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INFLUENCE OF GENDER STEREOTYPES ON PUPILS' CAREER CHOICE

Nowadays when people have access to any kind of information everyone can easily choose his own way including professional one. It is an important issue to determine your sphere of activity where every person can show oneself as good as possible. Sometimes it's hard to do it even at present days of information availability. Our modern society which is quite stereotypical tries to put boundaries of some professional stereotypes on every young person, divides the spheres of activity into "male" and "female" ones.

Even at present days when issues of gender equality and gender itself are much discussed and approved in Ukraine still many people have that stereotypical thinking which can hardly be eradicated. That is why when young people have to choose their future profession they face particular dilemma: on the one hand, there are their own interests and talents in particular spheres of activity and on the other hand, there is a social approval of those spheres of activity which are prestigious and popular in separate parts of Ukraine. Gender aspect is very important here as well. Chosen activity must conform to the person's gender otherwise such person won't be approved by society and can be excluded according to the gender criteria.

That is why taking gender aspects into account is relevant in career choosing issues as it will help every person to do what one is really interested in and where one feels the most comfortable, can easily express himself.

Gender is our social sex which defines person's behavior in society. According to generally accepted rules and social norms there are certain models or gender roles for men and women which relate to different spheres of life.

Gender stereotypes are the views of male and female role in professional sphere and their place in social hierarchy. Gender stereotypes cause labor market imbalance, i.e. concentration of one gender people in boundaries of particular occupation[1, p. 108].

A research was conducted in Zimbabwe by the company Mapfumo, Chireshe and Peresuh (2002). It was discovered that men and women choose their profession according to the stereotypes. Hence male professions are engineer, builder, electrician, locksmith, driver, guard, etc. Female professions are nurse, cook, teacher, secretary and housewife. All above is connected with stereotypes which society imposes on people [2, p. 25].

Research which was conducted by Puja (2001) in Tanzania displays that women when choosing a profession “stick” in female stereotypical activities such as cooking, taking calls, nursing, social work, etc. and men are still the ones who get more leading workplaces. Thus, both men and women comply with gender stereotyping by being involved into gender stereotypical professions[2, p. 28].

Considering the influence of school on pupils' self-determining as for their future career we may note the maintenance and retention of confirmed gender stereotypes in modern society. That is why implementation of gender approach to the practice of education must take place which will help to extend the social space for comprehensive development of every pupil's personality.

References

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