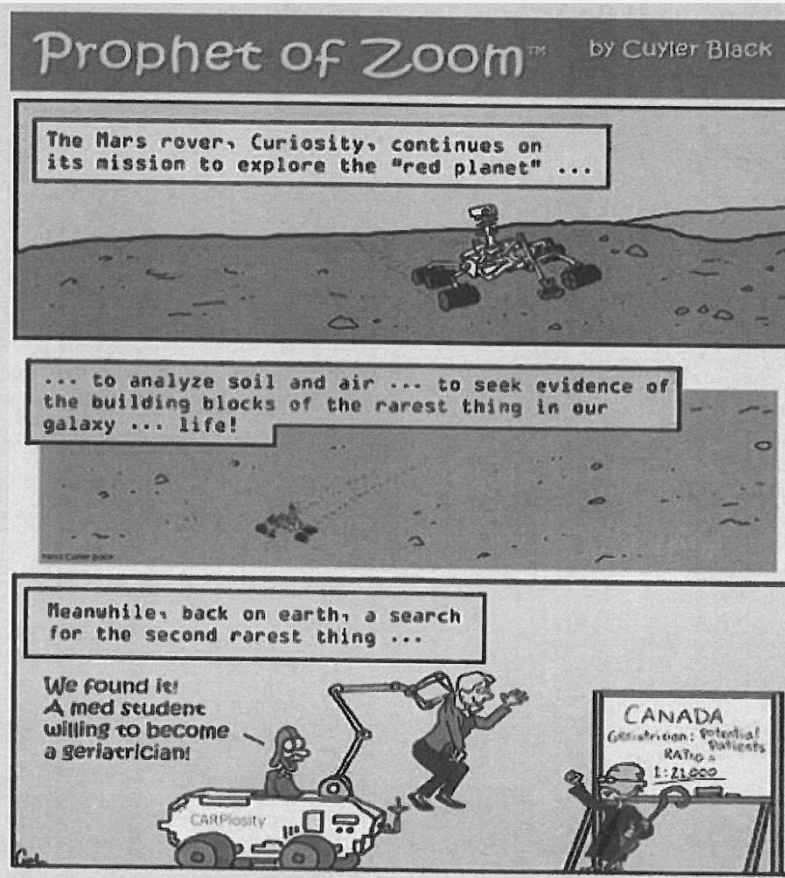


What's that?

At that age, the girls will outnumber the boys 9-1!



Zoomer Politics



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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.



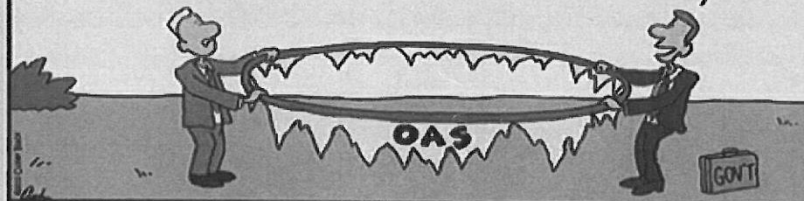
Long life has a way of making some of those things unstable...



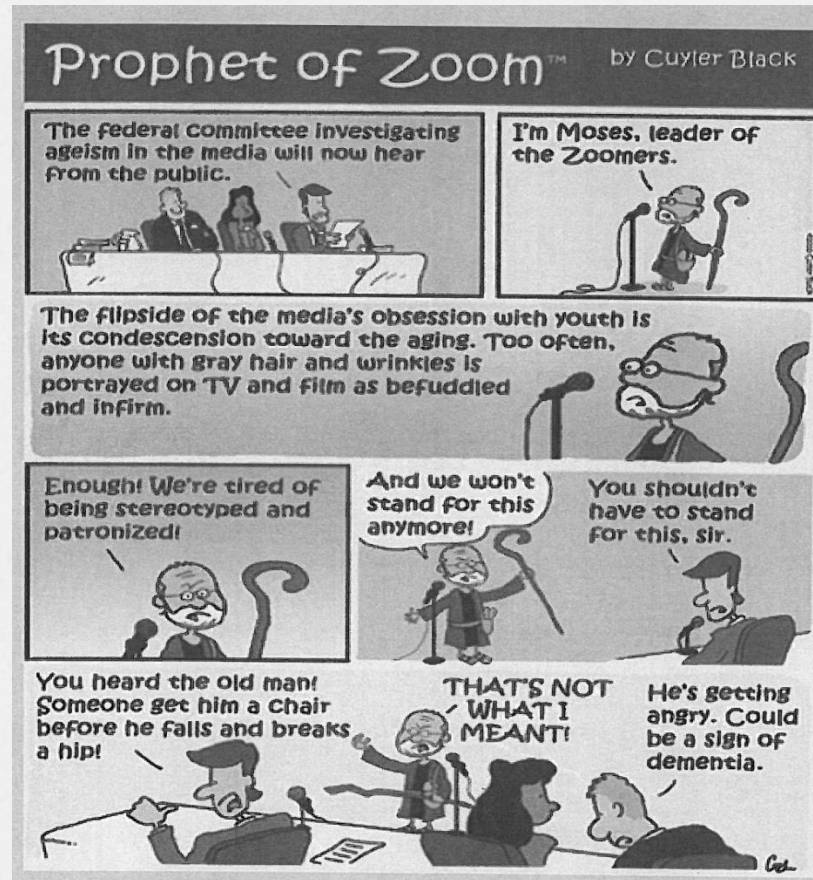
But at least financially, we can expect a soft landing.



