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GENDER ABC FOR UKRAINIAN MEDIA

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The manual «Gender ABC for Ukrainian media» covers basic notions about gender, which will help journalists of both sexes of all kinds of mass media avoid stereotyped and sexist stock phrases and clichés when preparing informational materials, articles, or programs. The manual will be also helpful to PR managers, heads of press services, public activists, and volunteers. The manual will be useful for formation of a gender-sensitive informational space that is free from sex-based discrimination.

Developed for journalists, experts, politicians, scholars, public servants, and officials of local self-government, as well as for the wider public.

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Several words about this manual

Dear representatives of Ukrainian mass media!

We offer you the manual «**Gender ABC for Ukrainian media**», which covers a systematized material in the sphere of equal rights and opportunities for men and women in the society to help develop journalists' gender sensitivity and promote a more ethical and non-discriminative media space.

We were composing this manual based on the understanding that today there are many guides and manuals on the topic of gender that are written by scientists and experts. Our task was not to create something unique, because international experience and practice covered almost all possible aspects and directions. We want to explain the notion of gender comprehensively, in a way clear for non-specialists and on the level adapted for media on the regional scale.

We hope that this book will encourage journalists to see social problems from the point of view of the gender component, because any social problem deals with human beings, and this means that in addition to age, race, place of residence, and ethnicity, such human also has gender identification. This is the component that should not be ignored in the materials written by journalists.



Centers of Gender Education, Gender Resource Centers, Gender Organizations, and Foundations

Centers of gender education in Universities:

- Vinnytsia oblast gender educational center
- Gender educational center, Lutsk pedagogic college
- Gender center, Sumy State university
- Gender center, Kharkiv National Medical University
- Zakarpattia oblast center of gender education, Uzhhorod National University
- Luhansk oblast gender educational center
- Ukrainian center of gender education, National Technical University of Ukraine «Kyiv Polytechnic Institute»
- Kherson oblast gender educational center
- Center of gender education, Ivan Franko Zhytomyr State University
- Center of gender studies, Volodymyr Hnatiuk Ternopil State Pedagogic University
- Center of gender studies, Vsevolod Lazarian Dnipropetrovsk National University of Railroad Transportation
- Center of gender education, Mykola Hohol Nizhyn State University
- Center of gender education, Kharkiv Humanitarian and Pedagogic Academy
- Center of gender studies and education, Mariupol State University



- Center of gender education, Kharkiv National University of Internal Affairs
- Center of gender education, Kharkiv National University of Radioelectronics
- Gender Center, Hryhoriy Skovoroda Kharkiv National Pedagogical University
- Gender Center of Oleksiy Beketov Kharkiv National university of Municipal Facilities.

Gender resource centers and organizations working with gender issues

- Vinnytsia oblast resource gender center
- Volyn oblast NGO «Gender Center»
- All-Ukrainian women's center of information and socioeconomic adaptation (Kyiv).
- Natalia Kobrynska Gender Center (Lviv)
- NGO «Women's informational and coordinating center» (Dnipropetrovsk).
- NGO «Women's Initiative» (Simferopol)
- NGO Western Ukrainian center «Women's Perspectives» (Lviv)
- Donetsk regional league of business and professional women
- Informational and consulting women's center (Kyiv)
- Women's informational and consulting center (Zhytomyr)
- Zhytomyr oblast youth non-governmental organization «Parytet»
- Kyiv Research and Consulting Gender Center. Kyiv Institute of Gender Studies
- League of women-voters of Ukraine «50/50» (Lviv)
- Luhansk oblast resource gender center
- International non-governmental organization «School of Equal Opportunities» (Kyiv)
- International women's Advocacy center «La Strada-Ukraine» (Kyiv)

- Museum of women's history, history of women's and gender movement (Kharkiv)
- Scientific and Research Center «Woman and Society» (Lviv)
- Tavrian Center of Gender Studies (Simferopol)
- Ukrainian Women's Fund (Kyiv)
- Ukrainian educational center for reforms (Kyiv)
- Fund «Women's Perspective» (Mykolayiv)
- Kharkiv Center of Women's Studies
- Kherson oblast gender resource center
- Center of young women's initiatives (Odesa)
- Center «Men against violence» (Vinnytsia)
- Center «Men against violence» (Luhansk)
- Center-studio of gender education (Kyiv).

***Note: The list of organizations and centers is not exhaustive,
it is regularly updated.***



Civil Society

During the video conference at the Institute of World policy, the U.S. Ambassador-at-Large for Global Women's Issues Melanne Verveer, in particular, pointed out: «When we speak about equality of men and women, it is about power, about empowerment. At the same time, we emphasize: it is important that women themselves strive to participate in settling important problems in social life of each country. I believe that today, we have an opportunity to significantly improve the state of affairs in Ukraine in this regard. The new age is beginning, with a new strategy, a new governing style; it is necessary to adapt to these new circumstances. (...) I would like to say that gender equality is an extremely important field. We are not talking here about women being better than men, we are talking about acknowledgment of the need in an equal participation of men and women in all public affairs. Men and women have to achieve their own potential together based on their experience and to lay the foundation for the future. A lack of such balance, such joint participation once did not enjoy proper attention. This was so in our country as well. In the U.S., women were entering political and legislative life gradually. Only today, we have come close to our hopes coming true. The women's role in management becomes more prominent, they have to participate in addressing issues at any level: national, regional, and local. They should join resolving of the problems relevant for everyone. According to the results of the World Bank research, the more women participate in the sociopolitical life, the less corruption. Women should be promoted to decision-making positions. We cannot say, though, that the impact is direct or that women cannot be corrupt. But the fact still is: the more women there are in the top echelons of power, the less corruption there is in the

society (...) Where there are two-three women on the board of directors, the process of decision-making is much more vivid, wise, and efficient. We see the correlation between the quality of representation of women and interests of companies, that is, this works in the private sector. There, it is for sure not ideologically conditioned. As a matter of fact, there are a lot of studies, which prove that sufficient representation of women in the private and public sectors provides better managerial results. We can say that as the body has two halves, similarly, the society relies on both its halves... We cannot be sound as a society, if only half of our social organism participates in decision-making. Together, women and men can create a much more attractive version of politics and economy and secure general welfare. (...) Talent is given to a person independently of his or her sex, and I believe that Ukrainian women actually lack opportunities to find their talents and discover a path to their gift, to inspiration. (...) Women can work in the civil society, strive for changes, they can be joined by conscious and industrious men. And together they will be able to change a lot». (<http://iwp.org.ua/ukr/public/551.html>)



Feminism

When we want to find the origins of gender theory per se, it is feminism, which made a significant contribution to changing the society's attitudes by making the «women's» problems visible. The historical retrospective shows that discrimination of women in the public life caused researchers and practitioners to address the «women's» problems. This notion emerged at the end of the 18th century, during the period of bourgeois revolutions, when a part of the society started to advocate for equal rights for women in all spheres of life. Ideals of the Great French Revolution about freedom of a person, ownership, voting rights, and access to education also included the women's status in the society. The essence of feminism requires substantiation at two levels, as, on the one hand – it is a wide sociopolitical movement for women's rights, and on the other hand – it is a series of sociophilosophical, political, sociological, psychological, and culturological theories, which analyze the women's status in the society.

In 1793, a British writer and philosopher Mary Wollstonecraft published a manifesto «Vindication of the Rights of Woman». She believed that education would play a special role in changing the traditional attitudes of the society concerning women. She was convinced that women should receive the same education as men, study philosophy, logic, and mathematics, besides, women have to overcome their physical weakness. Only as a result of this, women would become economically independent and capable of active political and public life. And next year, at the reading of «Declaration of the Rights of Man» in the French Convention a French writer, journalist and political activist Olympe de Gouges published her 17 articles «Rights of Women», where she proclaimed that women should have the right not only to die by

a guillotine, but to express their opinions from a social rostrum.

The period of the end of the 19th and the beginning of the 20th centuries is often called the time of the «first wave of feminism.» Liberal feminism laid the conceptual groundwork of the legal and political equality, which kept developing in the 20th century. In 1848, the first policy document of the women's movement «Declaration of Sentiments» was adopted. It raised such important questions as women's equality in property rights, in marriage, in free choice of occupation, in receiving adequate education, etc. In 1949, Simona de Beauvoir's «The Second Sex» was published. In it, the writer analyzes specificity of woman's functioning in the culture from the feminist point of view. The modern feminist ideology is represented by such authors as Luce Irigaray, Julia Kristeva, Hélène Cixous, Judith Butler, Rosi Braidotti, Evelyn Gross and others. The key significance of the feminist concepts lies in the fact that their foundation is underpinning of women's subjectivity. The ideology of feminism both as a historically conditioned phenomenon that since its emergence keeps evolving and self-perfecting and as a unique feature of the modern times constitutes a significant contribution to abandoning of the practice of binary thinking and to understanding of the women's crucial role and place in the social and political life.

Development of the scientific thought always went side-by-side with the political practice, that is, with the women's movement. The Convention about Women's Rights was signed in 1848 in the town of Fall in the U.S. This date is considered the beginning of the women's movement in the U.S. The next stage was suffrage (since 1900 to 1920), which ended with women getting the voting rights.

The feminist movement in Western Europe and the U.S. in the late 20 century has been a rather influential power in the society's intellectual life. The new wave of the women's movement in the U.S. began in 1960-1980-ties. In the 19th century and in the first half of the 20th century, women obtained partial equality of rights, in particular, the voting rights and the right for employment in industry. But the complexity of the so called «women's issue» was not resolved, it became even more burning.

Even though the equality of rights was achieved legally, the opportunities to enjoy these rights in real life were limited. These reasons also caused emergence and development of the women's movement in the entire world. As early as in the 1920-ties, in his book «System of Sociology» the well-known scholar Pitirim Sorokin wrote: «...or is the sex attribute the attribute that leads to association of persons of the same sex in a unanimous collective solidarity? Or does it cause individuals to flock into real communities that have their own interests and exercise pressure on other groups? In other words, are sex groups by nature a «historic force» and do they impact with their behavior the destiny of other groups, the destiny of the population in general and the social processes? We have to give a positive answer here. The men's and women's halves of any social aggregate stay in a hidden or obvious antagonism concerning several regards and relations. This mechanism does not always emerge on the surface of the social sea in a form of a hurricane or a social storm, but it always exists and manifests itself in thousands of little everyday confrontations and conflict between individuals of different sexes, starting... from «family quarrels» and up to wider and visible to all phenomena that are called the «women's movement», «women's issue», «fighting for women's equality», «suffrage» and corresponding numerous women's collectives, on the one hand, and, on the other hand – the multitude of cases, where the men's half intentionally or unintentionally competes and consolidates its domination and privilege at the cost of the women's half in all spheres of life.»



Gender

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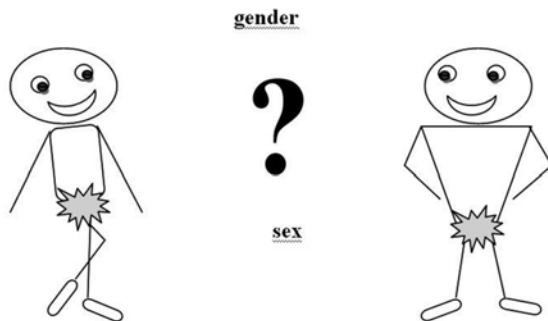
Sex	Gender
Is about biological differences between women and men	Is about social differences between women and men
Means anatomical and biological specific features of people (primary sex characters), based on which they are identified as men or women	Differences that are manifested in different roles, features and behavior of women and men in society
Differences do not depend on class, religion, ethnic background or caste	Differences depend on race, class, religion, ethnic background, caste, age
Differences are not changing in time: women in fertile age give birth, breast-feed, have menstrual cycle, and produce eggs; men in fertile age produce spermatozooids	Differences vary depending on the situation. It means the same person can behave differently in different contexts (for example, in the family and at work)
The roles are universal	The roles are changing with time and are not universal , can also change depending on social needs of women and men



We mean sex when we say that...	We mean gender when we say that...
...women can be pregnant, men cannot. ...women can breast-feed babies, men can only feed them using a bottle. ...boys' voices break when they mature, girls' voices do not	...in the Verkhovna Rada of Ukraine, women are 10% ...2/3 of all work in the world is done by women. For this, they receive only 5% of world income ...the majority of construction workers in Ukraine are men

Gender, unlike sex, is not biologically determined. It changes depending on time, culture, economic, social and political context. Gender is a set of social roles, a costume, a mask men and women wear to play their social roles.

Gender theory is based on consideration of gender differences in functioning of men and women in social life. Gender-based approach became the key tool of gender theory.



Gender studies emerged in the 1970-ties, when the term “gender”, in the meaning of “social sex”, was introduced into the scientific vocabulary by an American psychoanalyst Robert Stoller (in 1968, in his work «Sex and gender: on the development of masculinity and femininity»). In 1972, the book «Sex, Gender and Society» of an American sociologist Ann Oakley was pub-

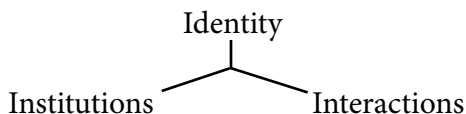
lished, where the essence of gender is presented as a social category, to demonstrate the difference between the biological sex of a human (sex as inborn given, unchanging) and the aggregate of socially conditioned peculiarities of status and behavior of women and men that are formed under the society's influence and can be changed.

For a rather long period of time, social science supported the myth of women's and men's natural purpose. The research of the anthropologist and psychologist Margaret Mead «Sex and Temperament» (1935) finally disproved assumptions that men and women are created by nature for certain roles. When she was starting the research, she herself was sure that man's role is to make money and provide for the family, and woman must create homely home. This division of roles, as Mead had thought, was the consequence of the inborn difference between men and women. The data she collected in New Guinea were showing something entirely different. For example, where in the tribe «Arapeshi» both men and women saw upbringing of the future generation as the primary goal of their lives and shared parental duties equally, in the tribe «Tchambuli» the setting is different: women here rule the society, catch fish, do weaving, and trade, and men devote their time to arts, set up celebrations, and decorate themselves. Margaret Mead made a conclusion that sexual differences are used by the society as the basis for differentiation of the society, yet the nature of these roles is not biologically determined, they were formed due to cultural and social differences.

In research of gender policy, an interesting concept was introduced by Michael Kimmel, a sociologist and an author of the book «Gendered Society», where gender is shown as a social construct. According to the researcher, in the system of the person's gender characteristics three factors are equally important and meaningful (see drawing):

- identity – person's social self-identification, their self-actualization;
- interaction – person's relations and interactions with the environment;

- institutions – governmental institutions of power, political, economic, social and other structures of the society.



Drawing 1. Michael Kimmel scheme

The gendered society is a grounded statement about the current status of gender relations. Each society is gendered in its own peculiar way. Gender relations are reflected in power relations and define opportunities for women and men.



Gender-Based Analysis

Gender-based analysis is the process of evaluation of different impact on men and on women of the existing or suggested programs, legislation, governmental policies in all spheres of life of the society and the state. Gender-based analysis also provides for collection of qualitative information and understanding of gender-related tendencies in the society, and use of this knowledge for uncovering potential problems and finding ways to solve them.

Do you know that each social problem has a gender component?

