

GEN ȘI CUTUME SOCIALE GENDER AND SOCIAL CUSTOMS

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ABSTRACT

Various social customs are meant to formally maintain the segregation between the “gender features” by emphasizing a large amount of sexist education patterns. These stereotypes are quite different from a culture to another and from a specific historical period to another. Whatever is mutually accepted as being specific for the masculine profile at one time, one hundred years later becomes obsolete or “undignified” to be associated with men’s kind. Meantime the women’s profile is updated and reconfigured such way to be divergent from the masculine one and also qualified as inferior within the main frame of social values and priorities. What is considered to be related to the masculine gender is also appreciated as “superior” or more important according to the specific values of a certain époque while the feminine gender stereotypes are defined as inferior or less vital in the context of the social web. This study is meant to reveal the cultural mechanisms that account for the sexism from the background of the widespread common senses.

Key words: *feminism, social customs, discrimination, gender roles.*

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