We're here for you!



The Zoomer Converts



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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.



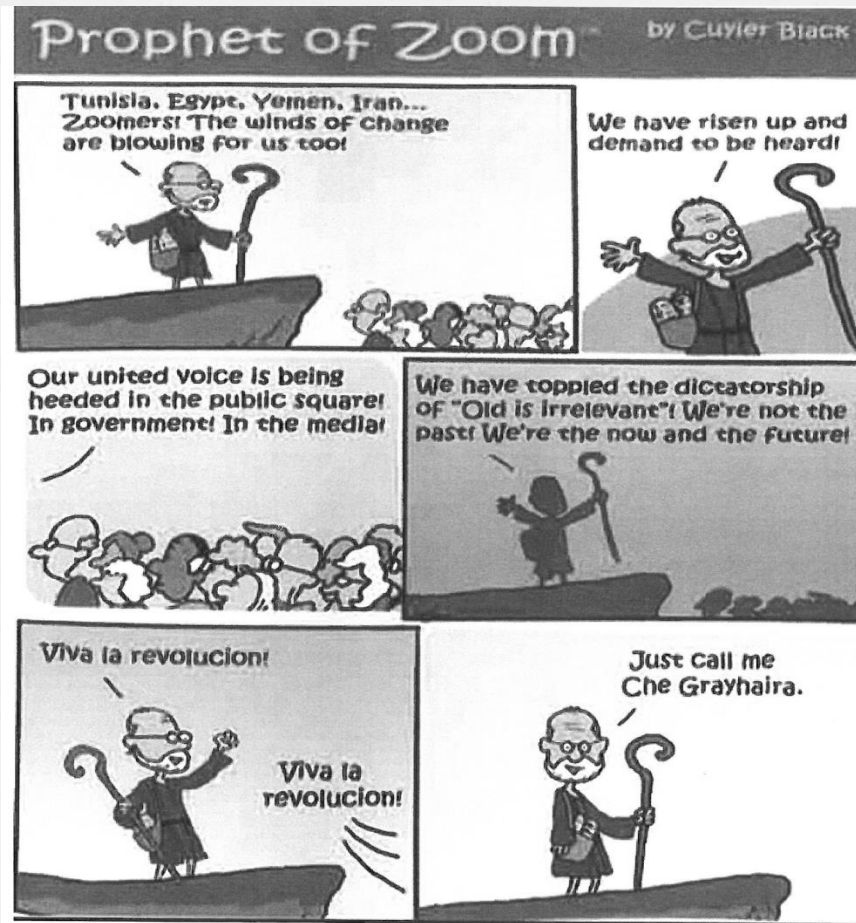
Ow! What was that?!!



My cinnamon roll!



The Zoomer Revolution



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



In the publishing world ...



In politics and advocacy ...



On air and online ...



Slicing through stereotypes of aging ...



From the boardroom ...



To the bedroom!

