

Theoretical Understanding Of The Role Of Women In Public Relations

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Abstract. The author in his article pays attention to the inequality between men and women. A strategy for promoting gender equality is being considered.

Key words: Gender, man and woman, gender strategy, identification, masculinity, femininity.

Introduction. Gender equality as a goal, gender mainstreaming as a strategy Gender equality is a goal recognized by governments and international organizations. It is enshrined in international agreements and commitments. There are currently many discussions about what equality means (and what it does not mean) and how to achieve it. It is clear that inequality between men and women is global. For example, women suffer violence from their intimate partners more often than men; the level of women's participation in political life, as well as their representation in decision-making structures, is significantly lower than the corresponding level of men; women and men have different economic opportunities; the vast majority of the poor are women; among those who find themselves the object of the slave trade and are involved in the sex industry, the majority are women and girls. These and other issues need to be addressed to ensure gender equality. Achieving greater equality between women and men will require changes at many levels, including changes in attitudes and approaches to gender issues. The ECOSOC 1997/2 Agreed Conclusions Gender Mainstreaming Strategy is defined as "...the process of evaluating the implications for women and men of any proposed action, including legislation, policies or programmes, in all areas and in all levels. It is a strategy that should make the concerns and experiences of women and men an integral part of the design, implementation, monitoring and

evaluation of policies and programs in all spheres of political, economic and public life, in order to that both women and men equally benefit from such efforts and that there is no room for inequality. The ultimate goal is to achieve equality between women and men" changes that are undergoing institutions and legislation, changes in the economy and political decision-making structures. This paper reviews the strategy for promoting gender equality - gender mainstreaming - endorsed in the Beijing Platform for Action adopted at the Fourth World Conference on Women, held in Beijing in 1995.

This strategy aims to promote gender equality across the spectrum of issues: issue analysis and policy formulation include consideration of gender differences and inequalities; opportunities are being sought to narrow the gap between men and women and to achieve greater equality between them. This strategy is complemented by "targeted interventions" with the main goal of narrowing the gender gap that disadvantages women. Such activities include special studies on the varying impact of the current pattern of trafficking on women; supporting a network of women's non-governmental organizations with the participation of women in the media; training the judiciary on domestic violence or rape; and preparing a course for male politicians on discriminatory practices against female politicians. Such targeted initiatives are in no way inconsistent with the gender mainstreaming

strategy. The gender mainstreaming strategy is implemented in different ways in activities such as research, policy development, policy analysis, program implementation or technical assistance activities.

In each of the areas of a particular activity, there are different opportunities and processes. For example, in the area of technical assistance, important issues and opportunities need to be considered, such as determining whether it is appropriate to clarify the issue of gender competition and then engaging in a constructive dialogue with potential partners on gender equality; when developing a research project, the main thing is to ensure that the criteria of the different and unequal situation of women and men are taken into account in the concepts and methodology. In addition, a gender mainstreaming strategy should be tailored to the specific topic under consideration. The analytical approach and questions raised should be relevant to the specific problem being addressed.

Clearly, in order to understand the implications of macroeconomic policies for gender equality, very different questions need to be asked than when examining the implications of gun control policies. There is no single approach or recipe for all circumstances. However, it is common for gender mainstreaming in all sectors or areas of development to ensure that gender equality issues become an integral part of the mainstream of action, and not seen as some kind of complement to it. The first step in a gender mainstreaming strategy is to assess how and why gender differences and inequalities are relevant to the issue at hand; this assessment identifies opportunities to reduce inequalities and decides how to achieve this goal.

Political and economic transformations of the latter decades, the transition to a market economy and the rule of law led to significant social changes in all areas of life of Uzbek society. At the stage of transition period of development, society is more than ever interested in a stable functioning of all their systems. The main condition for stable functioning and sustainable development of any social system is the effectiveness of management of all its components. Today we are faced with the task of

improving the management structure of all social systems, finding new ways of development and additional resources in this area. One of these factors is the active integration of women into this traditionally male realm.

