



### Need for Gender Sensitization in the Era of Modernization- A Review

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#### **Abstract:**

*Gender sensitization is one of the chief concerns of modern society. In the Indian context, it becomes more crucial, as the social approach to these issues is very vague and needs attention. On one side, we are talking about development and modernization, and on the other, people's responses to gender differences are very irresponsible. It is clear from the social responses that society is totally gender-biased. In this research study, researchers tried to show that gender sensitization is very important for the social equality and holistic development of society and social capital, as in normal, social thinking towards gender-related issues is still not modern. When it comes to boys or girls, advances are always towards male gender, which directly or indirectly promotes the concept of objectification of women, which gives an idea about the gender gap in our society. The findings of the study provide evidence about the attitudes of society regarding gender sensitization and perceptions of the objectification of women.*

*The methodology adopted to identify the need for gender sensitization and social approaches has been based on secondary data (selected research papers).*

**Keywords:** *Gender Sensitization, Stereotype Image, Objectification of Women*

#### **I. Introduction**

In the present era of open society, people are still very sensitive towards discrimination, especially gender discrimination. Everyone is talking and discussing gender equality and empowerment, but the core reality of society has not changed much. Citizens are still facing a lot of challenges on the basis of gender, caste, religion, and so on. As per the statements of various social reformations, women's are commonly victimised and presented in the respective media programmes as victims, and they are certainly identified in relation to family status. One report on the Global Citizen's website by Leah Rodriguez (July 17, 2021) mentioned that priority is always given to male experts and female working professionals are devalued, and her role is, the majority of the time, to support and assist males in their workstations (Singh,Ojha,Misra:2023). Such situations are so evident that they raise

questions about social equality and the underrepresentation of women.

Women are often presented intensely as caretakers, housewives, and dependents on family, economy, and society. It's a very common concept that women's lives depend on males for everything. In the majority of the time, in terms of outdoor jobs as profession, females are not considered as employees and they are getting exploited due to their bodies and objectified in the workplace. The body language and face of society are changing day by day. There must be some ethics in the presentation of human values. Here, researchers must like to add that social capital, professionals, and people are at different schools of thought to analyse and understand the challenge of gender inequality. We certainly have to clarify that we still need to discuss gender discrimination in the present digital era and so-called modern society. In this research paper, the authors present the

social thoughts and frameworks on the presentation of women's on a public platform and need of gender sensitizations.

## **II. Discrimination Means**

Discrimination on the basis of gender is well marked in the present social platforms, and it is very common and even well accepted by the people in the society. Girls and women are working at various companies and school, outdoor works, but they not accepted same as male members and even are not allowed to use the property. Even in the 21st century, women do not have economic independence because they do not have the freedom to work outside of their families. This economic dependence on male colleagues is in itself a solid foundation for gender inequality. The unequal distribution of rights and duties within the family leads to a conflict between the new economic roles of women and the old domestic roles in rural and urban India. Women spend much of their time on long, unpaid household chores. The birth and upbringing of children take up a large part of their enthusiasm and energy, which is a great obstacle to their career and advancement. Not only men but also older patriarchal women in the family try to raise their daughters to submission. Even educated and victorious women force

their daughters to do what can and cannot be done in order to be domestic and acceptable in a patriarchal society.

## **III. Objective of the Study**

1. To understand the present social ideology on the gender sensitizations issues in the present modern era.
2. To find out the peoples mindset on the need of gender sensitizations

## **IV. Methodology**

This study involves secondary data, the deep analysis of very high-quality research papers available in digital media platforms, and the opinions of professionals and responsible people, which can provide a quality framework on the need for gender sensitization. The main purpose of data evaluation is to close research gaps and design future research areas based on past research. It is a systematic process of searching, filtering, and classifying research papers. After studying the following research papers selected from various large databases: Elsevier, Emerald, Springer, Google Scholar, and others. These databases identified relevant research papers and then used keyword combinations such as "gender equality, gender discrimination, gender sensitivity, gender issues."

S.No	Paper/s title	Journal Name	Authors & Year
1	A Descriptive Literature Review: Scrutinizing Gender Sensitization In Education Sector	Global Perspectives on Gender Sensitivity and Economic Benefits	Jackson, Emerson & Jackson, Judith. (2020)
2	Gender Sensitization: Significance of Education	International Educational & Research Journal	Gure, S. G. (2016)
3	Gender Equality in Education: A Challenge for Policy Makers	International Journal of Social Sciences	Esteves, M. (2018)
4	Strategies for Gender Sensitization at Work Place	International Journal of Social & Scientific Research	Kumar, N. (2016)
5	Gender Sensitization and women's social identity: in perspective of Media Philosophy	Research Journal of Social Science & Management	Abhishek K Singh (2016)
6	Importance of Gender Sensitization	International Journal of Multidisciplinary and Current Educational Research (IJMCER)	Dr.S.Vasundhara (2020)
7	Gender sensitization in education	International journal of interdisciplinary and multidisciplinary studies	Barodia, S (2015)
8	Gender in Academic settings: Role of teachers	International journal of Innovation, management and technology	Allana, A., Asad, N, and Sherali, y. (2010)

