

UDC 159**Psychology aspects of pluralism of masculinity of young men in rural areas****Oleg A. Smirnov**

PhD in Physics and Mathematics, Associate Professor,
Department of Applied Mathematics and Computer Science,
Russian State University named after A.N. Kosygin,
115035, 52/45, Sadovnicheskaya str., Moscow, Russian Federation;
e-mail: smirnovleg1952@mail.ru

Abstract

Goal. The study of the problems of finding psychological tools for pluralism of masculinity of young residents in the aspect of the search for life paths. Methodology. The methodology of work includes the application of general and special methods of scientific knowledge, analysis, synthesis and comparison. Results. The problem of pluralism of masculinity is a very common regional social philosophy. This means that the profession and people need a personal storage. Inconsistency with the image of masculinity, characteristic of Russia in the early 90s, according to researchers, led to the fact that young people received higher education. The reason that the business process cannot achieve financial well-being is "doing business". Therefore, the study of the problems of the formation of pluralism avoids negative social processes that contribute to the selection of suitable professions and lifestyles.

For citation

Smirnov O.A. (2018) Psychology aspects of pluralism of masculinity of young men in rural areas. *Psikhologiya. Istoriko-kriticheskie obzory i sovremennye issledovaniya* [Psychology. Historical-critical Reviews and Current Researches], 7 (6B), pp. 317-322.

Keywords

Masculinity pluralism, masculinity, rural areas, rural youth, lifestyle.

Introduction

At various stages of the development of society, masculinity included various traits, and often for a long time they were associated with the manifestation of physical strength, as well as a number of other traits — power and wealth. However, technological changes are increasingly reducing the value of physical strength, increasing the importance of other qualities associated with the intellectual component of labor. So, often a symbol of success were professions that did not imply a high level of income and vice versa. Moreover, it is very significant that the image of masculinity would suggest the broadest possible interpretation and be focused on the values of humanism and mutual respect. Another problem is that the traditional distribution of roles requires and does not require significant physical strength. In conditions, the border between masculine and feminine images of labor is significantly reduced.

A significant number of works have shown that conformity to the image of masculinity determines the level of satisfaction from the chosen lifestyle and professional path, therefore, it is necessary to search for ways to satisfy the personal needs of the person. Thus, the search for ways of pluralism of masculinity for young rural residents is an important direction in the search for ways to solve a social problem.

Main content

In modern studies, masculinity is customary to be opposed to feminine, while if in earlier definitions, the first and second were opposed to certain qualities, such as physical strength to a greater extent determined masculinity, and patience - femininity.

A significant amount of work in the field of psychology and various applied gender studies has shown that following the image of what is generally considered appropriate to the image of a “real man” significantly affects the choice of a profession and lifestyle, regardless of how this profession meets the needs and personality. Moreover, they can enter not only into contradictions, but can also be directly opposed and is the reason for the social choice of a group or an entire generation.

In addition, the totality of these elections can be the reason for the formation of social processes when decisions regarding the choice of life are empty, the level of education. For example, the discrepancy with the image of masculinity, characteristic of Russia in the early 90s - an entrepreneur, businessman - owner of a small retail outlet, according to some researchers, caused young people to refuse to receive secondary and higher education, and often to get a full school education. So, it is precisely during this period that the most severe reduction in the number of students in higher educational institutions occurs despite the availability of a sufficient number of educational opportunities for free.

At the same time, this process was only partially due to economic reasons, since the difficult business environment did not allow the majority of those “doing business” to achieve financial well-being. Even in a difficult economic situation, there were other ways to obtain a stable high income, such as highly skilled workers. Therefore, the study of the problem of the formation of pluralism of masculinity allows us to avoid a number of negative social processes, to contribute to the selection of a suitable profession and lifestyle, corresponding to the personality trait.

Currently, the urban environment the problem of pluralism of masculinity is less acute, as there are more and more images, "lifestyles" that a young man can follow and at the same time feel successful,

both in terms of choosing a professional activity and lifestyle.

A modern urban young man can work in the state civil service, in the field of art and IT technologies, in the field of catering, be a “metrosexual”, “hipster”, belong to any subculture, religious denomination and at the same time feel his full conformity with the image of masculinity. In addition, self-realization in any of these areas of professional activity or attitude towards subculture determines a certain attitude to the image of masculinity. The reason for these transformations, according to the author, is a change in social and economic processes, including the structure of the labor market, in which professions associated with physical strength are becoming less and less, and they are becoming less important.