A human being is a person, who is either male or female. Men and women are physiologically different, yet they naturally have equal rights. This is what the most important document, the Constitution of Ukraine (Article 24) declares; in particular, it postulates that all citizens are equal, regardless of their «race, skin color, political, religious and other convictions, sex, ethnical and social origin, wealth, location of residence, language or other features». The same grounds can be found in the Universal Declaration of Human Rights, adopted and declared by the Resolution 217A (III) of the UN General Assembly as of December 10, 1948 (*for more information, see Chapter «Legislation»*).

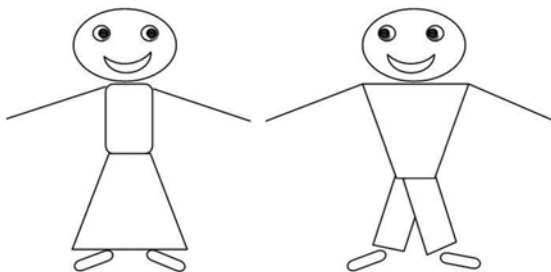
Based on the declared human rights that are equal for both sexes, we can conduct analysis both on the routine level and on the national level, identifying in what spheres and to what extent these rights are respected and whether beneficiaries are able to enjoy them. The analysis' object can be: a right to be employed, a right to receive remuneration for labor, a right to medical services, social and legal protection, childcare, a right to communicate with children after divorce, as well as culture, mass media, etc.



Ukrainian gender experts Tamara Melnyk and Larysa Kobelyanska note that the components of gender-based analysis are:

- Uncovering differences and manifestations of inequality between men and women in all spheres of life;
- Evaluation of differences between men and women in needs, interests, opportunities to secure them, stimulation and motivation;
- Evaluation of ability of governmental and non-governmental structures to develop and implement programs aimed at achievement of gender equality and securing equal rights;
- Uncovering and elimination of factors that impede initiatives aimed to achieve equality and equal rights, and prevention of anything that works against this goal.

Gender-based analysis makes it possible to see that social processes are taking place under the influence of changes and development of needs and interests of women and men, culture of gender relationships in all spheres of life. Gender-based analysis does not exclude other forms of analysis. Such analysis can be conducted by analytical groups, individual scholars, public activists, or journalists (by doing research and describing concrete events, facts, phenomena of the society, and stories of individual people), and they can publish this information. By wielding one of the most effective weapons – information, mass media can powerfully influence formation of the culture, where equal rights and opportunities of men and women are respected.





Gender Budget

Budget is the plan of formation and use of financial resources for securing tasks and functions performed by the governmental bodies, governmental bodies of the Autonomous Republic of Crimea, and bodies of local self-government during the budgeting period. Incomes and expenses are attributed to local budgets to meet two conditions to the maximum: 1) to guarantee each person equal access to important social services, no matter where they live; 2) to stimulate the bodies of local government to increase the incomes of local budgets.

The budget comprises incomes that are formed from taxes paid by people –women and men, and expenses distributed on people, women and men. Therefore, it is necessary to plan for the country's resources taking into account the needs of each sex. A person paying to the state the funds in the form of tax, social tax, and other payments, wants to receive certain services. As of today, the Ukrainian state, unfortunately, does not cover the needs of its citizens completely, and in certain spheres, fails to act altogether. At gender budgeting, the attention is concentrated not at a generic image of a citizen, but on a concrete person, who possesses certain sex, age, place of residence and has actual needs.

The budget formed taking into account the needs of gender is called gender-sensitive budget. It is designed to secure a balanced inclusion of interests and needs of women and men, boys and girls. If their needs differ, the amount of budget allocations also must be different.

The gender budget's task is to facilitate participation of women in the processes of formation of the budget and improve the budget's effectiveness both on the national and the local levels. Gender budgeting expert Tetiana Ivanina points out that



introduction of gender strategies into the budget process makes it possible to conduct gender-based analysis of the budget, incorporate gender perspectives at all stages of the budgeting process, and restructure incomes and expenditures to achieve gender equality by means of planning, distribution or redistribution of governmental funds.

Economist Rhonda Sharp was the first to articulate, in 1984, the theoretical background for gender budgets within the framework of the Women's Budgeting initiative. She identified 3 categories of governmental expenditures:

- expenditures related specifically to women;
- initiatives focused on achievement of equal opportunities;
- assessment of budgets from the gender point of view.

Later, the initiatives of budget formation with consideration for gender aspects were suggested in over 50 countries of the world, and their implementation started with the analysis of gender factors in composing a budget, and specifically – with evaluation of the influence of governmental expenses over improvement of the status of women.

Cases from the textbook «Gender Budgets»: UNDP, 2005:

Australia. The first «women's budget» was adopted in the middle of the 1980-ties, soon after the laborist party came to power. For some time, «women's budgets» were in effect both on the national level and on each territory and in every state. «Women's budgets» were prepared by the government. The issues of their coordination were tackled predominantly by women's committees and NGOs with participation of all ministries involved into this process.

Philippines. At the Philippines, the «women's» budget (here it is called «budget of gender and development») is prepared by the government. At that, an organization in charge of the gender problem, the National Commission on the Role of Filipino Women, also participates in its development by spearheading it. For the first time, such budget was adopted in 1996. It clearly outlined the requirements concerning what specifically the government needed to do. The budget requirements were based on

an approach, under which each structure of the government was bound to allocate no less than 5% of its budget for the purposes of gender and development. In years, local bodies of government also adopted this principle.

Tanzania. The first organization to begin working with the issue of the women's budget in the country was the NGO «Tanzanian gender network program» (TGNP). In September of 1997, TGNP analyzed the activities of four national Ministries, separately – of the Ministry of Finance, and the planning commission. Analytical research for the local budget formation in two regions was conducted as well. Each research was carried out by a joint group, including a representative of the sectoral Ministry and a researcher from an NGO. This way, they managed to cover all key participants and pooled their efforts. The summaries of some research reports were translated into Swahili.

Austria. In 2001, several women's NGOs created a separate group named «Women and Budget». On the first stage, the group's main task was to inform the public of the country about the notion of gender budget and how it is formed, as well as to facilitate governmental structures and non-governmental organizations in bringing this concept to life. The group prepared and published the book named «Women and Budget: Analysis of State Finances from Gender Perspective» (in German).

Successful practices of the gender budget initiatives have been implemented, for instance, in Elbasan, Albania (facilitation of women's participation in the budget process) in Berlin, Germany (focused gender budgeting in a «problematic» district of Berlin, Lichtenberg), and others.

The gender budgeting initiatives in Ukraine have been implemented during the last decade. One of the most wide-scale Ukrainian projects was the project «Local Level Gender Budgeting», implemented with support of the Friedrich Ebert Foundation in Ukraine in 2011-2012. Within the framework of this project, successful practices of gender budget initiatives were developed in Lutsk (the issue of iodine deficiency in pregnant women of the city), Zhytomyr (gender aspects of functioning and financing of the extracurricular education system in Zhytomyr),

Khmelnytskyi (gender-based analysis of the Program of social, economic, and cultural development in the town of Horodka, Khmelnytska oblast, for 2012), Kherson (reproductive health of population in Khersonska oblast), Komsomolsk, Poltavaska oblast (gender budgeting as a tool for improvement of the work of general practitioners and family medicine doctors who work under contract), Chuhuyev in Kharkiv oblast (financing of the esthetic education schools in the town of Chuhuyev), etc.

Tools used for gender budgeting:

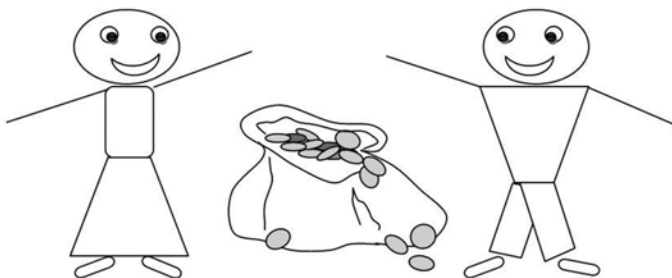
- Evaluation of services provided to women and men and resources allocated to satisfy their needs;
- Analysis of women's and men's social spending based on the data received from research of households;
- Analysis of the sphere of gender-disaggregated social income;
- Analysis of budget's impact on time use by women and men, etc.

Advantages of gender budgeting:

- engagement of women to active participation in making economic decisions through their participation in the budgeting process;
- increasing the expenses' efficiency by channeling them to solving tasks and problems urgent for those, who are in greatest need;
- re-profiling the programs implemented in specific sectors, instead of changing the total budget allocations earmarked for them;
- securing monitoring, evaluation and control of budget activities, governmental costs and revenues taking into account gender problems;
- monitoring the progress of implementation of the budgeting policy and decreasing the scale of corruption;
- increasing transparency and accountability of the state and of bodies of local self-government;
- extension of interaction between the authorities and the civil society, aimed at improvement of the processes of development and democratic governance of the society;

- effective use of resources for achievement of gender equality and human development.

Gender budgeting is also the tool that can be used to achieve other governmental objectives, such as transparency and effectiveness, and the tool for fulfilling international and national commitments in regard of human rights.



Gender Culture



Gender culture is the system of ideas, values, knowledge, standards, interests, and needs, which form sociocultural aspects of sex, establish the status of women and men, define their roles, mutual relations and models of behavior in various spheres of life, and also impact the forms and results of creative activities of sexes, defining their place in the general picture of the world. Gender culture reproduces, consolidates, and shapes differences between the sexes, regulates relations of women and men in personal, family, and social life. The content of gender culture as a social phenomenon is manifested in securing conditions for all-round development of personality, harmonious socialization, self-actualization, making individuals and the society more humane.

Belorussian researcher Svitlana Matiushkova classifies gender culture based on the following features: 1) psychological manifestations – feminine, masculine, androgynous; 2) form of manifestation – women's, men's, asexual, etc.; 3) power relations – matriarchal, patriarchal, biarchal (egalitarian, partnership), etc.

Researchers of the culture of the Ukrainian society hold varied opinions as to which type of gender interactions and gender culture was dominant: some say that the Ukrainian culture is deeply matriarchal, others believe it possesses an extremely patriarchal nature, others yet claim that Ukrainian women and men were always equal in their rights, unlike other cultures, where the features of patriarchal culture are more prominent.

It is difficult to tell for certain, which type of gender culture dominates in Ukraine. On the one hand, the Ukrainian community is open to ideas of democracy, equality, tolerance, and justice. On the other hand, the modern sociopolitical, economic, cultural, and informational space is full of manifestations of chauvinism,

racism, xenophobia, homophobia, ageism, and sex-based discrimination, which can be seen in a number of political slogans, stereotyped images, symbols, sexist texts and contexts in mass media, speeches of high officials, who humiliate, despise and dehumanize both women and men, limit their rights, narrow down their opportunities for adequate identification, successful socialization, harmonious development, and complete self-actualization of personality in the society. The mentioned manifestations suggest a low level of gender culture both at the level of separate individuals and on the level of Ukrainian society in general.

Characteristic features of the *low level* of gender culture and absence of the gender-sensitive vision and of parity values, lack of knowledge and/or unwillingness to comply with legal enactments on the issues of human rights, in particular, gender equality, official commitments of Ukraine to the world and to the European democratic community, lack of understanding and/or desire to implement key foundations of gender equality, social responsibility and justice in different spheres of activities of the society, etc.

The *high level* of gender culture is characterized by presence of the following: gender-sensitive mindset; gender-oriented vision; gender values, based on equal rights and opportunities of women and men in all spheres of life, equal duties and responsibilities in family and professional roles, gender equity, etc.; gender competence, which includes gender knowledge, gender skills and abilities, motivation for implementation of the principles of gender equality in personal and professional life, a gender-sensitive model of behavior and forms of activities; a person's ability to notice facts of sex-based discrimination, to combat them and not to create them in one's personal and professional life.

For sustainable development of the modern Ukrainian society, of great importance is the problem of establishment of an egalitarian (based on equal rights) gender culture, which is a complicated and multifaceted process. To secure this process' effective outcome, a system of targeted and interconnected measures is necessary, in many directions and forms, that would be able to actually change the existing situation, in both short-term and long-term perspectives.

Gender Discrimination



Gender discrimination is a violation of person's rights based on one's sex; these are actions directed at curtailing of rights and freedoms, limitations in opportunities of one of the sexes.

Gender discrimination:

- violates the principle of equity and respect for human dignity;
- impedes women's and men's equal participation in governmental, economic, political, and private spheres of activities;
- interferes with full actualization of creative, professional and intellectual potential of men and women;
- undermines a person's right of free choice: what to become, how to build one's life, what to value the most.

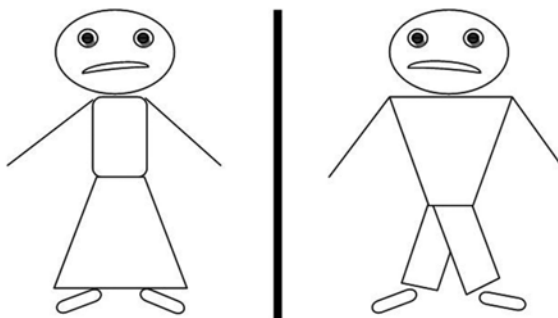
Positive changes in the life of both women and men are impossible without achieving gender equality, when the society's assumptions about women's and men's peculiarities, capabilities and roles will have changed.

Gender discrimination can be overt (official limitation in rights or opportunities of one of the sexes) and covert (rights or opportunities of one of the sexes are limited, but the official explanation for this gives reasons other than sex).

The international law uses the notion «discrimination against women» (under the UN General Assembly Convention, adopted on December 18, 1979, and signed by almost 100 countries), that means any distinction, exclusion or restriction made on the basis of sex which has the effect or purpose of impairing or nullifying the recognition, enjoyment or exercise by women, irrespective of their marital status, on a basis of equality of men and women, of human rights and fundamental freedoms in the political, economic, social, cultural, civil or any other field.

Gender policy regards both sexes. There are norms that discri-

minate women, and norms that discriminate men. The Ministry of Justice of Ukraine believes to be discriminatory the provisions of the Code of Labor, which fail to grant men the same opportunities as they do to women, to balance family duties and work. In particular, it is recommended to extend to men with children the Code's provisions that set, for women with children, guarantees as to reduced work day, flexible working hours, and vacations. To do so, it is suggested to make corresponding amendments that would facilitate formation not only of responsible motherhood, but fatherhood as well.





Gender division of labor

Gender division of labor

– is division of paid and unpaid work between men and women

in the society, in family and in personal life.

