



# Talking about wrinkles

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# Maria Suokannas shortly

- **Doctoral student in marketing**
- **Sensor of age-talk (détecteur d'âge)**
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- **Marketing educator**
- **Mother of three teenagers**
- **Married**
- **Age?- I won't tell you...;-)**

# Shortly about my research

- **Ageing in a marketing context**
- **Data: interviewing marketing professionals, analyzing ads with an old(er) model**
- **Handing in my manuscript in the summer 2007**

I will talk to you...

**About wrinkles, creases, crumples...**

# Because

**They are a good metaphor for my research and you should know that I've wrinkled my forehead many times**

# Wrinkles...

- Are seldom something positive
- **BUT: What do wrinkles tell us? What do they tell about us? And what does talking about them tell us?**

# Some facts (?) about wrinkles

- Are mostly symbols of ageing
- Sunbathing and bad ways of living increase the probability of getting more wrinkles
- Your diet could influence the birth of wrinkles (see e.g. Perricone's book "The Wrinkle Cure")
- Are considered undesired and as a symbol for ageing I interpret this in the following way: ageing is something undesirable and should be hidden

# Some results...

- **Different lifestories give birth to different wrinkles OR as a matter of fact people are shaped differently by the way we talk about their ageing or how we read their wrinkles.**
- **Fortunately there is not only one way of talking about wrinkles...**

# Narratives of wrinkles

- **“the peaceful lifestyle” Metaphors:  
“rocking chair and knitting”**
- **“active lifestyle and barricading”  
Metaphor: “Rock music”**
- **“eternal youth and erasing wrinkles”  
Metaphor: “Botox”**
- **“hedonistic lifestyle and riches”  
Metaphor: “Croesus”**
- **“wisdom and experience” Metaphor:  
“Salt and Light”**

One last example of how wrinkles can be treated

- They can be personified (in a Finnish context there are wrinkles that are named after the "Speaker" of our Parliament and the famous composer Sibelius)
- Romantically: Butterflies (wrinkles around your eyes)

# Let's

- **“read” wrinkles nuanced and without stereotyping**
- **be full of expression**
- **learn from actors and singers how to use the thousands of facial muscles we own**
- **Think about the history behind the wrinkles**



Thank you!