

UDC 340.12

DOI :10.31733/2786-491X-2021-2-18-24



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GENDER CHALLENGES OF MODERN SOCIETIES

Abstract. It is necessary to point out that our time is a time with the general topic of social changes that are inevitably impending on us. The modern era has its own unconditional features, the main of which are intensive pluralization, individualization, the value of everyone's experience in the process of construction a general picture of the world, and the multiplicity of choices that a person did not have before. The task of the state policy is to provide opportunities for free development of the individual not only at the legislative level, but also to develop a mechanism for the practical implementation of the principles of gender non-discrimination.

Keywords: *public service in gender issues, gender inequality, gender identity, gender non-discrimination*

Introduction. Despite numerous publications of the results of scientific research in the society, there is a widespread misconception regarding the understanding of the word “gender”. We observe a mixing of the concepts of “gender” and “sex”. Analysis of publications allows us to come to the conclusion that the term “gender” refers to the socially constructed role of the individual and the socio-cultural ways of realizing his male (masculine) or female (feminine) nature. Gender demonstrates what it means to be a woman or a man in a given socio-cultural context through behavior, gait, manner of dress, speech, ways and forms of self-realization as a person. In the process of manifesting gender identity, we represent it in society, and thus, we carry out a gender performance, we show our gender identity with a certain set of expressive means, including verbal and non-verbal. Today's scientific publications provide compelling evidence that gender can be considered in several aspects. As a kind of methodology that marks out, delineates the number of masculine and feminine qualities in an individual, regardless of his biological sex. And as a system of symbols and meanings, ways of thinking and seeing the overall picture of the world and our place in it. We “send”, signify our “messages” to society about what it means, in our understanding, to be a man or a woman in the modern world. The content of the categories of femininity and masculinity is understood and perceived, on the one hand, as a product of the socio-cultural context, and, on the other hand, as an element of society that affects the socio-cultural transformations of society.

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Analysis of recent research and publications. The problem of solving issues of constant reproduction of gender inequality has been considered from many years. We have the work of researchers who, understanding the need for a new approach to the problem of constituting gender inequality, attempted to study the origins of the reproduction of the dominance of one identity over another. These are such scientists as G. Arendt, J. Butler, M. Gonik, A. Dworkin, M. Dietz, J. Elliot, J. Elstein, M. Kimmel, N. Klein, R. Connell, N. Kukarenko, E. Smith, J. Stone, M. Foucault, N. Hartsock. But in the context of constant social and cultural changes and changes in social practices, it is necessary to identify not only the very problem of the reproduction of gender inequality, but also to develop mechanisms to prevent this discrimination at the state level.

The purpose of the article is to study gender challenges of modern societies.

Formulation of the main material. Michael Kimmel, a well-known American scientist dealing with the problem of gender identity and gender relations, and a founder of the international scientific journal “Men and Masculinities”, in his work “Gendered Society” (2000) proposed his vision of gender inequality problem. The author outlined a principled position that helps to establish the source of the permanent reproduction of gender inequality. Using a social-constructionist approach to the problem of gender differences, he substantiated his theory of maintaining the order of gender inequality in society. Almost all studies on the differences between men and women are based on the premise that men and women are “from different planets”, and therefore, they say, the differences between them are so deep and the barriers between them are insurmountable. Understanding the causes of social dichotomy by American scientists is exactly the opposite of the traditional one. In his opinion, the social dichotomy is supported by the institution of power as a tool for regulating the legitimization of the socio-cultural domination of one group (men) over another (women). Studies of the form and content of the term gender, M. Kimmell examines biological differences, analyzes the intercultural constructs of the formation of gender differences. Based on the study of a wide database taken from various branches of scientific knowledge, the American scientist forms a psychological interpretation of gender development, compares the relationship between gender inequality and gender difference as a way of social construction of gender relations in human society.

We understand that gender, unlike sex, does not belong to biology. This is not sexuality in a biological sense. Unlike biological identity, gender is not always obvious, and we can understand person’s gender because of the analysis of the socio-cultural representation of the individual. Gender identity reveals itself in a way, in which the individual sees himself / herself and with what set of cultural and social characteristics he/she wants to appear before society. Gender and gender are not the same social and cultural phenomena. This is a wide spread delusion. If the concept of “sex” includes components of anatomical aspects of identity, such as: body, physiology, hormones, reproductive organs, chromosome set, genetic data, then the concept of “gender” is a socially – cultural structure, expression of their content of femininity and masculinity, these are preferences in linguistic means, thoughts, feelings, ways and possibilities of self-realization in society.

