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**PROPAGOWANIE RÓWNOŚCI PŁCI
(PRZYPADK PRZEDSIĘBIORCZOŚCI
NA UKRAINIE):
ASPEKTY TAKTYCZNE I REZULTATY**

**PROPAGANDA OF GENDER EQUALITY
(THE CASE OF FEMALE ENTREPRENEURSHIP
IN UKRAINE):
TACTICAL ASPECTS AND RESULTS**

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Streszczenie

Koncepcja równości płci podnosi ważną kwestię równości praw, poszanowania wolności i odpowiedzialności między ludźmi. Kwestia równouprawnienia płci przejawia się w różnych sferach: politycznej, gospodarczej i kulturalnej, co dodatkowo podkreśla znaczenie uwzględnienia warunków wstępnych, czynników i czynników wpływających na jego kształtowanie. Ważną rolę odgrywają narzędzia badawcze propagandy, które są wykorzystywane do ustanowienia równości płci w społeczeństwie.

Słowa kluczowe: płeć, propagowanie, równość płci, akty prawne dotyczące równości płci na Ukrainie

Abstract

The concept of gender equality raises an important topic of equality of rights, respect for freedoms and responsibilities among people. The issue of gender equality appears in various spheres – political, economic, and cultural, which further emphasizes the importance of considering the prerequisites and factors of influence on its formation. An important role is played by the research tools of propaganda used to establish gender equality in the society.

Keywords: gender, propaganda, gender equality, legal aspects of gender equality in Ukraine

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Topicality, objective, research tasks

Gender is clearly traced in the business sector – a system that is linked to the economic, social and cultural factors in shaping the position of a woman and a man in labor relations, and is most clearly manifest in the matters of hiring, job responsibilities, production duties, wages calculating, suffrage and right to participate in elections.

The legislation of Ukraine on ensuring equal rights and the opportunities of women and men consists of the Constitution of Ukraine, the Law on ensuring equal rights and opportunities for women and men and other normative legal acts. In particular, in July 14, 2015, the Law of Ukraine "On Local Elections" in Article 4 "Equal Opportunity Law" states: "All candidates ... have equal rights and opportunities to participate in the election process of the respective local elections. The representation of persons of one sex in the electoral rolls of candidates for deputy of local councils in multi-mandate constituencies must be not less than 30 percent of the total number of candidates in the electoral list".

The issue in Ukraine is getting more resonance due to the perspective of a pan-European system of values and observance of equal rights in the developed countries of the world, which Ukraine aspires to, and is still not fully successful due to the Soviet past and stereotyping. The objective of the research is to observe on the example of a woman in the modern business environment in Ukraine the propaganda tools, which affect the worldview and the interpretation of gender equality in general.

The research tasks are the following:

- to consider the concept of gender equality in business;
- explore the role of propaganda in the formation of gender equality in the business environment;
- to identify the tactical aspects and specific propaganda tools used for building a woman's image in business.

The concept of gender equality in business

Gender equality is the equality of men and women in the rights and opportunities, in family, professional relations and in society in general. At the present stage the process of achieving equality is at different phases depending on the country, the level of social protection and cultural development – in postindustrial and informational states, gender equality is the part of state policy and is actively implementing in key areas of the activity.

Gender equality should be the goal the society strives to, as it foresees the struggle against stereotypes and the various barriers that preclude the self-realization and the effective using of social opportunities and personality development. Historically, women's position in society has been more or less humiliated, since the times of patriarchy (which is now clearly expressed in many cultures) women's rights were limited, and duties were clearly defined (O. Dmitrieva, 2017).

If today in connection with the processes of globalization and integration, the social order has become more humanistic, in the specific or narrowly specialized areas gender equality, or more precisely «inequality» is still acutely manifested. For example, in the field of business and entrepreneurship.

Gender inequality is observed when hiring, assigning responsibilities, and wages calculating. The share of men occupying leadership positions is significantly higher than that of women. It is more difficult for women to prove their competence and professionalism due to the high level of stereotyping in society, a biased attitude that is clearly observed in Ukraine in particular. Another reason for the current situation of a woman in the business environment is their own internal attitude to the situation: self-doubt, the belief that nothing will happen – all these issues are the barrier to the realization of the goal, and therefore is the subject of study of psychologists and sociologists and serves as a pretext for the outbreak of discussions in the society.