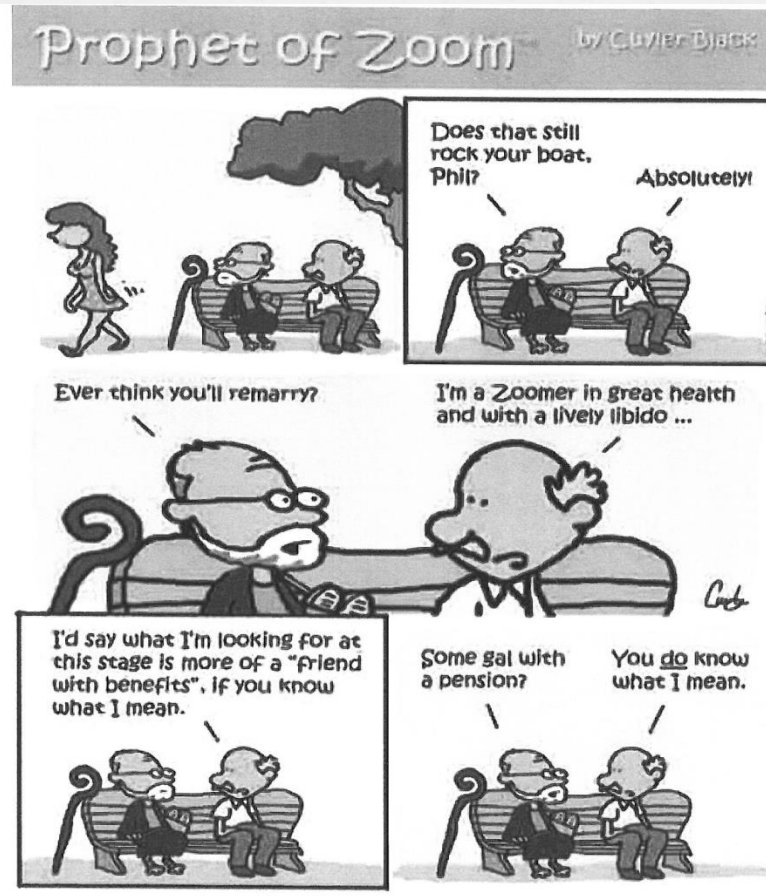


Sorry! Got a little carried away.



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

Masculine Conversion

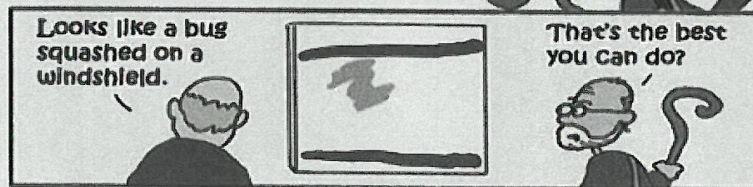


Prophet of Zoom™

by Cuyler Black



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!



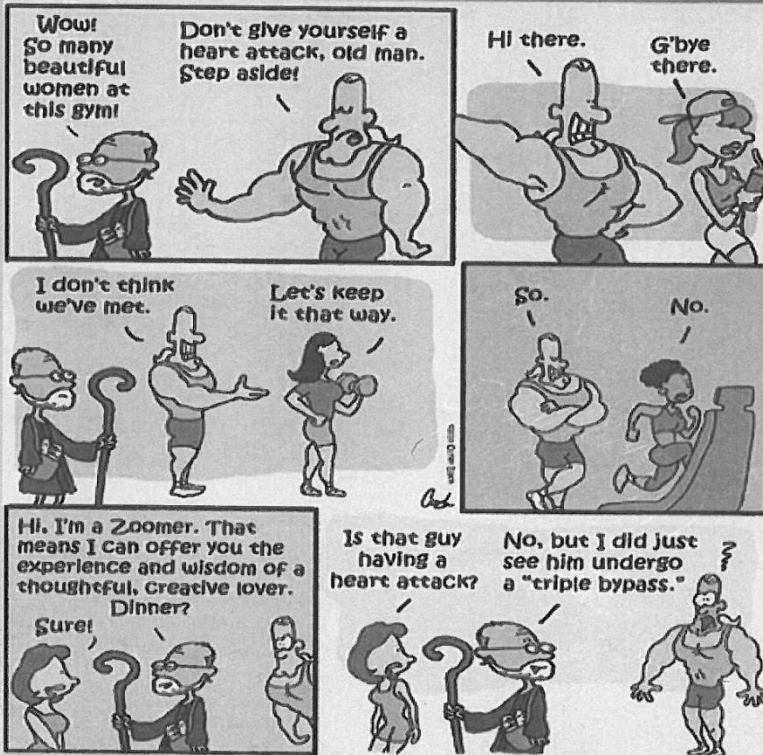
Clearly the bottom line represents society's low expectations for seniors. The top line is the vast capability older citizens actually possess. Near the top is an entity (Z for Zoomer) well-positioned to overcome societal perception.



