SUMMARY

Key Words: honor, dignity, business reputation, defamation, moral harm, methods and limits of protection

Subject matter: norms of the Russian civil legislation regulating limits and ways of legal protection of honor, advantage and business reputation in their interrelation

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The relevance of the research topic: Legal protection of honor and dignity of an individual, business reputation of an individual and a legal entity is also important because in the conditions of development of the rule of law in Russia there is a fairly significant competition of the right of an individual to protect honor, dignity and business reputation with the right of a citizen to freedom of speech. To a certain extent, this problem is associated with the rapid development of information means of communication, and primarily the Internet. The existence of numerous gaps in the legal regulation of the Internet leads to the fact that Internet sites are often used by unscrupulous persons for unethical statements and even for settling accounts for personal and other reasons. This has resulted in an increase in the number of appeals to the court for protection of honor, dignity and business reputation to the media in recent years. It should also be noted that the sphere of protection of honor, dignity and business reputation has many gaps and problems of both normative and law enforcement nature. There are no legal definitions of honor, dignity, dissemination of information, defamatory information in the legislation; the question of the limits of protection of honor, dignity and business reputation is not touched upon. Accordingly, this leads to the fact that in judicial practice there is no universal position on the protection of the honor and dignity of citizens.

The purpose of the work: research of theoretical and practical provisions aimed at improving the legal regulation of the protection of honor, dignity and business reputation.

Objective: to characterize the honor, dignity and business reputation as objects of civil legal protection; consider the concept and essence of civil legal protection of honor, dignity and business reputation; explore the question of the limits of honor, dignity and business reputation; analyze the essence of civil and special ways to protect the honor, dignity and business reputation.

The theoretical and practical significance of the research: it consists in the fact that the conclusions can be used in the future in the scientific analysis of the problems of legal regulation of the protection of honor, dignity and business reputation, as well as in the course of practice..

Results of the study:
1. Honor, dignity and business reputation of a person belong to the group of natural rights of the individual and have absolute value in any modern democratic society. They belong to every human being from birth and are inalienable.
2. The right to honor, dignity and business reputation represent the right to self-assessment and socially significant assessment by the society of moral, business and other qualities of a citizen or legal entity, respectively, on which their social status depends.
3. The rules governing relations for the protection of honor, dignity and business reputation are contained in a number of legislative acts. However, the mechanism of civil protection of these intangible benefits is spelled out in the rules of the civil code, applying that you need to refer to the provisions of other Federal laws, which spelled out the specific features of the protection of honor, dignity and business reputation in certain areas of public life or in relation to certain professional categories.
4. The limits of civil protection of honor of dignity and business reputation are established on the basis of procedural and substantive aspects. The procedural and legal aspect is connected with the order of application and consideration of the claim; the substantive – with the satisfaction of
the declared requirement for the protection of honor, dignity and business reputation.
5. The purpose of the requirement of protection of honor, dignity and business reputation is, first of all, that it is intended to ensure the enforcement of the violated subjective civil law.
6. The protection of intangible goods is enshrined in law, and the order of protection is determined by the legal variety of the violated intangible good. Ways to protect honor, dignity and business reputation are common and special.
7. A special role belongs to special methods of protection of honor, dignity and business reputation, allocated article 152 of the civil code, i.e. refutation of invalid information discrediting honor, dignity and business reputation in the same way as it was carried out the dissemination of information characterizing the impairment of business reputation, the removal of such information in the media, as well as the requirement to prevent its further distribution and compensation for losses.
8. The latest civil legislation identifies new ways to protect the honor of dignity and business reputation, which were not previously mentioned at the regulatory level: 1) removal of information containing information discrediting honor, dignity or business reputation; 2) suppression or prohibition of further dissemination of information discrediting honor, dignity or business reputation, by seizure and destruction without any compensation made for the purpose of introducing into civil circulation copies of material carriers containing these data; 3) removal of information on the Internet.

**Recommendations:**
- it is necessary to resolve the issue of the possibility of compensation to legal entities of intangible (reputational) harm;
- moral harm should be considered in a broad sense, not only as physical and moral suffering that can be experienced only by a physical person, but also as any adverse consequences significant for the victim, not to be embodied in the material (monetary) assessment;
- in the current civil legislation it is necessary to introduce a special legal institution for a legal entity – "compensation for other non-pecuniary damage"; other non-pecuniary damage should be understood as damage caused to the non-pecuniary rights of a legal entity.