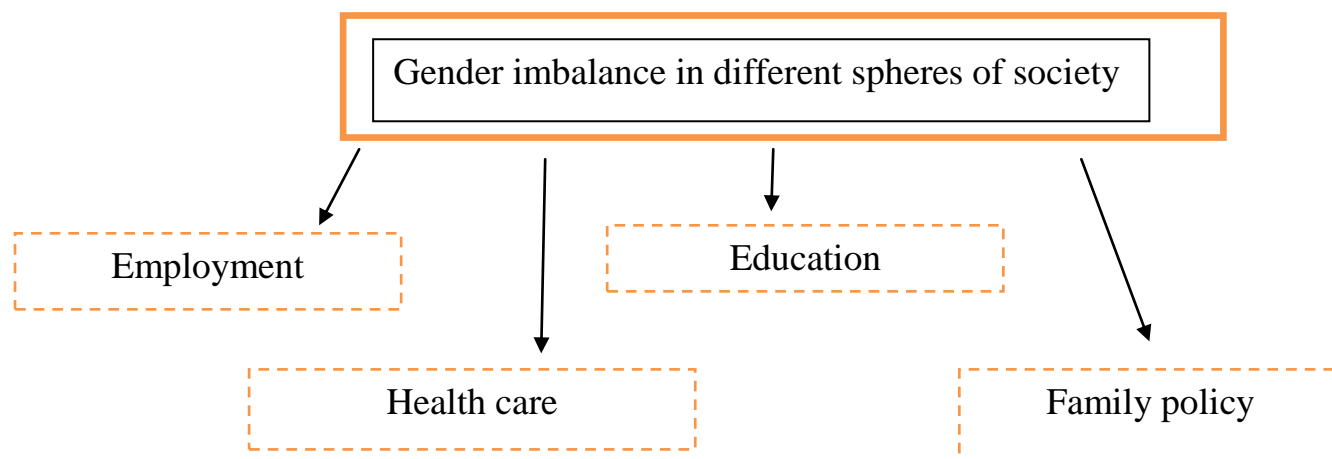


## GENDER SOCIALIZATION: CONCEPT, STAGES OF FORMATION



The most distinct gender differences in the social status of men and women are manifested in the social sphere, where men dominate.

In these conditions, it is essential to determine the degree of influence of gender stereotypes on the existing social roles of men and women in different spheres of Russian society.

**The purpose of the study** is to identify trends in the influence of gender stereotypes on the distribution of gender roles in the Russian family during 1999 - 2017.

The aim of the study was to develop a conceptual framework for research and identify common trends and differences in attitudes of men and women on the distribution of roles in the family between spouses.

The methodological basis of the research is the theory of gender approach, the theory of an integrated approach to the analysis of gender aspects of social management.

