Age Discrimination in Modern Global Society

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Abstract---Human rights discrimination has a destructive impact on legal reality. It demonstrates in different ways. On the modern stage of society development, one of the most common form of discrimination is age discrimination since it concerns all society groups in any country. In science literature, there is no common view on the understanding of age discrimination, that is why its interpretation (as a category that is demonstrated through stereotype, prejudice and age discrimination in its broad sense i.e., all individuals because of age that cause harmful consequences for society and particular individuals) is justified. Monitoring reports, analytical reviews and notes of professional international institutions at the level of UN bodies demonstrate the variable determinants of modern society in the context of aging trends and other related population and legal trends. Comprehensive approach of the survey is conditioned by need in methodical representation of declared problems through definition of economical, cultural, political, legal, social, middle-aged, labor, medical, gender and other agents that are directly related to the guarantee of equality and discrimination issues. Regulatory legal method helps to interpret rules of law in broader context in national legal systems of Albania, Great Britain, Norway, Ukraine, the Czech Republic, Lithuania.

Keywords---anti-discrimination commissioner, anti-discrimination guarantees, child, elderly person, indirect discrimination.
**Introduction**

The principles of equality are enshrined in the Universal Declaration of Human Rights: "All human beings are born free and equal in dignity and rights" (UN General Assembly, 1948). This concept of equality of dignity and rights is embedded in modern democracy, so states have a duty to protect different minorities and vulnerable groups from unequal treatment. Equality is a basic principle of the constitutional state. Violation of the principle of equality occurs through discrimination of an individual or group of people. Discrimination (Latin discriminatio "distinction") is "any difference, exception, restriction or advantage that denies or reduces the equal exercise of rights. The term "discrimination" comes from the Latin "discriminatio", which means to distinguish, evaluate.

The term "discrimination" is used in many languages: "discrimination" - in French, "discrimination" - in English, "diskriminierung" - in German, "дискриминация" - in Russian, "discriminazione" - in Italian, "discriminerings" - in Swedish. The common root of all these words is a group of Latin words: "discrenere", "discrimen", "discriminare", meaning "to divide", "to separate", "to evaluate". So, the term "discrimination" comes from the Latin language and means the restriction or deprivation of the rights of certain categories of citizens on various grounds: race or nationality, sex, social origin, political views, etc. (Dashkovska, 2005). From the semantical point of view the concept covers the exception or limitation of opportunities for members of a particular group relative to the capabilities of other groups. But neither the Universal Declaration of Human Rights nor other international agreements have a general definition of "discrimination", although they mention it quite often, so for definitions are usually used sociological definitions. International human rights conventions stipulate that a country that has ratified them is obliged to guarantee all human rights within its territory and within its jurisdiction, human rights without any distinctions" (Bychkoviak, 2017).

The term "discrimination" is now one of the most commonly used in theoretical and practical field. Human rights violations are compared to the discrimination concept and defined as a negative factor of legal reality. However, despite the fact that a certain concept has been used for almost a century in legal and political science, a common understanding of it has not yet been developed. We associate this with two factors. First, the exhibition and signs of discrimination change every time, their understanding is updated, new features are added, so the concepts are transformed under the influence of the globalization of legal reality. Secondly, "discrimination" as a certain category has a multiscientific meaning, is used in many fields of knowledge from sociology and journalism, to public administration and political science. Therefore, a universal understanding cannot yet be developed.

In international practice, the most comprehensive definition of the term "discrimination" was developed by the Swiss Institute of Comparative Law (Kys & Sheremet, 2007). According to this definition, discrimination is a social event or situation that is described by the presence of differences, exceptions, restrictions or advantages based on arbitrary classification of individuals, their groups or categories, based on race, color, sex, language, religion, political or other beliefs,
national or social origin, economic status, birth or other circumstances, natural or social features, not related to personal abilities or merits or to specific human behavior, as well as if a negative attitude is spread on certain person, group or group of people (meaning that it is perceived as negative) caused by any form of behavior (including inaction) state bodies or particular individuals and which ultimate goal is violation or destruction of the recognition, use or exercise on equal terms of human rights and freedoms in political, economic, social, cultural or any other spheres of public life.