Work of women and men can be divided into three basic categories:

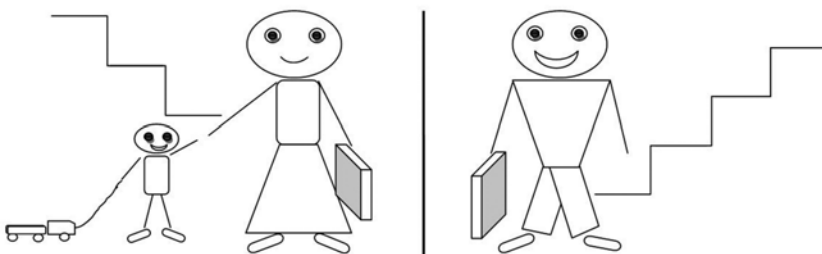
- **Productive work** – includes production of goods and services for consumption and trade (farming, fishery, employment and self-employment). When a person is asked about what they do, the answer, as a rule, is about the productive activities, especially when the work is paid for or brings profit. Productive work is mostly socially protected: a person is entitled to vacation, sick leave, pension, a number of benefits (health resort treatment, free pass in public transport), etc. Productive work engages both women and men, yet their functions and obligations are different, depending on gender division of work. The men's status has been historically associated with the sphere of productive, public work; this status went along with the assumption about prestigious and well-paid jobs of high value to the society. Women's productive work is often less noticeable and is valued less;

- **Reproductive work** is the work that supports the functioning of people; it includes housekeeping and care about household members, including child-bearing and parenting, cooking, providing water and firewood, acquisition of goods and services, housework (cleaning, washing, ironing) and care about family members' health. Reproductive activities are very important in human life, yet very rarely they are perceived as «real work». It is mostly women, who are engaged in reproductive work, and they spend more time on doing it than men. On average, depending on the type of household and size of the family, women spend about 4-6 hours a day doing reproductive work. According to

Ukrainian economists' data, as of 2007, to hire specialists to do household chores, it would cost approximately UAH 13,000 per month, and today, due to inflation, even more;

- Community work – includes collective organization of social events and services: ceremonies and celebrations, events of importance for the community, participation in work of groups and organizations, and political activities on local level. This type of activities is rarely viewed in the context of economic analysis of community life. It requires voluntarily devoting of considerable periods of time, and is important for social, spiritual, and cultural development of communities. Here, gender-based division of work is also predominant.

In the Ukrainian society, there are still stereotypical ideas about men's parental leaves: only about a percent and a half of Ukrainian men take them. Unfortunately, in Ukraine division of all forms of work between men and women is unequal, and depends on their age, location of residence, social status, etc. The role of women most often extends to all three categories, and is viewed as a woman's triple role. Men mostly do productive work, which is considered more important, and is valued higher.





Gender Equality

Gender equality means equal rights, duties and opportunities of men and women of different ages.

Gender equality is a universal principle in the sphere of human rights. The meaning of this notion includes absence of privileges based on sex, prohibition of discrimination, as well as each person's freedom of choice, development, and search.

Equality of women and men means (according to the Ukrainian expert, candidate of legal sciences Tamara Melnyk):

- equality in rights
- equality in freedoms
- equality in duties
- equality in responsibilities
- equality in opportunities
- equal access of women and men to the process of decision-making and allocation of resources.

Gender equality can be achieved, when men and women have equal rights, opportunities, responsibilities and duties.

Ukraine ratified a series of international documents as to securing of gender equality: *Millennium Development Goals* (which include achievement of gender equality), *the UN Convention on the Elimination of All Forms of Discrimination against Women* and so on. Among the Ukrainian legal enactments, the following should be mentioned: *the Law of Ukraine on Securing of Equal Rights and Opportunities for Women and Men* as of 8.09.2005. The key document of Ukraine, which secures equal rights of women and men, is *the Constitution of Ukraine*. (See Section 8 «Legislation», paragraph 16 «UN. UN Millennium Development Goals»)

Equality of rights means granting men and women legally the same rights in all spheres of life and legal securing of equal condi-

tions to enjoy them. But equality of rights does not mean equal opportunities to enjoy them. On the other hand, gender equality does not mean that rights and privileges are granted to only one sex. If we consider women and their special rights in the sphere of labor protection and health care, men also require labor protection and health care, especially taking into account their state of health and life expectancy due to hazardous working conditions and risky professions. Besides, the interests and needs of men, who have to combine parenthood with professional activities, are not taken into account. The number of such men is constantly growing, but a single mother both morally and materially is much better protected by the legislation than a single father. Absurdity of the situation becomes obvious, when a father wants to take a sick leave to stay with an ailing child and an outpatient hospital requires him to bring a certificate from the child's mother's place of work that at the moment she cannot take care of the child due to operational needs. At the same time, Article 51 of the Constitution of Ukraine specifies: «Family, childhood, motherhood and fatherhood are protected by the state.»

Thus, on the one hand, ratification of international documents and adoption of a series of Ukrainian legal enactments concerning equal rights for women and men, certainly, deserves attention; on the other hand, there are problems with the mechanisms of implementation of the said documents. Ambiguity of several provisions in Ukrainian legal enactments concerning rights of women and men proves that officials lack comprehensive understanding of the gender policy and gender issues.

Equality of opportunities is an actual opportunity for a person to enjoy rights and freedoms no matter what their sex. Equality of opportunities is secured by the system of means of equal allocation of resources that is supposed to exclude sex-based discrimination and avoid any negative impact on a person's life and self-actualization. Equality of opportunities means equality in diversity, directed first and foremost at taking into account of practical needs and interests of each person, no matter their sex.

Equal access of women and men to decision-making and control over allocation of resources is one of the toughest key issues

in the concept of gender equality. Sex-wise, the population in Ukraine consists of 54% women and 46% men. Among people with higher education, 54% are women. At the same time, at the level of decision-making and distribution of key state resources – in the Verkhovna Rada – today, the ratio is like this: about 10% women and 90% men. As of 2008, among 185 countries of the world we ranked 111 in regard to women's representation in the parliament (8.2%). Ukraine was preceded by Samoa and Somali, and followed by Madagascar, Algeria, the Congo, Kenya, Albania, and Nigeria.

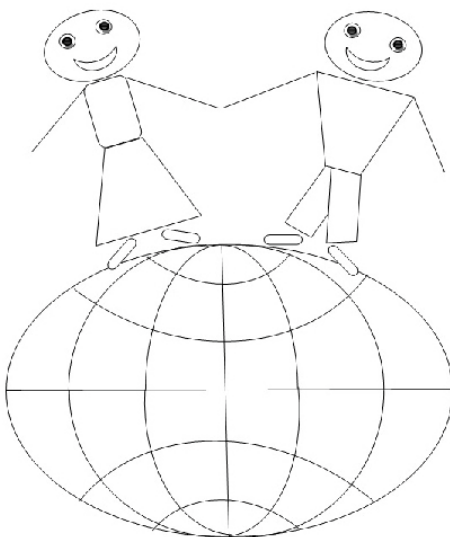
At the same time, in most European countries the higher bodies of power have quotas concerning representation of women and men. A legitimate ratio is believed to be 30% women to 70% men. Although in some Scandinavian countries the ratio is different: 40% women and 60% men. For the Ukrainian state, the issue of quotas is not new, as during the Soviet times they already existed (the ratio was 30% women and 70% men). A parity or quota representation of women and men at the level of decision-making is not only a manifestation of the country's democracy, civility, stability, and rating, an issue of equality and justice, – such approach makes it possible to take into account real practical needs and interests of each gender group, improve the living standards of citizens of both sexes, and secure a sustainable development of the society.

Equal duties of women and men, for instance, concerning household chores, domestic work, raising children, taking care of ailing or old parents and so on. Unequal division of work, double or triple workload (if a family has a household land and private household) is a reason of unequal distribution of family members' time for relaxation, joint family leisure, and one's own development. According to the data of modern Ukrainian sociologists, the women's psychological and physical overburden in marriage accounts for one in every three divorces. That is why today, equal distribution of duties between all family members is crucial as it makes it possible to secure respect, understanding, responsibility, constructive relations, as well as long-lasting marital life.

Equal responsibility of women and men concerning decisions

taken, their behavior, their own life, the life of their nearest and dearest. Joint responsibility, starting from oneself, one's family, and concluding with carrying out one's professional duties.

Gender approach is inherently connected with the effectiveness strategies: if separate people are happy and healthy they will be more productive, and thus will contribute to a greater effectiveness and prosperity of the society in general.





Gender, Gender Relations

Gender relations are socially constructed relations between women and men that are expressly based on power.

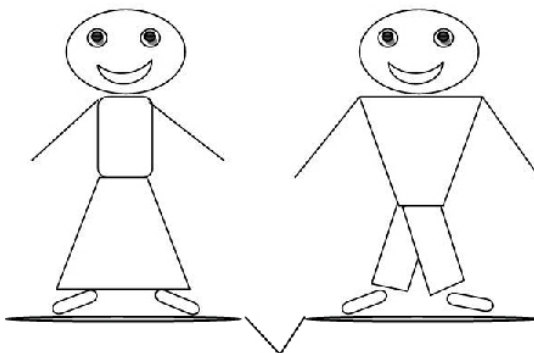
The process of harmonization of gender relations is an integral component of the general democratic process. One cannot expect that democratization by itself would automatically lead to resolution of gender issues – as the global practice shows, this requires targeted efforts.

Gender relations are formed, perpetuated, regulated, reproduced, and legitimized in the interpersonal interaction and in the framework of such social institutes as family, education, state, church, army, public sector, mass media, and so on. Gender relations are conditioned by the historical context, the socioeconomic and political situation in the country, the person's level of awareness, education, and culture, the type of family and marital status, ethnic traditions, age, condition of health, vocational activities, wealth, social environment, etc.

According to the doctor of psychological sciences Tetyana Bendas, gender relations are built on domination and subordination, parity and inequality, intra-group favoritism and inter-group discrimination, what often creates inequality in social opportunities of men and women, as well as the power asymmetry, which is emphasized by the difference in communication models, sociocultural assumptions and practices at different levels of the society.

Depending on the division of power, there are the following models of gender relations: patriarchal (domination of man/father in the structure of gender relations), matriarchal (domination of woman/mother in the structure of gender relations) and egalitarian (equal distribution of power between partners). Con-

cerning the prospect of development of gender interactions, in the modern society, egalitarian gender relations based on parity (an idea of equal rights and opportunities of men and women in different spheres of the society) and on the principles of mutual support and mutual help, become more and more prominent.





Gender Legal Assessment

Gender legal assessment is the analysis of legislation in effect, drafts of legal enactments, which results in an opinion as to their compliance with the principle of securing equal rights and opportunities for women and men.

Gender legal assessment became possible due to the standard set in the Law of Ukraine «On Securing Equal Rights and Opportunities of Women and Men» as of September 8, 2005, No.2866-IV, which became effective since January 1, 2006. Article 4 of this Law provides for mandatory gender legal assessment of the legislation in effect and of the normative legal enactments. The Decree of the Cabinet of Ministers of Ukraine No.504 as of April 12, 2006 «On Conducting Gender Legal Assessment», postulates that such assessment is conducted as a component of legal assessment. Thus, there is legal framework for gender legal assessment in Ukraine, although it requires improvement.

The Ministry of Justice of Ukraine conducted gender legal assessment of 14 normative legal enactments in effect in 2007–2008. As it was found out, half of them contained discriminatory provisions, and, moreover, one if every four legislative enactments that were assessed, discriminated men. For example, Article 22 of the Law of Ukraine «On Social Protection of Population with HIV/AIDS» contains a directly discriminatory provision stating that male parents who have two children under 16 who have HIV/AIDS, do not have a right to get their yearly vacation when it is convenient for them. The issue here is not about an additional vacation – be it paid or unpaid: such right is granted by the law in effect to mother only, and a father is entitled to such vacation only if there is no mother. The Ministry of Justice conducted an assessment and drew a conclusion that this law required some

considerable additional work. A draft of Law No.3066 was developed and registered in the Verkhovna Rada with the Committee for Issues of Health Care, on November 18, 2009. In 2009, gender legal expertise of the Family Code was conducted, and in 2010, of the Code of Labor Laws. During 2013, public legal assessment of the laws of Ukraine «On Scientific and Technical Activities» and «On Culture» was conducted. In addition, in the sphere of health care, basic laws will be analyzed, such as «Framework Legislation of Ukraine on Health Care» and «On Counteraction to Communication of Diseases Conditioned by Human Immunodeficiency Virus (HIV), legal and social protection of people who live with HIV». In the sphere of remuneration for labor and pension, public legal assessment was conducted for basic laws «On Labor Remuneration» and «On Pensions and Meritorious Service to Ukraine».

This way, the process of adaptation of the legislation started, although it requires certain resources from the state – human, financial, time, etc. According to evaluations of the Ministry of Justice of Ukraine, as a result of gender legal assessments of the legislation and draft normative and legal enactments it was discovered that the existing enactments are flawed and can cause situations of discrimination. In general, the Ukrainian legislation can be characterized as gender-neutral, yet this approach does not secure gender equality.



Gender Mainstreaming

Since the 1970-ties, the United Nations' attention has been drawn, to a significant degree, to the problems and rights of women, but since the 1990-ties, international institutions have been concentrating their attention on rights and opportunities of women and men, as these two basic social groups have their certain specific problems and different opportunities.

As a concept, gender mainstreaming is a comprehensive approach that takes into account both women's and men's different interests and provides them equal opportunities. This approach emerged to eradicate differences between women and men in social, economic, and political equality as a prerequisite of people-oriented development. A focused implementation of gender-based approaches means obligatory consideration of interests and experiences of both women and men in design, monitoring and evaluation of strategic events and programs in all political, economic, and social spheres, so that women and men would benefit equally from implementation of these measures and programs and any inequality and discrimination would be eradicated.

Starting from 1995, the UNDP's program «Human Development Report» suggested two indexes to measure development: Gender-related Development Index (GDI) and Gender Empowerment Measure (GEM). *Gender-related Development Index* reflects the country's achievements in the spheres of human development. Its most important indicators are income, education, and life expectancy. When GDI indexes decrease or the disproportions grow, this leads to a penalty charged on the country for having gender inequality. *Gender Empowerment Measure* is determined by the following components: income per capita and

securing of equal consumption opportunities for women and men, the sphere of employment and ratio between parliamentary seats held by women and men.

According to the Gender Gap Report 2012, in regard to observance of women's political rights Ukraine holds the 119th position among 135 countries. In regard to the composite index, Ukraine ranks 64. In the last five years, our country's rating has been going down annually by 8-10 points.

In the UN system, gender mainstreaming was defined and approved in 1997. The Economic and Social Council of the General Assembly (ECOSOC) adopted the concept of gender mainstreaming as a method, on the basis of which the entire UN system would work to improve the status of women and advance gender equality. «Mainstreaming a gender perspective is the process of assessing the implications for women and men of any planned action, including legislation, policies or programmes, in any area and at all levels. It is a strategy for making the concerns and experiences of women as well as of men an integral part of the design, implementation, monitoring and evaluation of policies and programmes in all political, economic and societal spheres, so that women and men benefit equally, and inequality is not perpetuated. The ultimate goal of mainstreaming is to achieve gender equality.» (E.1997. L. O. Article 4. Adopted by ECOSOC 17/7/97).

Gender mainstreaming is relevant for all core spheres and structures of the society at the national level. Of great importance is what the organizational structure of each separate country is like, what its state bodies of power are, its degree of development of the civil society, its type of the political culture and level of the population's public spirit, etc. The level of development of local self-government is equally important.



Gender Sensitivity Indicators

As it was mentioned before, any social event or phenomenon have a gender component, that is, they can be considered from the point of view of women's and men's direct or indirect participation in such activities.

Even more, the information produced by mass media is not a genderless and impersonal field of activities: quite often (depending on the context and topic of journalist material) the publication has a detectable gender-related component, so it is possible to measure how gender sensitive it is.

Gender sensitivity means understanding and taking into account the socially conditioned factors, which underpin sex-based discrimination, emphasis on contribution of women and men to the public good.

Indicators are markers that indicate progress or absence thereof in achieving the set goals, status of the phenomenon being studied, tools to measure, what changed compared to what was planned (by quantity, quality, and progress in time).

Gender indicators are quantitative and qualitative measurements of changes, processes, and development in the society, pertaining to its gender characteristic. They illuminate the gender situation in the society, as well as efficiency and results of activities of the state, parties, and other organizations on the way of gender transformations. Gender indicators help see what directions and necessary measures for gender-related changes should be taken; they are a proof of development of the gender-sensitive democracy and gender-sensitive culture of women and men, social communities and development of spheres where they function.