Researchers warn about typical mistakes in understanding the essence and mechanisms of manifestation of an individual’s gender identity (Perez, 2019). One of the mistakes is erroneous expectations in the manifestation of an individual of his/her socio-cultural orientation. Since gender may not be visible in terms of body politics, sometimes the only way to recognize another’s gender identity is to find out how he/she “feels” himself (Butler, 1994).

The next mistake, which has its origins in the vision of the world through the prism of dichotomy, is the opinion that one of the genders has an advantage or greater importance in constructing a general picture of the world. And, finally, no less fundamentally erroneous is the idea of gender identity as a certain static,

immovable, once and for all established basic structure of the socio-cultural characteristic of an individual. Long-term and numerous studies in various fields of scientific knowledge have proved that the forms and methods of manifestation of their feminine-masculine nature in an individual change throughout life, both under the influence of age and under the influence of various social conditions.

The analysis of researches in different fields of knowledge, during years gives the opportunity to conclude that the differences within the group of men and within the group of women are much larger than the differences between these groups. This conclusion is very important for developing mechanism of gender dichotomy overcoming. The more detailed deconstructive analysis we made the more effective ways of solving the problem we have. The analysis demonstrates us the the role of public service. Asking about possible solutions of problems which were faced by citizens while receiving public services, those 18.9 % of citizens who complained to the highest authorities do not receive help. Thus, 9.3 % of the respondents indicated that their complaint was rather satisfied, 2.1 % rather were not satisfied with the complaint, and 4.9 % of the citizens were not satisfied with the complaint at all. Only 2.6 % of the respondents were satisfied. Consequently, above-mentioned allows us to make the main conclusion. The quality of public services is a set of characteristics that determines its ability to meet established or expected customer's needs. Unfortunately, the Ukrainian system of public services has significant disadvantages (Skyba, & Polishchuk, 2019). During a comparative analysis we understand how the biological and social factors of the formation of sex and gender correlate, and whether the category of gender identity is universal or culturally specific one. All these results we must use as the basis for developing effective public service in the case for gender inequality overcoming.

In our survey we emphasize that biological and philosophical researches have a significant impact on us in two fundamental issues: about the differences between gender identities and about gender-based inequality. Innate gender differences do not automatically produce social, political and economic inequalities on their own. In contrast to the already developed scientific directions, which could not answer the questions posed by the new time, M. Kimmel, the American specialist in the field of masculinity, presented his particular answer to the questions of the dominance of a particular gender identity. In his research, the author corrects myths, stereotypes, uses modern data from recent years of research by various scientists from various countries and fields of knowledge. Through his research, the scientist convincingly and reasonably proves that gender differences emphasized in society are neither the result of some primordial biological, evolutionary imperative, nor a consequence of the inevitable, universal processes of our psychological development. The American scientist states that gender inequality is not an inevitable social and political result of these differences. Throughout this work, Michael Kimmel claims the opposite, namely, gender difference, (the statement of two qualitatively different entities), is the result of wish to put into the social practice gender inequality. One of the world's leading experts in the history of masculinity concludes that gender differences are used to justify gender inequality (Kimmel, 2000). Fagot, in his survey "Different reactions in the communicative actions of boys and girls" (Fagot, 1985) develops the understanding that neither gender inequality nor gender difference is due to biology or physicality, and the use of research data in different types of sciences, more and more often leads scientists to the conclusion that the differences between the group of men and the group of women are not as great as the differences within the group of women and within the group of men.

As the author points out, men grow up with a more autonomous sense of their essence, more independent, more adapted to enter the world of competing social relations because of such cultural traditions in relation to raising children. They have trouble expressing or sharing their emotional problems. In women, these abilities are very developed, on the contrary, they are more inclined to feel

the need to maintain relationships with others. But, on the other hand, they have a certain difficulty in protecting their independence and maintaining their autonomy. But scientist, analyzing true different cultures, comes to the conclusion that this state of affairs is not absolute. If the policy of fatherhood and motherhood changes, the content of gender identities will change. If fathers are involved in childcare, leading to greater emotional intimacy between father and children, the vicious circle of emotional bias in maturing children would be broken (Fagot, 1985).

