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MAIN FACTORS DETERMINING THE EFFICIENCY OF GENDER POLICY IN UKRAINE

The article examines the factors that determine gender equality in the system of state policy, and determines its role and place in state policy. The effective use of the potential of Ukrainian citizens - men and women - in state policy and management is hindered by the double standards that exist in our society, when the equality of rights and opportunities for people of both sexes is officially recognized, but is rejected in everyday practices based on traditional ideas about the roles of men and women in the family and society. The contradiction between the existence of an objective request of society for a wider use in public management of social resources, including gender, and the insufficient development of this topic in domestic scientific researches of politics and public administration is determined.

Key words: *gender equality, state policy, gender policy, state power resources, socio-political institute.*

Statement of the problem in a general form. The state, performing its functions as a socio-political institution, must realize the common interest and maintain balance in the social system, preventing destructive conflict interactions of individual social groups. It is necessary to consider in detail the factors that cause conflicting interests of gender groups, and to find out the consequences that lead to the emergence of new modern forms of gender relations.

Analysis of recent research and publications. The problem of the role of the gender resource in state policy and its impact on the country's modern society and state policy is directly related to the problem of the expediency and degree of influence of the state's intervention in gender issues. Most of the research in this field is based on well-known works [3; 4; 5.].

Highlighting previously unsolved parts of the overall problem. Despite the fact that the gender issue and its growing relevance is a rather popular area for analysis and scientific debates, the influence of public administration on gender policy in the state is not studied enough. It became clear that the influence on the gender state has limitations, therefore, the identification of new contradictions requires further research in line with modern theories.

The purpose of the article is to determine the main factors that determine gender inequality in the gender policy of Ukraine.

Presenting main material. It is impossible to determine the content and effectiveness of the state's gender policy without taking into account a group of factors, thanks to which the declared equality becomes a reality, depends on the participation of representatives of both sexes in the adoption of socio-political decisions.

Factor analysis of gender policy will allow us to assess the real situation in this area of state activity, forecast the situation and develop the main goals and objectives of the area that interests us. Having complete and fairly accurate information about gender policy is one of the necessary conditions for achieving progress in this direction, for example, ensuring sustainable economic development, stable and reliable peace, overcoming inter-ethnic conflicts, forming a mutually beneficial partnership between countries, strengthening a number of social, racial, national and other problems for such reasons.[2]

First, raising the socio-political status of women is a condition of basic justice, without which it is impossible to achieve real equality, comprehensive distancing of women's interests and improvement of her position in society. Finally, gender balance through socio-political decision-making will ensure a balance between goals and

ambitions for all sections of society and contribute to a more complete application of democratic principles to society and public administration.

Secondly, in many countries of the world community, a radical revision of the role of women in big politics has really taken place, there have been concrete movements to strengthen their positions in the political structures of a number of countries at the level of legislative and executive power.

At the same time, as the experience of advanced countries shows, women who hold leadership positions in state and legislative bodies make a new contribution to the assessment of political reality, the measurement of domestic and foreign policy priorities, and the opening of new perspectives for global development. decision. political problems. This opinion is shared by modern American society, noting that, firstly, a country with pragmatic values can hardly afford to ignore the experience, intelligence and energy of more than half of its citizens, especially in public administration, where it exists. capacity is needed, and secondly, women will be able to bring a different perspective and vision to politics (due to their biological and social characteristics, as well as experiences based on gender differences) related to a wide range of issues. Moreover, it will specifically address women's issues that men have focused on. Ultimately, if they succeed in the public policy arena, women will be able to play role models that will encourage other women to follow their lead. This is the conclusion of one of the Status of American Women reports published regularly since 1986 by the Institute for Women's Studies and Education in Washington.

Both positive and negative results of gender policy depend on specific socio-political factors, the influence of which must be directed upwards or downwards in order to achieve progress in the integration of women in all spheres of public life.

Factor analysis can be presented in two dimensions. They can both contribute to the development of gender policy and hinder its implementation. It should also be noted that the impact of one and the same factor can be evaluated differently, depending on the specific historical period and the socio-political situation existing in the country at that time. There is also a division of factors into subjective and objective. The first of these

presupposes the presence of a political initiative on the part of government officials and the political elite for the effective implementation and development of this direction. The second block of reasons considers the problem of the presence or absence of interest of the weaker sex themselves in social and political activity. Also, the study of the influence of objective causes involves the analysis of the socio-economic situation. [3]

Therefore, when analyzing the factors of gender policy, the main division will be made based on the subjectivity and objectivity of the causes. Then, within each block, there is a division into factors that contribute to the development of this direction of state policy and those that inhibit its implementation.