One of such indicators is Gender-Related Development Index as the measure of human potential development in the country

that shows inequality in status of women and men in the following aspects: *longevity, health, level of education and worthy standard of living (GDP per capita)*.

A similar tool is Human Development Index (HDI), which is used by the global community since the 1990-ties to measure the standards of living of a country. The problematic issues of the Index include *average life expectancy, access to education, income (distribution of gross national product per capita)*, that are interesting to consider from the standpoint of their impact on women and on men.

Speaking about the situation in Ukraine, we have a gap in women's and men's life expectancy, with the natural biological difference being 5 years. The population of Ukraine, as of January 1, 2013, constituted 45,372.7 thousand persons. Of them, 31,123.0 thousand people (68.6%) live in cities, and 14,249.7 thousand people (31.4%) live in rural areas. In the structure of Ukrainian population, 53.8% (24,410.0 thousand people) are women, and 46.2% (20,962.7 thousand people) are men. With the growing share of males in the structure of the population, positive changes continue (that were observed since 2009) in the ratio of sexes. At the end of 2012, for every 1,000 men, there were 1,164 women, and at the beginning of the year – 1,167 women (at the beginning of 2009 – 1,170 women). Still, the changes in the ratio of sexes in cities and in rural areas are uneven: in cities, since 2009 the ratio stays almost unchanging and fluctuates around 1,183–1,184 persons, and in rural areas the «load» of men is reduced yearly (for example, at the beginning of 2009 in rural areas for every 1000 men there were 1,141 women, and at the beginning of 2013 – 1,126 women).

Every year, more boys are born than girls. For example, in 2012, out the total number of newborns 51.6% were boys and 48.4% were girls, meaning that for every 100 girls, there were 107 boys. Still, the infant mortality rate is differentiated by sex: in 2012, for every 1000 newborns of the relevant sex, 9.3 boys and 7.5 girls died. With age, the difference in mortality rates increases. Starting already from the age of 20-24, mortality of men exceeds the mortality of women by three times. A considerable

disproportion of sexes is indicated by the gender-related difference of average life expectancy at birth: in 2012, the average expected lifespan at birth was, for men, 66.11 years, and 76.02 years for women. That is, the difference in life expectancy at birth between women and men was 9.91 years, compared to the same difference in Sweden and in Netherlands being equal to 4 years, and 5 years – in Germany.

The average age of the country population at the beginning of 2013 was 40.5 years, 37.7 for men and 42.9 for women. The average age for city dwellers is 40.4 years (men – 37.7 years, women – 42.6 years), and for rural areas residents, 40.7 years (men – 37.7 years, women – 43.5 years).

The wage gap between women and men in different branches of industry is considerable. According to the data of the State Statistics Service, in 2012 the amount of average monthly salary for women was UAH 2,660, and for men – over UAH 3,400. In some sectors, the gap in salaries is twice as big. For example, the average monthly salary for women employed in the sphere of mail and communication services, is approximately UAH 2,300, and for men in the same sphere – UAH 3,900. The average amount of pensions for women is 1,306.62 UAH (only 71.5 % compared to men's average pension, UAH 1,826.57).

The situation with *the level of education* looks much better: the access to education is almost equal for boys and girls. The exception is higher educational institutions under the Ministry of Internal Affairs: during 2011, they were conducting an experiment concerning military service, which substituted the second year of study for every student. According to the Law «On Compulsory Military Service», only young men are subject to conscription. For this reason, while in the academic year of 2010-2011 girls constituted about 20% of all applicants to higher educational institutions under the Ministry of Internal Affairs, in 2011 the same indicator was only 3.5%. Still, the percentage of women in the professional army in Ukraine is over 30%.

According to the global gender gap index, which characterizes unequal opportunities for self-actualization of women and men in various public spheres, in 2012 Ukraine ranked 64 place

out of 135 countries. Yet, in 2007, the Ukrainian state ranked 57, and in 2005 it was 45. This shows a clear tendency of the progress in our country being stalled: someone lacks in education, some other people – in salaries, others lived a shorter life. This means that these problems are, to a greater or smaller extent, the problems of each person, and of the society as a whole.

Based on the criteria of the index in question for our country, the best sphere is education and literacy – 0.860 (ranked 29 in the world), noticeably worse are the indicators of health and longevity – 0.760, and the worst indicator is the standard of living (economic development) – 0.615. Still, Ukrainian indicators of Human Development Index are the worst in Europe. The only exception is Moldova, which ranks 111. Gender equality is the engine of development, as it has been demonstrated in many cases all over the world.

Gender indicators can also be provisionally classified by sections:

1) Health care:

- level of morbidity, sex-disaggregated;
- level of increase in longevity, sex-disaggregated;
- health index, sex-disaggregated;
- degree of HIV/AIDS morbidity for pregnant women;
- number of abortions;
- number of families that practice childbirth with a partner;
- level of contraceptives use;
- level of STD morbidity;
- level of oncological diseases, sex-disaggregated;
- number of medical workers, sex-disaggregated; number of gynecologists, andrologists, women/men ratio on managerial positions, etc.;

2) Education:

- number of educational courses on gender for population;
- ratio of women/men on managerial positions;
- number of pupils, students, professors, sex-disaggregated;

3) Social welfare:

- social benefits, pensions, assistance, sex-disaggregated;
- headcount of employees, sex-disaggregated;

- ratio of women/men on managerial positions;

4) Civil society:

- women/men as leaders of NGOs;
- women/men as activists of NGOs;
- events and projects with topics related to gender issues, human rights protection;
- availability/absence of the gender action plan;

5) Politics/power:

- gender ratio for people's deputies (MPs) of Ukraine (number of women and men);
- gender ratio for deputies of local governmental bodies;
- gender ratio among the deputies of oblast governmental bodies;
- gender ratio among for rayon governmental bodies;
- gender ratio for deputies of municipal governmental bodies;
- gender ratio for deputies of governmental bodies in towns;
- gender ratio for deputies of governmental bodies in villages;
- gender ratio for the members of the Cabinet of Ministers of Ukraine;
- gender ratio for high governmental officials (categories of positions 1 and 2);
- ratio of average salary for women to average salary for men, in percent;

6) Economy:

- percentage of contribution of women/men to formation of GDP;
- share and number of women holding jobs in different branches of the economy;
- correlation of salaries of women/men;
- number of created jobs, sex-disaggregated;
- loans provided, sex-disaggregated;
- number of enterprises owned by women;
- work force statistics, sex-disaggregated;
- poverty, sex-disaggregated;
- unemployment rate, sex-disaggregated;

6) Violence:

- number of victims of violence, sex-disaggregated;
- number of complaints from victims;
- publicity of the statistics on violence;
- number of social services focused on assistance to victims of violence;
- number of public service announcements, TV and radio programs, online publications, dedicated to the topic of violence;

7) Mass media:

- ratio of women/men on managerial positions;
- number of employees, sex-disaggregated;
- number of public service announcements (TV and radio programs, rills, publications, online materials) on the issues of the rights of women and men in the society;
- presence of special programs in mass media, focused on implementation of state gender policy.

The Decree of the Cabinet of Ministers as of September 26, 2013, No. 717, adopted the State Program for securing equal rights and opportunities of women and men for the period till 2016. This Program's goal is to incorporate gender approaches in all spheres of the society, so we hope to see the progress in resolving gender-related issues based on gender sensitivity indicators.



Gender Violence

Violence is a phenomenon inherent to the humankind since the dawn of time. Historical facts prove that everything in this world stays stable; it is only forms and methods that change. Colonial pressure, wars, revolutions, and executions have been and are immanent just about to every nation on the planet. In the modern society, which possesses advanced technologies, has made a lot of discoveries in anatomy and molecular biology and applies nanotechnologies, the problem of violence is far from declining: it has taken on subtle attributes. Moreover, violence is overflowing different channels of information – newspapers / magazines, movies and TV, the Internet, street advertising, – which makes us accustomed to it and lose sensitivity to others' plight, which under such circumstances just keeps growing in a catastrophic progression. It is not incidentally that the problem of violence is being studied today in different aspects – from the point of view of jurisprudence, sociology, psychology, economy, philosophy, etc.

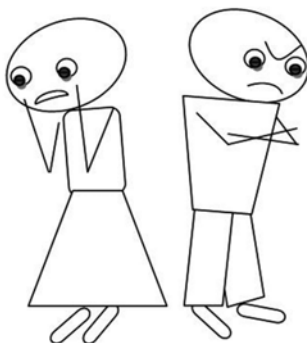
As human being is a basis of all social relations, the problem of violence also has a clearly pronounced gender component.

Gender violence is violence committed against a person because she belongs to this or that sex. It appears in all cultures, religions, races, in any sex and in any age; it is one of the most common violations of human rights. The goal of gender violence, as of any other violence, is an urge of a person of one sex to dominate and control the behavior of a person of the other sex. Such violence is rooted in gender inequality, gender stereotypes, and personal psychological peculiarities – aggressiveness, aversion, disgust, etc. A predominant part of gender violence is violence committed by men against women.

Major forms of gender violence:

- rape (in particular, in groups of young people as well as date rape);
- sexual harassment at workplace;
- pressure to have abortion;
- coercion to give birth to a child;
- extreme jealousy, prohibition to communicate with other men/women;
- prohibition to work;
- trafficking in women;
- violence in family (physical, psychological, sexual, or economic).

Unequal gender relations contribute to establishment of violence in the family, society and state.



Reduction and eradication of gender violence are envisaged by the international documents (the UN Convention to Eliminate All Forms of Discrimination Against Women, the UN Declaration on the Elimination of Violence Against Women) and the laws of Ukraine («On Prevention of Violence in Family», «On Securing of Equal Rights and Opportunities of Women and Men», separate articles of the Criminal Code of Ukraine and the Code on Administrative Offenses).

LAW OF UKRAINE on Prevention of Violence in Family

Article 1.

Violence in family – any intentional actions of physical, sexual, psychological, or economic nature committed by one family member against another family member, if these actions violate the constitutional rights and freedoms of this family member as a person and a citizen and cause her moral damage, damage to his physical or mental health;

Physical violence in family – one family member intentionally beating and hurting another family member that may cause or has caused the death of the abused, damage to physical or mental health, damage to his honor and dignity;

Sexual violence in family – one family member unlawfully violating another family member's sexual integrity, including sexual actions with a minor family member;

Psychological violence in family – violence perpetuated by one family member against another family member by means of verbal abuse or threats, harassment or intimidation, which are used to intentionally create emotional uncertainty, inability to defend oneself and which cause or may cause damage to mental health;

Economic violence in family – one family member intentionally depriving another family member of dwelling, food, clothing and other property or funds that the abused family member is entitled to, and such deprivation can cause his death or deterioration of physical or mental health;

Victim of violence in family – a family member, who suffered from physical, sexual, psychological or economic violence perpetrated by another family member.

With each passing year, the problem of violence exasperates due to its concealed nature: women and girls hide the facts of abuse they suffer. On the one hand, manifestations of violence, for instance, in family, follow a cycle: violence – reconciliation – appeasement – growing tension – and violence again. In con-

nection with this, at a certain point the violence victim believes that nothing like that would ever happen again. With time, she gets used to it and starts to blame herself. In psychology, such behavior is called a «victim syndrome». On the other hand, suppression of facts of violence causes fear and shame (this is especially true in case of rape of children and teenagers), as does lack of knowledge about where to turn for help (parents often are not a safe haven, either).

On February 25, 2008, the UN Secretary-General described the **Global campaign «UNiTE to End Violence Against Women»** as follows:

1) violence against women is a gross violation of human rights that is impeding women's participation in social, political and economic life and hindering economic development worldwide;

2) violence jeopardizes the international efforts to achieve the Millennium Development Goals.

The campaign will last till 2015. Within its framework, Ukraine has launched the national campaign «**Stop Violence**».

The **international women's advocacy center «La Strada Ukraine»** is working in the direction of combating violence. It runs a free **hotline on combating domestic violence – 0-800-500-335 or 386**.

Statistical data:

UN: *one in every three women* in the world at least once in her life has been beaten, raped or experienced some other kind of physical violence.

World Bank:

- *out of 10 greatest risk factors* that impact the life of women, the *risk of rape and domestic violence is much higher* than cancer and road accidents;

- *one in every four women* during her lifetime suffers from domestic violence at least once;

- as to the number of repetitions, *domestic violence holds the first place among offenses*: the victim turns to police for help no earlier than after 35 incidents of violence.

Ukraine:

- 35-50% of Ukrainian women that come to injury care centers, suffered from *domestic violence*;
- *during one year*, domestic violence in Ukraine is the reason of *100 thousand days* of staying at hospital, *30 thousand visits* to injury care centers and *40 thousand calls to doctors*;
- 30-40% of all calls to police are made in regard of *domestic violence*, including physical violence.

Campaign «16 days against violence»

In June of 1991, the Center for Women's Global Leadership and participants of the Forum on Women, Violence and Human Rights, which brought together women from 20 countries of the world, initiated the global campaign «16 Days of Activism Against Gender Violence».

Since then, thousands of citizens and hundreds of governmental agencies and NGOs in more than 100 countries of the world participate in the annual world campaigns «16 days against violence», which promote the idea of eradication of all forms of violence against women.

Ukraine joined the world campaign «16 days against gender violence» in 2000, and in 2001 this campaign reached the all-Ukrainian level. Annually, in all oblasts of Ukraine different events are conducted to draw the public's attention to domestic violence.

Almost every day since **November 25 to December 10** is marked with facts and arguments concerning the idea that any forms of violence (in the public or in private spheres) constitute violation of human rights.

Key campaign dates:

November 25 – International Day of Elimination of Violence against Women;

December 29 – International Human Rights Defenders Day;

December 1 – World AIDS Day;

December 2 – International Day for the Abolition of Slavery;

December 3 – International Day of Disabled Persons;

December 5 – International Volunteer Day;
December 6 – the anniversary of the Montreal Massacre;
December 9 – International Anti-Corruption Day;
December 10 – Human Rights Day.

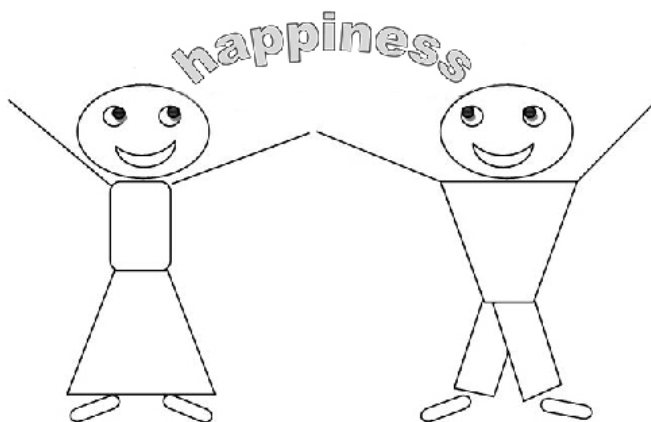
For more information about the campaign «16 days against violence»: www.saynotoviolence.org

Today, Ukraine, which has chosen the European vector of development, is still on the stage of formation of the gender law. One of its important tasks is securing of equal rights and opportunities for women and men, and thus – eradication of all forms of sex-based discrimination and gender violence.