**V. Analysis and Discussion: Gender Sensitization: Need of an Hour**

Based on the data analysis and the literature taken into the considerations, the problems are directly or indirectly related to a lack of gender sensitivity, whether it is bullying the night before, domestic violence or social crimes, the

truth is that everything that has penetrated the minds of young people has been passed on to them from their socio-cultural environment, which mainly includes their families, educational institutions, and peers (Jackson, Emerson & Jackson, Judith;2020). Today, the primary responsibility for the development of

gender sensitivity lies with families and educational institutions. There must be some responsible agencies which can provide knowledge to the girls and boys on sense of equality and develop empathy for each other, if fact such education is very much need as all levels of learnings i.e schools or college (Gure, S. G.;2016). It is time to stop passively shedding tears about injustices against women, but we must act wisely in the name of women's dignity, equal opportunities, and empowerment so that they can play an important role in building a nation free from discrimination. These women contribute to the development of the family, community, society, and an entire generation. Educational institutions, classrooms, students, and teachers are part of society; they can face various problems such as poverty, gender discrimination, oppression, inequality, other prejudices, and many other issues (Gure, S. G.;2016). In this way, class becomes a microcosm of society, and we cannot ignore the reality of gender discrimination. Orientation based on gender awareness at the work place is a practical tool for analyzing gender relations. It also provides sufficient information on the main factors that affect sexual relations in the family and society and are responsible for maintaining or changing the structure of sexual relations in the family and society, especially in terms of working professionals who are in the big companies such as Media industry, who normally face discrimination in terms of background and salary (Abhishek KS 2016). It will also become a platform to increase awareness, knowledge, skills, and behaviour in sexual relationships. To make professionals in organisations and multinational companies more aware, it is necessary to sensitise them to the issue of gender from the

beginning of jobs, and supervisors must orient people on the same.

The literature also pointed out that the present scenario is very much modern and knowledge-based. People are using all this information to get a modern approach in society, but gender-based crime is still almost the same. Questions are always on the issues related to gender discrimination and gender sensitivity. Based on these analyses, the present paper pointed out that such issues still exist in society, apart from the fact that we are a modern society (Kumar, N. 2016). The formation of the personalities of professionals and students and their awareness of gender issues are worth an hour, and literature is crucial in this direction if it is presented to students at the right time (Esteves, M.;2018).

Gender awareness is an essential condition for the overall development of a person. A person cannot understand himself if he does not show sensitivity to the needs of a particular gender, which means empathy for the opposite sex. Such issues need immediate attention, and there is an urgent need to discuss this delicate issue at home and with big companies outside. It's important to understand and address the fact that people, regardless of gender classification, experience the same range of emotions, such as happiness, sadness, anger, and frustration, and also have goals, dreams, and the desire to live a noble and happy life. Boys can cry and wear beautiful makeup; girls can walk the streets at night and start businesses; and others may want to play, cry, and challenge the world with their potential. It has nothing to do with their gender but rather with interest and determination. Expecting a third gender, men and women, to fill gender-specific roles is a mistake in

the great culture of Indian society. A man under patriarchy consciously wants to be taller than a woman and meet her needs, which leads to her depression and frustration. A woman is forced to do homework, despite the fact that she can be an employer or manager. Mercilessly, but today women are obliged to perform household and official duties without assistance, an inevitable burden for modern women. In the 2000s, the Indian patriarchy sympathised with rapists who said that girls should be within their borders. In this scenario, we need to be more attentive and sensitive to challenging ways of thinking that harm our identity and the existence of others. Therefore, we need to work on gender awareness to draw the attention of men and women to these harmful perceptions.

## VI. Conclusion

In this study, there are many shocking data points about the social approach and opinion on women's decency and dignity. The result of this study challenges the notions and opinions of working professionals. The study concluded that in present-day modern society, people's approaches are very new and advanced in terms of acceptance and respect for the other gender, but social parameters and cultural limitations are also one of the main concerns that create boundaries for the openness and wide acceptance of other genders.

In this paper, the researchers' point out that it's also very important to promote a culture of dialogue with and within social media on concerns like limitations negatively related to gender presentation. It is crucial to create a gender-sensitive environment so that people can work sensibly towards social acceptance of female status. The result is crystal clear: social opinions

on women's issues are totally conservative, although we are living in a new society and our general approach is modern, which means we have to work on gender sensitization and consider this issue as one of the important factors for socio-cultural development, and holistic development is incomplete in resolving this cultural issue.

There are some recommendations as per the result of this study.

1. The social approaches should be balanced on gender-sensitive issues and committed to positive changes in society.
2. There should be a need for specific training for youth and working professionals on gender issues to understand the nature and sensitivity of violence against women's cases.

Overall, on the basis of our outcome, we can conclude that the social identity of women is really in danger, as the image we are creating in the minds of the young generation is extremely vague and unpredictable. The paper has achieved the objective, as gender sensitization is really required at almost all levels of education and the social system to orient the coming new generation well.

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