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СУЧАСНІ СУСПІЛЬНІ ПРОБЛЕМИ: СОЦІОЛОГІЧНИЙ ВИМІР

Zonghao Wu

student Department of Sociology and Public Administration
National Technical University «Kharkiv Polytechnic Institute»,
Kharkiv, Ukraine

GENDER IN THE MODERN SOCIETY DEVELOPMENT

ГЕНДЕР У РОЗВИТКУ СУЧАСНОГО СУСПІЛЬСТВА

Driven by the forces of globalization and informatization, gender roles and equality have emerged as crucial issues that cannot be overlooked in social development. Despite significant advancements in women's social status, rights, and interests due to rapid economic growth, education, and cultural progress, gender inequality remains pervasive. This is particularly evident in career development, income disparities, and political participation. Therefore, conducting an in-depth examination of the evolution of gender roles in modern society, along with the challenges it presents – especially regarding the transformation of women's roles and strategies for achieving gender equality – holds immense theoretical and practical significance for promoting overall social progress.

Gender inequality can manifest in the economic development of society through limited access to resources and opportunities for women. For example, a low level of education among women can lead to decreased labour productivity and restrict their contribution to societal development. Scientific research [1] also confirms the correlation between gender and economic development. In countries where women have greater access to labour markets and financial resources, a higher level of economic growth and poverty reduction is observed.

In the field of education, although women have made significant progress in educational attainment, gender stereotypes and biases persist, influencing women's

decisions regarding educational choices and career development. In the labor market, while women's participation in the workplace has increased, structural barriers such as gender discrimination, unequal pay, and limited opportunities for advancement remain significant. In terms of political participation, women are still underrepresented at the political decision-making level, and their voices, rights, and interests are often not fully protected.

In addition to these overt barriers, sociocultural factors have also had a profound impact on shaping gender roles and achieving gender equality. Traditional gender concepts and social expectations often limit women's role positioning and development space, making it challenging to truly implement gender equality.

To solve these problems, a series of specific suggestions and strategies are proposed. First of all, strengthen gender equality education through curriculum reform and campus culture construction, improving awareness and understanding of gender equality in society as a whole, especially among young people, to establish correct gender concepts and break gender stereotypes. Second, formulate and implement more just and equal labour market policies, including promoting gender pay equality, strengthening supervision and punishment of gender discrimination in the workplace, and providing support and opportunities for women's career development to eliminate gender inequality in the workplace. There is also a need to strengthen women's representation in political decision-making and ensure that gender equality voices are fully reflected in policy making by increasing women's participation and influence in politics and decision-making.

To achieve these goals, governments, enterprises, social organizations, and individuals need to work together. The government should formulate and implement relevant policies and regulations to provide institutional guarantees for gender equality; Enterprises should pay attention to gender equality among employees and create a fair workplace environment. Social organizations should actively carry out gender equality publicity and education activities to improve the level of public awareness; Individuals should establish a correct gender concept, respect, and support the choices and development of others.

Changing entrenched gender stereotypes and norms is a prolonged and challenging process that often encounters resistance and backlash. Therefore, global development organizations must recognize that simply allocating funds to gender equality programs is not sufficient. It is necessary to review internal processes, structures, and practices that may themselves perpetuate gender inequality and limit the impact of their efforts. Effective support for women's and feminist movements requires long-term commitments, flexibility, and readiness to acknowledge the leading role of local activists and organizations in defining priorities and strategies. Instead of imposing decisions from the top down, global development organizations should act as partners providing resources, expertise, and an international platform to amplify the voices of women's and feminist movements.

Furthermore, it is essential to recognize that changing gender norms is a complex and multidimensional process that requires a comprehensive approach. Instead of fragmented and short-term projects, comprehensive initiatives involving various sectors of society, including education, media, religious institutions, and government policy, need to be supported [2].

Gender research in the development of contemporary society aims to achieve gender equality, overcome discrimination, and create a more inclusive and just world for all individuals, regardless of their gender, or gender identity. Scholars identify problematic areas, explore the causes and consequences of gender biases, and propose ways to address these issues. Through interdisciplinary approaches and diverse research methods, gender studies make a significant contribution to building a fairer and more equitable society.

References

1. World Bank Group. World Bank Group gender strategy: gender equality, poverty reduction and inclusive growth. Washington, D.C. 2015. URL: <http://documents.worldbank.org/curated/en/820851>.
2. Cookson T., Fuentes L., Kuss M., & Bitterly J. Social Norms, Gender and Development: A Review of Research and Practice. 2023.