Justin Trudeau, the Prime Minister of Canada during a debate regarding gender equality at the Economic Forum in Davos in 2016, even gave life example: if to offer a woman a post in the government, her first question would be: «Why am I?», instead, a man most likely would ask «I will need to wear a suit and a tie every day?» (O. Dyakova, 2016). This fragment can be interpreted in different ways: from

the real vision of a situation in business, to a special formulation of thought that will be further imposed on society.

Despite the high level of professionalism, professional capacity, legally declared levels of rights for women and men in the professional world, gender policy is still not being implemented properly, and women continue to prefer typical female professions such as education, tourism, restaurant business and fitness, while the proportion of women in the areas of information technology, construction, real estate is in the range of 7-15% (L. Tsybmal, 2016).

Therefore, the issue is quite acute in society, and that's why it causes a lively interest of politicians, public and international organizations. The World Economic Forum has published an annual global research, the 2016 Gender gap index, with its rating of countries around the world on the equality indicator of men and women. Ukraine on the level of gender equality in comparison with the previous study has worsened its position by 2 points and ranked 69th position among 144 countries. In general, the experts noted the progress in the ratio of women and men among legislators, high officials and managers, according to which Ukraine has improved its rating positions, rising from the 27th to the 23rd position. At the same time, there is an increase in inequality in the payment of female and male labor. According to estimates of this indicator, Ukraine has lost 7 positions for the year, dropping from 61 to 68 rank position (The Global Gender Gap Index, 2016).

Thereby the state, civil society organizations and every citizen need to pay due attention to gender equality, as it has a direct impact on the general mood in society, welfare and even the attitude of the international community towards the country. According to Malinka Koparanova, Senior Social Affairs Officer and Gender Focal Point of the United Nations Economic Commission for Europe, the ways to promote women's economic opportunities are to transform gender social roles; to improve access for women, especially in the agricultural sector, to distance learning and distance employment programs; increasing the opportunities for avoiding gender deviations by creating an environment that reflects the differences in the social roles of men and women. (M. Koparanova, 2017).

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The role of propaganda in formation the concept of gender equality in business in Ukraine

In order to achieve the following goals: the formation of gender equality in the society and the business environment in particular, human rights movements, public organizations are actively working in Ukraine and legislative acts are adopted and specific information policy in the media is being actively implemented in Ukraine. If the state does not actively develop the issue of the place of gender in social matters, the representation of international organizations and the feminist character grouping, try to bring the idea of equality in the rights of women and men to the public. The great semantic load are statistical data as they can show the trends from year to year and follow the dynamics and it allows adjusting the direction, tools, and channels for promoting gender equality.

In December 2014 the presentation of the annual monitoring report «Millennium Development Goals. Ukraine-2014», which was prepared by the United Nations Development Program in Ukraine jointly with the Ministry of Economic Development and Trade of Ukraine and the Institute for Demography and Social Studies named after. MV Ptukhi of the National Academy of Sciences of Ukraine. According to the materials of the presentation, the achievement of gender parity in the authorities and public administration remains an urgent task, despite the achievements and changes at the legislative and institutional level. The number of women in the Verkhovna Rada of Ukraine in 2013 was 9.4% (in 2000 – 8%), among senior civil servants – 28.3% vs. 15% in 2000. Regarding the economic component, another manifestation gender inequality was the difference in the average wages between men and women, which in 2013 was 23%, and in 2000 was more than 29% (O. Melezhyk, 2015, p. 76-79).

In Ukraine, ensuring equal opportunities and rights of women and men, overcoming the gap in economic opportunities and discrimination at the labor market, limited access of women to finance, business and trade operations depends on the simultaneous concerted work of all spheres of state activity. According to the State Statistics Service of Ukraine for 2015, the economic activity of Ukrainian women

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(56,2%) and the employment rate (51,7%) at the labor market are lower than that of men (69,2% and 62,2% respectively).