In the process of forming a new national state in the 1990s, the main vectors of political governance were determined against the background of a gradual departure from totalitarianism and the search for new approaches to solving not only economic, but also social problems. In Ukraine, there was a gradual realization by the power structures of the need to abandon the ideologization of the problem of women's equality and to take purposeful measures to implement the principle of equal rights and opportunities for men and women in all spheres of life. However, insufficient development of public institutions, consolidated political parties, active women's movement and national women's organizations in the conditions of worsening economic situation makes it difficult at the first stage of the transition to market relations to include women in the process of making political decisions and promotion by ensuring gender equality. As practice has shown, this event had a demonstrative nature. [1] Their political promotion was clearly limited to the lower and middle management levels, extending mainly to administrative and organizational spheres.

Thus, gender policy in the conditions of the command-administrative political system predicted a faster increase in the quantitative scale of women's representation than its qualitative deepening and possible prospective growth.

The process of democratization of the state-political system in Ukraine can be identified as another subjective factor that contributes to the development of mechanisms for the implementation of gender policy. Evidence of democratization under the

conditions of political transit is the increase in the number of countries that have representative bodies of government, namely national parliaments. Accordingly, the opportunities of various strata and population groups to participate in elections, to represent and defend their interests at the national level have increased.

The country, which, along with other democratic states, legally ensured its citizens the right to elect and be elected to all authorities, and also provided for not only equality of rights and freedoms for women and men, but also equality of their opportunities. Currently, women of the weaker sex still remain "strangers" in the field of politics.

The existing situation contributed to the identification of a number of subjective reasons that affected the degradation of the process of implementing gender policy in the practice of the Ukrainian state. They can be combined into a set of subjective factors that prevent the development of the direction of state policy that interests us. [4]

Firstly, the specifics of the country's historical development, the specifics of its political culture and political system could be the reasons for this state of affairs. For Ukraine, a variant of political traditionalism is characteristic, which manifests itself in the tendency to personalize power, in the specifics of the selection of the political elite — rather, not so much according to objective qualities, but according to the will of the leadership, which is why there is a sharp narrowing of the space of public policy for the category of citizens who are of interest to us.

Secondly, in Ukraine, the implementation of the ideas of gender equality was hampered at the level of the highest political power, which does not contribute to the implementation of the planned plans in the documents of the Beijing Conference on equality between men and women. Special attention was paid in the documents of the Beijing Conference to the issue of the presence of women as equal partners with men in state power structures, as well as the equal participation of both sexes in decision-making. In Ukraine, there is no real national mechanism for promoting the interests of women in politics. These were the only government structures that were at least to some extent responsible for the state of affairs in the field of gender equality.

Thirdly, weak awareness of human rights issues. At the moment in Ukraine, even human rights defenders seriously doubt the legitimacy of the very topic of gender equality and often do not recognize women's rights as a component of human rights issues. And in public discussions, any conversation about women's rights is very quickly reduced to the problem of motherhood and childhood.

Fourth, in Ukraine there is no significant connection between the electoral system and the share of women elected to parliament. Statistical data show that in our country, the single-mandate election system contributes to the advancement of women to a greater extent, but it is not proportional in any way. The proportional voting system "doesn't work" for the advancement of women in Ukraine. Perhaps this is due to the fact that women are not in potentially winning positions on the lists. It is believed that those candidates whose names appear either in the central part of the list or at the beginning of its regional parts have the highest chances of obtaining deputy mandates. Women have little chance of getting into the "passing" part of the list.

Further, as part of the analysis of the factors of gender policy, it is possible to assess the significant contribution to the process of democratization of the political life of our country. In the end, this led to such positive consequences as successes in maintaining general peace, which, in turn, provide conditions for accelerating social progress, allow leaders of states and governments to more actively and purposefully address such urgent problems as the fight against poverty, ensuring stable development of society, environmental protection, ensuring human rights and freedoms, including gender equality.

[6]

An equally important subjective factor is the role of the political elite in the implementation, control and financing of the state gender policy within the framework of the general state policy, which can manifest itself in two directions, either to promote the development of this direction, or to hinder it.

It should also be noted that the dependence on the personal factor — the views and attitude of the head of the country to this topic plays an important role. As part of the analytical expert review, it was found that the influence factor of the political elite is the

most intractable problem, the consequences of which are negative for setting and implementing goals in this direction.

