

What is strategic communications? This is the systematic coordination of communications in the areas of public diplomacy, public relations, information operations, psychological operations, military-civilian relations. In all these areas, the same narratives and messages should be systematically broadcast, conveying Ukraine's position to different target audiences. This is the coordination of communications. In addition, it is necessary to adhere to the principle of «said and done».

It is he who ensures the trust and respect of target audiences. Counteraction to Russian informational aggression must be systematic and proactive. This means working in advance, and not just reacting reactively to certain Russian provocations. And also – to build trust [2].

Список використаних джерел

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LEGISLATIVE DEFINITION OF THE CONCEPT OF «NON-PROPERTY DAMAGE IN UKRAINE»

The moral damage is not so obvious, since, as a rule, it is intangible, and therefore it is an evaluative concept. It is the evaluability of this concept, which in each specific case is interpreted in its own way, taking into account not only legal knowledge, but also acquired life experience, that causes the difficulty of determining the amount of moral damage caused and proving it.

The party that claims compensation for moral damage caused to it is not released from the obligation to prove the existence of such damage, its amount, by providing proper, admissible and reliable evidence of this fact, in accordance with the procedure established by procedural legal acts.

In addition, today there is no clear definition of the concept of «moral damage» in the legislation. This is due to the impossibility of an exhaustive description of this evaluative concept, which is rightly recognized by many scientists. Therefore, in Article 23 of the Civil Code of Ukraine, the legislator defined only the most frequent and probable ways of manifesting such damage. An attempt to provide an exhaustive definition of this concept will inevitably remain unsuccessful, since it is impossible to single out in the evaluative concept universal, defining, generic features that would be characteristic of it as a whole and would exhaust its meaning completely in each specific case.

According to Article 23 of the Civil Code of Ukraine, a person has the right to compensation for moral damage caused by the violation of his rights.

Moral damage is:

1) in physical pain and suffering, which a person has experienced in connection with mutilation or other health damage;

2) in mental suffering, which the person suffered in connection with illegal behavior towards himself, his family members or close relatives;

3) in mental suffering suffered by an individual in connection with the destruction or damage of his property;

4) in degrading the honor and dignity of an individual, as well as the business reputation of an individual or legal entity.

Unless otherwise established by law, moral damage is compensated in money, other property or in another way. The amount of monetary compensation for moral damage is determined by the court depending on the nature of the offense, the depth of physical and mental suffering, the deterioration of the victim's abilities or the deprivation of his ability to realize them, the degree of guilt of the person who caused moral damage, if guilt is the basis for compensation, as well as taking into account other circumstances, which are of significant importance. When determining the amount of compensation, the requirements of reasonableness and fairness are taken into account.

Non-pecuniary damage is compensated regardless of the property damage that is subject to compensation, and is not related to the amount of this compensation, for example «the characteristic features of obligations of compensation for damage caused by mutilation are that they arise when the absolute rights of the injured are violated, despite the fact that compensation for damage is of a property nature, all obligations are non-negotiable, since its subjects before causing the damage did not were related to the terms of the contract, and the most significant, in our opinion, is that the obligation to compensate for damage can be imposed not only on the person who caused the damage but also on other persons» [1].

A more detailed understanding of the essence of this legal norm is made possible by judicial practice, which is reflected in the decisions of the Plenum of the Supreme Court of Ukraine dated March 31, 1995 No. 4 «On judicial practice in cases of compensation for moral (non-property) damage», dated February 27, 2009 No. 1 «On judicial practice in cases of protection of the dignity and honor of an individual, as well as the business reputation of an individual and legal entity» and dated March 27, 1992 No. 6 «On the practice of consideration by courts of civil cases on claims for compensation of damage». Clause 3 of the first of these resolutions clarifies that moral damage can consist, in particular: in the humiliation of honor, dignity, prestige or business reputation, moral suffering in connection with damage to health, in violation of property rights (including intellectual), rights granted to consumers, other civil rights, in connection with illegal stay under investigation and court, with violation of normal life relations in connection with the impossibility to continue an active social life, violation of relations

with others, in the case of others. negative consequences. Non-pecuniary damage caused to a legal entity should be understood as losses of a non-pecuniary nature that occurred in connection with the humiliation of its business reputation, encroachment on a company name, trademark, production mark, disclosure of a commercial secret, as well as actions aimed at reducing prestige or undermining trust in its activities [2].

About the procedure for compensation and the persons who are obliged to do so. Articles 1167 and 1168 of the Civil Code of Ukraine are devoted to this issue. Thus, moral damage caused to a natural or legal person by illegal decisions, actions or inaction is compensated by the person who caused it, in the presence of his fault, except for the cases established by the second part of Article 1167 of the Civil Code of Ukraine.

Non-pecuniary damage is compensated regardless of the fault of the state authority, the authority of the Autonomous Republic of Crimea, the local self-government body, the natural or legal person who caused it:

1) if damage is caused by mutilation, other health damage or death of a natural person as a result of the action of a source of increased danger;

2) if damage has been caused to a natural person as a result of his illegal conviction, illegal prosecution, illegal application of a preventive measure, illegal detention, illegal imposition of an administrative penalty in the form of arrest or correctional works;

3) in other cases established by law.

Non-pecuniary damage caused by mutilation or other health damage can be compensated in one lump sum or by making monthly payments.

Moral damage caused by the death of a natural person shall be compensated to her husband (wife), parents (adoptive parents), children (adopted), as well as persons who lived with her in the same family.

Analyzing the given norms of law, it is possible to come to the conclusion that moral damage is compensated in a property way. However, we should not forget about the already mentioned Article 23 of the Civil Code of Ukraine, which allows for the compensation of such damage even by committing actions of a non-property nature, such as refutation of inaccurate information, public apology, etc. The choice of the method of compensation for damages belongs to the plaintiff, because it is he who, in the statement of claim submitted by him, asks the court to apply one or another method of protecting his violated right [3].

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