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## GENDER IDEOLOGY IN MODERN SOCIETY: THE DYNAMICS, CHALLENGES AND PERSPECTIVES OF DEVELOPMENT

Annotation

The article analyzes modern approaches to gender ideology as a socio-cultural phenomenon that has a significant impact on political, economic, and cultural processes in the globalized world. Particular attention is paid to the interaction of gender ideology with the political agenda, the role of the media in shaping gender stereotypes, and the dynamics of changes in gender roles in different cultural contexts.

**Key words:** Gender ideology, sociocultural phenomenon, gender stereotypes, political agenda, media, gender equality.

## ZAMONAVIY JAMIYATDA GENDER MAFKURASI: RIVOJLANISH DINAMIKASI, MUAMMOLARI VA ISTIQBOLLARI

Annotatsiya

Maqolada gender mafkurasiga zamonaviy yondashuvlar globallashtirilgan dunyoda siyosiy, iqtisodiy va madaniy jarayonlarga sezilarli ta'sir ko'rsatadigan ijtimoiy-madaniy hodisa sifatida tahlil qilingan. Gender mafkurasining siyosiy kun tartibi bilan o'zaro ta'siri, gender stereotiplarini shakllantirishda ommaviy axborot vositalarining roli, turli madaniy kontekstlarda gender rollarining o'zgarish dinamikasiga alohida e'tibor qaratilmoqda.

**Kalit so'zlar:** Gender mafkurasi, ijtimoiy-madaniy hodisa, gender stereotiplar, siyosiy kun tartibi, OAV, gender tenglik.

## ГЕНДЕРНАЯ ИДЕОЛОГИЯ В СОВРЕМЕННОМ ОБЩЕСТВЕ: ДИНАМИКА РАЗВИТИЯ, ПРОБЛЕМЫ И ПЕРСПЕКТИВЫ

Аннотация

В статье проанализированы современные подходы к гендерной идеологии как социально-культурному явлению, оказывающему значительное влияние на политические, экономические и культурные процессы в глобализирующемся мире. Особое внимание уделяется взаимодействию гендерной идеологии с политической повесткой дня, роли СМИ в формировании гендерных стереотипов, динамике изменения гендерных ролей в различных культурных контекстах.

**Ключевые слова:** Гендерная идеология, социокультурное явление, гендерные стереотипы, политическая повестка, СМИ, гендерное равенство.

Modern society is undergoing profound socio-cultural transformations that affect all aspects of human life, including traditional representations of gender roles and their significance. Gender ideology, understood as a system of views and values that regulate the perception of the social roles of men and women, plays a key role in the formation of social relations, political decisions, and cultural standards.

Gender issues have gone beyond feminist discussions and have become an integral part of the global agenda. It encompasses issues of equal rights and opportunities, access to education and healthcare, representation in politics and business, and the fight against stereotypes and discrimination. International organizations such as the UN and the World Economic Forum actively include the gender dimension in their sustainable development strategies, emphasizing its importance for building a just and inclusive society [11].

Gender ideology is not a homogeneous phenomenon; it is a dynamic system in which cultural, economic, political and media factors intersect. In some countries, gender issues become the basis for developing progressive policies and educational reforms, while in others they can cause sharp debates and resistance [10].

One of the most important tools for studying and analyzing gender processes is sociological and political research, which allows for the identification of patterns, trends, and contradictions in gender relations. Media plays a special role in this, not only reflecting, but also shaping public perceptions of gender norms and expectations.

Gender ideology is a complex socio-cultural phenomenon that shapes ideas about the social roles of men and women. It goes beyond biological differences, focusing on social, cultural, and

educational processes that define gender identity. The foundations of modern views on gender were laid by scholars such as Simone de Beauvoir, Judith Butler, and Pierre Bourdieu, who showed that gender is not only a biological category, but also a social construct formed under the influence of social norms and practices.

Modern theoretical approaches allow for a deeper understanding of the nature of gender and its role in society [7]. The social constructivist approach considers gender roles as a result of interaction between people and cultural norms, reinforced through education, media, and upbringing. From this perspective, gender is not unchanging, but it is shaping and changing depending on social conditions.

Critical theory focuses on examining the mechanisms of power and inequality in gender relations. It reveals how social institutions and cultural practices reinforce discrimination and offers ways to overcome it. Furthermore, critical theory takes into account the intersection of gender with other social categories, such as race, class, and ethnicity, to analyze the complex forms of inequality [13].

These approaches complement each other, creating a holistic understanding of gender ideology. They allow us to understand how gender identity is formed, how it affects social processes, and what strategies can be used to achieve equality. Gender studies require an interdisciplinary approach that combines sociology, political science, philosophy, and other sciences. Such an approach helps not only to analyze existing gender structures, but also to develop effective measures to address current social problems.