As you know, the implementation of this or that political decision or action is a matter of political choice, in which the political interests or benefits of certain public forces, social groups and strata play a decisive role. Political interest is a selective attitude of institutional and social subjects of politics to socio-political processes, events and phenomena. The benefit in political action lies in the real reason for the interest of the political elite as a result of achieving the set goal, which is based on quite certain worldview principles, beliefs and guidelines. In other words, it is the internal conscious source of political behavior that prompts political subjects to set certain political goals and implement specific political tasks to achieve them.

Thus, the lack of political interest in the development of gender policy can lead to the degradation and marginalization of this direction in the general state policy.

However, it should be noted that the above factors fully explain all the problems of implementing this direction. In addition, there are a number of objective reasons. They can be combined into one category of objective factors affecting the implementation of state gender policy. Weak civil potential of women. As you know, civil potential is formed as a result of the socialization process. Moreover, it is derived from upbringing and education, which, in turn, also depend on a number of factors: the level of development of the state and society and prevailing economic and political relations, on the specifics of functioning social communities and institutions, on the degree of influence of leading groups. These conditions largely determine the civil potential of women, as a set of economic, social, moral, religious, national relations, in which self-expression of women is carried out. The weakness of this manifestation can also be explained by the fact that for many centuries women were removed from life and the powerful spheres of society. [5]

It is a well-known fact that gender stereotypes are the most powerful lever in the management of human behavior, because the ideas of what a "real woman" should be, how a man should behave in a certain situation, are socially divided, and this must be

taken into account. Moreover, it is gender ideas (due to their special role in human identity) that are one of the main mechanisms of managing individual behavior, which is very often practiced in the political sphere. At the moment, the stereotype is mainly perceived as a negative construct, a phenomenon that prevents complete and adequate mutual understanding of people.

Recently, various scientists have simultaneously reached a consensus that the study of gender stereotypes has made an important contribution to science in terms of developing a new approach to the problem of stereotyping as a process of control, establishment, support and adjustment of power relations.

Thus, a very important function of gender stereotyping turns out to be the legitimization of power, which significantly strengthens the influence of stereotypes. At the same time, stereotypes need constant confirmation, because power relations must be constantly confirmed: stereotypes make the visible invisible, and inequality is perceived as something natural and understandable. Thus, gender stereotypes acquire a status that negatively affects the effectiveness of the implementation of the state gender policy.

Therefore, the factor analysis of the state's gender policy determines ways to ensure equal rights, freedoms and opportunities for men and women, and to eliminate discrimination based on gender.

This requires, first of all, the development of a democratic state system. This promotes parity in political decision-making, strengthens anti-discrimination gender policy, requires fixing the requirements of gender equality in legislative documents and institutionalizing responsibility for it. Also, the development of democracy contributes to ensuring the equal participation of both sexes in all structures and at all levels of management in legislative and executive authorities, in the leadership bodies of parties and trade unions, as well as in electoral lists of candidates. [4]

Factor analysis of gender policy shows that ensuring parity equality in the socio-economic sphere contributes to increasing the welfare of the country's population in general. The reduction of differences in the incomes of men and women, primarily in their wages, is stimulated, and equal access to economic resources is achieved: property,

income, jobs, entrepreneurship, budget funds. The development of gender-oriented economic conditions contributes to increasing the competitiveness and demand of women in the labor market, ensuring access to higher management positions. On the contrary, gender segregation in the labor sphere leads to the fact that women receive lower wages on average, and accordingly, a high level of feminization of poverty is revealed.

According to the factor analysis, gender stereotypes are widespread in society. The state failed to take constructive steps to change the stereotypes of gender roles. Within the framework of state policy, the stereotypical idea of the leading role of women in raising children is supported and thus prevents the full implementation of the Convention, as well as mass media and advertising presents a stereotypical and sexist image of women.

Conclusions. Therefore, within the framework of the analysis of the state gender policy, the reasons for the insufficient representation of the female audience in the publicly elected bodies of Ukraine are revealed. This is explained by unequal starting opportunities, in particular, lack of access to financial and administrative resources and gender stereotypes, putting women who apply for elected positions at a disadvantage. This is confirmed by the fact that there are a small number of women who hold high positions in the leadership of the country, and even very few women represent Ukraine in diplomatic missions.

According to the analysis of factors affecting the development of state gender policy, the weak civic potential of the female representatives was identified as a barrier. The fact that women are not aware that they are subjected to gender discrimination, combined with a weak legal culture, limits the use of the legal system as a tool for women's empowerment.

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