According to the International Labor Organization, the gender wage gap in Ukraine is almost 26%, with the highest rate in the high-paid sectors where men traditionally dominate: industry, information technology and telecommunications. On the other hand, in education and health care, where salary is low and dominate women, the gap being the lowest. Thus, women are at risk of falling below the poverty line and falling into categories of people in need of social benefits from the state.

It is important that the tendency for men-top managers and managers over women is typical not only for Ukraine but also for the world: according to the World Bank research, while the percentage of women-owned enterprises is 35,1%, the percentage of enterprises with women in the role of top managers is 18,5%. The percentage of enterprises with the majority of women among owners is only 13,3%. In addition, the women who run the business more in the clothing industry (61% female entrepreneurs and 55% female top-managers) and in retail trade (50% and 32% respectively). In the machine building, manufacturing of equipment and mining – so-called «male» sectors, the participation of women is reduced in the top-management of the large companies (9% of company managers where there are 100 and more employees). Women often run small firms (24% of female top-managers in firms where there are 5-19 employees), and therefore profits from such companies are also relatively lower (G. Meshchereakova, 2017).

The main message of promotion of equality of rights of women and men in business is the pursuit of pan-European values, which actively finds implementation in various reports, articles, conferences programs. Communication takes place both indirectly – through printed materials, television (discussion clubs, discussion of the problem on the talk show), and directly (meetings, trainings with representatives of human rights organizations, activists, analysts, representatives of the international organizations in Ukraine and experts in the field of gender equality).

In order to communicate the message are used the methods which don't express negativism of the position to the issue of gender equality – the emphasis is done more on the positive effects of achieving equality and promoting universal

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values. For example, the tactic of appealing to authority is used – it is often told about well-known women in politics and business that were able to succeed; well-known businesswomen from Ukraine are invited to the various events; different webinars are conducted by female entrepreneurs abroad. Rationalization is also used for reasoning the problem for constructing a system of representations in the mind and stereotypes, or more precisely, their active disproof, which serves as an additional argument for the persuasion of the good intentions of propagandists of gender equality. The tactics of «hanging labels» is also working – positive and negative characters are created, which makes it easier for the addressees to accept the required message. During the organization of the various events, the tactic of the «third person» is used – someone conditionally «neutral» is on the side of those who need it (for example, a statement of foreign authority or support from a part of some authoritative media). In general, there is an expansion of the range of acceptable is going on in order to strengthen its position and is more likely to succeed in propaganda.

The United Nations Population Fund in Ukraine is actively involved in the solving of gender equality issues. According to its representatives, the problem should be looked at the household level, because Ukrainian society lives stereotypes, which significantly impedes the overall course of modernization as a whole. The Foundation holds media events for journalists and female population, trainings and roundtables for the public organizations and NGOs with the aim to explain the current state of affairs, the destruction of prejudice, and the formation of a new system of values of gender relations (P. Zamostyan, 2016).

In 2013 at the Institute of World Politics was held a videoconference with Marie Scare, NATO special representative of security, peace and gender. The event was part of the project «Global virtual women leaders forum» and aimed to discuss the key issues of gender equality in the country and ways to promote women's activation in political and social movements (M. Skaare, 2013).

The National Democratic Institute regularly conducts the researches of gender relations and publishes their results. One of them is «The attitude to Women's Political Participation in Ukraine». Well-known public figures have expressed their vision of how our society can achieve gender equality in social and political life at the Forum

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«Why gender equality is important for Ukraine?», which took place on April 27, 2016. Olga Ayvazovska from the civic network «OPORA» believes that only the legislative base is not enough and it is necessary to break stereotypes in society through discussions, thereby raising the problem to a new stage to the solution. Oleksandr Solontay, a representative of the Institute of Political Education, noticed that women are not afraid of power and can be effective managers of political and business communities, but when there is a need of the distribution of finance or business interests – the initiative is taken up by men and the senior positions in most

Natalia Karbovska, the chairman of the board of the Ukrainian women's foundation, is convinced that women in business are so few because they are not allowed to be there. She exemplifies the researches of the United Nations Population Fund on the participation of women in the labor force of Ukraine, which shows the difference in the payment for men and women, and raises the important issue of «feminization of poverty» – the threat of falling below the poverty line for a significant part of women under the age of 29 years (O. Khomey, 2016).