So, one should understand discrimination as any rationally unjustified, based on physical or biological signs restrictions of human rights and powers. Discrimination has various manifestations. Depending on the characteristics, subjects of discrimination, factors of discrimination, there are many types. Racism became a relevant problem in the nineteenth century, and civil rights activists fought against it; sexism became an urgent problem in the twentieth century, and it was overcome by suffrage and feminist movements. Today, the most common is ageism, it takes place regardless of geographical location and development of statehood. The problem is the latency of the phenomenon. However, it is not a classic type of latency when it comes to intentional silence of the phenomenon. Age discrimination is not perceived or understood per se, confusing it with a number of other discriminatory features. Very little is being done to reduce ageism, as its implicit nature is difficult to notice (Yang & Ham, 2017; Collins, 2004). When there is evidence of collective discrimination, the age criteria are usually forgotten.

The aim of the article is to conduct a comprehensive analysis of the problem of age discrimination by determining the social preconditions of this type of discrimination, areas of its manifestation, understanding of indirect age discrimination and guarantees of protection against possible manifestations of discrimination. It is possible to cover the problem of age discrimination in the context of using a comprehensive analysis system. This is due to the fact that the problem is of a general social nature, affects all people and exists in every state regardless of the development of democratic procedures and the economic component. For this purpose, the author chose a progressive-logical approach, resulting at the beginning of the study the debatable concept of age discrimination and its main social preconditions are highlighted. In the future, an analysis of the diversity of areas of discrimination, focusing on issues of direct and indirect age discrimination. Finally, the need to combine ideological, social and legal methods of combating age discrimination is pointed out.

The basis of methodological analysis was a set of philosophical (in particular, dialectical, hermeneutic), general scientific (synthesis, analysis, induction, deduction, generalization) and special scientific methods. The comparative legal method enabled to generalize the legal norms of states in the light of the formal definition of the sign of age is a key factor in discrimination against people. Statistically legal method indicates the outspread of the problem, and provides an opportunity to summarize the global nature of age discrimination worldwide. Monitoring reports, analytical reviews and notes of professional international institutions on the level of UN bodies demonstrate variable determinants modern society in the context of population aging trends and other related population and
legal trends. The complementary approach to the study is caused by need for comprehensive coverage of the declared issues through the definition of economic, cultural, political, legal, social, age, labor, medical, gender and other factors directly related to equality and overcoming discrimination on the basis of age.

The use of the legal normative method enabled to hermeneutically interpret the core of legal norms in national legal systems, in particular Albania, Great Britain, Norway, Ukraine, the Czech Republic, and Lithuania. The method of individualization indicates the need to overcome the group approach to age, and convinces of the need for subjective consideration of individual issues without focusing on stereotypical approaches to generations (Kumar, 2021; Munir et al., 2021; Widana et al., 2020). The praxiological method allows to cover the core of realisation of the legal policy of non-discrimination through the study of the practice of realization of human rights and freedoms in the national law enforcement activity by analyzing specific legal cases.

The concept and social preconditions of age discrimination

This term was first defined by Butler (1969). He used it to describe "the bias of one age group against another age group." He stated that ageism constituted discrimination by the middle-aged group against younger and older groups in society, as the middle-aged group was responsible for the welfare of the younger and older, so the latter were seen as dependent. Israeli researchers narrow the concept of age discrimination to older age discrimination and aging problems, pointing out that human aging is not just a biological process of aging - a gradual deterioration of body functions, which increases the risk of morbidity and mortality after maturation. Human aging is embedded in the social context and is shaped by social factors. We have explicit and implicit assumptions about older people (as a social group), aging (as a process of development) and aging (as part of life). Ignoring the difference between the individual people, we generalize too much and treat the elderly and old age in a stereotypical manner (Ayalon & Tesch-Römer, 2018). Cuddy (2002), understands ageism as stereotypes and prejudices about members of a certain age group that lead to their discrimination. According to scientists, young people and the elderly can be assessed by the level of competence and "warmth" (ease of interaction with the age group).

