

GREENIES AND GREYS

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Abstract

“Greenies” is the label given by “Greys” (i.e. older people, say over 60, most of whom are ARCing (after retirement careering)) to the younger adult group of the population who tend to have ageist attitudes towards the greys. To fight back against this ageism, the greys have created a pejorative label for these ageist younger adults, i.e. “greenies” with its connotations of “green horn”, “green behind the ears”, inexperienced, immature, unserious, naïve, etc. Now that the greys constitute about a third of the population, their sheer numbers demands that their needs and demands be met. For example, greys have weaker eyes and find reading fine print in books and computer screen text painful. Greenies who make such books and computer screen images need to be made conscious that a third of the population cannot read such text easily, and that such text should be made larger, especially in the case of computer text which is so easily given the option of larger fonts. Another example is music. Pop music is more popular with the greenies. Classical music is more popular (less unpopular) with the greys, so there should be more classical music in public places to cater for the tastes of the greys, whose political voice ought to be heard more. Greys need to organize themselves better and hit out at greeny ageism. If a greeny expresses some unconscious ageist remark, then a grey in his presence can hit back with the comment “Ageist greeny!”

1. Introduction

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