In relation to rural youth, this problem is not solved due to a number of features of the economic and socio-cultural environment of rural Russia. At the same time, transformations from the socio-culture of the agricultural sector of the economy may for a long time not have a positive effect on the possibilities of such a social process as pluralism of masculinity in relation to rural residents.

However, this problem is not unique to Russia. Currently, everywhere in the world there is a transformation of social processes associated with a decrease in the rural population and an increase in urban. Therefore, it is necessary to study international experience in overcoming the problem of pluralism of masculinity in relation to young rural residents.

A number of foreign studies have shown that the image of masculinity in rural residents has been the subject of scientific research. In particular, these processes were investigated including in relation to the political process.

For example, the image of masculinity of young rural residents was used during the election campaign of George W. Bush, where one of the key elements of which was the use of the image of the strength of rural life. Using images of power and control against the background of rural Texas landscapes, according to the plan of the electoral headquarters, George W. Bush sounded manly strength, the deep authenticity of the leadership capable of tough measures against rivals. Since that time, this is not the only politician using images of masculinity in the election campaign.

Albert Gore of the 2000 presidential race used the performance of lumberjacks, common stereotypes and archetypes of people in this profession in American society. Thus, in this presidential campaign, two images of the future president were used - a cowboy and a lumberjack.

However, the image of a villager is used not only in political struggle. American advertising often uses the image of a lone cowboy as a strong independent man. The use of such an image in advertising does not always allow the formation of pluralism of masculinity, since they suggest the presence of only one positive image based on physical strength.

Conclusion

The structure of the agricultural sector of the economy is significantly different from this practice. The modern agrotechnical complex is a high-tech production, for work in the conditions of which a high level of education and technological readiness is required, and not physical strength. However, this image can be prestigious, as well as limit it accordingly.

Therefore, the study of the problem of the formation of pluralism of masculinity allows us to avoid a number of negative social processes, to contribute to the selection of a suitable profession and lifestyle, corresponding to the personality trait.

References

1. Belova D.N. Reflection of moral principles in communicative discourse // Bulletin of MGIMO University. 2012. No. 6 (27). S. 199 - 202.
2. Belova D.N. To the question of communication and moral culture // Bulletin of MGIMO University. 2012. No. 4 (25). S. 204 - 209
3. Belova D.N. To the question of the formation of a woman's personality // Law and Management. XXI Century. 2012. No. 1 (22). S. 60 - 62.
4. Belova D.N., Gurevich T.M. Axiology of age in Russian and Japanese pictures of the world // Culture and Art. 2018. No. 2. P. 12 - 21.
5. Brandth, B. (1995). Rural masculinity in transition: gender images in tractor advertisements. *Journal of rural studies*, 11(2), 123-133.
6. Brandth, B., & Haugen, M. S. (2005). Doing rural masculinity—from logging to outfield tourism. *Journal of Gender Studies*, 14(1), 13-22.
7. Cole, S. M., Puskur, R., Rajaratnam, S., & Zulu, F. (2015). Exploring the intricate relationship between poverty, gender inequality and rural masculinity: A case study from an aquatic agricultural system in Zambia. *Culture, Society and Masculinities*, 7(2), 154.
8. Kon I. S. Masculinity in a changing world // Questions of philosophy. - 2010. - No. 5. - S. 25-35.
9. Kon I. S., Semashko I. M. Masculinity as History // Gender Problems in the Social Sciences. - 2001. - S. 9-37.
10. Little, J. (2002). Rural geography: rural gender identity and the performance of masculinity and femininity in the countryside. *Progress in Human Geography*, 26(5), 665-670.
11. Matveychev O.A. "The philosophy of inequality" N.A. Berdyaeva - the manifesto of liberal conservatism // Notebooks on conservatism. 2015. No 3. P. 52 –58.
12. Matveychev O.A. The origin of the anthropomorphism of the Greek religion // Scientific Yearbook of the Institute of Philosophy and Law of the Ural Branch of the Russian Academy of Sciences. 2013.Vol. 13. No. 4. P. 32 - 41.
13. Matveychev O.A. O novejsih konceptijah proishozhdenija drevnegrecheskoj filosofii // Servis plus. 2018. T. 12. № 4. S. 121 – 129.
14. Matveychev O.A. To the discussion of the genesis of ancient Greek philosophy // Scientific Yearbook of the Institute of Philosophy and Law of the Ural Branch of the Russian Academy of Sciences. 2016.V. 16. No. 4. P. 5 - 16.
15. Smirnova O.O. Features of the provision of psychological assistance in rural areas // Psychology. Historical and critical reviews and modern research. 2016.V. 5. No. 5B. S. 222-230.

