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## **GENDER STEREOTYPES IN MODERN SOCIETY**

**Introduction.** A gender stereotype is a generalized view or preconception about attributes or characteristics, or the roles that are or ought to be possessed by, or performed by women and men. A gender stereotype is harmful when it limits women's and men's capacity to develop their abilities, pursue their professional careers, and make choices about their lives [1]. Many of the gender stereotypes we know today were not always present in the past; they are relatively new trends in human society. This is because social expectations of each gender change over time, and often develop differently in cultures around the world [2].

**Review of recent publications.** In a study for the journal article "Beliefs about Gender", Katherine Coffman (assistant professor of business administration) and her colleagues asked participants to answer multiple-choice trivia questions in several categories that women are perceived to have a better handle on, like the Kardashians, Disney movies, cooking, art and literature, and verbal skills. Then they were quizzed in categories considered favorable for men, such as business, math, videogames, cars, and sports. "Gender stereotypes determine people's beliefs about themselves and others," Coffman says. "If I take a woman who has the same ability in two different categories—verbal and math—just the fact that there's an average male advantage in math shapes her belief that her math ability is lower." [3].

In the book "The unmade bed" by Stephen Marche, she highlights an interesting area that is often neglected: how gender bias affects boys. One of the major impediments to boys receiving a fair education is the perceived need to "tame" them—a trend that Marche strongly feels should be discouraged. Research reveals that boys are often physical learners, which is an alternative learning style to the traditional "chalk and talk" method where students are expected to sit quietly and listen to the teacher [6].

**Objectives of the paper:** to study the gender stereotypes and roles in the life of Ukrainian students and also the difference of the extent of the problem between the older and younger generations.

**Results of the research.** Gender stereotypes shape self-perception, attitudes to relationships and influence participation in the world of work. In a student environment, they can affect a young person's classroom experience, academic performance, subject choice, and well-being.

The assumptions we make about boys and girls may be conscious or unconscious and can result in students being treated differently or offered different opportunities based on their gender [4: 2].

The main reason for this is the gender stereotypes of older generations. They usually impose traditional stereotypes about behavior, appearance, occupation, and the future. In their opinion, girls have to be beautiful, sophisticated, modest, quiet, also they should get married early and have a baby.

Accordingly, girls don't have a proper education, because their teachers don't consider it necessary. As for boys, they always should be strong, emotionless, impartial, and support a family on their own. Also, boys must never show their feelings and cry, because sensitivity is always about women. In general, there are four basic kinds of gender stereotypes:

- Personality traits — For example, women are often expected to be accommodating and emotional, while men are usually expected to be self-confident and aggressive.
- Domestic behaviors — For example, some people expect that women will take care of the children, cook, and clean the home, while men take care of finances, fix the car, and do the home repairs.
- Occupations — Some people are quick to assume that teachers and nurses are women and that pilots, doctors, and engineers are men.
- Physical appearance — For example, women are expected to be thin and graceful, while men are expected to be tall and muscular. Men and women are also expected to dress and groom in ways that are stereotypical to their gender (men wearing pants and short hairstyles, women wearing dresses and make-up).

Fortunately, the younger generation has become more liberal and tolerant. The research showed that most young people consider that men and women must have equal rights:

- 57 % of the respondents understand that International Women's Day is the day of women's struggle for their rights;
- 100 % of the respondents disagree with the claim that men must join the army;
- 60 % of the respondents disagree with the claim that the rape victims are responsible for this;
- 73 % of the respondents disagree with the claim that men must never show their feelings and cry;
- 80 % of the respondents consider that men and women equally deal with a senior position;
- 90 % of the respondents consider that both parents must raise the child.

**Conclusion.** Gender equality is not only a fundamental human right but a necessary foundation for a peaceful, prosperous and sustainable world. There has been progressing over the last decades: more girls are going to school, fewer girls are forced into early marriage, more women are sitting in parliament and holding leadership positions, and laws are being reformed to advance gender equality [5]. Indeed, studies showed that more and more young people don't share old stereotypes and they support the idea of gender neutrality. In the modern world, the real equality of women and men is the key to our economic and social success. And not only at the European or national level, but also at the level of the region, city, and community.

## References

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## USAGE OF MATHEMATICS IN OTHER SCIENCES

**Introduction.** Mathematics is the science of quantitative relationships and spatial forms of the real world. It includes such disciplines as arithmetic, algebra, geometry, trigonometry, higher mathematics (analytic geometry, linear algebra, calculus, differential, and integral calculus, etc.). Each of them studies quantitative relations and spatial forms of the world in a special aspect and acts by their methods. Mathematics is one of the most important sciences. Today there are no spheres of human life where mathematics is not needed. Not a single discovery can be done without it, not a single invention works, not a single enterprise or state functions, therefore, the range of everything where mathematics is needed is quite wide.

**Review of recent publications.** The topic of using mathematics in other sciences was popularized by the following scientists: Dr. Margaret Wright of Bell Labs and Prof. Alexandre Chorin of the University of California-Berkeley volunteered to address the need for this interplay between the mathematical sciences and other sciences and engineering in a report to the Division of Mathematical Sciences. Jeremias Benjamin Richter devoted his dissertation to the using of