The politicization of the gender issue is a process in which gender relations become an important part of the political agenda and a tool for developing state policy strategies. This

process manifests itself in the adoption of legislative initiatives, the development of international agreements, political programs, and is used to form public opinion.

Many countries include gender equality issues in their national strategies as a tool for social and economic development. Gender dimension is integrated into various aspects of state policy, including programs on equal pay, counteracting violence and ensuring women's representation in management structures [7]. Such measures are aimed at creating a more inclusive society and reducing inequality.

However, gender themes are often manipulation tools. Political forces use it to strengthen their positions, attract voters, or create ideological contradictions. Conservative groups emphasize «traditional family values», contrasting them with ideas of gender equality, which can lead to social division.

On the international stage, the gender issue plays an important role, especially within the framework of global initiatives such as the Sustainable Development Goals. Countries striving for international recognition and support are implementing gender-based reforms, but their implementation faces cultural resistance in societies with traditional views.

Media plays a central role in modern society, having a significant impact on the formation and transmission of gender norms and expectations. Through television, cinema, advertising, the internet, and social media, they shape ideas about what men and women should be, how they should behave, what roles they should play, and what values they should share [3].

One of the key aspects of media influence is the popularization of gender stereotypes. For example, in commercials, women are often depicted as caring mothers or housewives, while men are depicted as strong, resolute leaders. The film industry and TV series also contribute to the reproduction of such patterns, assigning certain gender roles to the characters. Such images create stable representations that influence people's self-identification and their behavior in society.

These stereotypes have a significant impact on young people, shaping their understanding of behavioral norms and career guidance [6]. For example, girls who see images of women in the media, who are limited in their homework, may feel that their own capabilities are limited.

With the development of technology and increased public interest in issues of media equality, they began to be used as a tool for positive changes. Modern films, TV series, and advertising campaigns increasingly demonstrate the diversity of roles and opportunities for men and women [2]. Examples of successful women in science, politics, or business show that gender barriers can be overcome, and gender identity is not a fixed category, but a space for self-realization.

In addition, documentary projects and educational programs in the media cover gender-based violence, discrimination, and inequality, contributing to increased public awareness. Such initiatives foster a critical attitude towards outdated ideas about gender and help society move towards more inclusive values.

Social networks play a special role in shaping gender identity. They provide a platform for expressing individuality and exchanging alternative views on gender. Thanks to social media, activists and public organizations can promote ideas of equality, organize campaigns, and tell stories that were previously ignored by traditional media.

However, social networks also carry risks. There is widespread disinformation and content on the Internet that reinforce stereotypes or discriminatory attitudes [9]. Moreover, anonymity in social media often leads to gender-based aggression and cyberbullying, which negatively affects the formation of self-esteem and identity, especially among young people.

Effective use of media requires a conscious approach from its creators. It is important to develop content that reflects the diversity of gender identities, avoiding stereotypical images and stereotypes [4]. Only in this case can the media become a powerful tool for shaping a more inclusive and just society.

Therefore, the media has a profound and multifaceted impact on the formation of gender identity. How they use their

influence depends on whether they promote discrimination or open up new horizons for equality and self-realization.

Gender inequality in the economy remains one of the most pressing problems of modern society. The economic system has historically formed under conditions where key resources, access to education, career, and financial opportunities were unevenly distributed between men and women. This created a significant gap that affected not only individual capabilities but also overall economic development. Overcoming this gap requires a comprehensive approach, including institutional, cultural, and educational changes.

Key aspects of the economic gender gap:

1. The difference in wages. One of the most obvious forms of gender inequality is the difference in wages. In many countries, women are paid less than men for the same job. This gap is explained by several factors, including bias in hiring, low representation of women in high-paid and managerial positions, and the concentration of women in lower-paid sectors, such as education or healthcare.

2. Lack of career opportunities. Women often face the so-called «glass ceiling» - invisible barriers that limit their advancement to leadership positions. Moreover, expectations related to traditional roles in the family often prevent women from building a successful career [5]. This is particularly true for developing countries, where cultural norms may limit women's access to education and work.

3. Uneven distribution of household duties. Women are largely responsible for household management and childcare, limiting their economic activity. According to statistics, women perform a large part of unpaid work, which reduces their ability to participate in paid work or receive advanced training.

4. Access to financial resources. Women are more likely than men to face restrictions on access to financial resources such as loans, investments, and land ownership. This is due to historical barriers, insufficient financial literacy, and discriminatory practices.

