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Reflection of woman's attitude to professional work through the prism of the evolution of gender conscience in Ukraine

Introduction. Ukraine has chosen the European democratic path of social development today, which is based on the mandatory compliance of gender parity in all spheres of social life. The relevant fact encourages researchers to provide theoretical justification for the problem of real gender balance, particularly in the vocational sector, detailed analysis of the factors which caused it considering, the foresight of new trends and possible consequences of appropriate social phenomenon.

The Ukrainian woman of the third millennium is a difficult mediate product of its historical past. Exactly the retrospective of Ukrainian society's achievements in its gender development provides an opportunity to explore not only the attitude of Ukrainian women to work, but directly the issues of her work motivation through the analysis of the transformation of the public consciousness.

The high level of country's economic and social development directly depends on the gender balance on the labor market. The appropriate

circumstance necessitates a rethinking of traditional gender roles and schemes and their perception in Ukrainian society, to find the best way to overcome gender-determined social deformations which still exist in Ukrainian reality.

Empirical evidence of the relevance of the topic of our study is the lack of efficiency of current palliative actions aimed to overcome the gender imbalance in the vocational sector.

Theoretical basis of the issue of the attitude of Ukrainian women to employment in the context of the transformation of gender conscience.

All aspects of human life are based on the satisfaction of material, cultural and social needs, and the fact of their realization enables a person to feel happy. There are a variety of reasons, which are being formed depending on species of these needs which are the priorities at a certain stage of life. The largest group of them is directly associated with participation in socially useful work, as one of three main groups of factors that lead to human development. *Namely the* needs are a factor that prompts the people, including women, to be employed.

Being a full member of the society at work, Ukrainian woman automatically becomes the object of gender studies on employment in Ukraine (Voz'nyj 2009:70). The subject of studies is woman's social and employment status and its evolution which took place in the context of three main transitional types of sociality, namely: pre-industrial-traditional, industrial-capitalist, post-industrial or informational (Kuchin 1995: 384).

The attitude to employment is a historically variable feature of work which is considered as an expression of the position of the individual through the emotional and volitional models projected on socially useful actions (Knyazhynska 2000:76). In this regard, the historical conditions of the last two centuries (XIX and XX) were extremely important for Ukrainian women (Bondarenko 1996:14). That time has complemented the woman's image of "mother and homemaker" with the new social role of subject of work relations in Ukrainian gender conscience.

This triple social pressure on women has firmly taken root in the public conscience of the Ukrainian people, and today is regarded as the usual norm of life. In view of this situation, the issue of the attitude of Ukrainian women to work and their motivation for employment should be considered in the context of the transformation of gender conscience of Ukrainian society (Kobets 2004:25).

The issue of the opinion on "the attitude of Ukrainian women to vocational activity through the prism of the evolution of gender worldview"

is largely dependent on explicit equal opportunities on the labor market (Beznosov 2004:126). First and foremost, it should be dependent on neutralizing the factors that contribute to women's professional deformation. Modern Ukrainian society in gender relation looks almost perfect and characterized by the existence of the complementary form of patriarchal gender system which is closest to the humanistic biracial model of society, devoided of gender discrimination, but the gender discrimination exists in it and has latent character (Strebkova 2007:168).

Is not effective method to rely on the legal framework only for correction of the gender relations to overcome the imbalance on the labor market, first of all, by creating the necessary conditions for women's professional growth (Pizhuk 2008:54). This should not achieve without the required changes of patriarchal views on the status of women in the workplace in the social consciousness (Vilkova 2004:68). Such principles should be changed on egalitarian. In order for Ukrainian gender approach should not receive the same superficial features as a Soviet approach on gender roles in the employment sphere, society needs to regard the problem of overcoming of existing stereotypes in the public consciousness and providing the opportunities to each individual to reach person's goal in the chosen profession, whether it is male or female.

The impact of the feminization of reproductive work on the perception of Ukrainian women the double burden from career and family responsibilities. The basis of the patriarchal division of reproductive (unpaid) work laid in the traditional mentality of Ukrainian society. It is about the gender inequality in performing of reproductive work when women are responsible for family well-being, spending disproportionately more time on unpaid care work than their husbands (Martsenyuk 2013:77-79). Once the Ukrainian society, especially its women half, considered a combination of unpaid care work with paid (productive) became the norm there appeared the phenomenon of double burden of work.

