

properties, and other elements of the legal personality of a human being (not related to their private, "physical" existence) and their further combination in a new form (within the legal form) for the purpose of the most complete realization of socio-legal interests.

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LONELINESS AMID CONFLICT: UNDERSTANDING THE CONCEPT AND CONSEQUENCES IN WARTIME

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Living in a war-torn reality has profound effects on individuals' lives, both in the short term and the long term. While the immediate needs of people affected by conflict often revolve around basic necessities like food, shelter, and safety, the psychological toll of war is equally significant. In such circumstances, some people may choose to cope with the overwhelming stress and trauma by embracing loneliness as a survival strategy [1].

While loneliness may offer temporary relief from the demands of others, it can also have long-term consequences. The effects of social isolation on physical and mental health are well-documented, and they can be especially pronounced during wartime. Social isolation can lead to reduced immune function, sleep and metabolism disorders, cardiovascular problems, hypertension, and stroke [2]. Additionally, loneliness can cause anxiety and depression, exacerbating the already challenging conditions of living in a warzone.

That said, loneliness is not inherently negative. In some cases, it can provide individuals with an opportunity for self-reflection and self-realization, allowing them to understand their inner worlds better and also enrich themselves spiritually

[1]. However, it is crucial to recognize that excessive and prolonged loneliness can be quite negative for an individual's well-being, especially when it stems from social isolation caused by war.

The study tries to examine the concept and impact of loneliness in the context of war. By exploring this topic, the research will provide insight into the consequences of loneliness in the unique and challenging conditions of wartime. Also, the research aims to provide a better understanding of the complex nature of loneliness and its impact on individuals during times of war. This way we hope to contribute to the negative consequences of loneliness, and provide recommendations and interventions to address this growing problem. There is a pressing need to expand our knowledge on the impact the war has on mental health and well-being, and to provide valuable insights into the experiences of individuals facing the challenges of loneliness in such difficult circumstances.

Psychologists and philosophers interpret loneliness in different ways; however, the majority agree that loneliness restores an individual's internal resources, allowing them to find spiritual harmony and balance in their interactions with themselves and their environment [3]. For example, Friedrich Nietzsche noted that loneliness should not be viewed as a drama or perceived with fear or despair. He believed that "a person should not be afraid of themselves, but instead remain alone to better understand their inner world and enrich themselves spiritually." However, according to Nietzsche, "false self-love and fear of loneliness prevent individuals from being alone and embarking on the path of self-improvement"[1, c.156].

Nevertheless, we should not forget about the other side of the coin. Although loneliness has its advantages, it can also lead to devastation. Due to forced displacement, many individuals have left their homes, and in some cases, even their countries. Consequently, they have lost their usual environment and are often isolated from their social networks. While the adaptation period can be difficult, the sooner it passes, the better it will be for the person's well-being. Social isolation due to loneliness can affect both physical health, such as reduced immune function, sleep and metabolism disorders, cardiovascular problems, hypertension, and stroke, as well as mental health, such as anxiety and depression.

It seems that the solution to loneliness is not simply to have a large number of friends or acquaintances. The quality of social relationships is far more important than the quantity, and fostering meaningful connections with others can provide individuals with a sense of belonging and support that can help alleviate feelings of loneliness. It is also crucial to focus on restoring internal resources, such as building resilience and developing coping strategies, to help individuals weather the challenges of living through wartime.

Loneliness is a growing concern in today's society, especially in the context of war where people may experience significant disruptions in their social connections and environment. While loneliness may have positive effects such as facilitating self-reflection and self-improvement, it can also lead to negative

outcomes like social isolation and mental health problems such as anxiety and depression. It is important to recognize that simply having a large number of friends may not solve the problem of loneliness, as the quality of relationships is more important than the quantity. Rather, it is necessary to restore an individual's internal resources such as self-esteem and self-efficacy, and develop healthy coping mechanisms to manage feelings of loneliness. By understanding the concept and consequences of loneliness, we can better address this urgent problem and help individuals to connect with others in a meaningful way.

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IMAGE RIGHTS IN THE LEGAL SYSTEM OF UKRAINE

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Many famous people have a unique asset - recognition, which gives them a significant benefit, and the income from which sometimes significantly exceeds the income from their professional activity. If the right of a person to possess recognizability, as well as a certain reputation or distinctive features of style brings some economic advantages, it becomes an object of civil turnover, and is traditionally referred to as an "image right". The legal nature of this idea is the right belonging to celebrities who have gained publicity and attention in particular areas of show business, the sports industry, politics, etc to protect themselves and their portrayal. Naturally, such people's identities are frequently being manipulated to draw the attention of customers to products or services (in particular for advertisement campaigns). As was mentioned before, these campaigns can potentially result in greater income and opportunities for the celebrity than their foremost occupation. Furthermore, current researches demonstrate the effectiveness of celebrity-based advertising. Therefore, unquestionably, both the companies and the celebs are enthusiastic about the development of a legal