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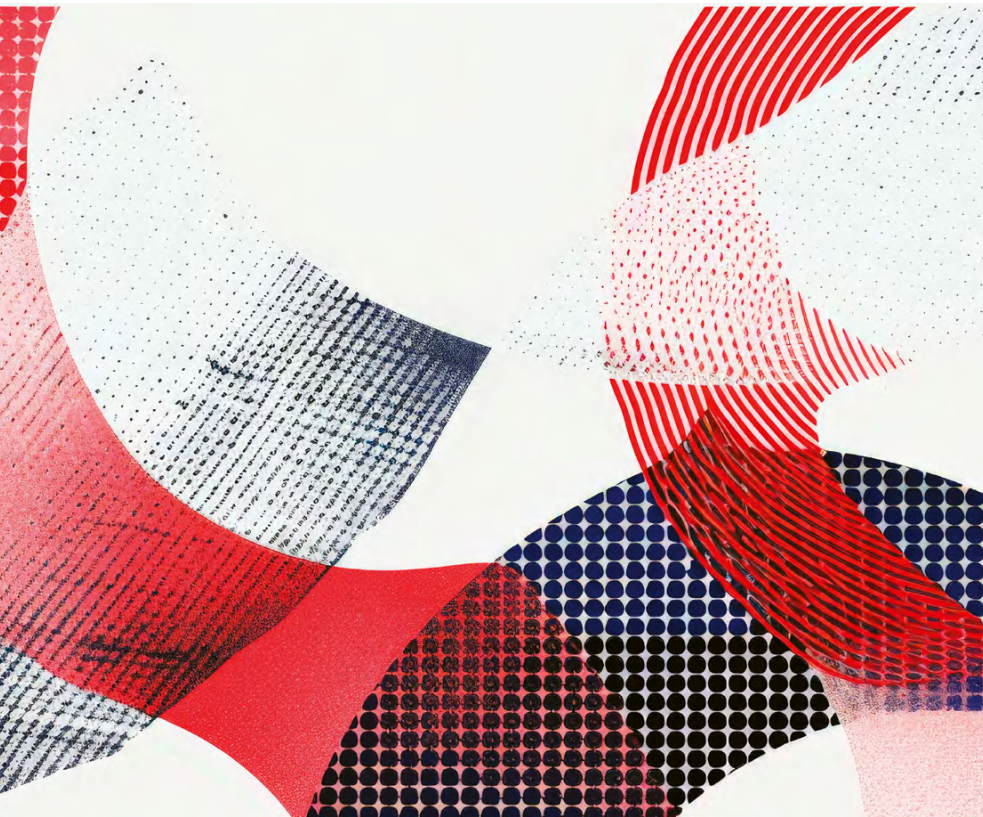
INTERNATIONAL SCIENTIFIC CONFERENCE

GENDER EQUALITY IN THE POST-YUGOSLAV SPACE:

Challenges, Policies, and Perspectives

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GENDER EQUALITY IN THE POST-YUGOSLAV SPACE: CHALLENGES, POLICIES AND PERSPECTIVES

BOOK OF ABSTRACTS

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Belgrade, 21–22 May 2026

Njegoš Vujadinović*, **Nevena Novaković****

PRECARITY AS A GENERATOR OF RETRADITIONALIZATION: THE ECONOMIC CONDITIONING OF GENDER STEREOTYPES AND THE ROLE OF RELIGIOUS INSTITUTIONS AND GLOBAL INTERNET TRENDS IN SHAPING THE DIVISION OF GENDER ROLES AND CONCEPTIONS OF MASCULINITY IN SERBIA

Institutional frameworks for gender equality in Serbia, as well as globally, show formal progress, while sociological research points to parallel strengthening of conservative value orientations among youth, particularly regarding gender roles. This paper assumes that the growing youth conservatism does not represent mere cultural regression, but a structurally conditioned response to labour precarity and the erosion of social security within a dependent market economy.

Drawing on critical social theory, the paper analyses mechanisms through which economic insecurity and inability to achieve material preconditions of adulthood (stable employment, housing independence) generate need for firm identity anchors, security, and answers. Under such conditions, a strict gender role division and patriarchal family function as compensatory mechanisms for establishing subjective sense of order within the destabilized social space. Moreover, conservative social organization and gender role division represents the "familiar" in a world of the "unknown" and dangerous.

The paper examines the dual mediating role of religious institutions, primarily the Serbian Orthodox Church, that channel class dissatisfaction through the discourse of the "natural" gender order and family protection, offering a theologically legitimized framework for retraditionalization; and digital subcultures of the global "manosphere" (red pill philosophy, alpha masculinity), whose

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narratives localize in the Serbian context through intertwining with the Orthodox aesthetics and national symbols. Methodologically, the paper combines secondary analysis of the existing data on youth value orientations in Serbia (EVS, FES/KOMS studies) with a critical discourse analysis of Serbian Orthodox Church institutional texts and digital content.

The authors argue that public policies aimed at gender equality remain ineffective if they neglect the economic roots of retraditionalization and the role of religious institutions as mediators translating structural deprivation into restorative gender ideology, and global internet trends that offer quick fixes and definitive answers while generating the same outcomes.

Keywords: Precarity, retraditionalization, gender roles, manosphere, Serbian Orthodox Church