Within this analysis we would understand ageism as wide category, stereotype, bias, and discrimination of people on the basis of sex in broad sense i.e. all people because of their age that generates harmful consequences for society and particular people. Age discrimination could be displayed concerning any group of population, in any field. It expresses in evaluation of possibility of one to perform the role only on the basis of age. One could not get a chance to gain some status and perform the social role because her biological age is considered in society "not corresponding" to some status. This very absolutization of age stereotypes is an outrageous problem of modernity, as far as it brings to human rights restriction, inequality strength, social injustice, dysfunction of social organizations and institutions. Statistics may be approved. Thirty-five of the respondents said they were treated unfairly because of age; more than on the basis of sex (25) and racial / ethnic (17) (Grey Matters - A Survey of Ageism across Europe..., 2011). The report of the Eurobarometer for 2019 about the discrimination in the EU shows
that 40% of the people in the EU are think that age discrimination is widely spread in their country (European Commission, 2019).

The International Covenant on Civil and Political Rights states that the term discrimination includes “any distinction, exclusion, restriction or preference based on race, color, language, religion, political or other opinion, national or social origin, property status, birth or another circumstance, and which aims, or as a consequence, to destroy or diminish the recognition, use or exercise by all persons, on an equal basis, of all rights and freedoms ”(UN General Assembly, 1966). Article 14 of the Convention for the Protection of Human Rights and Fundamental Freedoms (1950). also does not highlights age as a sign, but the list continues collocation as "or on another evidence". However, regional legislation, in particular Art. 21 Charter of Fundamental Rights of the European Union (2000) terminologically distinguishes age as a sign of discrimination.

Content-analysis of some legislative acts of countries makes it possible to determine that in most of them age is a separate, normatively specified criteria. For example, the Norwegian Law on Equality and Prohibition of Discrimination (2018), the UK Equality Act (2010), the Law of Ukraine 'On the Principles of Preventing and Combating Discrimination in Ukraine' (2012). There is distinguished discrimination on the basis of age. According to a report by the European Commission for 2020, prepared by E. Dewhurst, full clear and explicit protection against direct age discrimination is provided to more than 44% of members (Dewhurst, 2020). Some member states have special national anti-discrimination laws that explicitly prohibit direct age discrimination in social protection, education, housing, health care and access to goods and services.

The social preconditions for age discrimination are factors of social attitude. Young people and children are perceived by society as a generation that should learn from the elderly, and the elderly as people who are sick, so it is a burden to society. The problem of age discrimination is as old as other forms of discrimination, but the current globalization crisis has made this issue relevant. This is caused by the problems of global aging and the demographic crisis of the birth rate. The general development of science and technology has led to an overall increase in people's life expectancy. The general development of science and technology has led to an overall increase in people's life expectancy. It has risen to 70 years or more in many countries, while the overall birth rate has fallen from 5 to 2.5 in the last seven decades, and for the first time, people over the age of 60 have exceeded the number of children under the age of five (World Economic Forum, 2020).

As of 2019, there are 703 million elderly people in the world (people over the age of 65). In Eastern and Southern Asia lives the largest number of elderly people in the world (260 million), as well as Europe and North America (over 200 million) (Department of Economic and Social Affairs, 2019). It changes the whole established human structure of the universe. As stated in the analysis EU is becoming "more gray" as a result of dynamic changes in birth rates and life expectancy and has significant pressure on the EU's economic, social and competitive potential. There is a huge effort at EU level to encourage the full participation of all age groups in various areas in order to promote active and
healthy aging (The European Innovation Partnership on Active and Healthy Aging 2020, 2019). The aging trends of the Earth’s population are essential and have consequences for many aspects of modern life: the labor market, workplace technology, consumer behavior, social security systems, national health measures and the economic performance of the state budget as a whole (Seralurin & Ermawati, 2019; Zambrano et al., 2018).