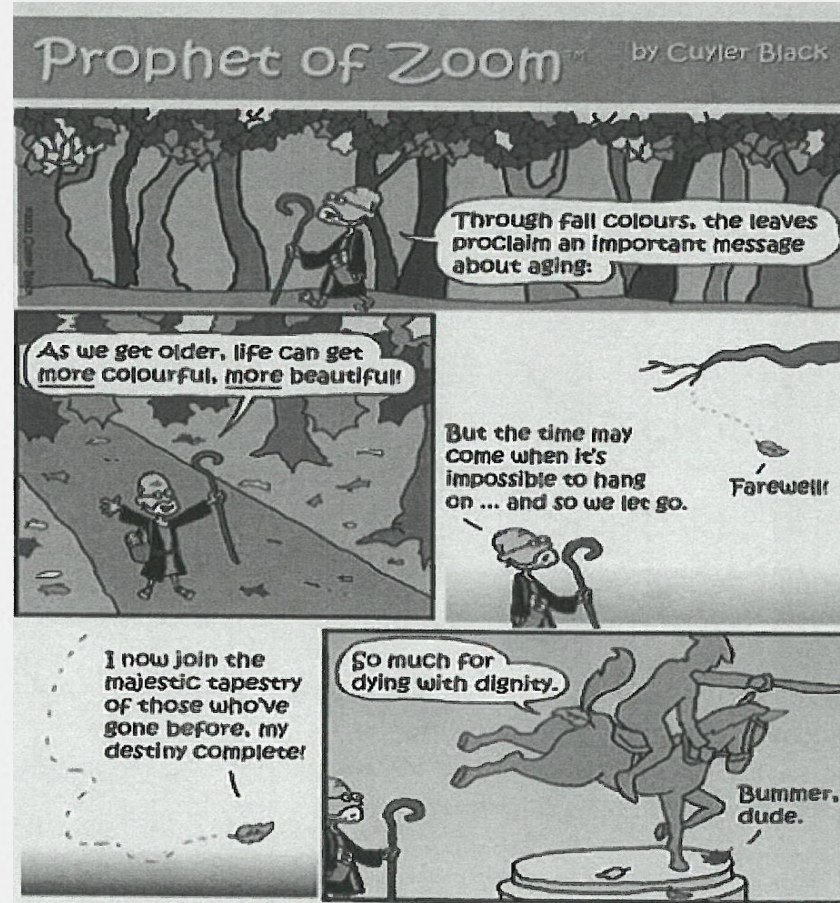
Masculine Sexuality



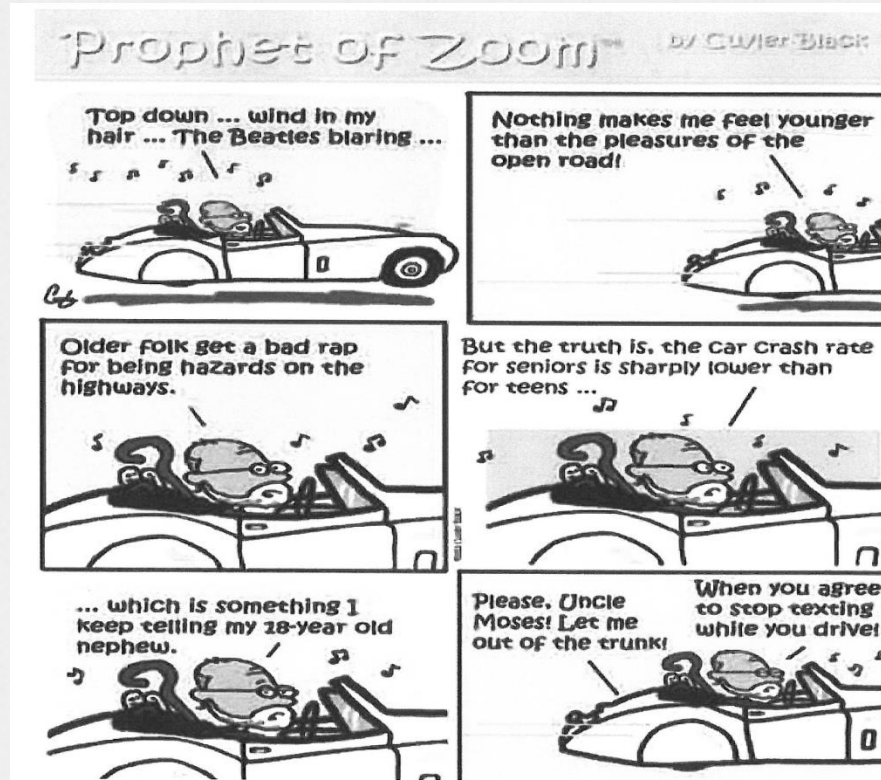
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Masculine “Potty Humour”



Male Symbols



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 against stereotypes
9. Thou shalt be political, volunteer, give back
10. Thou shalt live life to the fullest.

Thank you!

Questions?

