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## FEMINIZATION OF SURVIVAL OR THE IMPACT OF GLOBALIZATION ON WOMEN

The processes connected with globalization and new economic reforms are viewed in this article as well as the consequences of these processes on the job market and woman's place within it. Leaning on the research of Saskia Sassen the author concludes that globalization has a various influence in developed and developing countries while unambiguously increasing their independence and providing with the opportunity to ensure the existence of the family. The basic purpose of this article became the research of women work condition in the modernized world and the search of ways on how to improve these conditions, level of life and the social status of women.

**Key words:** neoliberal economic policies, unemployment, Global cities, work feminization, survival circuits, Export Processing Zones, service sector.

The new era of globalization means not only opening of the great number of doors for nations and elimination of borders within them, but it also bears a whole bunch of innovation programs, economic and political changes. Those changes have a great impact on the world population and a lot of studies have been conducted concerning that issue. What is still to be discovered is the affect that globalization bears on women. As far as we will see the consequences for them are much more far going than we could have even imagined. While the majority of people familiar with the situation say that globalization should be resisted by women, the fact is that fighting with reality is always harmful and there are much more reasons to embrace it than to trash about like a fish in a net. Even though globalization can wound women deeply it gives much more to improve their position, gain more independence and have the chance to contribute to the world development.

The first thing I am going to talk about are the major processes that are taking place now and which determine the state of things. The first process is the implementation of the so-called Structural Adjustment Policies, which were created by the governments and inter-governmental organizations (IGO later on) as the response to the **neoliberal economic policies** in order to help poor countries with their debts. The issue is that in order to give the indebted countries the «bailout funds» [1, p. 130], IMF and the WB usually demand a whole range of reforms to be done in these countries. Some of these reforms may change the face of those countries' economies completely and create unemployment in traditionally male-occupied work-places, therefore, pushing

women to search jobs in the emerging sectors of economy in their home country whereas overseas to gain the opportunity to feed their families. The second issue that forces changes in the traditional role of women as «care givers» and changes the ideology that a «woman's rightful place is in the home» is the emergence of the **Global cities**, where «the only type of worker who matters is the highly educated professional» [5, p. 21], whether it is a man or a woman. With the access to highly-paid jobs and education in the First World, patriarchy does not seem to have such strong prerequisites in the modern world as it used to have previously. What it shows is the historical predetermination of **work feminization** in the First World. According to Sassen, There are links between globalization and Third World women's migration for jobs that used to be part of the First World women's domestic role. Thus, we see that globalization greatly affects women in all the countries, creating a lot of new opportunities and problems for them.

Talking about all those changes, it is easy to notice that the women's responsibility is growing and their importance is growing as well. The opponents of globalization say that women more often become victims in the globalization circuits, that they are exploited more often and their life becomes really nasty. What is going on is the appearance of the **survival circuits** as the response to global cities style of life. Globalization has greatly increased the demand in global cities for low-wage workers, creating «opportunities» for women, usually immigrant, who often come from countries with traditionally male-centered cultures [5, p. 28]. Not to forget, the kinds of jobs that are created by globalization are usually of two kinds. They are either jobs in **Expor Processing Zones (EPZs)**, which are known for their inhuman working conditions and require a great deal of women's work, or the work that substitutes the mother, care-giver in one's family with a working woman. In Mexico, young women account for roughly 85 percent of the workforce of the maquiladoras (local EPZs), supposedly more docile and reliable than man in routine assembly work- and certainly cheaper. Even though the high demand for women's labor seems to be beneficial, the tough competition usually stultify the benefit and creates a closed circuit. A quote from McMichael's article wonderfully describes the level of work women usually do in EPZs and gives the atmosphere of poor reward they get:

Her job was to wind copper wire onto a spindle by hand. It was very small and there could not be any overlap, so she would get these terrible headaches. After a year company gave her a bonus, but most of the girls didn't last that long, and those that did had to get glasses to help their failing eyes. It's so bad that there is constant turnover [2, p. 226].

The usual things in EPZ is sexual harassment, long days of work without the adequate wage, poor health and no opportunities for the career growth. But what creates this constant turnover is the great competition, produced by unemployment in traditional spheres of life.