The study "Gender, work and the economy" by Heidi Gottfried (Heidi, 2012) is an attempt to reveal the hidden world of relationships between society, gender and the workplace through using feminist lenses. This study concerns such fundamental issues as the mechanism for constructing social inequality, and the reasons for the persistence of this inequality. When structuring the transparency of the social relationships that govern economies globally, the work analyses how economic transformations not only change the way of production, but also our way of being. Changing patterns of employment and all the time occurring economic crises cannot be explained only on the basis of the concepts of work and economics. When conducting a comparative analysis of gender, work, as an economic category, and the economy, Heidi Gottfried reveals many faces of power, many ways of authority's influence, including the redistribution of power relations, both in private family life and relations in the public sphere. Discussions about globalization run throughout the book to reveal the impact of increasing global interconnections. Real-world examples include developing industrial countries such as the United States and industrial centers such as New York, London and Tokyo, as well as examples from developing countries and new global cities such as Beijing, Shanghai and Dubai. As one example of agender stereotype influence the author cites the words of a manager who indicates that he prefers to hire young women, and in every possible way restricts the hiring of women who, in his words, look like "his aunt". According to the author of the study, such statements reflect the structural conditions for the devaluation of intelligence and knowledge in front of the beauty of youth, and, likewise, the devaluation of human life in comparison with the possibility of making a profit. The author points out that the main narrative of today's financial situation is gloss. Gloss, shine are necessary features of today's corporate leader. Research suggests that hyper-masculine bravado may have served as the foundation for unfounded bravado in behavior and management, which in turn has led to a disregard for social responsibility for others and others. Their abstract financial value and arrogance are rooted, according to Gottfried's analysis, in their display of a hegemonic masculinity that dominates the natural. This situation contributes to the formation of a culture of unjustified risks, leading global capitalist production to an abyss and a dangerous situation. The author pointed out that between 2007 and 2009, globally, the economy curtailed production and construction, while the main engines of the economies of different countries are still the models of the masculine working class and the family model, where the man is the main breadwinner. This state of the economy, according to Gottfried, indicates that the process of social restructuring has begun. It is less clear what mechanisms lead to a shift in the economy from an industrial production model to a service-dominant one. All these data of the current economic state can neither be analyzed nor explained if we proceed from the principle of gender-neutral substantiation of financial crises. The author points out the need to recognize that one of the main factors for the loss of stability in the economy is a shift towards a masculine model of productive forces and an orientation towards leadership of the type of hegemonic masculinity. The author points out that the definitions of labor and economics are of a gendered nature and their neutrality hides the true essence of social policy in this direction. Only through gender, the researcher believes, can one trace the mechanisms of creating a systematic disadvantage for women at work, and also study what are the differences within a group of women, depending

on class, race and ethnicity (Heidi, 2012).

The analytical work “Gender (Graphic Guide)” by J. Sheel and M.-J.-Barker is devoted to the study of the problem of the gap between the socio-cultural status of men and women. Patriarchal culture initiated the establishment of a social hierarchy with male domination, the inheritance of land by men as an economic factor of social separation between men and women. The study examines the differences in gender exchange at different times and the peculiarities of society’s acceptance of gender norms. As the authors themselves emphasize, they immerse themselves in complex and changing notions of masculinity and femininity, consider non-binary and transgender, and scientifically analyze the intersection of gender experiences with issues of race, sexuality, class, disability, and so on. It is very important for the authors to develop an approach to gender issues, which is based on more socially constructive, emotional and sensory ways. Trading involved men in active social life, while caring for family and household items tied women to routine private work. This influenced the establishment of a gender dichotomy (J. Scheele, & M.-J. Barker, 2019).

Caroline Criado Perez in her survey “Invisible Women: Exposing Data Bias in a World for Men: A Book for All” (2019), notes that officially recorded human history is one of example of big gap in data on the role of women and men in created a general picture of the world. From time immemorial, since the creation of the theory “Man – Hunter”, as the researcher notes, the chroniclers of the past have left little memory of the role of women in the evolution of mankind. Instead, men’s lives were accepted as the standard for People’s lives in general. When the matter comes to the place and role of the other half of humanity, namely women, Perez emphasizes, there is often no information at all. And such suppression of information is everywhere, in all spheres of activity. As the British feminist, activist and journalist Carolina Perez notes, our entire culture is permeated with information gaps about the contribution of women as a social group to the development of civilization. We can see these gaps while analysing films, news, literature, science, urban planning, economics, history and others, in all spheres of human activity, according to K. Perez, information is distorted precisely by the “absence of the presence” of women’s contribution. This is a manifestation of the gender gap. But, as the author continues, the gap in gender data is not only a silence, but also the further socio-cultural consequences of these gaps. Among such consequences, according to the British researcher, there are those that affect the lives of women every day. The impact may be relatively small. For example, the offices have a temperature regime for men, or the height of the upper shelves in the premises is focused on the growth of men. Such situations are, of course, annoying, because it is unfair, dangerous, but they are not life-threatening. But, the researcher notes, safe measures in cars do not take into account women’s dimensions. Or a heart attack in women is not diagnosed in time, because women’s symptoms are considered as “atypical”. These are already examples of the consequences of a gender-sensitive approach to life. That is, the researcher points out, the world is built around standards for men. Particularly dangerous is, as K. Perez points out, that the rupture of gender data is very often unintentional, but simply a product of the way of thinking that has existed for millennia and is therefore a kind of dementia (2019).