The opinion of women with respect to the problem of double loads and lack of economic employment status of reproductive labor was found as a result of the survey conducted in Cherkasy with 154 woman respondents.

That sociological research made it possible to find out that respondents have a different understanding of their responsibilities in the household economy. For example, 78 percent of women agreed with the traditional gender distribution of reproductive work, they believe that "most of the housework is the prerogative of the women". Such family traditions are

unacceptable only for 22 percent. In addition, 91 percent of the women surveyed at Cherkasy are clearly feeling all difficulties of *the double burden from career and family responsibilities because they consider themselves responsible for reproductive activities and delegating responsibilities to the members of their families.*

However, another interesting fact was ascertained, which should be pointed out. The opinion of female respondents about *the double burden from career and family responsibilities* is radically different. First of all, it depends on the role of man in the realization of unpaid care work and the extent to which they are devoted to it.

As for the issue of commercialization of housework and domestic care, respondents' opinions also differ. The changeless opinion on gratuitousness of economic work done in their own family has deeply embedded in Ukrainian traditional public consciousness, because only 14 percent of women consider it necessary to provide reproductive work economic status of employment (Sociological survey conducted in the city of Cherkasy on the topic "The professional activities of women" (7-12.06.2016)).

The key to solving the problem of *the double burden from career and family responsibilities* lies in the egalitarian distribution of responsibilities within the family, when the spouses perform equally productive and reproductive work.

To establish the egalitarian model of division of work in Ukrainian families, whereby women's load would be clearly less than in the patriarchal family, there should be greater involvement of men to unpaid work. It is therefore necessary to identify areas of women perform productive and reproductive work in a typical nuclear family of Ukrainian society (Pomytkina 2010:62-61).

Today, the distribution of responsibilities between spouses in the Ukrainian nuclear family is uneven, and reflects traditional gender distribution of reproductive activities, when the woman is responsible for cooking, cleaning and washing, and man is in charge of repairing work and those that require physical strength. However, there are some kinds of joint work in such a family, when the couple fulfills it together. It is, for instance, child care, although the distribution of expressive and instrumental work still presents here: mother is answerable for checking child's homework and father is responsible for its leisure (Chepurko 2010:42-45).

As soon as social life was divided into the public and private sector, productive and reproductive work has appeared. The latter is considered

to be traditionally “feminine” in Ukrainian society due to various factors, including the domination of gender-role approach and biologically determined explanations (Lavrinenko 2008:93-95).

Also, many people see the compensatory function in reproductive work for those members of the family who makes a smaller contribution to the family budget. Basically a woman turns to be such member of the family (Levchenko 2008:81-84).

Inequality in payment for productive work in favor of men promotes gender imbalance in the case of family finances. This is evidenced by the following facts: traditionally lower payment for productive work in female jobs; involving women to the male professions only on condition of little interest to them from male workforce because of lower salary in these positions; purely female professions are not only underpaid in comparison with male professions, but also do not facilitate career growth; inequality in payment for men and women engaged in the same field of professional work. A clearing example of the latter statement is a gender gap in the salary of subway drivers in Ukraine in 2015: the payment of male driver was on average 20 percent more than the payment of his female colleague (Privalov 2015: 203).

There are many causes of the feminization of the reproductive work, foremost among these is re-establishment gender stereotypes through feminization of housework. For example, when a woman plays the role of mother and housewife, and her husband is considered to be the head of the family, its breadwinner. At the same time, household activities are perceived only as a job that does not require exceptional skills, therefore fulfilling of respective responsibilities is a shameful thing for the man with his role. It is clear that this belief does not apply to hard domestic work (Zharebkina 1999:74-75).

Thus, the worldview of modern Ukrainian women could also include the double burden from career and family responsibilities as the everyday norm. Moreover, it can be the standard of family life, because a traditional family comes first for the majority of Ukrainian women. Their senses of responsibility for family activities only reinforce positions of patriarchal distribution of work in Ukrainian society. Conscious or unconscious, Ukrainian woman positioning the reproductive work as the welfare of her family, while the professional career is perceived as a means of self-realization, which gives a sense of dignity.

The traditional understanding by a woman her social purpose. Historically, Ukrainian women have fewer opportunities for the

manifestation of their abilities than men. The reason for that is a conservative social perception of the role and place of women in society. In the gender consciousness of patriarchal Ukrainian society took hold beliefs regarding the leading social role of women – a mother and wife (Valevska 2000: 31-34). According to many modern researchers the logical explanation for this phenomenon is a specific feature of the Ukrainian nation - introversion. In the context of our issue, it testifies about the orientation of the Ukrainian men and women to the family, to the prerogative of domestic forms of employment (work in the family) on formal and informal (Ermine 2004:283-284).