Happiness



If we ask ten different people what happiness is, we will get ten different answers. Instead, the society has a very clear notion of what a woman's happiness and a man's happiness is supposed to look like. There are numerous glossy magazines, TV programs, and specialized websites for women, which tell us and show us how a 'real' woman should look, what her 'true' calling is and what a woman's happiness is about. And if we consolidate these ideas we get an image of a woman, who is married to a successful man, raising two children, is in charge of the family's well-being, keeps the family hearth, knows how to sew, embroider, knit socks, and cook skillfully, who loves her husband and does everything in her power to advance his career. Although, recently another model of happiness has been gaining popularity – self-actualization, but still under on condition: that the woman has a family and a husband.



For a man to feel happy, he needs to interact with his friends (in a pub, during sports events or fishing) at least twice a week. This was allegedly the conclusion drawn by scientists from Oxford University, as published on «Educational Portal» (<http://www.osvita.org.ua/news/74064.html>). At the same time, he has to have a loving and understanding wife, who makes her husband happy.

Such stereotyped views on happiness often cause family misunderstandings and even divorces, as the couple may have dissenting ideas about marriage and family, as well as family roles, etc. They may stand in the way of finding one's significant other and in general – of an adequate understanding and perception of peculiarities, needs, views and rights of people of the opposite sex.

There are no universal recipes for human happiness – either for women or for men, and wise people said: «Everyone is an architect of one's own happiness.»

I-personality



When we study the gender aspect of the culture, we should keep in mind that such seemingly eternal notions of what it means to be a man and to be a woman are, in fact, very flexible. Not only do they differ greatly between different cultures, they evolve along the course of history and changes in the society. These processes have to be analyzed at the same time both at the social and individual levels, which would require different sources and research methods. The social context influences not only the content of the notion «gender», but also the nature of studies dedicated to it.

Differential socialization is a process, which in the course of the person's life reflects the fluid social circumstances and new experiences. The research of gender differentiation of the modern society requires three levels of explanation: **biological, psychological, and social**. The problem appears in the fact that the social context reflects on the content of the notion «gender», and on the nature of studies centered around it: for instance, there still exists a stereotype that **gender studies** and **feminism** are the same. No doubt, the major subject of gender studies is not men, but women. It is women, who initiate and spearhead changes that take place at the social level (women's movements and organizations). As early as in 1957 American scholars J. McKee and A. Sheriffs came to a conclusion that **an image of a typical man** is a set of features connected with socially unlimited style of behavior, competence and rational opportunities, activity and effectiveness. And vice versa, **an image of a typical woman** includes social and communicative skills, warmth and emotional support. At the same time, extreme accentuation of both typically masculine and typically feminine features is perceived negatively: rudeness, authoritarianism, and over-the-top rationalism

are listed as man's negative features. These authors also came to a conclusion that in general men get ascribed more positive qualities than women. Moreover, most often this is about perception, not about differences between the sexes that actually exist. Today, scientists keep trying to find out to what extent the stereotypes hold up to the reality and whether they are false or correct.

Sandra Bem's test

For diagnostics of the social sex (*gender*), the American psychologist Sandra L. Bem in 1974 came up with the concept of psychological «androgyny». Her technique determines the degree of the person's androgyny, masculinity, and femininity. Sandra Bem's sex-role questionnaire is the widest used tool to measure how an adult person assesses oneself from the point of view of gender. The questionnaire includes 60 statements (traits), each of which the test taker ranks based on the 7-point scale on how accurate this statement describes her or him. If you do not want the hassle of complex calculations you can just choose the answers «yes» or «no» and add one point for each of them if they coincide with the key.

Text of the questionnaire «I am a person that ...»:

1. Believes in oneself.
2. Can yield.
3. Is able to help.
4. Tends to protect one's opinions.
5. Joyful.
6. Gloomy.
7. Independent.
8. Shy.
9. Conscientious.
10. Athletic.
11. Tender.
12. Dramatic.
13. Insistent.
14. Loves flattery.

15. Lucky.
16. Strong personality.
17. Devoted.
18. Unpredictable.
19. Strong.
20. Womanly.
21. Reliable.
22. Analytical.
23. Can feel sympathy.
24. Jealous.
25. Able to lead others.
26. Cares about people.
27. Direct and honest.
28. Prone to risk.
29. Understanding of others.
30. Secretive.
31. Is quick in decisions.
32. Compassionate.
33. Sincere.
34. Self-reliant.
35. Able to console.
36. Vain.
37. Domineering.
38. With a soft voice.
39. Attractive.
40. Manly.
41. Warm and cordial.
42. Respected.
43. With my own convictions.
44. Soft.
45. Knows how to be friends.
46. Aggressive.
47. Credulous.
48. Ineffective.
49. Keen to lead.
50. Infantile.
51. Adaptive.

52. Individualist.
53. Does not like quarrels.
54. Not systematic.
55. Competitive.
56. Loves children.
57. Tactful.
58. Ambitious.
59. Calm.
60. Traditional, adhering to conventions.

Key to process questionnaire results:

masculinity («yes») - 1, 4, 7, 10, 13, 16, 19, 22, 25, 28, 31, 34, 37, 40, 43, 46, 49, 52, 55, 58.

femininity («yes») - 2, 5, 8, 11, 14, 17, 20, 23, 26, 29, 32, 35, 38, 41, 44, 47, 50, 53, 56, 59.

femininity = (sum of points for femininity):

masculinity = (sum of points for masculinity):

Basic index:

$IS = (\text{femininity} - \text{masculinity}) \times 2,322$

if IS ranges from (-1) to (+1) – it is androgyny

if IS is less than (-1) ($IS < -1$) – It is masculinity

if IS is more than (+1) ($IS > 1$) – It is femininity

if $IS < -2,025$ – it is strongly expresses masculinity

if $IS > +2,025$ – it is strongly expresses femininity

This test's results contain no assessment in the terms of good or bad, norm or pathology. The test is offered to learn more about oneself and to understand that each person, no matter his or her biological sex, combines women's and men's socially significant traits, which are not just a measure of man's and woman's sexual attractiveness for one another, but are of help in developing relationships between the sexes on the foundation of mutual respect, understanding, and trust (unlike manifestations of sexism – a scornful and dismissive attitude of people of one sex towards people of the other sex – See Section «Sexism»).

Our understanding of masculinity and femininity is still rooted in subjective perceptions, which change in real life. Men and women do not want to be the same and look for ways to emphasize differences between the sexes. There has been no culture in the history where gender roles were confined purely to the reproductive framework. Differentiation and complementarity of gender roles is a symbol of interdependence and complementarity of men and women.

But any idea or any symbol may get distorted. Instead of a factor that enriches life and brings joy, they may turn into shackles that force us to adhere to something that is completely uncharacteristic of us just to prove our worth to others. Dogmatic and obsolete gender stereotypes limit our opportunities and hinder our development and our self-actualization. This conflict may be resolved if we realize that masculinity and femininity do not denote two separate and opposite realities, but, to the contrary, emphasize similarities between men and women in separate aspects of humanity. Men and women interact with each other not in the vacuum, but within a specific social environment, playing this or that role, and, moreover, the nature of gender differentiation in various spheres of activities, say, in the industry and in the family, often follows differing patterns.

Firstly, different men and women exhibit masculinity and femininity in different ways. They can be more or less masculine, feminine, or androgynous.

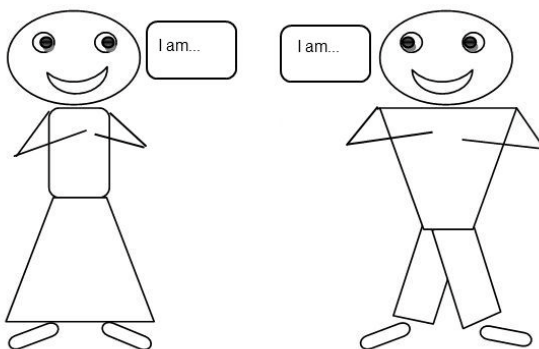
Secondly, men's and women's features are multifaceted and multidimensional. A «men's» demeanor may come along with «women's» interests and feelings, and vice versa, and a lot here depends on the situation and sphere of activities.

Thirdly, our ideas about masculinity and femininity are grounded not in the analytical theory, but in the regular common sense and everyday experiences: we call certain traits or features women's (feminine) just because they are more often or stronger displayed by women. But this may depend on the environment, education and nature of activities.

Fourthly, applicability of gender roles to a certain degree depends on the situation. In close relations, a feminine or «women's»

role would prevail (due to emotionality of such relationships), and in education and at work – an androgynous or «men's» role would.

(Lia Oleynyk. Uznai svoi gender. Oprosnik Sandry Bem // <http://sekretiki7ya.ru/uznay-svoy-gender-oproshnik-sandryi-bem/>)





Jurisprudence

*(development of legislation
on equal rights and
opportunities for women
and men in Ukraine)*

One of the key attributes of the state governed by the rule of law is the right for access to public justice and just court examination. According to the Constitution of Ukraine, «Every person is guaranteed the right to challenge before the courts the decisions, actions, or the inactivity of organs of state authority, organs of local self-government, officials, and civil servants» (Article 55), which «are obligated to work within the limits of their authority and in a manner foreseen by the Constitution and the laws of Ukraine.» (Article 19).

The Verkhovna Rada of Ukraine adopted a series of laws that clearly regulate social relations and are directed at combating sex-based discrimination by taking into account gender interests of different social categories and gender norms of the international law. These are, in particular, the Law of Ukraine on Securing of Equal Rights and Opportunities for Women and Men» (2005), the Family Code of Ukraine, the Criminal Code of Ukraine and the Code of Laws on Labor of Ukraine, the Law on Prevention of Domestic Violence (2001), the Law on Obligatory State Social Insurance for Unemployment (2000), the Law on Employment of Population (2000), the Law on State Assistance to Families with Children (2001), the Law on Obligatory State Social Insurance for Temporary Disability and Expenses due to Birth and Burial (2001), and so on.

In April of 2008, the Verkhovna Rada adopted the Law on Amendments to Certain Legislative Acts of Ukraine in connection with adoption of the Law of Ukraine on Securing Equal Rights and Opportunities for Women and Men. As its explanatory note says, this Law brings certain legislative acts concerning securing of the principle of equal rights and opportunities for

women and men in compliance with the Law on Securing Equal Rights and Opportunities for Women and Men. In particular, part 1, Article 20 of the Law on Associations of Citizens (rights of registered associations of citizens) now includes a statement, according to which registered associations of citizens also have the right: to participate in development of draft decisions in the issues of gender equality to be adopted by bodies of executive power and bodies of local self-government; to delegate their representatives to advisory boards in the issues of securing of equal rights and opportunities for women and men, which are established under bodies of executive power and bodies of local self-government; to conduct monitoring in the issues of securing of equal rights and opportunities for women and men. Development of the legislation is a continuous process.

The Ministry of Justice of Ukraine conducts the practice of cataloging of the legislation of Ukraine concerning development of gender equality. In particular, it reviews the legislation and identifies the issues that require resolving by drawing and adopting relevant regulatory documents or revocation of separate effective enactments (for more information see the Ministry website <http://www.minjust.gov.ua/>)

The system of the bodies of justice comprises the Ministry and its territorial agencies. The sphere of authority of the Ministry of Justice includes the bodies of notariate, scientific and research forensic institutions, enterprises, institutions, and organizations. The scope of responsibilities of the bodies of justice is very wide, their activities are multifaceted. The issues of gender discrimination are covered by the mandate of the Ukrainian Parliament Commissioner for Human Rights (for more information see the website <http://www.ombudsman.gov.ua>)

Hot line of the Ukrainian Parliament Commissioner for Human Rights: (044) 253-75-89, 0-800-501-720

«Is there anything better in the State than an opportunity to properly honor both women and men? Definitely, there is not» (Plato, «The Republic»)

Leadership



Leadership – is a person's ability to influence the group's activity, interact with all its members and lead them to the achievement of the goal. Leadership requires developing a vision, planning, decision-making, motivation, organization, development, delegating, and directing people's activities at achievement of concrete goals.

Leadership has a lot in common with governance and administration, but they are not the same. Governance presupposes monopoly over decision-making and control over implementation of these decisions. A leader does not usurp the right to make decisions; vice versa, a leader encourages each colleague to participate in decision-making, and as a result, the worker's status changes. While a superior stands against a group of subordinates, a leader transforms the group into a team. Administration is, first and foremost, about clearly structured formal relations, through which it operates, the superior's role is determined by a formal structure of the governing function. Usually, the right to apply sanctions is unquestioned, and so on. On the contrary, leadership is formed on impulse, spontaneously, at the level of half-conscious psychological benefits.

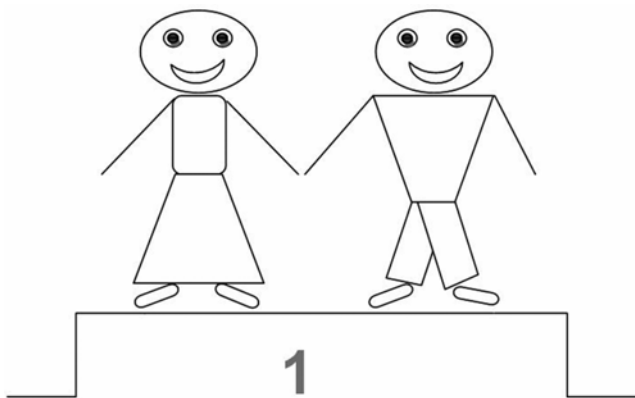
The crucial qualities and traits of the leader's personality include the level of intellect, knowledge, positive attitude, strong character, decisiveness, foresight, reliability, honesty, integrity, consistency, prudence, common sense, vigor, proactive attitude, responsibility, ability to analyze and predict, social and economic knowledge, high degree of self-confidence, credibility enjoyed in a certain environment and ability to influence it intellectually, human skills and decision-making skills.

An effective leader's task is to secure two-way communication, clearly organize the work flow, set the same rules for all

team members, create the atmosphere of justice and coherence, trust team members and believe in them, encourage colleagues morally and materially, instill in them hope and certainty, share with them one's experience, set for them high goals, emotionally support their efforts, be sincere and kindly. Also, for a leader it is very important to be able to delegate powers to colleagues, which will help secure effectiveness, synergy, and team spirit, facilitate trust and interaction, and save time, etc. And realization by the organization's staff of the fact that they themselves participate in decision-making, facilitates their strong motivation to implement them better and inspires them.

Currently, there are many various styles of leadership – autocratic, bureaucratic, business, democratic, personnel/relations-oriented, servant, indifferent, problem-oriented, charismatic, and others. But experts point out that one of the most effective leadership styles is the transformational leadership, because transformational leaders inspire people to look into the future with optimism, set goals and motivate them to achieve these goals, they are friendly with their team, what helps secure high labor efficiency and inclusion of each team member into joint activities.

Leadership is not sex-specific: each person that possesses the above-listed traits and qualities is able to be a leader. A phenomenon of women's political leadership is a challenging issue for



development of the Ukrainian state. As modern analysts believe, it is exactly the solidarity of women-political leaders that will crucially change the system of adoption of socially important decisions and direct the shift of the state policy towards person-centric values, create conditions for progress and development of each person and the society in general both at the local and national levels.



Legislation

In Ukraine, gender equality is the standard of law.

Human rights, including the rights of men and women, are protected, first of all, by the **Constitution of Ukraine**, whose Article 24 states:

«Citizens have equal constitutional rights and freedoms and are equal before the law.

There shall be no privileges or restrictions based on race, color of skin, political, religious and other beliefs, sex, ethnic and social origin, property status, place of residence, linguistic or other characteristics.

