

Название: ON GENDER CULTURE STEREOTYPES IN THE MODERN POSTINDUSTRIAL SOCIETY

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Источник: VESTNIK SLAVIANSKIKH KULTUR-BULLETIN OF SLAVIC CULTURES-SCIENTIFIC AND INFORMATIONAL JOURNAL **Том:** 46 **Стр.:** 61-69 **Опубликовано:** DEC 2017

Аннотация: The article analyzes the dynamic processes taking place in the sphere of actions of gender stereotypes of modern society. It is shown that these phenomena are a reflection of significant changes in the economic, social, cultural life of Russians. Gender patterns of behavior of women and men reflect ongoing changes in the depth of the social and national consciousness of the people of modern society. In many respects it is connected with transformations of the global character, with a rethinking of the spiritual and moral foundations of society, with the processes of universal unification, globalization and loss of identity in all areas, including the sphere of gender identity. The importance of the impact of positive development of family relations on all types of socio-cultural activities of people is proved. The changes that have occurred in the structure of the family cell become a reflection of what is happening within society, reaction to the accelerating pace of social life, becoming, in a way, a challenge to modernity, forcing a person to find ways for personal spatial solitude. Attention is focused on the positive and negative changes that occur in gender roles of men and women. In a globalizing society, identification processes become more complex. From the social space, traditional gender-based technological means such as family, religion, and education are gradually being replaced. Replaced by more effective and mass technologies, audiovisual culture, we mean cinema, television, the Internet, the media, advertising. Gender stereotypes perform certain functions that accumulate the experience of generations on the behavior of women and men, their character traits and behavioral style.

Идентификационный номер: WOS:000423967800005

ISSN: 2073-9567