The invariably dominant role in the structure of Ukrainian family life belongs to a woman. For example, such leading Ukrainian scientists of XIX – early XX century as M. Kostomarov, I. Franko and L. Ukrainka were convinced of that (Knysh 1956:206; Komarova 1995:384). Modern scientists claim that the Ukrainian family has a lot of matriarchal rice; moreover the image of the mother-women holds a special place in the Ukrainian mentality (Lozko 2008:95).

In the spiritual sphere of Ukrainian society, the female image is represented as a socially active personality in social and family life (Lozko 2008:98). However, the appropriate traditional mental understanding of women does not contribute to overcoming gender stereotypes, in particular, a certain dismissive attitude to women, discriminative social status of women, tapered at the “service of children and husband” (Egelko 2010:38).

Women in pre-industrial society were involved in the three main forms of employment: formal, informal and home-based (Susorov 1997:54). Ukrainian women dominated the family, in the household sector. Their main purpose they saw in the work of the family, employment in the household. In particular, peasant women married early (average 16 years) and were almost constantly in a state of pregnancy (the average gave birth to 15 children). Early marriage and high fertility in rural areas was kept not only through conservative traditions, but also for reasons of a purely economic nature – working conditions. They had agreed to extremely harsh conditions of work in agricultural production or the welfare of the families (Snezhko 1998:67). For example, Ukrainian women singly kept the household, cultivated land at the time as their husbands were focused on productive work outside the home (Kovaleva, Gornovenko, Malinowski, Mikhaylyuk, Morozov 2007:38).

Ukrainian women were clearly aware of their social purpose in a conservative capitalist society and little opportunities in the work market in the second half of the XIX century. However, despite high growth rural population (86 percent) and competition with the existing several million strong army of unemployed men, Ukrainian women attached to formal and informal forms of employment (Susorov 1997:54).

At the initial stage of the development of women's emancipation in the Naddnipyrianshchyna (Central Ukraine) the level of female work in industrial production was low (86 women per 1,000 employees). Ukrainian women were attached to low-skilled labor with wages less than men for the same work. Although working hours (average 18 hours) of women were equal to men (Smolyar 1998: 122).

In turn, the Soviet emancipation also brought about the changes in the traditional views of Ukrainian women on gender equality. According to modern researchers the illusion of equality dramatically altered the gender division of work in Ukrainian society. For example, female employment in household and family work increased. Besides, Ukrainian women have mastered purely "male" occupations, which are very harmful to health and require strong physical exertion (Kolodiy 2002:186-191).

Objectively the woman is less competitive in the work market. In the post-Soviet period the transformation of the world view of the Ukrainian female part of society due to heavy adaptation to market changes in the economy take place. Reducing women's opportunities in the work market in the consumer society affected both on the professional and private spheres of their lives. The lack of opportunities to combine professional activities with motherhood makes a woman to choose. Most Ukrainian women having a traditional view of their social purpose (92 percent) and therefore confidently choose motherhood (The sociological survey conducted in the city of Cherkasy on the subject of professional activities of women (7-12.06.2016)).

However, in the twenty-first century in the world and, in particular, in the Ukrainian public conscience the opinion regarding the ability of women to find the balance between parenthood and career actively disseminated. In Ukraine, as elsewhere in the world, the majority of women agree with the double burden, however, seeking social support for motherhood, as well as a model of fatherhood that would not have destroyed them as professionals (Kolodiy 2002:85-87).

As a result of the transformation of gender consciousness Ukrainian society, which took place during the transition from pre-industrial-

traditional to industrial-capitalist and later to a postindustrial and continues to this day, the understanding of female role and place in the public and private spheres of life has not undergone fundamental changes only certain correction regarding her perception of itself as a member of the society in socially useful work. Possibilities of women in the labor market were based on conditions that occurred during three major historical types of sociality. With the development of emancipation of Ukrainian women joined all forms of employment; the double burden is deeply rooted in the public consciousness, but their main social purpose woman sees in motherhood. So, in the worldview of most Ukrainian women in past and present the productive work is defined as the way of self-realization and improvement of the welfare of their family, which they agree to combine with unproductive work, provided that this does not prevent their motherhood.