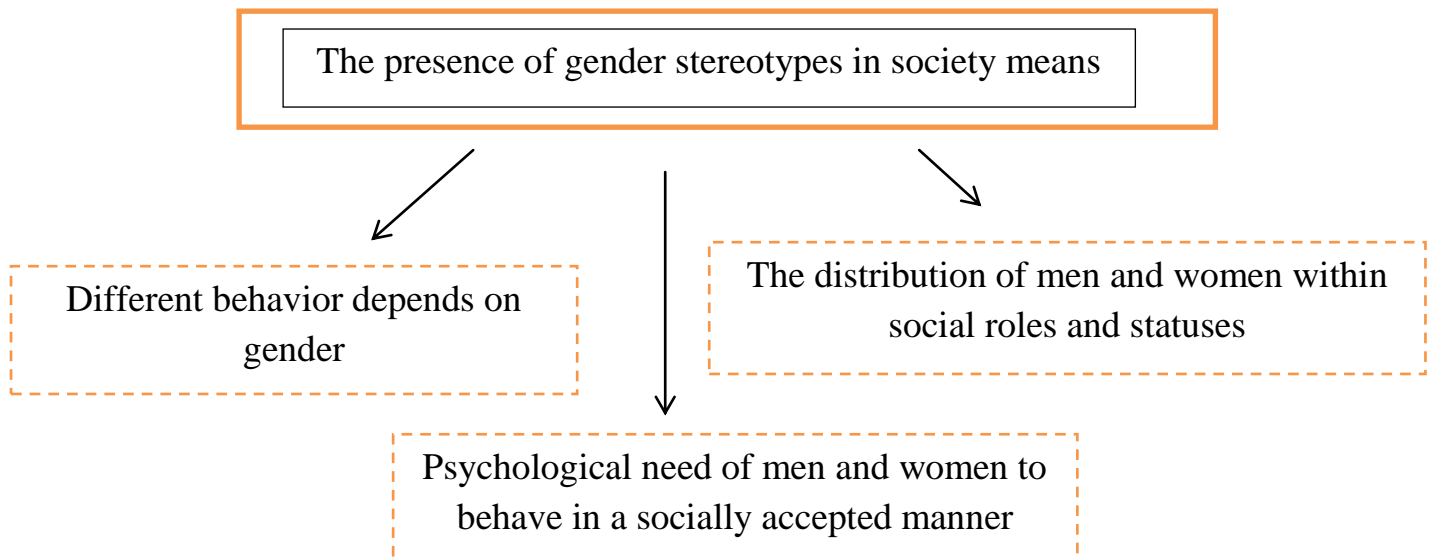
The distribution of gender roles in the family is stable, and it is important to determine the trends of their **transformation over the past 25 years**.

Gender sociology involves the use of an interdisciplinary approach to the consideration of the situation of women and men, their social status, gender stratification.

This discipline is closely associated with a number of private theories:

- the sociology of the family
- sociology of personality
- social gerontology
- the sociology of security

The most important functions of gender sociology of information, applied, philosophical, administrative, prognostic. As we can see, these features in common are related to the functions of sociology, but make their colors in the process of studying society.



Gender is an integral part of the social practices of human interaction and influences all aspects of human life – the choice of the place of work, system of values, the sphere of self-assertion and self-development, hobbies, clothes, style of behavior in the family, at work, in school, etc. The process of gender socialization and the contents of gender stereotypes are of great importance not only for the life of the individual, but also for the progressive development of the whole society.

Recently, the family as a social institution and as a small group has become the object of study of the representatives of different humanitarian disciplines. This is due to two interrelated processes.

First, the transformation of modern Russian society, according to some researchers, has led to the formation of a new "postmodern" family type, which is characterized by the absence of Patriarchal subordination and foregrounding emotional relationships and individual aspirations.

One of the characteristic features of modern Russian family is reproduction of the traditional relations, typical for the family of "two working spouses", that is, the family of Soviet and post-Soviet periods.

Second, the use of gender approach in studying the sociology of the family allowed revealing new aspects of its life, the new characteristics of the relationship between its members.

Here it is necessary to allocate work of a number of Russian researchers who carried out a comparative analysis of the family institution development in major cities of Russia and Europe. The interest is the study and comparison of opinions of men and women about their role in family and community life (politics, employment, etc.).

Taking into account different studies from 2001 to 2016, it can be concluded that in terms of socio-economic transformations, changes in marital norms occurring in the last years in the Russian society, the modern family is faced with the problems of selection of samples of gender stereotypes. In the minds of the spouses there are still gender stereotypes about the traditional role models of interaction in the family. However, it is becoming increasingly important for professional and creative self-actualization in men and women.

### Trends in the transformation of the family institution

The first trend is the transformation on the value-level stereotypes of the spouses on the distribution of family roles in an egalitarian direction. The couple no longer adheres to the gender stereotype of the male breadwinner, the head of the family and the female homemaker; the participation of husband in household duties and raising children should not be denied.

The second trend is the technological modernization of the branches of household services for families, the transition from limited choice to the multitude of uses of specialized services and modern technology for homework.

The third trend is the expansion of the service sector in general and additional education of children.

The fourth trend is the active development of the Russian state family policy aimed at improving public education of children, the elimination of queues in preschool institutions, support for private sector provision of social services for the family, involvement of women in professional activity with minor children.