

**FEMALE VS MALE:
GENDER STEREOTYPES AS AN AXIOLOGICAL PROBLEM**

Since the beginning of mankind, there have been problems, conflicts, inappropriateness, prejudice, discrimination between both sexes. Like, who should maintain the fire in the cave, and who should drag the mammoth there.

Leading philosophers have been researching this topic for years. In Ukraine, gender studies directly related to the functioning, consolidation and development of gender stereotypes in society and the consciousness of speakers have been conducted by such scientists as V. Ageeva, O. Kis, L. Leontyeva, T. Martsenyuk, L. Matsko, M. Mayerchyk, A. Okara, D. Sepetiy, L. Stavvytska, O. Sydorenko, O. Fomenko.

We agree with the UN Foundation that a gender stereotype is a generalized or preconceived notion of the attributes, characteristics or roles that women and men should possess or fulfill. Gender stereotyping is harmful if it limits women's and men's ability to develop personal capacities, pursue their professional careers and/or make choices about their lives. Gender stereotypes are wrong if they lead to violations of human rights and fundamental freedoms. An example for confirmation can be the following situations:

- not to criminalize marital rape, recognizing that women are the sexual property of men;

- lack of investigation, prosecution and sentencing for sexual violence against women, believing that the victims of sexual violence consented to the sexual acts because they did not dress and behave «modestly» [3].

Axiology of Law – the doctrine of the value of law. The scientists distinguish between the axiology of law in relation to each person (personal value), social communities and associations (group value) and society as a whole (general-social value). Let's analyze these types of values, which may be the primary source of gender stereotypes.

A person has not yet been born, but the most common, most ridiculous and most absurd stereotype of gender roles, role behavior of men and women is already attributed to him. The fact that blue is a color for boys, and pink is for girls [2].

We define gender stereotypes as distorted ideas about the correctness/incorrectness of assigning specific attributes, characteristics or roles to an individual of one or another gender, which have been deposited in the minds of society representatives as a result of behavior in various situations based only on belonging to the social group of women or men. We distinguish separately female, male and mutual stereotypes.

Female gender stereotypes:

- The main female function is to give birth and take care of the building;
- Women can raise children better;

- Women are the best cooks, hairdressers and designers;
- Women are worse managers;
- Women drive vehicles worse;

– In her theory of tokenism, Rosabeth M. Kanter outlined 4 stereotypical images imposed on women in which they are a distinct minority (due to which they are more visible and much more stereotyped by the group): «mother» – emotional support is expected from her, not business activity; «seductress» – a woman who acts only as a sexual object, and as an employee is ignored; a sign – only men with a high official status in the organization cause indignation among male colleagues; «toy, mascot» – a cute, but not business woman, who brings good luck; «iron maiden» – with this token, strong-willed business women in positions of power (for example, in politics) are attributed with unfeminine rigidity, and they are especially isolated from the group [4, p.633-639].

Male gender stereotypes:

- Men are less sensual and sentimental;
- Men earn more;
- Men are the stronger sex;
- Men cheat more in relationships;
- Men tolerate and behave worse in the stages of various diseases;
- Men reach puberty later.

Mutual gender stereotypes:

- Women are guided in their actions by emotions, men by a cold and sharp mind;

- Women want and need sex less than men;
- Women should take more care of contraception than men;
- A man is a breadwinner, a woman is a housewife;
- The premarital chastity of women and the presence of a certain sexual experience of men are approved;
- The work of women in the sex industry is condemned, not the men who use their services.

Gender stereotypes in education:

- Girls choose humanitarian, pedagogical, and medical specialties and boys – technical, legal, business, management;
- Girls are more prone to role-playing games that simulate relationships; boys – to games of a competitive nature;
- Boys are more actively engaged in search activities and put forward new ideas; girls are more diligent and accurate in completing tasks;
- Girls start speaking earlier than boys and differ in more active communication at an older age;
- Women are better teachers than men.

Axiology, a theory of values that elucidates the qualities and properties of objects, phenomena, and processes that can satisfy people's interests, needs, and desires, can help to understand the essence of cause-and-effect chains of gender

stereotypes. In the area of gender relations and stereotypes, as well as manifestations of discrimination, the value of law and its positive role in meeting the needs of participants in public life are more relevant [1].

In other words, analyzing various gender stereotypes, we cannot clearly say that some have prejudices against men and some against women. Because the question arises, and perhaps the subject feels comfortable in the created conditions of existence and shares values that are inherent only to him. We can name, for example, the stereotype that «The main female function is to give birth and take care of the house». Thousands of women feel happy in this situation, despite the fact that women have a much wider range of life functions. Another example of the stereotype «Men earn more». In this situation, men feel comfortable and confident enough to hold their own family on their strong shoulders. But here there are two sides of the coin: the first is that many women feel unacceptable because they have to constantly ask for money for various needs. And other women feel the joy of life, because they are protected by their husband and can devote themselves to other family functions. Therefore, the main thing, in our opinion, in gender stereotypes are precisely the accents that are emphasized and the point of view from which everything is considered.

Summarizing all of the above, we should note that the presence and constant cultivation of dangerous gender stereotypes in society in no way advances the human community to the heights of the human civilization progress.

References:

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