Плюрализм маскулинности молодых сельских жителей как проблема социальной философии

Смирнов Олег Аркадьевич

Кандидат физико-математических наук,

доцент,

кафедра Прикладной математики и программирования,

Российский государственный университет им. А.Н. Косыгина,

115035, Российская Федерация, Москва, ул. Садовническая, 52/45;

e-mail: smirnovoleg1952@mail.ru

Аннотация

Цель. Целью работы исследование проблема поиска психологических инструментов плюрализма маскулинности молодых сельских жителей в аспекте поиска жизненного пути. Методология. Методология работы включает в себя применение общих и специальных методов научного познания, анализа, синтеза и сопоставления. Результаты. Проблема

плюрализма маскулинности является весьма актуальной областью социальной философии. Следование образу того, что общепринято считать соответствующим образу «настоящего мужчины» существенным образом влияет на выбор профессии и образа жизни вне зависимости от того, насколько данная профессия отвечает потребностям и складу личности. Несоответствие образу маскулинности, характерного для России начала 90-х по – предпринимателя по мнению ряда исследователей стало причиной отказа молодых людей от получения высшего образования. При этом, данный процесс только частично был обусловлен экономическими причинами, так как сложные условия ведения предпринимательской деятельности не позволяли достигать финансового благополучия большинству «занимающихся бизнесом». Следовательно, изучение проблемы формирования плюрализма маскулинности позволяет избежать ряда негативных социальных процессов, способствовать выбору подходящей профессии и образа жизни, соответствующего складу личности.

Для цитирования в научных исследованиях

Смирнов О.А. Psychology aspects of pluralism of masculinity of young men in rural areas // Психология. Историко-критические обзоры и современные исследования. 2018. Т. 7. № 6В. С. 317-322.

Ключевые слова

Плюрализм маскулинности, маскулинность, сельская местность, сельская молодежь, образ жизни.

Библиография

1. Brandth B. Rural masculinity in transition: gender images in tractor advertisements // *Journal of rural studies*. – 1995. – Т. 11. – №. 2. – С. 123-133.
2. Brandth B., Haugen M. S. Doing rural masculinity—from logging to outfield tourism // *Journal of Gender Studies*. – 2005. – Т. 14. – №. 1. – С. 13-22.
3. Cole S. M. et al. Exploring the intricate relationship between poverty, gender inequality and rural masculinity: A case study from an aquatic agricultural system in Zambia // *Culture, Society and Masculinities*. – 2015. – Т. 7. – №. 2. – С. 154.
4. Little J. Rural geography: rural gender identity and the performance of masculinity and femininity in the countryside // *Progress in Human Geography*. – 2002. – Т. 26. – №. 5. – С. 665-670.
5. Кон И. С. Маскулинность в меняющемся мире // *Вопросы философии*. – 2010. – №. 5. – С. 25-35.
6. Кон И. С., Семашко И. М. Маскулинность как история // *Гендерные проблемы в общественных науках*. – 2001. – С. 9-37.
7. Смирнова О.О. Особенности предоставления психологической помощи в сельской местности // *Психология. Историко-критические обзоры и современные исследования*. 2016. Т. 5. № 5В. С. 222-230.
8. Белова Д.Н. К вопросу о становлении личности женщины // *Право и управление. XXI век*. 2012. № 1 (22). С. 60 – 62.
9. Белова Д.Н. Отражение нравственных основ в коммуникативном дискурсе // *Вестник МГИМО Университета*. 2012. № 6 (27). С. 199 – 202.
10. Белова Д.Н. К вопросу о коммуникации и нравственной культуре // *Вестник МГИМО Университета*. 2012. № 4 (25). С. 204 – 209
11. Белова Д.Н., Гуревич Т.М. Аксиология возраста в русской и японской картинах мира // *Культура и искусство*. 2018. № 2. С. 12 – 21.
12. Матвейчев О.А. "Философия неравенства" Н.А. Бердяева -манифест либерального консерватизма // *Тетради по консерватизму*. 2015. № 3. С. 52 –58.
13. Матвейчев О.А. К дискуссии о генезисе древнегреческой философии // *Научный ежегодник Института философии и права Уральского отделения Российской академии наук*. 2016. Т. 16. № 4. С. 5 – 16.

14. Матвейчев О.А. Происхождение антропоморфизма греческой религии // Научный ежегодник Института философии и права Уральского отделения Российской академии наук. 2013. Т. 13. № 4. С. 32 – 41.
15. Матвейчев О.А. О новейших концепциях происхождения древнегреческой философии // Сервис plus. 2018. Т. 12. № 4. С. 121 – 129.