Until recently, population aging was perceived solely as a demographic situation in the world, indicating an increase in life expectancy. However, modern scientific research indicates that in general the problem is not in this, but primarily due to the lack of proportional distribution between children, the middle age and older people. Lee & Zhou (2017), point out this argument. In 19th century Europe, women’s average life expectancy was 35 years, but the average birth rate was 5 children. They argue that the main factor in population aging is the birth rate. Historically, the human population has had a high birth rate, high mortality rate and stable age distribution. Suddenly the birth rate drops from 5-6 births per woman to 1.5 births per woman, while life expectancy at birth increases from 40 to 70 years. The population immediately begins to age. In the future, this progress will only increase because the birth rate does not tend to increase. This poses a threat to vulnerable age groups, specifically children and the elderly.

Ageism social problem consists in assessment of human behavior on the basis of stereotypes. They should be understood as social common knowledge and biased views and beliefs that are not based on well-established facts. Age stereotypes can influence the decisions, evaluations and behaviors of members of an organization and hinder the processing of new information, which contradicts these misconceptions. Thus, age stereotypes can lead to discriminatory behavior. Age stereotypes are particularly striking and discriminatory. It is believed that every old person is always a sick person who needs attention and help, who spends social funds from the state budget.

The fact that ultimately manifestations of age discrimination take place mostly in relation to the older age group is also found in law practice. Particularly, the Ombudsman of the Czech Republic stated in the annual report that usually for age discrimination apply people over the age of 60 (approximately 2,000 cases per year) (Czech Republic: Annual Report on the Protection against Discrimination, 2018). Such legal stereotypes are opposed by modern legal policy and a developed civil society. The British Society of Gerontologists strongly opposes any policy that differentiates the population, using random chronological age to restrict human rights and freedoms. “We appeal to the government to reject the formulation and implementation of a policy based on the simple application of chronological age. We also appeal to government and media organizations to be careful in their use of language” (BSG, 2020).

**Age discrimination realm**

In labor and social security realm age discrimination appears most widely. Modern demographical changes demand labor life expectancy extension and the policy of retirement age increase. Age discrimination is widespread and occurs in all types of industries and professions around the world. Discrimination against
“elderly workers” includes treatment as having obsolete habits, technological ignorance, and a lack of energy and flexibility. Such expectations and perceptions of the elderly people should not exist in the professional community. Regardless of age and other characteristics, all people should be treated with respect and dignity in a civilized society that promotes the doctrine of humanism and democracy. Discrimination in the labor market has become widespread. This is primarily due to the growing level of employees in the older age group. The number of workers over the age of 50 has increased by 80% over the past 20 years, four times the overall growth of the workforce (U.S. Bureau of Labor Statistics, 2019).

Labor legislation largely protects older workers (for example, in the United States, the law interprets this age of 40) from dismissal because of this indicator, but it has been consistently shown that age discrimination prevents older people from getting a new job. Age discrimination at the workplace can reduce the opportunities and job satisfaction of employees, the work efficiency of organizations and the stability of social security. Indeed, long-term unemployment is highest among the young and older employable population, mainly due to a lack of employer demand for labor. So, employers make decisions while hiring based on the group's expected productivity. In other words, statistical discrimination presupposes that a candidate's age is used as a proxy for invisible (negative) age-related qualities. Thus, employers believe that older age has such unfavorable characteristics for work. Although older people may be well valued in other roles, such as a neighbor or a father, they take unfavorable position due to allegedly lower productivity in the workplace (Lössbroek et al., 2021).

However, discrimination in this context causes not only personal problems, but also has national importance. Particularly current research shows that the US economy lost an additional $ 850 billion income in 2018 due to age discrimination. This gap could grow to 3.9 trillion. dollars in 2050 (Accius & Suh, 2000). The social sphere of the state also suffers. Elder people finance their consumption from four different sources: (1) public programs such as pensions, health care and other social services programs, (2) transfers from family members or other private sources. For example, in the Republic of Korea and Taiwan, a province of China, elder people income consists of about one-quarter (25 percent) of their families financing, (3) their own assets and wealth, plus (4) personal income (in Ecuador, India, and Singapore only one third of their consumption is financed by state due to the low level of the state pension system) (Department of Economic and Social Affairs, 2019).

