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## GENDER SOCIALIZATION IN MODERN SOCIETIES

Davronova Feruza Rakhmonovna

Senior Lecturer at the Department of Political Sciences,  
Faculty of International Journalism, Uzbekistan State World  
Languages University; PhD in Political Science  
Tel: (90) 322 92 09

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### Abstract

This article analyzes the essence, theoretical foundations of gender socialization in modern societies and its significance for the individual and society. The article shows how the sources of gender socialization are realized through family upbringing, school and educational environments, circles of friends, mass media, and social networks. It also analyzes how gender roles and stereotypes are changing in modern society, new social opportunities and restrictions for women and men, the importance of personal identity and individual choices. The article highlights the free social activity of a person in society from the point of view of gender equality, inclusiveness, and views free from stereotypes.

**Keywords:** Gender socialization, modern society, gender roles, stereotypes, personal identity, individual choice, gender equality, social resources.

### Introduction

Gender socialization is the process of a person's study and acceptance of their sexual role in the course of social life, that is, the behavior, obligations, and opportunities established by society for men and women. It begins at birth and continues throughout a child's life. Through this process, the individual learns gender norms, stereotypes, and values in society, connects themselves with a certain gender identity, and adapts to society. Gender socialization is carried out not only through the family environment, but also through school, the circle of friends, the media, and culture. As a result, a person understands which actions and roles are acceptable for a man or woman, and also learns to determine their



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place in society. Thus, gender socialization, along with individual development, is also considered as a social process.

In modern societies, gender socialization refers to the process of a person's study and acceptance of roles, values, and behavioral norms inherent in their gender in the current social, cultural, and economic conditions. Through this process, a person understands how to behave as a man or woman in society, what responsibilities and rights they have. In the modern era, gender socialization, unlike traditional stereotypes, is based more on the principles of equality, free choice, and respect for personal identity. Mass media, the education system, family upbringing, and social networks are important sources of this process. Thus, in modern societies, gender socialization is considered not as a restriction of a person by gender, but as a social process that encourages them to freely express their potential.

Gender socialization is of great importance for society, because through it social systems maintain their stability. For example, expected roles and responsibilities in the labor market, family, education system, or political sphere are transmitted and reinforced through gender. At the same time, gender socialization allows the individual to adapt to social norms, which contributes to the reduction of conflicts in society and ensures social cooperation.

In the historical context, gender socialization in traditional societies was strict and more restrictive. For example, the roles assigned to men and women were strict, difficult to deviate from, and often subjected to criticism from the community. In modern society, gender socialization is more flexible, pluralistic, and freedom-based. Currently, the individual has the opportunity to independently choose their sexual identity and be free from social stereotypes, and concepts such as gender equality, inclusiveness, and individual opportunities have developed. Thus, in illuminating the theoretical foundations of gender socialization, its essence, significance for the individual and society, as well as historical and modern differences, are of great importance. A full understanding of these concepts serves to consolidate the article or scientific work.

Studies show that through gender socialization, a person accepts social norms, which behaviors are acceptable for "men" or "women." For example, society shows children which toys to play with, what clothes to wear, and what



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professions to choose in the future. At the same time, the school and education system can also serve to strengthen or reduce gender stereotypes. Mass media, including television, cinema, the internet, and advertising, strongly shape people's perceptions of sex. Often through them, the behavior, appearance, and social role of women and men are presented in a stereotypical way. Therefore, gender socialization is considered not only as an individual, but also as a social process. Gender socialization is carried out through various sources, and these sources play an important role in the formation of the individual's social environment. Family upbringing is the first and most powerful source of this process. From birth, a child receives initial understanding of male and female roles, their responsibilities, and behavior through parents and close relatives. For example, a child's future social behavior is shaped by the parents' attitude towards the distribution of household chores, which tasks a man or a woman performs.