Even though more things now hang on women it is in their power to change the process from uncontrolled to advantageously organized. And instead of sitting at home and die of poverty, women should take initiative and create

the workplaces by themselves. As they say, if you want to do something good, you'd better do it yourself. Women all over the world realize their potential and start a new business, usually transforming their day-to-day activities into the income-bringing business [4, p. 348]. Such informal enterprises are started as household activities to supplement family income [3]. Examples may be tailoring, food preparation, trading in agro-based products and much more. What women should do to improve their conditions is that they definitely should cooperate and try to create the organizations (whether trade-unions or non-governmental organizations) that will ensure that their work is treated fairly and will give some kind of authoritarian leverage for the improvement of their conditions. Women empowering non-governmental organizations are usually committed to achieving gender equality, sustainable development and women's human rights. Some of them are Association for Women's Rights in Development, Council of Women World Leaders, Women's Environment & Development Organization and many others. As far as we can see women are on the way to the conscious well-being and to increasing of their awareness and motivation to change their condition. What is really needed, though, is a sustainable education. Those who blame STAs say that one of the main demand to the developing countries is the shrinking of social expenditures and a whole range of «austerity and adjustment programs», that the Third World countries has always been known for [5, p. 34]. The lack of these programs produce unemployment which «adversely affects women, especially in education and health care [domains]» [5, p. 35]. The alternative may be found in the workshops and seminars, organized by non-profit organizations. One particular example in this area may be the activity of CRUDAN (the Christian Rural and Urban Development Association of Nigeria) that in role of a national training program provides to Nigeria citizens «the two-and-a-half-day workshops that include a range of awareness raising, analysis and planning activities» [2, p. 228]. Women can participate and they can rock. So let's better face the reality of globalization and changes in our life and try to derive benefits for us rather than blaming life.

Besides the fact that women are usually more engaged in social life today, it is also true that they do not devote the same amount of time to their children. Mothers from the First World prefer to build their careers and feel more independent. The same is true for women in the Third World except the extent of free will and the push of necessity which they usually face with. Highly paid workers in the developed countries are usually very demanding and want perfection in every sphere of their life. What is true, though, that the citizens of these countries rarely consider jobs in the **service sector** to be somewhat attractive that is definitely not true about the immigrants whose number is increasing each year. That is not surprising. Economic reforms that are demanded by SAPs have added to unemployment and the bankruptcy of many small, nationally oriented firms as countries with weak economy are forced to open their markets to the powerful companies and transnational corporations [5, p. 29] It is understood that if there is unemployment among men in areas that used to be abundant in jobs it is quite illogical to assume that women's

position did turn for better. But what really changed is that now some families are left without a minimum needed to survive. And whereas men cannot find work to improve the position it is women's turn to try themselves now. And women's employment actually makes sense when we think about a whole range of jobs that are important in today's postindustrial world. Almost all jobs nowadays are connected with communication and the acknowledged masters of it are women. Public Relations, jobs in media, television and telecommunications, even telephone operators-women fit everywhere. In this case all can benefit. The world will improve with women's help and women should do the same. We should not blame the system but derive the maximum from it, improve it and strengthen in the spheres beneficial for us.

You may find drawbacks in every system and in every process of our life. The issue of globalization on women is very controversial and now there are, probably, more negative sides of it than positive. Nevertheless, the process is on its way and there is no sign that it will shrink in the nearest future. This process, though, gives people and countries leverages that can improve the state of things greatly. And it is in people's will to find those magic buttons by pushing which we will make our life better. That is truth also for women in the face of the ongoing changes. We cannot accept surrendering, but we can find jobs, create centers for development and get the chance to feel our identity and strength. What I am going to do in my life. What's about you?

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## **ФЕМІНІЗАЦІЯ ВИЖИВАННЯ ЧИ ВПЛИВ ГЛОБАЛІЗАЦІЇ НА ЖІНОК**

### **Резюме**

У статті розглядаються процеси, пов'язані з глобалізацією й новими економічними реформами, наслідки цих процесів для ринків праці та місце жінки в цьому суспільстві. Спираючись на дослідження Саскії Сассен, автор робить висновок, що глобалізація по-різному впливає на жінок в розвинутому суспільстві та країнах третього світу, тим не менш підвищуючи їх незалежність та надаючи можливість забезпечити існування сім'ї. Основною метою даної роботи є дослідження умов жіночої праці в сучасному світі та шляхів поліпшення цих умов, рівня життя та соціального статусу жінок.

**Ключові слова:** неолиберальна економічна політика, безробіття, мегаполіси, фемінізація праці, круги виживання, експортно-орієнтовані зони, сектор послуг.

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## **ФЕМИНИЗАЦИЯ ВЫЖИВАНИЯ ИЛИ ВЛИЯНИЕ ГЛОБАЛИЗАЦИИ НА ЖЕНЩИН**

### **Резюме**

В данной статье рассматриваются процессы, связанные с глобализацией и новыми экономическими реформами, последствия этих процессов для рынков труда и место женщины в этом обществе. Опираясь на исследования Саскии Сассен, автор делает вывод, что глобализация имеет разное влияние на женщин в развитых и развивающихся странах, тем не менее повышая их независимость и давая им возможность обеспечить существование семьи. Основной целью данной работы являются исследования условий женского труда в современном мире и путей улучшения этих условий, уровня жизни и социального статуса женщин.

**Ключевые слова:** неолиберальная экономическая политика, безработица, мегаполисы, феминизация труда, круги выживания, экспортно-ориентированные зоны, сектор услуг.