***"Integration of the Scientific Community to the Global Challenges of Our Time" Materials of the V International Scientific-Practical Conference. Tokyo, Japan, February 12-14, 2020***

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**Submissions cover a wide range of issues, primarily the problem of improving**

**management, sustainable economic development and introduction of innovative**

**technologies, improved training and enhancement of the development of "human capital",**

**interaction between the individual and society, psychological and pedagogical foundations**

**of innovative education.**

**Materials addressed to all those interested in the actual problems of management,**

**economy and ecology, social sciences and humanities.**

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**3.15. The Sociological Description to the Image of Blind Woman**

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According to the statistics of the Brien Holden Vision Institute (BHVI)

there are 1.3 billion of people in the world came across with the variety of

ocular disease. Those, 188,5 million of people with the mild case of

nearsightedness, 217 million of people with the medium and high cases of

nearsightedness, and 36 million of people suffer from blindness [1, P. 88].

Also, 826 million of people came across with the disease of far-sightedness

[2].

And according to the statistics of the Ministry of Labour and Social

Security from 2019 year, in the Republic of Kazakhstan there are 98105

people met with the visual disturbance, 85503 of which is people, who met

with deviance of sightness, and 12602 of which are people that are

completely blind. And the number of blind women is 5933 people [3].

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The visual disturbance is the term that captures the phenomenon from

losing of sight halfly to the phenomenon of total blindness. The people

registered as blind has several levels of losing of sight [4, P. 5]. The

blindness – is the kind of invalidity connected with the disruption of profound

physical condition with emotional and economic sense. Sound medically

judgement, the blindness is the irretrievable disappearance of visual ability

of both eyes, that produces an inability to separate the lightness from

darkness. Although it is the description of human condition, from social angle

it means a lot. The human being can’t move in the extension by himself, and

needs in the someone’s help, the circle of contacts of human being is

growing narrower, generally it affects the process of sociology negatively.

Consequences of which have a big impact not only on him, also his family

and society. Especially, the loss of visual ability after a sickness or an

accident can produce several changes in the rate of living and customs, as

a result lead to the psychological corrections [5, P. 88].

The members of special group that meet with such problems are the

blind women. The problems of these people, who are the symbols of beauty,

and future mothers that will handle the world with one, and cradle with

another hand, need to be supported from the society especially. The article

of the Jilly Hammer that directed to manage the external view of blind women

had a big influence to understand the main problems of these women. In the

work, there are 40 Israeli women are blind since birth participated in the

anthropological research, who don’t take a seeing as the main problem.

Because of the fact that women determine the beauty and the pearl of beauty

with eyes, for the blind women, especially for women blind since birth, this is

very difficult. During the research, the religious women who stand by religion

to the concept of beauty identify a pure and simple woman body. The thing

that displeased by all women, that there are some stereotypes about them.

As explained by one woman, she doesn’t want to others to be pitiful to her

and relate to her as a poor blind woman. They explained that in their lives

take places a lot of relations of dehumanization at school, at university, at

workplace, in social medium, even in restaurants, hospitals, in shopping

centers and on bus stops. Also, blind mothers spot reluctantly that leaning

on a stick and leading dog on a leash waste their beauty and inform of their

blindness to the society. Work on meeting social expectations in the analysis

of the female body in terms of aesthetics, the female body and visual culture

is an urgent problem for these women. As compared to sighted women, the

actions of blind women in the management of external look directed to the

denial of concepts as “unhappy” and “infirm”. Many women said that to

manage their external look and to look better, their need to make best efforts.

They said when they move in the expansion and stay on a place sit or run

they pay more attention to their motion of body, give special attention to zone

around eyes (visual direction, motion of eyes, eyebrows and eyelids) and

strictly control their face looks. Even they wanted to their scarf to match with

their clothes. They tried to be aligned with human environment using all

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