

## **Problem of gender culture in contemporary academic discourse**

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### **Abstract**

In article the issues of gender culture in contemporary academic discourse, the notion "gender culture", its constituents and types.

**Keywords: gender culture, gender, gender representation, gender stereotypes, gender roles, gender issues.**

**Setting the problem.** At the present stage of social development scientific discourse generates and interprets the basic concepts and their understanding of the world. The concept of gender culture is not meaningful and sending, because that has a lot of ideas and approaches to their etymology. Gender culture refers to a number of scientific research aspects of social reality, attitude which is "cautious". There are several reasons for this attitude, but the main is not entirely clear understanding of what "gender" and hence the misunderstanding essence of the concept of gender culture. However, we believe it is important to continue to study those aspects that reveal the essence of gender approach and features of gender studies. Relevance of study gender issues not related so the novelty of its thesaurus, not with the ability to explore a new direction in sociology and gender phenomenon of importance for the life of the individual and society. In this regard, it is necessary a more detailed interpretation of the concepts of "gender", "gender representation", "gender stereotypes" and therefore "gender culture". That interpretation of the concept of "gender culture" in modern scientific discourse and is the subject of our further research. The study of the general problems of gender culture has theoretical and practical importance and relevance in modern society.

**Analysis of recent research and publications.** The issue of gender culture is a major cultural, gender and sociological research. Many researchers – R. Aysler, M. Gimbutas, G. Simmel, M. Mead, R. Aivazova T. Voronina, I. Klymenkova, S. Matyushkova, V. Ageeva, A. Andrienko, T. Govorun, N. Hrytsiak, A. Kikinezhdi, O. Kis, L. Kobylyanskaya, N. Markova, T. Melnyk, V. Moskalenko, Yu. Strebkova, P. Terzi devoted their great these studies cultural, historical, philosophical, gender, psychological and educational aspects of this subject. L. Kobylyanskaya, T. Melnyk [Мельник, Т. 50/50: Сучасне гендерне мислення [Текст] / Т. Мельник, Л. Кобелянська. – К.: К.І.С., 2005. – 280 с.]

T. Govorun and A. Kikinezhdi, P. Terzi [Терзі, П. Формування гендерної культури студентів вищих технічних навчальних закладів [Текст] / П. Терзі. – Одеса, 2007. – 236 с]. In his work interpreted the term "gender culture" S. Matyushkova [Матюшкова, С. Технология социальной работы [Текст]: учебно-метод. пособие / С. Матюшкова. – Витебск: Изд-во УО ВГУ им. П.М. Машерова, 2006. – 103 с.] gender classification given culture certain lakenakamy. Historian J. Bachofen explored the historical aspect of the problems and formulated the basic theory of matriarchy. The study opposite aspect - patriarchy - engaged R. Aysler, M. Gimbutas, A. Kis [Кісь, О. Кого оберігає Берегиня, або Матріархат як чоловічий винахід [Електронний ресурс] / Оксана Кісь. – Режим доступу : [http://linguistics.kava.kiev.ua/publications/2008/06/20/kogo\\_oberigae\\_beregi\\_73.html](http://linguistics.kava.kiev.ua/publications/2008/06/20/kogo_oberigae_beregi_73.html). – Назва з екрану.].

**The purpose and objectives.** The purpose of this article is to investigate the feasibility studyretychnyh aspects of the problem of gender culture in modern scientific discourse.

The main tasks of the article is the disclosure of the theoretical aspects of the concept "Gender culture" concept structure and its types.

**Presenting main material.** Gender culture can be defined as a set of gender material and spiritual values created by people in certain historical era that characterizes the development of society and humans in particular. Gender Culture is the beginning of creating joint action gender and gender relatchildren, forming social groups. Gender culture includes values, ideas and traditions that guide representatives articles.

Gender culture has certain components that form it as a category. These include gender consciousness, ideology, gender representationstion, gender knowledge, gender roles, gender stereotypes, gender values, gender expectations

of gender behavior and so on. Gender phenomenon is of great value for the life of the individual and society. At the micro-level hierarchical gender organizes social system and as point E. Zdravomyslova and A. Temkina, is one of the key dimensions of social structure, along with class affiliation and age [Здравомыслова, Е. Социология гендерных отношений и гендерный подход в социологии. [Текст] / Е. Здравомыслова. – Социс. – 2000. – № 11. – С. 15-24]. His forte is the study is not the fact of differences between men and women, not just a description of the differences in status, roles and other aspects of life people and women, as well as analysis of dominance that are established in society through gender roles and gender relations.

