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## GENDER ORIENTATION IDENTITY OF THE UKRAINIAN YOUTH: NEO-TRADITIONAL OR EGALITARIAN

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**Keywords:** gender democracy, gender relations, gender identification, gender competencies.

Gender democracy is important, not only because of the international recognition, but also for the internal dynamic of our country, the implementation of basic social programs which improve the quality of life for two socio-demographic groups—men and women, the deprivation of inequality between these sexes and the development of partnership between them as an expression of social justice, the effective mechanisms of protection from the discrimination and so on.

Ukrainian youth decides on its future in the world where family and public spheres are no longer ruled by the ideals of Soviet patriarchal system, masked by the slogan of equality of men and women. Gender is a basic characteristic of a person that determines his or her psychological and social functioning. Gender relations characterize the degree of democracy in a society, as they determine the division of roles in the political, socio-economic and professional lives.

In the context of “personality realization genesis” (S. Maksymenko) contemporary psychology focuses on the development of a person in the complex of processes of self-development and self

fulfillment, the harmonization of their inner world with the outer one in terms of social and cultural diversity, caused by the tendencies of globalization (H. Ball, M. Boryshewskyi, V. Vasiutynskyi, T. Hovorun, V. Kremen, V. Kravets, A. Maslou, V. Moskalenko, T. Tytarenko, V. Romenets, K. Rodzhers, V. Tatenko etc.).

Gender identification plays an important role in the formation of gender self-consciousness of a person, in formation of her or his self-image, and acquiring the requirements for gender-role behavior. Gender identity characterized as being marked by awareness of gender-role cultural standards as well as social and psychological instructions, accepting the traditional or egalitarian modes of behavior, formation of ego-structures in the continuum of masculinity and femininity, by representation of the individual experience of self-knowledge and attitudes to evaluating oneself and others, by agreement and balancing between the real and ideal gender Self.

The traditional gender identification of young women is displayed mostly in the spheres of their life activities connected with reproductive and educational

functions, and as for young men, it is displayed in the execution the functions of a bread-winner, defender. Both sexes come under the influence of sexual stereotypes in the field of the development of individual contacts.

This research shows the necessity of creating and implementing the gender policies based on the psychological principles of parity and androgyny of sexes, and on self-development and full vital realization of an individual. Traditional values are directed against the expansion of space of a woman in relation to the professional activities. Women students admit egalitarian with men in the domestic sphere, but they share patriarchal opinions in relation to financial and legal responsibility of a husband. Development of gender competencies among young Ukrainians will enable to create the possibility for maximum self-realization in mastering some sphere of life activities.

The social construction of gender in youth environment is determined by gender space of contemporary society, it is characterized by double contradiction: on the one hand, a partial solution of the ways of establishment of formal equality and appellation to the natural function of women, on the other hand – new, alternative system of gender relations based on the principle “equality in difference”, tendency of equal rights and opportunities for self-realization of young men and women as unique subjects of socio-historical event. On the the background of “total social transformation” girl-students often express liberal installations, support more equitable division of family roles,

look for equal opportunities for self-realization. These tendencies allow to increase subjective potential, identify psychological prospects for future life creativity of young women as a way to overcome usual stereotypes, that demonstrates the need of the implementation of gender specific ideological system of knowledge and practices, relevant to psychological principles of parity and self realization of sexes.

The egalitarian socialization is congruent with personal-centred (non-violent) approach in education, as the most progressive and productive community of equal individuals of different sexes. In this sense the initial assumptions of personal egalitarian approach as a basic strategy of socialization and education cover the implementation of the idea of equality of sexes and their inter changeability; in determination of biological belonging of gender roles; approval of egalitarian ideology: gender competence as awareness of sex-role norms of conduct, gender sensitivity as means of creation conditions for the general development of the representatives of different sexes despite of gender stereotypes and prejudices, the ability to solve educational problems from the point of egalitarian gender ideology and gender tolerance.

Call of time requires the development and implementation of gender-education technologies as psychological and pedagogical support of gender socialization of children and youth, aimed at personal development and gender equality. The activities of the School of Gender Equality, established at the Center for Gender Studies

TNPU, became the basis for development of comprehensive educational program for youth "Gender culture of youth", namely: to develop fundamental and applied gender studies; to apply gender and education-oriented technologies based on the concordance of the principles of progressive ethno-cultural traditions of the person-cen-

tered and egalitarian approaches; to develop and improve gender standards in education; to study the methodological bases of youth gender competencies formation as a peculiar system of gender knowledge and practices adequate to sex parity principles in the context of modern European integration processes.