Schools and educational environments also play an important role in gender socialization. In the learning process, children learn various roles, participate in group work or sports activities, thereby understanding which behaviors and professions are more suitable for a particular gender. Some gender stereotypes can also be strengthened or, conversely, broken through teachers and educational programs. The circle of friends and communication with peers are also of great importance. Through social interaction in a youth group, they compare themselves with others, learn which behavior is "acceptable" or "expected," and adapt to it. This process is closely related to social control and the desire to be accepted.

Mass media and social networks are also powerful sources of modern gender socialization. Through television, cinema, the internet, advertising, and social networks, people can observe, imitate, or criticize various sexual roles, appearances, and behaviors. Especially in the modern era, social networks play a large role in the formation and dissemination of gender stereotypes among young people. Thus, family upbringing, educational environments, peers, the media, and social networks together form a person's gender socialization and adapt it to the expected roles in society. If you want, I can also explain in detail how this process has become more complex and changing in modern society. In modern



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society, gender roles and stereotypes are changing significantly compared to traditional societies.

Previously strictly defined male and female roles are becoming more flexible and pluralistic in modern conditions. Women began to actively participate not only in household and family responsibilities, but also in the labor market, politics, and education. At the same time, men are also expanding their social roles, becoming more active, for example, in housework or childcare.

Gender equality is developing as a fundamental concept in modern societies. This process is aimed at creating equal rights and opportunities for women and men, reducing discrimination in work and education, as well as increasing the social activity of persons of different genders in society. Women began to actively participate not only in household and family responsibilities, but also in the labor market, politics, and education. At the same time, men are also expanding their social roles, becoming more active, for example, in housework or childcare.

Gender equality is developing as a fundamental concept in modern societies. This process is aimed at creating equal rights and opportunities for women and men, reducing discrimination in work and education, as well as increasing the social activity of persons of different genders in society. In the labor market, women are gaining access to previously limited fields, the number of women in leadership positions is increasing, and men are gaining greater flexibility in fields and professions. Gender roles also change significantly in the field of education. Women and men can show interest and succeed in subjects that were previously considered stereotypical, such as STEM fields. Women are also strengthening their voice in social activity and political participation, participating equally in various spheres of society. At the same time, some old stereotypes still exist, which, along with new opportunities, can also manifest as limitations.

Thus, in modern society, gender roles and stereotypes are not only becoming more flexible, but also, along with expanding social opportunities and certain limitations, serve the formation of a free identity of individuals. If you want, I can now analyze this topic in more detail, connecting it with personal identity and individual choice. Personal identity and individual choices are one of the important aspects of gender socialization in modern society. In the process of forming their sexual identity, a person is influenced not only by stereotypes



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established by society, but also takes into account their personal desires, interests, and values. In modern conditions, people are no longer forced into strict male or female roles, they have the opportunity to independently choose their behavior and social participation. This freedom allows the individual to expand their capabilities, increase social activity, and realize their individual abilities.

The process of accepting views free from stereotypes is also important, as it allows a person to realize themselves outside of traditional sexual roles. For example, a woman can work in science, technology, or politics, while a man can take care of a child or express himself in the field of art. This approach not only adapts the individual to the expected norms of society, but also contributes to the free expression of their identity.

In contemporary societies, this process has become more complicated, as gender roles go beyond traditional boundaries and become more flexible and pluralistic. At the same time, the development of concepts of gender equality and inclusiveness allows for the revision of gender stereotypes in the younger generation and the adoption of new social norms. As a result, each person can actively form their sexual identity and participate in society as an equal member. Personal identity and individual choices connect gender socialization with a social process. As society creates new opportunities, individuals gain more freedom in shaping their identities, as a result of which they choose their social role, free from stereotypical limitations. This contributes to the development of gender equality and inclusiveness in modern society.

**In conclusion,** gender socialization plays an important role in modern societies as a process of forming a person's sexual identity and adapting to social roles. This process is carried out through family upbringing, education, peers, mass media, and social networks. Gender roles and stereotypes are becoming more flexible in modern conditions, creating new opportunities for women and men, as well as creating a basis for the free expression of personal identity and individual choices. Thus, gender socialization is an important tool in the development of the individual and society, serving to ensure equality, inclusiveness, and free social activity.



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