Equality of the rights of women and men is ensured: by providing women with opportunities equal to those of men, in public and political, and cultural activity, in obtaining education and in professional training, in work and its remuneration; by special measures for the protection of work and health of women; by establishing pension privileges, by creating conditions that allow women to combine work and motherhood; by legal protection, material and moral support of motherhood and childhood, including the provision of paid leaves and other privileges to pregnant women and mothers».

The Law of Ukraine 2536 «On Equal Rights and Opportunities for Women and Men», adopted on September 8, 2005, became effective since January 1, 2006. This Law's objective is to achieve equality of women and men in all spheres of social life through establishment of the legislative base for securing equal rights and opportunities for women and men, elimination of all forms of gender-based discrimination and organization of special



provisional activities aimed at elimination of imbalance between women's and men's opportunities to enjoy equal rights provided for in the Constitution and laws of Ukraine.

Extract from the Law of Ukraine 2536
«On Equal Rights and Opportunities for Women and Men»

Section I. GENERAL PROVISIONS

Article 1. Definitions

The terms and notions used in this Law are defined as follows:

Equal rights for women and men – absence of benefits or restrictions on the basis of gender;

Equal opportunities for women and men – equal conditions for women and men to enjoy equal rights;

Gender-based discrimination – action or inaction that contain any sign of difference, exclusion or benefits on the basis of the person's gender if such actions are aimed at making it impossible or restrict recognition, implementation or enjoyment of equal human rights and freedoms for women and men;

Affirmative action – special provisional activities aimed at eliminating imbalance between opportunities for women and men to enjoy their equal rights provided for in the Constitution and laws of Ukraine;

Sexual harassment – action that has sexual implication either oral (threats, intimidation or obscene notions) or physical (touches or pats) that humiliate or offend individuals that are subordinate pursuant to a labor, service, financial or other agreement;

Gender equality – equal legal status of women and men and equal opportunities to enjoy it that enables both genders to equally participate in all sphere of social life;

Development of domestic legislation is also affected by international documents, such as «**Universal Declaration of Human Rights**», adopted and declared by the resolution 217 A (III) of the General UN Assembly as of December 10, 1948, and «**International covenants on human rights**», ratified by Ukraine on October 19, 1973, and others.

The Declaration states, in particular, the following:

«Article 1. All human beings are born free and equal in dignity and rights. They are endowed with reason and conscience and should act towards one another in a spirit of brotherhood.

Article 2. Everyone is entitled to all the rights and freedoms set forth in this Declaration, without distinction of any kind, such as race, color, sex, language, religion, political or other opinion, national or social origin, property, birth or other status...».

Ukraine ratified the Convention on the Elimination of All Forms of Discrimination Against Women as of 1978, which constitutes the international basis for securing equality of women and men.

This way, the issues on the agenda today are not only creation of legislative basis for securing equal rights and opportunities of men and women, but also the political will for implementation of the legislation and international commitments by the state and its institutions.



Marriage

Marriage is a union of two people, which is based on both parties' free consent.

Marriage is a voluntary and equal union between a woman and a man, directed at starting a family. Marriage is a union that is socially acknowledged and sanctioned, either legally or by common law, which aims to start a family and validate it in the society. Through marriage, the society regulates and sanctions their sexual life, establishes the spousal and parental rights and obligations.

In Article 51, the Constitution of Ukraine stipulates the parity in relations within the married couple: «Each of the spouses shall have equal rights and duties in the marriage and family». If a person is forced into marriage, this can serve as a ground to annul such marriage.

Among the key functions of modern families, the Ukrainian sociologist Vladyslav Verbets lists the reproductive, household, economic, educational, regulatory, and communicative functions, as well as the function of mutual support and socialization.

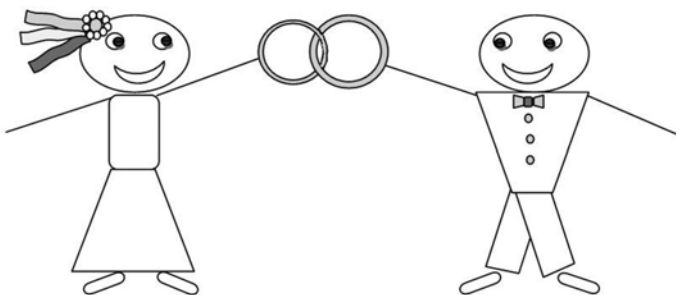
The important indicators of satisfaction with one's marriage or lack thereof are the quality of family relationships that is reflected in the level of emotional relations, the contents and frequency of interactions, and vacations taken together; the couple's participation in household chores; providing for the family and husband and wife's participation in this process; children, the parents' attitude towards them and the couple's participation in raising them; the role of sexual relations; the attitude towards divorce, as well as having other relations outside the marriage or absence of such relations.

The modern state of Ukrainian families is characterized by several negative trends:

- in Ukraine, the divorce rate is twice as high as in the European Union;
- Irresponsible parenting;
- More and more often, a Ukrainian family is a single mom with a child;
- growing number of unregistered partnerships;
- growing number of families with no children;
- men slack off from taking care of children (only 32% dads help prepare for school, only 10% – want to look after an ailing child, less than 24% – are ready to take the child to school);
- domestic violence (economic, psychological, physical, and sexual);
- impact of the environmental situation on the health of families, in particular, on their reproductive health;
- poor medical services, gender stereotypes in the process of provision of medical services;
- families' poor financial circumstances;
- after having a baby, a family gets poorer by 60%;
- only 4% of families believe they are financially secure;
- a Ukrainian family spends 60% of their earnings on food, and an American family – 13%;
- only one in two families possesses a minimum set of property: a refrigerator, a color TV set, a washing machine and a vacuum cleaner; there is 0.164 car per family;
- there are not enough kindergartens (in Volyn region, there are 126 children for every 100 places);
- families' lack of protection against external factors;
- feeling unhappy (out of 178 countries reviewed, Ukraine ranked 174);
- absence of conditions and opportunities to combine family and professional duties, etc.

To resolve the adverse tendencies of the modern marriage, Vladyslav Verbets believes it important to implement at the national level the corresponding family policy. In particular, the most relevant direction of the family policy for the modern Ukrainian state is to determine the measures to consolidate the institute of family, raise the matrimony rate and prevent desta-

bilization of families and divorces, augment its social potential, create favorable conditions for its functioning as one of the key agents of a personality's socialization. At the same time, the researcher points out that it is the egalitarian marriages that are characterized by special resilience and determination, amicable and reliable family connections that complement and enrich both persons in the couple.





«Men's» Problems

In a traditional, stereotypes-ridden society, like the Ukrainian society, people are unlikely to talk about problems of men. And even if these problems are mentioned it is usually done in the context of sexual prowess and failures.

In fact, there are many «men's» problems:

- men's life expectancy is on average 62 years;
- the average life expectancy for men is 10-12 years shorter than for women; among men of employable age (28-46 y.o.) the mortality rate is 4 times higher;
- men are exposed to more professional hazards (at the legislative level only women are supposed to have access to «protection of labor and health», the Constitution of Ukraine, Article 24);
- men have the world-highest rates of contracting AIDS/HIV and tuberculosis;
- one out of every three men is not married;
- about one third of all men cannot have children;
- one out of every five men had a sexually transmitted disease;
- men constitute more than 80% of those who commit suicide and the predominant number of those who suffered a heart attack or a stroke;
- annually, 80 thousand men die while still in employable and reproductive age;
- absence of a developed andrological medical service;
- men's unemployment grows faster than women's;
- men's retirement age is 5 years later than women's, although men's life expectancy is 12 years shorter than women's;
- prisons are filled with men, who constitute more than 90% of all convicts;

- men are more susceptible to tuberculosis, as well as alcohol and drug addictions;
- more than 40% of all young men, who are now 16, have no chances to live to their retirement age due to men's reduced life expectancy;
- suicide is prevalent among men;
- family disruption connected with men's growing lack of morals; after a family is decayed, 57% of men stop taking care of their children;
- the problems of men's reproductive health are acute.

The disregard for men's problems by men, women, and the society in general leads to the deterioration of the situation both at the level of the family and at the level of the society. Some of the men's problems are caused by the state's and society's stereotyped view of the man's role and place in different spheres of life, what impacts the entire process of socialization of a boy and of a man. We believe that to resolve the outlined problems it is necessary to shift the emphasis in regard to the traditional stereotyped attitude to masculinity (the man's image, role, and calling) as such.



Profession. Sex-Based Occupational Segregation

Profession is a certain kind of labor activities, which requires special theoretical knowledge and practical skills. This is also a separate («outlined») complex of actions and corresponding knowledge within the framework of social division of labor that requires corresponding education or experience, which a person can perform relatively regularly and which provide her or him with means of sustenance.

Sex-based professional segregation means concentration of persons of one sex within a certain profession. It reflects an uneven distribution of roles between women and men in the economy, the social sphere and so on. Gender-based professional segregation is based on establishment of a steady tendency of people obtaining different professions, positions, employment statuses, kinds of economic activities, level of education, sexual identification, age, and so on.

There are two types of professional segregation, vertical and horizontal, which is considered to be unequal access of representative of both sexes to prestigious professions, or positions connected with decision-making at all levels of power (legislative, executive, and judicial) and management.

According to the data of several researchers, women concentrate in those sectors, where wages are lower. They hold about 80% jobs in education, health care, the social sphere, and in the services sector, around the same level – in the hotel and catering business, more than half of jobs in wholesale and retail trade, and in the sphere of financial services. Men constitute a majority in industry, construction, transportation, agriculture, in public administration and in business. Thus, a significant part of jobs for women is still in the sectors that cannot provide them ne-



cessary labor remuneration, career opportunities or reliable employment.

The level of gender-based professional segregation in Ukraine in the last decade was around 39%. This means that for balanced gender representation in each profession, 39% of women or men have to change their profession.

Thus, gender inequality in the sphere of employment in Ukraine is rather pronounced and thus calls for implementation of the gender-based approach directed at overcoming the gender-based professional segregation.





Sexism

Sexism is an ideology and practice of discrimination of people based on their sex that concentrates attention on intellectual, physical, creative and other advantages of one part of the humanity over the other part. Sexism is believed to be the limitations on rights and/or privileges granted to a person or a group of persons in any sphere based rather on their sex, not on certain personal traits or concrete actions. Sexism is based on assumptions or beliefs, according to which women and/or men get mistakenly ascribed (or deprived of) certain traits or qualities. Sexism (sex discrimination) is a biased attitude to a person or a group of people related to the fact that they belong to a certain sex; sex-based discrimination.

The term «sexism» was developed by feminists in the women's liberation movement in the 1960-ties. Sexism can be concerning women and concerning men, but most often it means bias against women and gender stereotypes. The ideas of sexism are considered as close to racism, chauvinism, and fascism. Sexism lies at the root of gender stereotypes concerning the «normal» notions about men and women, for instance, «women's logic», «men's friendship», «true woman», «true man», etc., which are widely reproduced in mass media and especially in advertising. Thus, the sex-discriminatory practices transform into the norm, become generally accepted and narrow options for choice (relationships, professions, style of life, appearance) for both women and men, as these practices force on them stereotyped models and deprive them of the opportunity to be or become themselves.

Discriminatory practices in mass media and advertising have numerous consequences both at the level of individual women and men (micro level), their relations and social groups (meso



level), and at the level of the society and the state (macro level), as they:

a) consolidate the stereotyped notions concerning women's and men's behaviors, positions and roles as well as relations between them in different spheres of life;

b) produce and widely use artificial constructs of femininity and masculinity unattainable for most that negatively impact formation of adequate images of real women and men in the society;

c) cause dissatisfaction with their appearances in girls and boys, women and men that often lead to complexes, obsessions, frustration, depressions, nervous breakdowns, mental disorders and neurotic conditions – neurotic anorexia and/or neurotic bulimia;

d) influence the person's motivational, emotional and behavioral spheres; at that the advertising's largest target, according to the data of a series of sociological surveys, is children and teenagers, as this is the age, when the personality's gender identification is being formed. Due to sexist representation of women and men, they may end up with distorted notions about people of their own and opposite sex that can cause problems in the process of formation of their gender identity as well as gender disharmony and gender dysphoria;

e) prevent harmonious socialization and successful self-actualization of women and men in different spheres of life of the society;

f) consolidate inequality and discrimination of women and men in family and in the society;

g) provoke disdain as well as different kinds and manifestations of violence;

e) encourage perceiving a person as an «object», «thing», «merchandise», or «service», which can be successfully and profitably «used» through selling, exchanging, or exploiting (prostitution, pornography, trafficking, forced labor, beggary, surrogacy, engaging in armed conflicts and armed conflicts, etc.);

h) the existing manifestations of sexism in advertising attest the low level of the Ukrainian society's gender culture.

Examples of sexist sayings

Case 1

<http://sevastopol.su/news.php?id=52050>

«In the beginning of this week, at the briefing at Sevastopol City State Administration a young female correspondent of one of the local TV channels asked Fyodor Rubanov a question about 600-seat ferries. But she made a mistake as these were boats. The official started his answer like this (verbatim): «Valeria, I will correct you a little... Being a girl, you are not very knowledgeable about kinds of sea transport. These are not ferries. We have ferries already. We are talking about boats here...» After that he gave a detailed explanation of the problem, which got published by all city TV channels and news websites.»

Comment: We expect each journalist to be professional. But anyone can make a mistake, no matter their sex. That is why it is unethical and blatantly sexist to attribute ignorance of the difference between boats and ferries only to one's sex.

Case 2

<http://vigadgets.ru/page/shho-robit-cholovik-shhob-privernuti-do-sebe-uvagu-simpatichnoju-zhinki>

«A man captivated with a woman's beauty is like a wounded wild beast. He cannot sit still and cannot find peace until he conquers the belle's heart. Naturally, men have it easier. As each of us, obviously, feels flattered, when a representative of the stronger sex devotes us proper attention and tries different ways to make us aware of his affection. And here it does not even matter whether we can accept his feelings or not. Here of key importance is the very process, where you are the queen and he is a knave that escorts you and tries to find a key to your heart.»

Comment: The notions of the «weaker» and «stronger» sexes are a gender stereotype. Besides physical capacity, each person has psychological, cultural, emotional, and other individual peculiarities. In one sex, the traits shared by both sexes often pre-

vail. A woman that saves children from a burning house is, obviously, strong. That is why differences are conditioned more by social and cultural impacts than by natural selection. The position of «stronger» or «weaker» is more applicable to a specific action than to description of an entire sex group.

Case 3

http://wcu-network.org.ua/ua/possessing-equal-rights/news/Mer_Londona_zhnki_vstupajut_do_VNZ_lishe_dlja_togo_xhob_znaiti_cholovka

«London mayor Boris Johnson caused an outrage among his compatriots when in his conversation with Najib Razak, the Malaysian prime minister, he mentioned that girls enter universities with a single goal – to find a man. This scandalous statement made during his visit to Battersea power station, in whose construction Malaysia invested 8 billion pound sterling, was reported on Monday, July 8, 2103, by foreign mass media and, in particular, the British newspaper The Daily Mail.»

Comment: Politicians should be more cautious about what they say. Women and men are equal in their right for education. Such statements can become an obstacle for girls in obtaining good education or starting a successful career.

Case 4

<http://maidanua.org/2013/07/pidpyshit-zvernennya-zaklyk-do-nasylstva-vid-holovy-parlamentu/>

«On July 4, 2013, the speaker of the Verkhovna Rada of Ukraine from the parliament rostrum addressed the male MPs with the phrase: «Just leave, hit instead your wife's head at home!».