Conclusions. In the process of research the historical development of ideas of equality of women and men in the labor market in Ukraine, the main trend of the dependence of the professional status of women from the socio-cultural context was discovered.

Research of the Ukrainian model of regulation of socio-gender relations in the labor market through the prism of the phenomenon of gender allows us to overcome the abstract understanding human – as a creature has no gender – in its main manifestations of public life and to shape a tolerant attitude to the world, both male and female.

Analysis of historical data indicates that women play an important role in the formation of gender consciousness in Ukrainian society. However, even the fact that the social structure of Ukraine in its basis is close to the humanistic biarchy social model does not give 100 percent protection against gender discrimination for women who seek or are already involved in the vocational sphere, because of the covert nature of gender inequality.

The future high economic development of a democratic Ukraine directly depends on the quality of the correction of gender relations in Ukrainian society, which includes not only the implementation of an improved legislative base, but also deep changes in worldview principles of Ukrainians for a woman employed in the professional sphere.

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Abstracts

МОТУЗ ВАЛЕРІЯ. Відображення ставлення жінки до професійно-трудової діяльності через призму еволюції гендерної свідомості в Україні. У зазначеній науковій розвідці проведено комплексний історичний аналіз гендерних відносин у професійно-трудовій сфері України. На основі теоретичного й творчого осмислення досліджуваної проблеми розкрито ставлення, зокрема мотивація до професійно-трудової діяльності української жінки через призму еволюційних процесів гендерної свідомості українського соціуму. Приділено увагу не лише питанню гендерного балансу у про-

фесійно-трудових відносинах, а й факторам, які його зумовлюють, напрямкам і наслідкам активізації жінок на ринку праці в Україні.

Ключові слова: гендерна свідомість, гендерна зайнятість, моральна легітимізація жіночої ділової активності, права і можливості жінки на ринку праці, продуктивна та репродуктивна праця жінок, патріархальні та егалітарні установки в родині.

МОТУЗ ВАЛЕРИЯ. Отображение отношения женщины к профессионально-трудовой деятельности через призму эволюции гендерного сознания в Украине. В указанной научной статье проведен комплексный исторический анализ гендерных отношений в профессионально-трудовой сфере Украины. На основе теоретического и творческого осмысления исследуемой проблемы раскрыто отношение, в частности мотивация к профессионально-трудовой деятельности украинской женщины через призму эволюционных процессов гендерного сознания украинского социума. Уделено внимание не только вопросу гендерного баланса в профессионально-трудовых отношениях, но и факторам, которые его вызывают, направлениям и последствиям активизации женщин на рынке труда в Украине.

Ключевые слова: гендерная сознание, гендерная занятость, моральная легитимизация женской деловой активности, права и возможности женщины на рынке труда, производительный и репродуктивный труд женщин, патриархальные и эгалитарные установки в семье.

MOTUZ VALERIA. Reflection of woman's attitude to professional work through the prism of the evolution of gender conscience in Ukraine. The scientific article contains comprehensive historical analysis of gender relations in the vocational sector in Ukraine. Attitude to work, especially motivation for professional employment of women has been determined based on theoretical and creative understanding of the problem through the prism of evolutionary processes of gender conscience in Ukrainian society. Special attention is paid not only to the issue of gender balance in the vocational sector, but also to the factors that cause it. The directions and consequences of women's activation on the Ukrainian labor market have been identified.

Keywords: gender conscience, gender employment, rights and opportunities for women on the labor market, productive and reproductive work of women.

MOTUZ WALERIA. Przedstawienie stosunku kobiety do pracy zawodowej przez pryzmat ewolucji świadomości płci w Ukrainie.

Artykuł naukowy zawiera kompleksową analizę historyczną relacji płci w sektorze zawodowym w Ukrainie. Stosunek do pracy, a zwłaszcza motywacja do pracy zawodowej kobiet, została ustalona na podstawie teoretycznego i twórczego zrozumienia problemu przez pryzmat ewolucyjnych procesów świadomości płci w społeczeństwie ukraińskim. Szczególną uwagę zwraca się nie tylko na kwestię równowagi płci w sektorze zawodowym, ale także na czynniki, które ją powodują. Zidentyfikowano kierunki i konsekwencje aktywizacji kobiet na ukraińskim rynku pracy.

Słowa kluczowe: świadomość płci, tożsamość płciowa w zatrudnieniu, prawa i szanse kobiet na rynku pracy, produktywna i reprodukcyjna praca kobiet.