

l'auteur fait ressortir les efforts contemporains par rapport à l'intégration des âgés de la vie (éducation, travail et retraite), mais critique l'intégration basée sur la consommation et la production. Ensuite, il identifie les enjeux liés au prolongement des carrières dont l'accent est ordinairement axé sur l'employabilité à tous les âges et suggère de porter une attention particulière sur les environnements de travail. Enfin, Phillipson identifie les limites de l'éducation fondée sur des exigences économiques et propose un programme sur l'apprentissage tout au long de la vie. Le chapitre 10 fait office de conclusion de l'ouvrage et met de l'avant différentes formes de solidarités (de réciprocité, de génération, d'amicalité, de sollicitude et de globalité) comme différents « chemins » pour répondre aux besoins provoqués par le vieillissement de la population.

Cet ouvrage se situe sans conteste dans une continuité des travaux antérieurs de Phillipson (Baars, Dannefer, Phillipson, & Walker, 2005; Vincent, Phillipson, & Downs, 2006), mais suscite peu de nouvelles idées au débat en gérontologie. En effet, son appel à privilégier une gérontologie critique face aux enjeux du vieillissement de la population se limite à ce qu'on a largement connu depuis de nombreuses années : l'économie politique. Ce constat exhume un sévère jugement adressé par le sociologue Victor Marshall : « qu'est-ce qu'il y a de nouveau à propos de la gérontologie critique? » (Marshall, 2009). En réalité, cette question vient à l'esprit lorsqu'on ferme les pages de l'ouvrage « *Ageing* ». En fait, où l'ouvrage attire l'attention du jeune chercheur en gérontologie critique est à l'égard des différentes formes de solidarités proposées par Phillipson : de réciprocité, de génération, d'amicalité, de sollicitude

et de globalité. Cependant, malgré cette nouveauté dans la littérature gérontologique - qui à notre sens rejoint les réflexions du jour de l'École de Francfort, entre autres en matière de reconnaissance sociale (Honneth, 2002, 2006), il reste que les idées de Phillipson ne sont pas très développées et se résument au bout du compte qu'à une brève conclusion.

Malgré tout, un pareil ouvrage de gérontologie critique - quasi inédit au sein de la gérontologie francophone - a la qualité d'apporter une réflexion sur les enjeux sociaux du vieillissement et d'offrir plus de questions que de réponses : attitude idéale pour le professeur et l'étudiant de gérontologie.

Références

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Scott Davidson. *Going Grey: The Mediation of Politics in an Ageing Society*. Surrey, UK: Ashgate, 2012.

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Going Grey contributes to the field of political gerontology, as it details the demographic dynamics affecting electoral ridings and analyses the ways in which the media and political parties portray older citizens. This UK case study revives a longstanding intellectual interest on older voters while employing critical lenses to study how media and politics interact. As such, it represents an interesting contrast to approaches in vogue in both political science and public policy with their heavy emphasis on the importance of policy feedbacks and the power of interest groups

representing older citizens. This book will appeal primarily to scholars interested in the social construction of aging and in mapping the "grey vote" in UK electoral ridings. Professionals involved in the field of communication and the practice of politics will also enjoy it, most particularly chapters 6, 11, and 12, because the authors explicitly links both fields of inquiry.

The last four chapters comprise 92 out of the book's 174 pages and are clearly the most interesting due to its in-depth analysis of the grey vote in the UK.

The previous nine chapters consist chiefly of succinct critical reviews of well-known debates in social gerontology such as theories of aging, the role of media in constructing older citizens, and the politics of aging. Among those, chapter 9 on political marketing and the segmentation of the “grey vote” is the most innovative; it highlights the multiple variables, such as life-stage and identity, that “segment” older voters. These nine chapters cover a lot of ground, but this also results in a loss of focus. The diffused focus makes it difficult to link the arguments advanced in some chapters and to understand how these inform the ensuing material. In some cases, this is also an issue within chapters. For example, the last section of chapter 9 describes how the Labour government altered its thinking on pension policies from preserving the Conservative legacy to embracing traditional social democratic values like gender equality and citizenship based entitlements for the basic pension. However, the chapter is somewhat unclear regarding how the preceding theoretical discussions on voter segmentation and the political allegiance of older voters enlighten this pension shift.

That being said, two findings originating from this book clearly stand out. First, utilizing discourse analyses of multiple sources of content (such as newspapers, TV documentaries, political brochures, and political posters), Davidson convincingly demonstrates that there exists a growing gap between the media and political parties regarding the conceptualization of older citizens. In brief, the media continue to present a very simplistic “doom and gloom” scenario. Considering that British retirees are amongst the poorest in industrialized countries, claims of excessive use of public programs by “baby boomers” are somewhat surprising. This portrayal is on full display in chapter 11, which analyses in depth a BBC program entitled *If ... The Generations Fall Out*. Kotlikoff’s writings on intergenerational accounting provided the intellectual fuel for the content of this program while other well-known figures such as Tremmel and Wallace, from the Foundation for the Right of Future Generations and *The Economist*, strengthened the legitimacy of the doom-and-gloom scenario.

Contrary to the media, political parties are moving away from using negatively framed terms such as “the elderly”, opting instead to employ more-positive

terms associated with active aging. This is the focus of chapter 12, which presents a thorough analysis of four discourses (on older adults, pensioners, contributory principle, and active aging and public burden) in which the reader can detect a slow but steady transformation that occurred between 2005 and 2010. This widening (and highly interesting) gap in discourses between the media and political parties would have benefited from further scrutiny in the book.

The second finding in *Going Grey* emerges from the significant time and energy that Davidson devoted to construct a projection of the British electorate (chapter 10). Assuming similar voter turnout rates, 478 constituencies (out of 632) are expected to have a grey-voter majority by 2025, which represents a stark increase from 2005 when just 268 constituencies had this characteristic (p. 105). This represents a clever way to quantify the grey vote. The chapter also provides information on the geographical location of these ridings, and we learn that 94 constituencies are “grey battlegrounds” (p. 95). However, despite this voluminous database, the author underplays elements that have broader implications, which could have enriched the book further. For example, ridings with a grey-voter majority are mostly rural, which is significant because it can accentuate the urban/rural cleavage and trigger political debates that are construed this way rather than political demands based on age or cohort strength. Further, many of these seats turned Conservative in the 2010 election, but to what extent did this outcome reflect a Conservative bias by older voters – a constant source of debate in the literature and a feature of chapter 9 – rather than reflecting simply a vote against 13 years of Labour government?

In closing, the strength of this book lies primarily in refuting simplistic explanations linked to the rising age of the median voter and highly popular catastrophic scenarios featuring sharp economic decline. In addition, it demonstrates the multiple obstacles faced by political parties that are tempted to exploit the new realities of having a majority of ridings with “grey voter majorities” for political gains. According to Davidson, the objectives of winning elections in ridings with grey voter majorities explains why political parties are seeking to embrace more age-neutral strategies rather than focusing their energy on the political demands of older citizens (p. 173).