Comment: This chauvinistic and sexist encouragement to violence from the speaker of the Parliament that legitimizes and normalizes domestic violence against women, was broadcast on the national TV channel. Correspondingly, these words were heard by millions of citizens of Ukraine and its guests. Such saying by the speaker of the Parliament violates Article 21 and Ar-

title 24 of the Constitution of Ukraine, goes against the text of the oath of the Ukrainian Member of Parliament, which contains the obligation to «observe the Constitution of Ukraine and act in the best interests of all compatriots.». The Ukrainian state periodically reports to the United Nations Committee on the Elimination of Discrimination against Women. The international and Ukrainian regulatory and legal framework combats discrimination and violence, but the everyday practices demonstrate the reverse process. The politicians and the public, men and women, should finally raise this burning issue – violence against women, – and demand fair punishment for abusers and adoption of the programs to assist and protect the abused.

Case 5

<http://doctor.wpoonline.com/article.php?sid=23430>

«Women, who are getting close to the age of 30, must take a break in their career and give birth to a child, so that to avoid a potential drama if they would not be able to have children after this age. Working women unnecessarily put off with having children, as more than one in every three women (whose average age is 29 years) avoids getting pregnant because they are saving for a house. One in every five women of this category strives to make a career. Susan Hart, the editor of the magazine «Pregnancy & Birth», which surveyed 2 thousand women, believes that one can return to one's career after a break, but women should not miss the opportunity connected to having children.»

Comment: Media should abstain from direct instructions as to what people in general and women in particular should do. This must be their free choice. The magazine editor Susan Hart uses the expression «should not miss the opportunity», and this has a completely different meaning than «women must». Both women and men should be free in their choice, when to give birth. Specialists' recommendations are useful but to make a decision and accept responsibility for the future of one's family is the person's own decision.

Examples of sexist advertising



Recommendations in regard of creating gender-sensitive media- and advertising products:

- keep to the principles of professional ethics, the basics of social responsibility, legal enactments that outline journalist and advertising activities;

- avoid in your materials ignoring, derision, contempt, use of innuendos or double entendres;
- professionally created advertising should not contain excessive nudity or sexual references that have no connection to the product (service) being advertised; it should not reproduce / manifest social, economic or cultural depreciation of one sex or the other or elements that approve of violence against a person of the same or opposite sex;
- pay attention to the balanced placing of women and men in your video and photo materials (object of filming, location, time, environment, interior, background, correlation of sizes of the objects beings presented, montage, accentuation of details, methods of information delivery, the style of clothing, the person's bearing, behavior, gesturing, etc); be aware of gender accents in texts, languages, tone, images, sound, colors and in other details;
- keep in mind, what target audience the material was designed for, as incorrect use of gendered images or their absence reduce opportunities for successful informing of consumers and fail to deliver your key message;
- when working on creating a media /advertising product, think about consequences of its publishing for women and men, children and teenagers. Imagine yourself in the shoes of the images you are creating, as well as in the shoes of consumers: what will they perceive from your text or picture? Would you want to be treated as a function or a thing, not as a person, a specialist?
- Use creative images instead of sexism!

In Ukraine, the Industrial Gender Committee on Advertising operates.

If you see a discriminatory advertising – submit a complaint. For more information visit its website: <http://uam.in.ua/gkr/how/>



Stereotypes. Gender stereotypes

Gender stereotypes are usually considered to be «generally received conservative evaluation of the behavior norms, schematized and simplified notions about the images of women and men, standardized rigid judgments concerning models of their behavior and personality traits that are believed to pertain to women or to men; they are entrenched in the consciousness without taking into account social changes, social development, and life processes that are taking place» (Tamara Melnyk, Larysa Kobelianska). Gender stereotypes, like any other stereotypes (age, racial, ethnic, cultural and so on), have positive and negative aspects. What is positive is that gender stereotypes help understand the reality easier and find one's way in different circumstances and life situations without additional efforts. What is negative is that gender stereotypes create «psychological pressure on development of the personality of a man and of a woman», absence of «clear understanding of new actual processes, lack of their objective assessment, hindering of changes, problems with accepting new things» and so on.

Scholars (Tamara Hovorun and Oksana Kikinezhdi) differentiate several groups of gender stereotypes:

1. Stereotypes in regard of physiological, psychological, and behavior notions about women and men. For instance, the ideas that women inherently possess such traits as gentleness, tenderness, thoughtfulness, compliance, modesty and so on, and men are naturally active, independent, driven, rude, brave, courageous, etc., are considered stereotyped. When each person is considered separately, it becomes obvious that these traits and qualities are generally human, not just men's or just women's. Most people manifest both typically «feminine» and typically «masculine» traits in their appearance, behavior, and thinking.

Everything depends on one's genetic background, inborn physiology, hormonal changes and social environment, in which the personality is formed. Even in physiology, which is often used as a manipulation tool by representatives of biodeterminism concerning explanation of peculiarities of behavior of women and men, there is more in common than different, as women and men belong to the same species. For the person's balanced development and full-fledged self-actualization in different spheres of life, it is important to have various traits and qualities like creativity, determination, orderliness, diligence, rationality, logical thinking, tolerance, empathy, assertiveness, well-formed basic competences, the skills of conflict resolution and the skill in finding common ground, no matter what sex the person is.

2. Stereotypes in regard of women's and men's spheres of activities. In modern economy, the so-called «women's» and «men's» spheres of activities can be observed. Education, pre-school education, health care, consumer goods industry, small business, the service industry, the executive power, jurisprudence and so on are traditionally viewed as the «women's» sphere. Large business, politics, heavy equipment industry, the army, navy and air forces, as well as the spheres connected to risk and danger are viewed as the «men's» sphere. To analyze, what the essence of such differentiation is, one can just compare the status of these sphere activities, labor remuneration in them, and the power they give to people engaged in this or that sphere.

3. Stereotypes connected to certain professional and family roles. Women are traditionally expected to focus on family roles, and men on professional roles. But the actual reality shows that an average Ukrainian family can survive only when both the woman and the man combine these two roles.

4. Stereotypes connected with how women and men look. Modern mass culture (television, press, the Internet, and advertising) relentlessly offers and promotes certain examples or images for women and men to follow: from the color scheme for clothing and footwear that is fashionable this seasons to actual height, weight, figure, length and color of eyes and hair, level of tan, and so on. Artificiality of the images replicated in mass cul-

ture and impossibility of achieving them often causes an excessive amount of issues both in women and in men. Only 2% of women can have the desired parameters for a woman's body – 90 cm/60 cm/90 cm – naturally. And when others strive to fit this mold, they often end up with negative consequences: neuroses, asociality, neurotic anorexia and neurotic bulimia, suicidal tendencies, and so on, no matter what their sex, as the beauty norms are extremely resilient and are especially important for teenagers and young people.

Separate attention should be paid to early sexualization, especially in regard of women's images, not only in mass culture (animated movies), children's literature (Encyclopedias for Real Princesses), Barbie dolls, clothing that shows cleavage and high-heeled shoes even for little girls, use of make-up, but also in recent proliferation of children's beauty pageants. What makes them creepy is that they don't differ much from pageants for adult women: competition in evening gowns or competition in swimming suits, etc., and it is adult men that are on their judging panels. Should we be surprised, then, by the growing number of cases of pedophilia, early sexual debut, abortions, or sexually transmitted diseases?

The most widespread stereotypes in our culture that are often mentioned include «women are homemakers, and men are breadwinners», «men are the stronger sex, and women are the weaker sex», «women are free to express their feelings, and men are bound to keep the stiff upper lip», among numerous others. It is important to understand that not every person draws such conclusions from the start. In the process of socialization, gender stereotypes are being gradually imposed on the person by different agents, factors, and mechanisms, are consolidated in his or her consciousness, and later are perceived as the person's own, natural, and eternal.

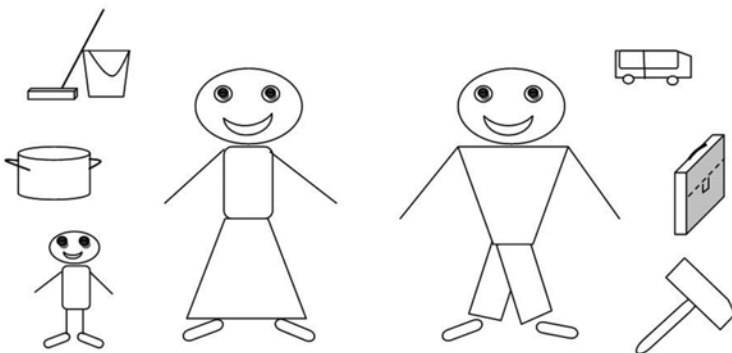
The researcher of gender aspects of social life Olha Plakhotnik suggests the following **recipe against gender stereotypes**:

- 1) familiarize oneself with the basics of gender theory and try and look at the world through the «gender lens»;
- 2) learn to tell stereotyped notions from actual phenomena;

3) watch oneself so that not to reproduce the stereotypes and treat other people and the world with attention and without bias;

4) teach (after practicing points 1-3) about it at least several other people (one's children, parents, friends, and colleagues).

Gender stereotypes are similar to an iceberg: what looks like it helps to quicker access the situation and get one's bearings in the circumstances, is just about the above-water part of the iceberg, actually just a small part of it. Negative aspects hide in its under-water part, that hidden impact the stereotypes bear. This carries much more dangers and problems both for a separate person and for the entire society.





Success

Usually, when we talk about success, we mean a middle-aged man, who holds a managerial position and drives an expensive car. Similarly, when you start reading a self-help book about successful people and about how to achieve success – its examples and illustrations will be first and foremost about men.

Such stereotyped perception has been formed during many centuries and is closely interwoven with the idea of a woman as a keeper of the family hearth, and of a man as a main breadwinner for the family.

But, as the society keeps developing, the situation loses such sharp contrast in perception and role of women and men in the society, although there are still many unresolved issues and burning problems. In particular, it is often said that for Ukrainian women to participate in politics or business, they need to apply twice as much effort as men.

According to the sociological research «Equality of the sexes in Ukraine», conducted by Horshenin Institute on March 1-3, 2013, more than a half of Ukrainians (50.3%) believe that in Ukraine men have more opportunities for self-actualization, and only 9.6% of the respondents believe that building a career is easier for women.

At the same time, **success** is a sexless notion; it is applicable to this or that extent to any person that possesses certain character traits, skills, and knowledge. This is vividly illustrated by the behavior of children, who do not know yet that they are a boy or a girl, when adults haven't yet taught them about the role differences: they learn to walk in the same way, they get similar bruises, they overcome the same obstacles on playgrounds, they cry and laugh in similar situation. Success in each achievement is a norm for a person.

Why, then, among adults are there more successful men than women? To our opinion, we should look for the reason in the educational systems, which are often supersaturated with discriminatory stereotypes, prohibitions, and oppression and lead to development of the low self-esteem and inability to stand up for one's own interests.

Success criteria can be divided into external and internal. *External* criteria include the person's visible achievements, like: material well-being (a country house, an apartment, a car, etc.), acknowledgment in certain professional or influential circles, public acknowledgment (titles, rewards, and decorations), access to financial resources, feeling good /being healthy and so on. *Internal* criteria are satisfaction with one's life (family, work, career, traveling, relations, personal contacts), creative and professional self-actualization, achievement of the set goal, etc.

Success is measured by public acknowledgment and respect. Among the cohort of Nobel Prize Winners women are seldom distinguished. And in the period since 1902 till 2009, among Nobel prize winners there have been 40 women. (Virtual Gender Museum: file:///C:/Users/%D0%90%D0%B4%D0%BC%D0%B8%D0%BD/Desktop/D0%92%D0%B8%D1%80%D1%82%D1%83%D0%B0%D0%BB%D1%8C%D0%BD%D1%8B%D0%B9%20%D0%BC%D1%83%D0%B7%D0%B5%D0%B9/museum/modules/wn/wnobel.htm)



Timeline of development of gender theory

Scientific research of gender issues has been closely interwoven with the historical period of development of the society. Various concepts form a wide range of scientific thought. The entire world history of political thought has been characterized by different and often contradicting approaches to the role and place of women and men in the political life.

Development of scientific thought concerning the role and place of women and men in politics had several **stages**:

1) from the ancient times to the 18th century (the ideas about the unequal status of woman and man in the social and political life);

2) the 19th century – the beginning of the 20th century (formation of the conceptual approaches to the issue of equality of rights of women and men; the historical and political prerequisites for emergence of gender theory);

3) the beginning of the 20th century – the 1970-ties (delimitation in scientific thought of social expectations of women and men that enabled development of gender identity);

4) the 1970-ties (emergence and development of gender theory and institutionalization of gender studies).

Development of gender studies in Ukraine requires discussion within the scientific community, as there are different schools, approaches, and principles. Deep conceptualization of the problems connected with the past and modern life of women and men is taking place. Philosophical, anthropological, historical, culturological, and psychological research of the issues of gender, feminism, and masculinity are being conducted. The need for their theoretical and methodological conceptualization is connected to Ukraine's integration to the global scientific com-

munity. Ukrainian researchers apply the approach characteristic for the foreign science: all research regarding the status of the sexes in the society is considered gender studies.

The stages of development of gender studies in Ukraine are: 1) the beginning of the 1990-ties – 1995 – formation and development of gender studies; 2) since 1995 – institutionalization of gender studies; 3) since 2000 – intersectoral and sectoral consolidation of researchers, establishment of networks and communities.

There is no need to look for the unified conceptual approach as different researchers have their own goals and apply different research methods and techniques. Pluralism in the democratic society is found in scientific research, too. For development of a harmonious and fair society, an objective and unbiased conceptualization of the role and place of women and men and of prospects of their implementation is necessary.

The key resources for development of gender theory and practice are the departments of gender studies that emerged in Ukraine for the first time in 2010 in five universities (Mykhailo Drahomanov National Pedagogic University, Volodymyr Hnatiuk Ternopil National Pedagogic University, the National University «Ostroh Academy», Sumy State Pedagogic University and a department at the University of Education Management). Formation of these departments came as a result of the competition, which was conducted by the UN Development Programme with the financial support from the European Union.

Tolerance



Reproduction of texts is often a strict subjective position of authors and does not reflect

the world's diversity through the lens of age, ethnic, cultural, or gender aspects.

With the purpose of mobilization of the public, drawing attention to dangers of intolerance, and intensification of actions in support and encouragement of tolerance, on **November 16, 1995**, at the UNESCO General Conference the ***Declaration of principles of tolerance*** was approved, and this day has been celebrated since as the ***International Tolerance Day***.

As the Declaration outlines, tolerance means respect, acceptance and correct understanding of the rich diversity of cultures of our world, our forms of self-actualization and ways of self-expression of human individuality. It is facilitated by knowledge, openness, communication and freedom of thought, conscience, and beliefs. Tolerance is a harmony in diversity, which manifests itself not only in the moral duty, but also in political and legal necessity. This is a virtue, which makes it possible to achieve peace and helps replace the culture of war with the culture of peace. Tolerance does not mean yielding, condescension or connivance. This is, first and foremost, a proactive position, which is formed on the foundation of acknowledgment of universal human rights and basic freedoms, that should be followed by individuals, groups, and countries.

Tolerance is a duty to promote establishment of human rights, pluralism, democracy, and supremacy of law, as articulated in the international legal documents on human rights; at the same time, this means refraining from dogmatism and absolutization of truth.

