

Editorial

What's in a Name?

The term "Psychogeriatrics" is a misnomer. It also happens to be the name of this journal. How do we deal with this? As expected, with difficulty, because we're dealing with title recognition, which is a marketing issue.

When the International Psychogeriatric Association started in the early 1980s, "Psychogeriatrics" was au courant. It meant the psychological side of geriatric medicine. This proved to be wrong for a number of reasons: it ignores the biosocial bit of the biopsychosocial model of psychiatry, gives an unworthy representation of the different interest groups involved in the old-age business and, most inconveniently, does not lend itself to establishing a memorable acronym for the journal.

It is easy to change a name. It can be done at a whim, but for the time being, for marketing reasons, we are stuck with "International Psychogeriatrics." Nevertheless, journals are adaptive as in *Asylum Journal*, *Journal of Mental Hygiene*, and *Journal of Psychiatry*. It is curious that psychiatry in the latter part of life is so variously and differently described. We have *Psychogeriatrics*, *Geriatric Psychiatry*, *Old Age Psychiatry*, *Gerontology*, and so on. The existing journals reflect

this dithering on name and titles; thus we have the *Journal of American Geriatric Psychiatry*, *Age and Ageing*, *Gerontologist*, and so on. I suspect that the struggle with names is political correctness coupled with uncertainty as to whether the extra 25 years of life span generated by the 20th century is normal or morbid. Nevertheless, our contributors are pluralistic in all senses and many may have ideas on language. Coming to our journal title, which is our trademark, do readers have ideas for a replacement? Should we stay the same with our acknowledged but faulty title, go for an acronym like IPAJ or JIPA, start again with fresh and specific terms, or just wait for the marketing boys and girls to tell us who we are and who we actually write for? This summer we are doing a survey and an impact analysis on behalf of the journal and should know more about our identity by the time of the Jerusalem meeting. Comments regarding new names will be gratefully received, even though there may be several more Editors-in-Chief before this issue gets reconciled.

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