Gender inequality in the economy has a negative impact not only on women, but also on society as a whole. Research shows that eliminating the gender gap can lead to a significant increase in GDP [12]. For example, the International Monetary Fund (IMF) notes that if women participate in economic activities on an equal footing with men, this could add trillions of dollars to the global economy.

In addition, more even distribution of economic resources contributes to reducing poverty, increasing social stability and improving the quality of life of the population.

International organizations such as the UN and the IMF play an important role in promoting gender equality in the economy. They develop recommendations, provide funding, and conduct research aimed at identifying barriers and finding effective solutions. Programmes such as UN Women are actively working to eliminate discrimination and empower women [12].

Overcoming the gender gap in the economy is an important step towards a more just and sustainable society. This requires the joint efforts of state bodies, business, international organizations and society itself. The creation of equal conditions for men and women contributes not only to their individual self-realization, but also to the sustainable development of the economy, improving the lives of all citizens.

Gender ideology in modern society is formed at the intersection of cultural, historical, and social factors. In the context of cultural diversity, this ideology becomes particularly complex, as each culture brings its own ideas about gender roles, behavior, and interaction between men and women. This diversity necessitates taking into account both universal values of equality and the specifics of traditional norms, which makes gender policy and research in this area particularly relevant and multifaceted.

In different cultures, gender roles have a specific nature, which is determined by historical conditions, religious traditions, and social structures [14]. For example, in patriarchal societies where hierarchical traditions are strong, men are often attributed the roles of leaders and breadwinners, while women are attributed the roles of guardians and educators of the family. At the same time, in a number of contemporary societies, especially with a

high level of urbanization and education, these stereotypes are gradually being eroded, giving way to more equitable approaches.

Cultural diversity also manifests itself in religious beliefs. In some religions, gender roles are strictly regulated, making them difficult to review. Other traditions, on the contrary, allow flexibility in the interpretation of gender norms, which contributes to the wider acceptance of equality.

Challenges of cultural diversity for gender ideology:

1. Conflict of traditions and universal values. One of the main challenges is the contradiction between traditional norms rooted in local cultures and universal principles of gender equality promoted by international organizations. In some societies, the principles of equality are perceived as a threat to cultural identity, causing resistance to change.

2. The problem of cultural sensitivity. The development and implementation of gender policy in the context of cultural diversity requires taking into account local characteristics. Universal approaches do not always take into account the specifics of individual communities, which can lead to rejection of reforms and increased social contradictions.

3. Uneven progress. On a global scale, progress in achieving gender equality occurs at different rates. Some countries are actively implementing programs to enhance women's role in the economy and politics, while cultural and social barriers significantly hinder these processes.

International organizations such as the UN, UNESCO, and the World Bank play an important role in promoting gender equality, especially in the context of cultural diversity. They develop programs that take into account local traditions and values, striving to minimize conflicts between cultural identity and the need for social changes.

For example, women's education programs in developing countries include elements aimed at strengthening family values, which contributes to wider adoption of gender reforms.

Some countries have successfully implemented programs that combine respect for cultural traditions and the promotion of equality [1]. For example:

- India: Women's empowerment programs include elements that support traditional community values, allowing for a compromise between innovation and tradition.

- Scandinavian countries: active promotion of gender equality is accompanied by support for cultural diversity, which promotes inclusiveness.

Gender ideology is a complex and multifaceted sociocultural phenomenon that has a profound impact on all aspects of social life. In the modern world, issues of gender equality and gender identity formation have become central to discussions of social, economic, and cultural transformations [8].

The analysis conducted allows us to draw the following conclusions:

1. Gender as a social construct is the result of the interaction of historical, cultural, and political factors. Modern approaches to gender studies emphasize the need for a critical understanding of traditional roles and stereotypes.

2. The role of media and education in shaping gender identity is key. Media can both reinforce stereotypes and transform public attitudes by promoting ideas of equality and inclusiveness [15].

3. Cultural diversity requires a special approach to shaping gender policy. Respecting local traditions in combination with promoting universal values of equality helps minimize conflicts and promotes sustainable changes.

4. The economic aspects of gender equality play an important role in the development of society. Reducing the gender gap in wages, access to resources and career opportunities not only contributes to individual self-realization but also strengthens economic stability.

Gender equality is not only a question of social justice, but also an important factor in the sustainable development of society [9]. The integration of gender perspectives into politics, economics, and culture contributes to the creation of a more inclusive and harmonious world where everyone, regardless of gender, has the opportunity to realize their potential.

In the context of globalization and cultural diversity, only the joint efforts of states, international organizations, and society can lead to genuine equality and justice. Such an approach allows not only to strengthen social ties, but also to lay the foundation for future generations based on the principles of mutual respect and equal opportunities.

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