Tolerance does not mean being lenient towards social injus-

tice, giving up one's own beliefs or ceding to beliefs of others. Each person is free to follow their own convictions and acknowledges the same right in others, which means acknowledging that people do differ in their appearance, status, language, behavior, and values and have the right to live in the world while retaining their individuality.

In the modern world, tolerance is especially important, taking into account the globalization processes in the economy, growing mobility, rapid development of communications, integration and interdependence, population's migration and displacement, urbanization and transformation of social structures, what often leads to escalation of intolerance and conflicts in all parts of the world.

The Declaration also specifically articulates that tolerance is necessary in relations both between separate individuals and at the level of family and community. At schools and universities, within the framework of informal education, at home and at work the spirit of tolerance should be promoted and relations of openness, mutual support, and solidarity should be established. Mass media can play a positive role in advocating for free and open dialogue and wider social discussion, proliferating values of tolerance and raising awareness about the danger of ignoring the hate-mongering groups and ideologies that keep growing.

Special measures must be taken to secure equality in regard of dignity and rights of separate persons and groups of people wherever necessary. This means that special attention should be paid to those least socially protected groups that are stuck in unfavorable social or economic conditions, so that they have access to legal and social protection, in particular, concerning housing, employment and health care, that their culture and values are acknowledged and respected and that they are encouraged, in particular, through education, to social and professional growth and wider integration.



Trafficking in Human Beings

It may sound weird but the problem of trafficking in human beings is still one of the most pressing issues in the sphere of human rights. This phenomenon has both the criminal and the socioeconomic contexts.

Trafficking in human beings is recruiting, transportation, transfer, hiding, or receiving of people for the purpose of exploitation, by means of the threat of force or other forms of coercion, kidnapping, fraud, deceit, abuse of power or vulnerability, or by means of bribery, in the form of a payment or advantages, to obtain consent from the person that controls the person trafficked. Exploitation includes, at least, prostitution or other forms of sexual exploitation, forced labor or services, slavery or customs similar to slavery, service status or extraction of organs.

The international documents distinguish the following *basic forms* of trafficking in human beings: forced labor, forced sex work, forced marriage, forced reproductive services, forced donorship, forced adoption, forced involvement in armed conflicts, making pornographic materials, beggary, and so on.

The problem of trafficking in human beings is relevant for women, men, and children. But in regard of profit, trafficking in women has the largest scopes. Trafficking in human beings is still a pressing issue for Ukraine. Every year, thousands of people fall prey to it.

Legislative and regulatory acts on combating trafficking in human beings:

- On September 25, 1999, the Decree of the Cabinet of Ministers of Ukraine No.1768 approved the *Program for prevention of trafficking in women and children*, which became the first governmental comprehensive document on the issue;

- On June 5, 2002, the Decree of the Cabinet of Ministers of Ukraine No.766 was adopted, which approved the *Package program on combating trafficking in human beings for the years 2002-2005*. The Decree No. 1961 as of December 25, 2002 established such Intersectoral Coordinating Council;

- As a part of the Package program, the Decree of the Cabinet of Ministers of Ukraine No. 410 as of March 7, 2007, approved the *State program on combating trafficking in human beings for the period till 2010*;

- On September 20, 2011, the *Law of Ukraine «On Combating Trafficking in Human Beings»* (N 3739-VI) was adopted, in which several key categories were defined, like «combating trafficking in human beings», «identifying a person that suffered from trafficking in human beings (victim of trafficking in human beings)», «institutions that render assistance to persons that suffered from trafficking in human beings», «protection of persons that suffered from trafficking in human beings», «a person that suffered from trafficking in human beings», «return or staying of a child that suffered from trafficking in children and is a foreigner or a stateless person», «return to Ukraine of Ukrainian citizens that suffered from trafficking in human beings», «prevention of trafficking in human beings, combating trafficking in human beings», «procedure of establishment of the status of a person that suffered from trafficking in human beings», «rehabilitation of a person that suffered from trafficking in human beings», «trafficking in human beings» and so on.

- During 2012, the following documents were adopted: «*On National Coordinator in the Sphere of Combating Trafficking in Human Beings*» (Decree of the Cabinet of Ministers of Ukraine as of 18.01.2012 No. 29), «*On Approval of the State Targeted Social Program on Combating Trafficking in Human Beings for the Period till 2015*» (Decree of the Cabinet of Ministers of Ukraine as of 21.03.2012 No. 350), «*On Approval of the Provision on Creation and Operation of the Unified State Register of Crimes of Trafficking in Human Beings*» (Decree of the Cabinet of Ministers of Ukraine as of 18.04.2012 No. 303), «*On Approval of the Procedure of Establishment of the Status of a Person that Suffered from Traf-*

ficking in Human Beings» (Decree of the Cabinet of Ministers of Ukraine as of 23.05.2012 No. 417), *«On Approval of the Procedure of Payment of One-Time Material Assistance to Persons that Suffered from Trafficking in Human Beings»* (Decree of the Cabinet of Ministers of Ukraine as of 25.07.2012 No. 660), *«Procedure of interaction between subjects that take measures in the sphere of combating trafficking in human beings»* (Decree of the Cabinet of Ministers of Ukraine as of 22.08.2012 No. 783).

Gender experts Tamara Melnyk and Larysa Kobelianska point out that in combating trafficking in human beings interaction and cooperation between different partners are crucial: starting from governmental agencies, NGOs, medical institutions, international organizations to professional associations, mass media, business structures, etc.

«Hotline» for combating trafficking in human beings of the international advocacy center «La Strada Ukraine» – 0-800-500-225



UN. UN Millennium Development Goals

Currently, in the UN system there are about 100 documents directed at achievement of gen-

der equality:

- 1949 – Convention for the Suppression of the Traffic in Persons and of the Exploitation of the Prostitution of Others
- 1952 – Convention on the Political Rights of Women
- 1957 – Convention on the Nationality of Married Women
- 1960 – Convention against Discrimination in Education
- 1975 – the First World Conference on Women, Mexico
- 1976-1985 – the United Nations Decade for Women
- 1979-1981 – CEDAW
- 1980 – the Second World Conference on Women, Copenhagen
- 1985 – the Third World Conference on Women, Nairobi
- 2000 – 189 member states of the United Nations adopted the Millennium Declaration

Convention on the Elimination of All Forms of Discrimination against Women (excerpt)

(ratified by Ukraine on 12.03.1981)

Article 1.

For the purposes of the present Convention, the term “**discrimination against women**” shall mean any distinction, exclusion or restriction made on the basis of sex which has the effect or purpose of impairing or nullifying the recognition, enjoyment or exercise by women, irrespective of their marital status, on a basis of equality of men and women, of human rights and fundamental freedoms in the political, economic, social, cultural, civil or any other field.



Convention N 111 concerning Discrimination in Respect of Employment and Occupation (excerpt)

(ratified by Ukraine on 04.08.1961)

Article 1. 1. For the purpose of this Convention the term **discrimination** includes:

(a) any distinction, exclusion or preference made on the basis of race, colour, **sex**, religion, political opinion, national extraction or social origin, which has the effect of nullifying or impairing equality of opportunity or treatment in employment or occupation.

Convention for the Protection of Human Rights and Fundamental Freedoms (excerpt)

(ratified by Ukraine on 17.07.1997)

Article 14. Prohibition of discrimination

The enjoyment of the rights and freedoms set forth in this Convention **shall be secured without discrimination on any ground such as sex**, race, colour, language, religion, political or other opinion, national or social origin, association with a national minority, property, birth or other status.

International Covenant on Economic, Social and Cultural rights (excerpt)

(ratified by Ukraine on 12.11.1973)

Article 3. The States Parties to the present Covenant undertake to ensure the equal right of men and women to the enjoyment of all economic, social and cultural rights set forth in the present Covenant.

EU Council Directive 97\80\EC on the implementation of the principle of equal opportunities and equal treatment of men and women in matters of employment and occupation (excerpt)

Article 2.

1. The principle of equal treatment shall mean that **there shall be no discrimination whatsoever based on sex**, either directly or indirectly, in particular, concerning marital or family status.

2. For the purposes of this Directive, the following definitions shall apply:

– direct discrimination: where one person is treated less favorably on grounds of sex than another is, has been or would be treated in a comparable situation;

– indirect discrimination: where an apparently neutral provision, criterion or practice would put persons of one sex at a particular disadvantage compared with persons of the other sex, unless that provision, criterion or practice is objectively justified by a legitimate aim, and the means of achieving that aim are appropriate and necessary;

– harassment: where unwanted conduct related to the sex of a person occurs with the purpose or effect of violating the dignity of a person, and of creating an intimidating, hostile, degrading, humiliating or offensive environment;

– sexual harassment: where any form of unwanted verbal, non-verbal or physical conduct of a sexual nature occurs, with the purpose or effect of violating the dignity of a person, in particular when creating an intimidating, hostile, degrading, humiliating or offensive environment;

3. Harassment and sexual harassment within the framework of this Directive are deemed sex-based discrimination and are thus prohibited.

5. Member states should encourage, in compliance with the national legislation, collective agreements or practices, employers or persons responsible for the access to vocational training to take preventive measures against all forms of sex-based discrimination, in particular, harassment and sexual harassment in the workplace.

UN Millennium Development Goals

- To eradicate extreme poverty and hunger
- To achieve universal primary education
- To promote gender equality and empowering women
- To reduce child mortality rates
- To improve maternal health

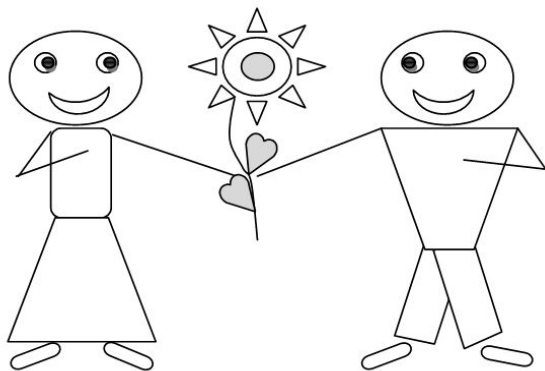
- To combat HIV/AIDS, malaria, and other diseases
- To ensure environmental sustainability
- To develop a global partnership for development

'Millennium Development Goals for Ukraine' is a long-term policy document, which contains major indexes of human and sustainable environmental development till 2015.

Global goal – eradication of gender inequality.

Task 1. To secure gender ratio at the level of not less than 30 to 70 of this or that sex in representative bodies of power and at higher levels of executive power.

Task 2. To cut by half the gender pay gap.





Visualization of Information. Visual Representa- tions of Gender

The flow of information in the modern world is so frantic that a human being is physically unable to pay attention to many things and messages and mostly pays attention to something important to them, instead of memorizing everything. Understanding this, advertising specialists and marketing managers use various means and techniques for visualization of information that instantly draw consumers' attention. Global mass media shift from traditional forms into convergent ones, using more and more visual data – photos, videos, original fonts, etc. This method is considered the most effective, because, as it is known, about 90% of information that a person receives comes from vision. German philosophers and sociologists Max Horkheimer and Theodor Adorno believed that mass media were mechanisms for broadcasting ideologies, which were the site for production of senses, symbols, and codes that become examples to follow in real life.

According to some modern theorists, visual is the channel where meanings are generated and reproduced, where constant social interactions take place, and where racial, sexual and gender identities are formed.

In modern humanities (psychology, sociology, and culture studies), the established term is «visual representations», which means presentation of an idea or image using visual methods, where such idea or image bears a certain meaning and is closely connected with sociocultural concepts, values, practices and ideological contexts of a certain society.

Visual representations of gender are manifested as visual reproduction of images and interactions between women and men, which are formed by a certain society; they depend on peculiari-



ties of a concrete culture and are conditioned by age, socio-economic, ethnic, and other factors.

The indicator of gender representations in media (as claimed by the feminist and movie critic Lisbet van Zoonen) is manifested in length and peculiarities of «presentation» of men and women in this or that context: overrepresented – underrepresented, context of work – family context, prestigious activities – low-status job, independence – submission, being active – being passive, etc.



Picture: Bundestag bulletin, presenting six experts, three women and three men.

Does it often happen in our media that expert opinion is delivered by both men and women? Usually we see that «serious» topics of finances, politics or economics are presented by male experts, and the topics of fashionable clothes, domestic appliances, or cooking are covered by women. By doing so, mass media promote the stereotype of skills and expertise of men and women. At the same time, in reality expertise does not depend on the expert's gender.



«Women's» Problems

In the Ukrainian society, gender problems are usually perceived as «women's» problems. Although this assumption is quite erroneous (*see section «Men's» problems»*), still, sex-based discrimination of women is vivid and quite obvious. Just several facts:

- two thirds of all work in the world is done by women; for all their work they receive only 5% of world's income;
- the share of women on leading positions of all kinds is less than 30%;
- provided that the qualification of a man and a woman are the same, it is the woman who is usually rejected;
- the state service of Ukraine has a woman's face. According to the data of State Statistics Service, in Ukraine, as of January 1, 2013, there are 274,739 governmental officials, of them 210,888 are women, that is, 76.8%. The number of local self-government officials is 98,117, including 74,877 women, or 76.3%. The correlation of men and women among the officials on leading positions (by categories) is the opposite: 86.5% men and only 13.5% women take positions of category 1; 67.5% men and 32.5% women take positions of category 2; only on the positions of categories 3 and 4 we can see a tendency of increase of women that hold them;
- during 2012, 1,826.1 thousand unemployed citizens were registered in the state employment service, of them 886.1 thousand people were men (48.5%), 940.0 - women (51.5%);
- an average salary of women in Volynska oblast in 2012 was 86% compared to men's salary (UAH 2,176 for women, 2,543 for men);
- In reality, women work 4-6 hours a day more than men: household work is not registered as productive; house chores

take a lot of time: 15 months of life are spent on washing dishes, 5 years – on cooking food;

- women are limited in choosing the sphere of employment. At that, in the labor force with higher education, women comprise 56%, but their career and professional advancement is limited, as is their participation in making political decisions. Among employees being fired, the number of women is almost twice as high as the number of men. Women are more often, compared to men, employed part-time or work unofficially;

- limited access to power and to property (in particular, to land and loans);

- inequality of women goes side by side with poverty and destitution. A family with many children in Ukraine is associated with poverty, even dire straits. Women become the objects and victims of trafficking. At the cost of Ukrainian female migrant workers, nearly half of Europe is resolving its social problems;

- as a result of the pension reform, a woman in 20-40 years will receive pension in the amount of 40-50% of men's pension;

- one in every three children in Ukraine is raised by a single mother;

- reduction of fertility rate is observed;

- women's prostitution is growing;

- the number of gynecological diseases is growing.

All mentioned problems are related, to some extent, with treatment of women as a «second-rate humans». Even being in difficult circumstances she has no control over (often the state is responsible for this), a woman still can be blamed. For the society where for centuries stereotypes were formed and perpetuated, it is easier to blame the problems on the victim than to find the true reason behind them and try to eliminate it.

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The manual «Gender ABC for Ukrainian media» covers basic notions about gender, which will help journalists of both sexes of all kinds of mass media avoid stereotyped and sexist stock phrases and clichés when preparing informational materials, articles, or programs. The manual will be also helpful to PR managers, heads of press services, public activists, and volunteers. The manual will be useful for formation of a gender-sensitive informational space that is free from sex-based discrimination.

Developed for journalists, experts, politicians, scholars, public servants, and officials of local self-government, as well as for the wider public.