Many elderly people eventually need care, and that falls to their families. But declining birth rates and rapid urbanization have changed traditional family relationships, sometimes even increasing the burden of traditional family support. As the number of older people grows, families will need support in care. And it is increasingly important to provide social protection for the elderly. Social pensions can reduce the poverty faced by too many older people by helping not only these people but all members of their households by breaking the intergenerational poverty cycle (Odic et al., 2016; Bogliotti et al., 2008).
The pandemic is now affecting all life realms. It threatens the economy of all countries. According to research presented in the Estimates of the impact of COVID-19 on global poverty, number of people in the world living in poverty may increase, compared to 2018, by 85-135 million with a 5 percent reduction of economic growth, by 180-280 million with a 10 percent reduction, and, impressively, by 420-580 million with a 20 percent reduction (Sumner et al., 2020). We understand that this primarily affects countries with low economic development and directly affects vulnerable groups, including children and the elderly people. The following field of discrimination is health. A recent study supervised by experts shows that among participants who reported on precepting age discrimination (1406 people), they reported to be treated with less respect and politeness (45.1%), they reported on being treated as unreasonable, they also reported receiving worse services or treatment in health institutions (41.4) (Jackson et al., 2019). Other studies show that one out of five adults over the age of 50 is discriminate in health care institutions (Rogers et al., 2015).

Another area of discrimination is the area of social communication. In early March 2020, as the spread of COVID-19 increased, the media in Europe and America constantly combined the terms "vulnerable" and "elderly" to describe the pandemic. Although these reports were well-intentioned, they also had detrimental effects. Firstly, it reinforced a homogeneous view of the elderly as vulnerable, in an already widely embedded, negative age stereotype. This view can harm future adults. According to the theory of stereotypes execution and the ageism risk model, if future generations generalize negative age stereotypes, it will lead to self-limiting views on aging, which can be risky for health and well-being and activity in further life (Swift et al., 2017).

Negative social media messages about COVID-19 and aging often characterize the elderly people as helpless, who need significant efforts by the state and society to support their livelihoods. Existing hate speech and insults between generations can be illustrated by the Twitter hashtag #BoomerRemover, which was widespread on social media at the beginning of the pandemic. To understand the spread of age messages on social networks, the group of researchers conducted a high-quality analysis of English tweets content about COVID-19 and the elderly people posted within ten days of the pandemic declaration. The conclusions showed that almost a quarter of tweets diminished the importance of COVID-19, as it has a higher mortality rate among the elderly people. They contained 14% of offensive age content or jokes (Jimenez-Sotomayor et al., 2020).

**Indirect age discrimination**

Age discrimination can be direct or indirect. The first includes the legal norms, which directly indicate a certain restriction of human rights by age. However, in countries where the rule of law is recognized, such simple forms of discrimination by law-making bodies are usually not executed. Indirect discrimination is much more problematic and widespread. Collins & Khaitan (2018) describe this process quite figuratively, referring to Aesop's fable about a fox and a stork. The story tells how a fox invited a stork for a lunch. For a mean joke, the fox served the soup in a shallow dish that the fox could easily use, but the stork could only wet the end of the long beak and went hungry. The stork invited the fox in return and served
the soup in a long-necked jar with a narrow opening into which the fox could not insert its snout. Although several moral lessons can be learned from this tale, it is often seen as supporting the principle that the needs of others should be taken into account so that everyone can be given just opportunities in life.

Indirect discrimination is a situation in which the implementation or application of formally neutral legal norms, assessment criteria, rules, requirements or practices for a person and/or group of people on their certain grounds are created less favorable conditions or situation in comparison to other people and/or groups of people, except in cases where their implementation or application has a legitimate, objectively justified purpose, achievement methods of which are appropriate and necessary direct and indirect discrimination, as well as the fact that both types of wrongful treatment of victims (Law of Ukraine ‘On the principles of preventing and combating discrimination in Ukraine’, 2012). However, there is the opposite position. Some scientists believe that indirect discrimination is not really discrimination, and therefore politicians that cause unequal influence on a protected group without proper justification do not treat victims unfairly (Eidelson, 2015).

