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GENDER IDENTITY AS THE TOOL OF THE SOCIAL INNOVATIVE MANAGEMENT FOR POLICE

Issues of education and training of students for future police officers, taking into account the social life of change requires a detailed study of the construction features of femininity and masculinity in the context of non-essential men and women. Engage in management of labor resources in police – it means cause the employee to success and self-realization, taking into account social changes in modern society. The number of women in the ranks of the modern Ukrainian police has been growing steadily. In a rapidly changing realities of social life manager must, distinguishing between constructive and destructive conflict within the team, to avoid the situation that lead to the destruction of the labor force instead of their involvement in the process of optimal and fruitful relationship.

The current composition of the police in Ukraine consists of men and women who feel differently their gender identity. If the manager is on the essential male and female principles, the destructive conflict is inevitable. The concept of sustainable development of society is aimed at preserving the stability of the internal systems. We believe that the prevention of destructive conflicts both between women and men, as well as within each of the groups is one of the factors in the preservation of the evolutionary development of society. Taking into account gender as a socio-cultural construct, as a constitutive social-philosophical discourse, as well as contributing to the legitimation diversity of gender identities based on the recognition of pluralism, ensuring the stability of society in a rapidly changing environment. Polycentrism and interpretive thinking are the philosophical foundation of this approach.

Consideration of gender as a social and cultural construct an instrument of

socio-cultural changes that involve adaptation of the traditional understanding of the contents of the concepts of femininity and masculinity to new life circumstances, the perception of new ways of presentation and performance of new types of gender identity. As cultural innovation aims to develop adequate changing realities of social behavior patterns, design and translation of new knowledge and the social environment, the construction of new forms of communication and areas of professional activity, this process necessarily involves the transgression.

New content and the content of gender identity is thus a process that involves the transgression as a free expression of the true nature of the subject, leading to the discovery and the possible legitimacy of different positions in relation of being and thinking.

Studying the phenomenon of "gender identity" has become especially important, since gender theory can solve the problem of significance, value the experience of both women and men who do not fit the definition of "hegemonic masculinity". In the period of acute social, political and economic crisis policy of equality of gender identities that carry in varying degrees, elements of femininity or masculinity (which is much wider than the equality of sexual minorities) could be used as one of the most effective mechanisms for the consolidation of society for solving various social problems.

Essential traditional response to the problem of gender indicated that gender differences are the cause and justification of gender inequality. For introduction into effect Warming up real gender equality between the police of both sexes need to understand that gender difference is used to legitimize the domination of one over the other identity politics.