At the micro-level, gender emerges as limiting subjectivity. Personality is subjectivity in individual and social terms. Subjectivity allows to realize identity internal capacity to participate in those areas and activities that are of concern, perform the social roles that satisfy its upper and lower (in Maslow) needs. However, it Gender and all kinds of its manifestations act as a barrier to humans in the realization of individual and social subjectivity. This means that a person can fully realize their professional and other opportunities.

But with this linked to another serious claim problem, the essence of which is that most individuals involved in the creation of gender and therefore themselves create barriers. Gender rooted in the minds of early childhood imagination as representations of gender and gender stereotypes. Children learn norms, rules and gender culture values, which have created social-deterministic insight into male and female character on the division of social roles between men and women, the relationship between their social status. starting with child. What age and then in all ages, individuals reproduce gender stereotypes and gender representation [Москаленко, В. Гендерна культура суспільства. Гендерні норми [Електронний ресурс] / В. Москаленко // Соціальна психологія. – Режим доступу : [107](http://bookbrains.com/book_420_chapter_154_%3Cspan_style='font-size:12.0pt;.- Назва з екрану.].</a></p></div><div data-bbox=)

Gender culture, forming and consolidating the experience of specific generations, descendants and passed through the process of succession is seen as where is natural. This approach to gender culture is consistent with the theory of inheritance developed by Academician N. Dubinin. According to this theory, human nature, there are two programs heredity - biological and social. Social program spadkuvating is not written in the genes, and yet, serves as an internal factor of personality. The scientist wrote: "It is recognized that social superstructure in the form of science, religion, culture and all forms of socio-typed behavior in society is nothing but a refrom entrepreneurs ambitious process of social inheritance "[ in original

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In the social program of succession, in our view, include the following itemslike Ents resides gender culture as gender roles, gender stereotypes and gender representation. Implementation of gender roles unconsciously controlled current system behavior, offering fulfillment to women "female" and men "male" roles. This system standards mistyt sanctions that encourage compliance with the relevant gender roles and punish deviations from them. Although anthropologists, including Margaret Mead, found that the idea of a "typical male" or "typically female" relative, because what one community managers consideretsya male occupation, behavior, trait, another can be assessed as women, gender roles in the implementation of gender culture is required.

Gender Culture manages individuals using gender stereotypes. They are implemented in povedinThese people, and this, in turn, significantly affects the formation of social reality. In addition, gender stereotypes, together with rules and regulations play an important role in the construction of gender consciousness of individuals. Gender stereotypesabsorbed by othersdyvidamy in the socialization process [MelnykМельник, Т. 50/50: Сучасне гендерне мислення [Текст] / Т. Мельник, Л. Кобелянська. – К.: К.І.С., 2005. – 280 с., с. 112-114].

Gender culture, as we pointed out, plays and gender representation. They exercise as tools of knowledge of the social world with which individuals explain and classify events. The concept creates values and regulates behavior because they serve as a way to conduct mediation, which contributes toward communication in the group. In addition, a means of adaptation events that happen to existing ones. This allows you to save the current view of the world, and hence its gendered nature. As an instrument of knowledge of the social world, a way to lead mediation and means of adaptation, gender representation of individuals manage content through the understanding of gender roles and gender through the formation of expectations. It is this kind of social representations controls the position in relation to the existing regulatory system prescriptions proper conduct of men and women within social interaction helps develop "female" and "male" style of behavior [Москаленко, В. Гендерна культура суспільства. Гендерні норми [Електронний ресурс] / В. Москаленко // Соціальна психологія. – Режим доступу : [http://bookbrains.com/book\\_420\\_chapter\\_154\\_%3Cspan\\_style=font-size:12.0pt;](http://bookbrains.com/book_420_chapter_154_%3Cspan_style=font-size:12.0pt;). – Назва з екрану.].