We support the position of the scientific community, which advocates indirect discrimination as an illegitimate form of behavior. Indirect discrimination implies a neutral practice or policy that puts members of a protected group at a disproportionate disadvantage compared to members of a related group and that does not meet the justification requirements (Khaitan, 2018). An example of indirect discrimination is a rule of the internship level when a company maintains separate categories of jobs (some jobs are open to young workers, others for those with experience). Each category has a line of progress, its own direction of career advancement. Age discrimination is the act of a company opening up vacancies to all while maintaining the length of service requirement. Younger people become discriminated because of seemingly equal conditions for all (Hellman, 2018).

Cases examined in court indicate their complexity and ambivalence regarding indirect discrimination. To illustrate the possibility of a comprehensive assessment of the situation by the courts, we turn to the US practice - the case of Homer v Chief Constable of West Yorkshire Police (2012). The applicant alleged indirect discrimination on the basis of age, after the rule had been changed, he had to obtain a degree in law in order to obtain the third and highest level of remuneration when he had reached the age of 62. Usually people retire at the age of 65, and he needs at least 4 years to study and receive a degree, so he considered himself discriminated because he could not get an education and therefore claim a higher salary because he was not of the right age (Moore et al., 2005; Lincoln et al., 2007).

In 2008 the Employment Tribunal stated that the applicant had been indirectly discriminated on the basis of age and that this was not objectively justified. However, the Employment Tribunal of Appeal acknowledged that he had not been discriminated. Third instance - The Court of Appeal agreed with the Employment Tribunal of Appeal, arguing that it was not the applicant’s age that put him at a disadvantageous situation, but his future pension. However, the higher authority, the Supreme Court, admit the applicant’s appeal and decided that the case
should be returned to the Employment Tribunal for further consideration. The Supreme Court defined that the new education requirement is discriminated by age (Homer v Chief Constable of West Yorkshire Police, 2012). The law of indirect discrimination is an attempt to level the playing field by complying with control requirements that look neutral but actually put people with certain characteristics in comparatively disadvantageous position (Hugo, 2020).

**Guarantees of protection against age discrimination**

Legal policy in the realm of preventing and counteracting discrimination presupposes the need for an appropriate mechanism of guarantying the rights and freedoms of citizens. Effective protection against discrimination is a monumental task at the state level. International safeguards usually come down to ECoHR decisions and monitoring reports of international specialized bodies. Exactly national level is primary and effective in resolving the counteracting against discriminatory situations. Guarantees of legal non-discrimination policy are comprehensive and include political ones (public power, observance of the principles of democracy and humanism), ideological, social and legal (normative and institutional) guarantees.

Directive 2006/54/EC ‘On the implementation of the principles of equal opportunities and equal treatment of men and women in matters of employment and occupation’ (2006), in Article 20 concerning equality bodies provides an obligation for Member States to establish special bodies at the national level to promote, analyze, monitor and support equal treatment of people. This article also outlines the key the competencies to be exercised by these bodies, in particular: - to provide independent assistance to victims of discrimination in the process of dealing with their complaints of discrimination; - conduct independent surveys on discrimination; - publish reports and make recommendations on any related issues of discrimination (Gori et al., 2010; Bornstein et al., 2011).

National legal policy approaches differ. We have positive practice of the Special Ombudsman job. The experience of Albania in this context is outstanding. On the basis of the Law on Protection against Discrimination (2010) in Albania was introduced the position of the Commissioner for Protection against Discrimination. He acts within a common institutional mechanism, which also includes the Commissioner for Human Rights. This practice has proved its effectiveness because such a Commissioner acts not only as a monitoring body, but also has the power to conduct an investigation and issue obligatory decisions, including imposing administrative sanctions on the violator such in the form of fine or termination of activities.

