

SOCIOLOGICAL SCIENCES

MASCULINITY: BENEFIT OR DISADVANTAGE. A MODERN VIEW

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Introduction. Gender stereotypes are a questioned notion about women and men. Stereotypes that are based on the differences between men and women are closely related to the existence of gender roles in society and the external manifestation of femininity and masculinity. According to the opinion of A.Fain-Gold, gender stereotypes encourage an individual to see his/her characteristics as more or less socially desirable and to aspire to express his/her personality in a certain way. [1]

The relevance of this topic is due to the importance of studying the gender phenomenon, both for the life of individuals, and for the society as a whole.

The goal of this research is to analyze and study gender stereotypes, namely masculinity, in the modern society and their influence on the personality in today's conditions.

Results. A connection between current gender stereotypes and the spread of the Covid-19 epidemic is evident nowadays. According to statistics, men get sick and die from Covid-19 much more often than women. Perhaps the reason for this is certain stereotypes that have become entrenched in people's minds, that men must have "masculine qualities" that are appealing only to "real men". According to research of the British Middlesex University [2], a large number of men are much more likely to wear protective masks and not to keep their distance, because from

their point of view they can be named by the society as a sign of weakness. According to the same survey, a large percentage of men believe that they have nothing to fear and do not fall ill on the covid [2].

Such wrong ideas about masculinity endanger the health of men and their relatives. "Strong pain must be tolerated with a laugh", "guys do not complain". Most men prefer not to go to the doctor, considering that it can be considered weakness. We conducted an interview on "Covid-19 Disease". Among the 133 men, only 21 men with symptoms similar to Covid were examined by a physician. False notions about masculinity and existing stereotypes discourage men from seeking help frequently, depriving them of their right to care. The model of behavior, based on patriarchy, in which men do not have to complain, express their feelings, emotions, is firmly fixed in the heads of many people. Thus, men do not want to cry, but they live an average of 10 years less than women. Alcohol and other bad habits help them relieve their tension, thus shortening their age. Most men do not go to a psychotherapist because it is not customary to talk about their problems. Among the 880 respondents from around the world who answered in questionnaires about their illness, there were only 133 men. In some societies, certain stereotypes begin in childhood. These are the choice of clothing colors, toys, and enticements. Formation of a male subculture, different from the female one, requires the presence of "real" male interests - fishing, thinking and so on. But at the end of the day the man is deprived of the right to choose, interferes with the self-realization of the personality and can lead to an internal and special conflict. Men's success, according to the stereotypical perception, is evaluated by their professional achievements. [3] In modern Ukraine the society gives the man the role of a leader and expects him to make decisions. The society not only shows its expectations, but also wants individuals who comply with these attitudes. This violates the rights of men and does not leave them free to choose the scenario of their life and formation of their personality. Research has shown that most men program their behavior in accordance with masculinity stereotypes (domination, success, high competitiveness). But in case

of failure, men feel more stress and, unlike women, their self-esteem decreases more. [4]

Conclusions. Along with the negative impact of masculinity on men, the positive risk of gender stereotypes is that the ideals of masculinity and femininity change over time. Young people, thanks to globalization and the Internet, have a lot of life scenarios, but it is not easy to avoid negative influences, because it is the components of gender stereotypes that allow a person to relate to the social reality that characterizes him or her with the least energy and psychological costs, to preserve clarity and notion of who is who.

References:

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