Analyzing the problem of gender inequality reproduction it is important to use in practise the work of M. Yarhouse and D. Sadusky “Establishing Gender Identity: Understanding the Diversity of Experiences of Modern Youth” (2020), which addresses issues related to the formation of gender identity, establishment and reproduction of modern gender practices. This scientifically sound and objective analysis of different gender practices helps readers to distinguish between current mental health issues, such as gender dysphoria, and the new contemporary gender identity that some young people turn to for a sense of identity and community when interacting in a community. This study also examines the reaction of modern

society to the processes of formation and social manifestations of different gender identities. It is especially important that the process of creating new gender identities is constant and in a changing state (Yarhouse, & Sadusky, 2020). There is an extreme rise of individualization, which scholars describe as a consequence of the multiplicity and segregation of roles available to the individual, and often imposed on him. As a result, people can share nearly identical role portfolios without sharing the same commitments or, for example, the same background. More importantly, however, such people will have little reason to share a common collective identity (Simon, 1987).

Conclusions. Gendered social institutions – family, school, work – work for a single ideological setting. If we want to achieve the elimination of inequalities between gender identities, then efforts must be made in all social institutes. From a political point of view, women, most likely, will not be able to achieve the necessary reforms without male support because the socially stable society is a state where both male and women support is executed on the principles of personal competence. We strongly believe that the point is not that a woman and a man would become more like each other, but that all psychological traits, attitudes and behavior that we, as carriers of a given culture, define as “maskuline” or “feminine” needs to be revisited. Both traits and attitudes carry positive and negative values, and precisely because of the hierarchy of values, because of their inequality, gender inequality is closely intertwined with gender difference. As the results of the implementation of the Concept of public service, we should achieve the increasing in the availability of services for citizens and organizations, simplification of procedures for their interaction with service providers, reducing corruption risks, increasing the efficiency of budget expenditures. So, we strongly believe that after deep analyzing the problem of gender inequality and putting the mechanism of gender inequality overcoming into the social practice of our society we achieve social and cultural stability of our community.

According to researchers, one of the most difficult aspects of discussing the social conditions and qualities of subjectivity of experience, which is important for understanding, today’s culture is the pluralism of meanings, derived from the pluralism of perspectives and “voices”, and – more importantly – the pluralization and individuation of human experience (Skyba, 2020).

Conflict of Interest and other Ethics Statements

The authors declare no conflict of interest.

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ГЕНДЕРНІ ВИКЛИКИ СУЧАСНИХ СУСПІЛЬСТВ

Анотація. Необхідно підкреслити, що наш час – це час із загальною темою суспільних змін, які неминуче на нас чекають. Сучасна епоха має свої безумовні риси, головними з яких є інтенсивна плюралізація, індивідуалізація, цінність досвіду кожного в процесі побудови загальної картини світу, множинність вибору, якого людина раніше не мала. Завданням державної політики є забезпечення можливостей для вільного розвитку особистості не лише на законодавчому рівні, а й вироблення механізму практичної реалізації принципів гендерної недискримінації.

Гендерні соціальні інститути – сім'я, школа, робота – працюють на єдину ідеологічну установку. Якщо ми хочемо домогтися ліквідації нерівності між гендерними ідентичностями, то треба докладати зусиль на всіх фронтах. З політичної точки зору жінкам, швидше за все, не вдасться досягти необхідних реформ без підтримки чоловіків, оскільки соціально стабільне суспільство – це стан, де підтримка як чоловіків, так і жінок здійснюється на принципах особистої компетентності.

Автори стверджують, що справа не в тому, щоб жінка і чоловік стали більше схожими один на одного, а в тому, що всі психологічні риси, установки та поведінка, які ми, як носії даної культури, визначаємо як “чоловічі” або “жіночі” потреби повинні бути переглянуті. І риси, і установки несуть в собі позитивні і негативні цінності, і саме через ієрархію цінностей, через їх нерівність гендерна нерівність тісно переплітається з гендерною відмінністю. За результатами реалізації Концепції державної служби, ми маємо досягти підвищення доступності послуг для громадян та організацій, спрощення процедур їх взаємодії з надавачами послуг, зниження корупційних ризиків, підвищення ефективності бюджетних видатків. Отже, після глибокого аналізу проблеми гендерної нерівності та впровадження механізму подолання гендерної нерівності в соціальну практику нашого суспільства можливо досягти соціальної та культурної стабільності нашої громади.

Ключові слова: державна служба з гендерних питань, гендерна нерівність, гендерна ідентичність, гендерна недискримінація

Submitted: 16.05.2021

Revised: 25.08.2021

Accepted: 10.09.2021