The market stage of development of Uzbekistan is not only fundamentally influenced economic processes, but also contributed to the mitigation of conservative attitudes regarding many spheres of life. However, ideas about women's business activity and, moreover, leadership and entrepreneurship still remain, according to researchers, "under the influence of social and cultural inertia." Within the patriarchal culture, which still retains great influence around the world and practically dominates the country, management and leadership are considered a male prerogative. Such an approach significantly limits women's opportunities for self-realization and makes it difficult for them to adapt in crisis socio-economic conditions; moreover, it does not correspond to real social changes.

One way or another, women invade the primordial masculine area-region area, as a result, they must adapt to existing management technologies, but this does not mean that women copy them, they change existing laws in accordance with their needs and principles of behavior.

Recent decades in most developed countries are characterized by the active conquest by women of the leading positions in business and politics. It can be assumed that in Uzbekistan processes will proceed in the same way. Opportunities for women's management are just beginning to be realized, but already now there is an increasing development by women of these new areas of public life. Perhaps women will soon in the future win more leadership space in the country than this could be assumed, based on traditional ideas about women's perspectives in this area. Since the 21st century will be the century of women, and it will definitely push them to the first roles, because women are psychologically stronger and more pragmatic than men. All this forms the prerequisites for an in-depth study of the impact of gender factors on management processes.

In scientific terminology, the concept of "identification" was introduced by Sigmund Freud, who singled out several of its types. [1-C.1037] Sigmund Freud also analyzed the problem of the formation of gender identity for the first time, focusing on the childhood period of development. In unorthodox psychoanalysis, identification was considered as the central mechanism for the formation of the ability of the "I"-subject to self-development (A. Freud, D. Rapoport). K. Horney paid the most attention to the problem of female gender identity. She rejected Z. Freud's postulate that the anatomical structure of the body determines the differences between men and women, and considered the formation of gender identity in the context of sociocultural influences [2-C.220]. N. Khodorow continues to develop these ideas, unlike Z. Freud, focusing on the role of the mother, not the father, in the development of the child.[3] Identification was considered as the most important mechanism of socialization, manifested in the adoption of a social role in the entry of an individual into a group, in the awareness of group belonging, formation of social attitudes, including gender (T. Parsons, C. Cooley, J. Mead). Within the framework of the socio-cognitive direction, the formation of a person's identity was considered through the prism of reinforcement mechanisms and social learning.

In the 1970s, the term "gender", meaning the social gender of a person, firmly entered the scientific terminology, and the direction of gender studies began to actively develop. The difference between gender sociology and the sociology of sex is fundamental: given the biological and psychological differences between gender groups, gender sociology brings social factors to the fore, considers the differences in male and female identities as a result of socialization in accordance with gender norms existing in each specific society.

Literary review. J. Stokkard and M. Johnson, R. Unger, E. Makkoby and K. Jacklin, A. Erhard, S. Bam. J. Spence and R. Heinreig studied the psychological characteristics of masculinity and femininity and the history of the formation of these constructs. E. Thomson and J. Plec studied

the structure of male role norms, however, female gender stereotypes become the object of study much more often. T. Hilton, K. Benbow, J. Stanley, L. Woodfield paid attention to psychological differences in the cognitive sphere. M. Horner, D. Spence, R. Holmreich considered the features of the motivational sphere of men and women in their works. In a cross-cultural study by A. Furnham and K. Karani examines the relationship of attitudes in relation to woman and locus of control. S. Bollman considers how family members

perceive the role of mother depending on whether she works or is a housewife. The works of E. Crittenden, J. Rosener, M. Henning are devoted to the study of gender peculiarities in managerial activity. S. Epstein considers the fact of such differences unproven. This problem is still one of the most debated in gender studies. Recently, in research on power relations, the emphasis has been on a phenomenological approach that addresses socio-psychological, cultural, and gender prerequisites in human interaction. One of the first to study power from a gender point of view was H. Lips, who did not find any differences in the understanding of power by men and women. E. Janeway, P. Johnson believe that the power of women lies in their weakness and manifests itself in indirect and personal areas of influence. S. E. Wheeler and P. L. Chin talk about different approaches to the understanding of power by men and women. Issues of gender identification and differentiation have been widely developed in the humanities, however, it should be noted that most of the work in this area belongs to foreign scientists. The systematic study of this problem is at the initial stage of development, and the study of management activities from the standpoint of a gender approach few and local in nature.

