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## **СВІТОГЛЯДНІ ТА СОЦІОКУЛЬТУРНІ ЗАСАДИ СТАНОВЛЕННЯ ГЕНДЕРНИХ СТЕРЕОТИПІВ В УКРАЇНІ**

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[23], [6], [9], [2, 21], [16], [5], [11]

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[9].

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### Summary

#### **Hoian I., Storozhuk S., Fedyk O. Worldview and Sociocultural Principles of Gender Stereotypes Establishing in Ukraine.**

*The article reveals worldview and sociocultural origins and factors that determine the peculiarity of gender relations of a society at the different stages of historical development. In general, recognizing the prevailing opinion on the important role of the economic factor in the process of gender relations forming in the Ukrainian and foreign intellectual discourses, the paper substantiates the idea that the mental role of the population and the attitudes, ideological concepts and social programs, dominating in different historical periods, have been playing a key role in the process of formation and development of gender stereotypes. The gender strategies, initiated by them, persisted in collective memory in the form of cultural traditions of the people, some of which could change significantly under the influence of civilizational or economic transformations, or changes in ideological and/or political conditions, thus laying the foundations for the modification of the conceptual framework of social strategies and gender relations together with them. Against this background, it is emphasized, that parity of gender relations in the traditional Ukrainian culture has formed on the backdrop of the Ukrainian tendency towards individualism and its corresponding traditions of home keeping. At the same time, the idea is finding its substantiation about the fact that gender parity, which, given the decentralized nature of traditional Ukrainian culture, it having manifested itself more closely at the family level, for a long time determined the interpersonal relations of Ukrainians. Meanwhile, it significantly degraded under the influence of the worldview and ideological concepts and social strategies of the totalitarian Soviet system, which contributed to the rise of gender inequality and discrimination manifesting themselves in multiple variations up to these days. Along with the indicated above, it has been demonstrated that overcoming the existing gender inequality in Ukraine is possible, based on the growth of the economic well-being of society and the present-day civilizational transformations, which lay the foundations for changing the value system of the Ukrainian society, as well as gender relations – together with it.*

**Keywords:** *gender relations, discrimination, gender inequality, gender parity, equality, traditional Ukrainian culture, capitalism, social strategies, (individualism).*