The Office of the Ombudsman for Equal Opportunities operates in the Republic of Lithuania in accordance with the Law on Equal Opportunities of the Republic of Lithuania (2003). In addition to the same broad powers, this institution may also consider the compliance of regulations with the principle of non-discrimination. For example, an act of the Linsk District Municipal Council provided one-time benefits for the birth of a child subsidized by state. It should be noted that such support could be provided only in cases where the child is born in marriage and the age of the couple is up to 29 years inclusive. As soon as the investigation was
launched, the municipality announced that the legislation had been improved and that all persons declared in the municipality could receive childbirth benefits (Equal opportunities controller of the Republic of Lithuania, 2021) (Davidson et al., 1989; Solazzo et al., 2018).

Monitoring activities, analysis of statistics, public sentiment, public opinion polls and preventive, explanatory work are also important powers of a specialized ombudsman. However, the existence of a special body alone cannot solve the global problem. Legal guarantees must be significantly intertwined with ideological guarantees. Society must achieve a level of tolerance for people regardless of any characteristics and implement the principle of intolerance to any manifestation of discrimination. Mirzakhmedov (2021), “adequate understanding, communicative space and equality in the distribution of personal characteristics and resources can serve as a condition for the development of tolerance. Ideologically, tolerance can take root on the basis of legality. ” Thus, the combination of public and legal realms is a special precondition for overcoming the problems of discrimination. Only such a tandem will help to intensify attention to the raised problem.

**Conclusion**

Human rights discrimination, which manifests itself through rationally unreasonable, built on the basis of physical or biological signs of infringement of human rights and powers, has different manifestations depending on the signs on which such activity or situation occurs. One of the most common is age discrimination, as it affects all age groups in any country. Therefore, age discrimination should be followed understand as a broad category manifested through stereotyping, prejudice and discrimination against people in the broadest sense, i.e. all persons through their age, which have harmful consequences for society and the individual.

Age discrimination is based on stereotypes of attitude towards the generation and is expressed in the assessment of the ability of a person to perform any role only on the basis of his age. Absolutization of age stereotypes is an urgent problem of our time, as it leads to the oppression of human rights, increasing inequality, social injustice, dysfunction of social organizations and institutions, and so on. The lack of an individual approach creates a collective perception of the age group, what provokes discrimination against the individual.

Today, the problem of age discrimination has become much more relevant in the light of global population aging (this is caused by the development of medicine and biotechnology) and the demographic crisis of the birth rate. Fields of age discrimination include labor (including the treatment of older workers as having outdated habits, technological ignorance, lack of energy and flexibility), social (significant burden on the state budget or households to support lower-class people), social protection), economic (especially in the context of pandemic threats COVID - 19, medical) (unavailability of the full range of medical services and the inadequacy of their provision), communicative (social relations in the light of insults, intolerance, humiliation).
There is direct discrimination, i.e. rules of law that directly indicate a certain restriction of human rights by age and indirect, which means neutral in terms of the principle of equality of action, leading to adverse consequences for a person (group of persons) compared to other people. Legal policy in the field of preventing and combating discrimination presupposes the need for an appropriate mechanism to guarantee the rights and freedoms of citizens. Analysis of foreign experience (on the example of Albania and Lithuania) made it possible to state the effectiveness of the institution of a special Commissioner for Combating Discrimination. The need to combine legal and ideological guarantees to increase the level of tolerance and tolerance in society is motivated.

In general, the following set of anti-age discrimination can be proposed:

- the existence in the state of a set of constitutional and special legal norms that determine age discrimination by illegal activities;
- functioning of authorized institutional bodies for combating age discrimination (the Commissioner for Human Rights, the Special Commissioner for Age Discrimination, the Office for Combating Discrimination, etc.);
- appropriate social, gender, migration and pension policies that ensure a decent standard of living for the elderly;
- guaranteeing anti-discrimination policy in labor legislation, medical, socio-economic spheres;
- intensification of social activity of the public, inclusive regional and territorial improvement;
- providing mediation communication between generations and exchange of experiences between different age groups.

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