

## **MODERN CHALLENGES OF GENDER EQUALITY**

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Nowadays we live in a complex world with the emphasis on human individualization where the value of diversity greatly matters. We face with constant changes in social and cultural world, deal with the problems of gender identity and social roles of its participants. The meaning of the notion «gender» continues to be perplexing and embarrassing. The role of the individual in the society is usually meant by the term «gender» and as researchers truly emphasize this fact by using it mainly in socio-cultural context [4, c. 18].

The problem of gender equality continues to be quite acute both in Europe and in our country. This problem is not new. For several centuries, women have been fighting for their rights: career growth, decent wages, participation in the political and public life of the country, unwillingness to continue living according to the stereotypes and conservative traditions of their society. However, gender equality is not only a problem for women. As Wikipedia says «gender equality is the state of equal ease of access to resources and opportunities regardless of gender, including economic participation and decision-making; and the state of valuing different behaviors, aspirations and needs equally, regardless of gender» [2].

The similar ideas has UNICEF saying that gender equality means that «women and men, and girls and boys, enjoy the same rights, resources, opportunities and protections. It does not require that girls and boys, or women and men, be the same, or that they be treated exactly alike» [3].

Both women and men are no longer willing to follow stereotypes. A woman is not obliged to be only a housewife, the keeper of the hearth and devote all her time to raising children. In the same way, a man is not only a breadwinner and a protector. In a modern society, everyone has the right, but not the obligation, to perform the social role that he or she likes.

In our society, we face with a mixing of the concepts and notions. There are still a lot of widespread misconceptions regarding «gender inequality», «gender difference» and «gender identity».

However, the problem seems to be deeper. Very often there is a substitution of concepts. Instead of «equal rights» or «equal opportunities» we may face with the imposition of the concept of «equal duties». Under the slogan of «gender parity» women are forced to occupy high positions and positions in a company or politics, serve in the army, etc. The presence of specialized education, the availability of relevant work experience, professionalism, inclination to one or another type of work, psychological and mental predisposition, etc are usually ignored. So-called «gender quotas» are applied everywhere, which in real life leads to difficult and sometimes catastrophic situations in the professional sphere.

Meanwhile, the principle of gender equality, which is popular today, causes difficulties not only in the professional, but also in the social, domestic and cultural fields. Adherence to the principle of «equality» leads to situations where men cease to be leaders. The concept of «stronger sex» – «weaker sex» is lost or has already been lost, for example, in Europe the idea is widespread that a man should not give way to a woman or the elderly in a transport. Supposedly this subconsciously speaks of the weakness of other people and infringes on their rights. Let us discuss the situation in a restaurant or cafe when people «go Dutch» or when a woman is not let go ahead when entering or leaving the building. Here we are again faced with the substitution of concepts and we get a situation where generations of young people grow up and are brought up in an atmosphere of the abolition of culture, upbringing, education and elementary politeness.

The issue of equality is very complex. By implementing this principle, one can easily go to extremes, for instance the former principle of «woman – housewife» is now replaced by the principle of «woman – leader». Of course, one cannot deny the need for equal rights in society, but one should not turn a right into a duty. Nowadays it is stated an utmost necessity to achieve the elimination of inequalities between gender identities, but we have to be careful in this aspect in order to save the diversity when struggling for inequality elimination.

In modern society, it is necessary to continue to ensure equal access of citizens to the opportunity to get a good education, a decent job, wages, etc. Millions of people continue to be discriminated against in the field of education, work, etc. The search for ways to overcome discrimination lies in equality of opportunity.

Decent work, gender equality and non-discrimination are at the heart of the 2030 Agenda. The Declaration, adopted by the UN General Assembly in September 2015, outlines the following vision for the future: «We see a world in which universal respect for human rights and human dignity, the rule of law, justice, equality and non-discrimination, respect for racial, ethnic, cultural diversity; a world of equal opportunities that allows the full

development of human potential and contributes to shared prosperity» [1] Gender equality is the goal we have to strive for if we still want to live in a fair society.

The main aim is to provide opportunities for free development of the individual, but also to develop a mechanism for the practical implementation of the principles of gender non-discrimination.

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## **ІНФОРМАЦІЙНА ГІГІЄНА ЯК ПОКАЗНИК ЕФЕКТИВНОСТІ ОСВІТНЬОГО ПРОЦЕСУ У ЗДОБУВАЧІВ ДРУГОГО ТА ТРЕТЬОГО ОСВІТНІХ РІВНІВ**

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Інформація стає інструментом для ефективного функціонування соціокультурного середовища, що спонукає особистість поглинати можливості, використовувати свої ресурси, влітати багатогранну свою сутність у контекст буденної та професійної діяльності. Інформаційне