

PHILOSOPHY

F.G. Emelyanov

(Povolozhsky state technical university. Ioshkar-Ola, Russia)

Social and philosophic analysis of the game in the context of gender approach

It is defined role and place of gender approach analysis of game's phenomena in the context of conclusion extrapolation on modern global transformation problems made by different researchers. One explores the nature of game taking into account its gender specificity. We prove, that correlation of different aspects gaming space of modern society with main problems of gender theories allows to research gnosiological-heuristic possibilities for game study. The author considers game and gender like interconnected and interdependent socio-cultural phenomena and shows that both definitions are historically changeable concepts, which reflect the development of society. We pay a lot of attention to modern situation, when gender identity has been displaced and dithered and gender status turns from self-identification guarantee into object of game manipulation. We draw a conclusion, that gender-gaming strategy lets us find ways and measures for destroying all tendencies, which can spoil a person during its social transformation.

Key words: phenomenon of game, gender, self-identification, masculine-feminine stereotype, gaming behaviour, gender communication.

August, 19, 2015