In Soviet science, the main attention was paid to professional activities of women and their combination of social and family roles. The main characteristics of the floor are the basis for the original natural differentiation of people, to separate humanity into two of the largest social groups. Humanities for a long time did not pay due attention to sexual differentiation, ignoring sex as a basic aspect of human nature. Until the

end of the 1960s and 1970s, in experiments conducted by social psychologists, only men were subjects, gender was considered as a side, interfering variable. Accordingly, when studying various aspects of social phenomena, sociologists did not take into account their gender component, which largely determines the interaction of people in society.

However, in recent decades, the problem of gender identification and inter-gender interaction has taken a worthy place in world science, because it affects the most important areas of human life: psychology, sociology, demography, medicine, law, morality, and many others. The study of this issue to a certain extent began thanks to the feminist movement, which is rapidly spreading around the world. It was it that in many ways attracted the attention of society and science to the issues of sexual differentiation. However, within the framework of the feminist movement, gender studies remain strongly ideologized, the main thing in them is not so much the study of the gender component of social phenomena as the promotion of the idea of equality between men and women. Therefore, gender studies have already gone beyond the boundaries of feminism.

Their further development is facilitated by the increased interest of society in the problems of the inner world of the individual, his spiritual development and, as a consequence, the humanization of science. In addition, modern society, according to some scientists, is on the verge of reassessing traditional gender values, as the usual social roles of men and women are undergoing significant changes today. These factors also contribute to the intensification of scientific research on issues related to gender identification and differentiation. In modern scientific terminology, the term "gender" has appeared and is firmly entrenched, denoting the social gender of a person.

The concepts of "sex" and "gender" should be clearly distinguished. If the term "sex" refers to the physical, biological differences between a man and a woman, then the concept of "gender" refers to their psychological, social and cultural characteristics. E. Giddens notes that the distinction between sex and gender is

fundamental, since many differences between a man and a woman are due to reasons that are not biological in nature. The term "gender" comes from the Greek "genos", meaning "origin, material carrier of heredity, being born", and corresponds to the Russian concept of "genus". in English and French (from which the term came to us) gender means social gender. So sex is biological category, but gender-socially determined characteristic.

The question of which factors, biological or social, have a greater influence on the formation of the personality of men and women, differences in their behavior is still one of the most discussed. Some authors believe that these differences are congenital and biologically determined, and in one form or another manifest themselves in various cultures, are found in representatives various ethnic groups. Other researchers object that the ubiquitous the manifestation of any characteristic does not mean that it has biological nature. According to them, differences in personality.

The characteristics and behavior of men and women are formed in the process of their socialization and are the result of social learning and identification with their gender. Each society has its own gender ideals, which embody cultural ideas about female and male behavior, about desirable female and male psychological qualities. On the basis of gender ideals, gender stereotypes are formed, which, in essence, are social norms and determine the rules that regulate the behavior of men and women in society. In sociology, gender stereotypes are usually understood as ideas about behavior patterns and character traits that correspond to the concepts of "male" and "female" in a given culture.

According to their content, gender stereotypes can be divided into three groups. The first group of gender stereotypes describes the consolidation of family and professional roles in accordance with the biological sex. For women, the main roles are family, for men - professional. Through the prism of these roles, an assessment of the achievements of the individual is carried out: men are usually evaluated by professional success, women - by the quality of their family life and the presence of children.

The second group of gender stereotypes points to differences in content of labor. Women's labor is associated with the expressive sphere activities, male-with instrumental. In accordance with these performance is attributed to women's work, service, routine character, while male labor is guiding, constructive, creative.

The third group of gender stereotypes concerns stereotypes masculinity and femininity. Men and women are attributed the possession of certain physical, psychological and behavioral characteristics. Stereotypes of masculinity and femininity are socio-normative representations of these characteristics, they denote cultural and symbolic meaning "female" and "male". Usually, masculinity is identified with an active, creative, cultural principle, and femininity with a passive, reproductive, natural one.

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Conclusion. Each society has its own gender ideals, which embody cultural ideas about female and male behavior, about desirable female and male psychological qualities. On the basis of gender ideals, gender stereotypes are formed, which, in essence, are social norms and determine the rules that regulate the behavior of men and women in society. In sociology, gender stereotypes are usually understood as ideas about behavior patterns and character traits that correspond to the concepts of "male" and "female" in a given culture.

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