

ABSTRACTS

UDC 159.922

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GENDER STEREOTYPES IN MODERN UKRAINIAN SOCIETY

Nowadays gender stereotypes in society are the issues of current interest and the solution of misunderstandings in gender stereotypes and gender roles is topical. The survey that was conducted in the study of gender norms, stereotypes and people's expectations confirms that gender stereotypes in modern Ukrainian society is a common subject for conflicting opinions.

Gender is a social point and a biological characteristic which indicate person's social status and socio-psychological characteristics related to the sex and sexuality.

Gender stereotypes are socially constructed categories of "masculinity" and "femininity" that are confirmed by different behaviors which depend on the sex and distribution of men and women inside the social roles and statuses.

Men's and women's images are constructed and fixed as gender stereotypes, which are visible in cooperation of people and have influence on the interaction style of society. Gender stereotypes define the peculiarities of self and others' perception. The interaction considering gender relations and social conflicts are divided into the following parts: the objective part – designed gender stereotypes; the subjective one – mutual expectations of individuals regarding appropriate gender behavior. Gender conflicts appear because of the difference in perception of each other and inconsistent expectation formation. It is important for life to understand and know such social stereotypes and expectations and their quality.

Key words: point, sex, gender, gender stereotype, social stereotype.