The peculiarity of gender representations, unlike other types of public perceptions is their socio-constructivist spryamovanist. Gender culture creates social-deterministic understanding of the specificity of male and female. On this basis, based division of social roles and responsibilities between men and women, the ratio of their social status. Social determined representation of men and women are constantly reproduced through various agents of socialization. Men and women representatives are constantly guided by gender gender representations that orient them in different social situations according to the system tsinnost and accepted in society and culture "female" and "male" behavior.

Gender representation created collectively in the process of interpersonal communication. As pointed out by I. Kletsina, gender representation - a way of

understanding the nature of group social roles peopleOvik and women in society at a particular historical period. They can be defined as a consistent belief system of social status and content of the roles of men and women that they have to perform as members of society [Клецина, И. Психология гендерных отношений: Теория и практика. [Текст] / И. Клецина – СПб.: Алетейя, 2004. – 408 с., with. 194]. Gender representation may relate categorical division of gender roles, beliefs in the necessity of the presence of specific personality traits, characterizing male and female, etc.

Gender stereotypes are proof of the nature of social mutual relations between the sexes, the rules and principles which differ according to sex and applies to all aspects of social RHwasp, social consciousness. Gender stereotype acts as a circuit through which there is control many processes, information, rules, regulations, examples of socially acceptable and socially acceptable behavior for men and women. As a result cosryuyetsya specific "plan" female and male behavior, which because of its shematyzovanosti replaces the understanding of many processes. Gender stereotypes and gender representations relating to all areas of human activity. Moreover, they always played.

With youhave submitted information to say that gender culture - a system operating in a given society views, attitudes, principles of behavior matrices that form the sociocultural aspects of sex, gender roles, gender relations, gender stereotypes, family-shlyubni installation, etc.

B. Sozayev in his work on gender theory gives a definition of gender culture as individual personality characteristics, of the general culture subject, comprising gender expertise, gender picture of world specific value orientation and behaviors [Созаев, В. Гендерная теория как фактор формирования гендерной компетентности в культурологическом образовании школьников [Текст] / В. Созаев // Аспирантские тетради. – СПб., 2008. – № 33 (73), ч. 1 : (Обществ. и гуманитар. науки). – С. 426–430., с. 426-430].



The work of T. Melnyk on contemporary gender thinking represented gender culture system that regulates the relations between the sexes, value-conscious set of rules and regulations Social interaction of individuals according to gender embodied in the principles and traditions of public life. Changes occur in it to economic and political unit of society, as well as socio-demographic, socio-professionalsIt and national structures [Мельник, Т. 50/50: Сучасне гендерне мислення [Текст] / Т. Мельник, Л. Кобелянська. – К.: К.І.С., 2005. – 280 с., с. 99].

According to the opinion of V. Sozayeva following types of gender culture:

- Matriarchy - power belongs to women. The features of this system is that the main role of women in relation to men, general economic interests of the couple are weak, poor children is the relationship with his father, pronounced is the position of women - customs and traditionsx, culture, public life and decision-making.

- Patriarchy - the power belongs to men. Man is the principal in all areas of life.

- Biarhat - the power belongs to both women and men in equal parts [Созаев, В. Гендерная теория как фактор формирования гендерной компетентности в культурологическом образовании школьников [Текст] / В. Созаев // Аспирантские тетради. – СПб., 2008. – № 33 (73), ч. 1 : (Обществ. и гуманитар. науки). – С. 426–430.,с. 426-430 ].

Research for gender kultyry, as we have pointed out, is important. This is dictated by the fact that men and women can not fully exercise their individual and social subjectivity because of the influence of the gender factor. On the one hand, gender increasingly affects the lives of women, but on the other hand, it negatively affects the livelihoods man. However, these features implicit gender-virtually excluded from consideration, and many researchers.

Gender refers to the categories in which natural intertwined with the social. Men and women appear in real life, as representatives of social and demographic groups. Features of the existence of these groups are due, on the one hand, belonging to the sex, but on the other hand, a set of social norms governing their peoDink. Men and women, recognizing themselves as such, represent behavior that is specific for this or that sex.

**Prospects for further research.** Studies of gender culture in contemporary academic discourse is important for many reasons - ambiguity of the notion of, controversies various research scientists, researchers ambiguous attitude to this concept and others. Therefore, further research in this area, in our opinion, should focus on empirical research in this area aimed at oddstion of a single treatment gender culture.

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