The researchers of gender equality in business and, in particular, the role of women entrepreneurs in 2015 in Ukraine were also conducted by American researchers Dr. John Johnson and Dr. Edward Garten. They highlighted the main premises why women start doing business (mainly because of financial issues and own ambitions) and determined that gender stereotypes do not appear clearly at the stages of career building, but women had always to assure everyone in their abilities and that they were able to make decisions and solve problems (H. Kurylo, 2015).

Also the interviews with the directors of the various companies and job search portals are being published in the media, as they directly work in the field of business and labor relations and understand the trends that are relevant at the moment and in their changes. For example, HR-manager of «Manpower», Eleonora Aliyeva believes that gender discrimination is most often manifested at the stage of hiring and salary increasing: often companies ask questions about the marital status of women, the presence of children, and this has nothing to do with professionalism (Y. Volvach, 2016).

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In the business environment, it is now possible to hold thematic events devoted to women: TEDx Women Salon Intro or SHE congress. Few glossy magazines also enhanced their work – in 2016 special projects devoted to woman rights activists and men He for She were appeared on their pages. These projects are created on «L'Officiel Online». Earlier, in November 2015, a special issue «Women Power» dedicated to feminism in Ukraine was published in the magazine «Elle» (I. Slavinska, 2016).

As for advertising – actively are launching social videos on the topic of gender equality, in particular within the framework of the Molodiya Festival – a competition for social films. Outdoor advertising is mainly commercial in nature and serves as a tool for promoting goods and services.

With the course to the European integration in Ukraine are increasing the efforts to promote humanistic values, gender equality and equality in general. The dialogue is constantly conducted through media channels, social researches and experiments are being conducted, new initiatives and projects are emerging. Public organizations are actively working with experts, including those from abroad, and organize trainings throughout the country. More and more work is being done in the digital space – in social networks and on websites, flash mobs and viral videos are launched, which reveal important issues of gender relations. Propaganda works in a positive way. In the business environment stereotypes are confidently destroyed and women's position is steadily growing, and this is also the activists' merit as the keep the topic constantly in the trend.

Conclusions

The topic of gender equality occupies one of the most important places in the public discourse, as it manifests itself in various spheres of the society's life and raises the basic principles the relationship between men and women. The role of a man and a woman in one of such spheres – economic, especially in business needs to be studied and build an equal system of relations, because historical echo, stereotyping and general level of women's uncertainty in their abilities leads to the numerical superiority

of men at top management positions, the difference in wages and discrimination in hiring and career change.

Ukraine has general legislation on gender in a more declarative direction. Many nuances are absent in the legislation or have a general or simplified form. For example, the political participation of women spelled out in one of the laws, but no law on women's entrepreneurship and business.

The gender gap in Ukraine is observed by the World Economic Forum, the United Nations Development Program in Ukraine, the Ministry of Economic Development and Trade of Ukraine – research and statistics make it possible to understand the vector of the movement of society in an effort of balancing the rights of men and women, and international initiatives, expert surveys, round tables and discussions serve as tools for report the main message – citizens' conviction that their rights must be defended, there should be no discrimination, and if we take into account the sphere of women's entrepreneurship, there crucial role of success or failure must play experience and professionalism, but not gender.

The UN Population Fund in Ukraine and the National Democratic Institute are active in promotion gender equality in Ukraine; numerous community and non-governmental organizations set up centers for victims of discrimination; women's training projects, leadership academies and women's business forums are being implemented. Internet portals regularly publish materials devoted to the topic of gender stereotypes and the struggle for gender equality. All this is the tactical use of propaganda methods, such as appealing to authority, rationalization, stereotypes and hanging labels.

Since the main task of propaganda is the spread of facts and the impact on the formation of public opinion, Ukraine has all the prerequisites and tools to achieve a positive result with it.

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