

8. Parker G. The «Military revolution», 1560–1660 – a myth? The Journal of Modern History. 1976. Vol. 48. No. 2. Pp. 195–214.

9. Петров М. Д. Развитие западноевропейского военного дела как фактор трансформации политических институтов Англии в 1485–1547 гг. Локус: люди, общество, культуры, смыслы. 2022. Т. 13. No 1. С. 56–75.

***Ariana Trofim,***

*Author of Institutional Protocol, practical guide,*

*Master's degree in International Law,*

*Laureate of the International Contest for protocol and etiquette,*

*Certificate in International Business & Diplomatic Protocol, European*

*School of Protocol, Europrotocol 2022*

## **THE INSTITUTIONAL PROTOCOL – AN EFFICIENT COMMUNICATION TOOL**

The institutional protocol is a set of rules and legal provisions in force that, together with traditions of the peoples, govern the correct performance of official actions. Currently, the protocol represents a complex of techniques and rules based on which official ceremonies, protocol actions are organized, including national and international meetings, signing an agreement (treaty, memorandum of understanding, collaboration protocol, concordat, declaration, etc.), press conferences, international conferences, receptions, participation in funerals, state, official, work or other visits [1].

States act through public officials. In this context, a key element is the participation in the protocol actions according to the order of precedence, drawing up a plan that provides everything necessary for each event according to the purpose of each individual ceremony. Protocol norms by their conventional nature accepted by the international community represent a necessity as they defend the dignity of states, institutions and their representatives; ensure the effective performance of various activities of interstate and interpersonal relations. [2]

At the same time, the institutional protocol is part of an international category including rules of conduct and compliance with communication standards. General rules are usually followed by all states, although each state is distinguished by individual national features. They are reflected by the characteristics of the state system, ideology, religion, cultural traditions and history. One of the main rules of a successful meeting requires the

respect of the local customs by the guest or host. What would that mean? These are the specific customs and traditions of the country that its partners for discussions, negotiations or any kind of protocol actions represent. Finally, precisely this allows the creation of a positive image of the country, a favorable climate for collaboration which, in turn, is important not only for diplomats, but also for all those who are, in various ways, actively involved in international contacts – business people, people from culture and art, science and sports, employees of public organizations and many others.» [3]

Adherence to the rules of protocol is a weapon of every official, as well as a tool of representation and communication in political life, the logistics of organizing an event having the magic of demonstrating to the participating parties both consideration and a reserved attitude. In order to prepare a protocol action, at least a detailed biography of the participating official or officials is needed, accompanied by picture/pictures, with the aim of greeting both with a coherent address and in a manner consistent with the traditions and cultures of the host country. Based on practice, we can say with certainty that it is imperative to know what the head of the delegation looks like in order to avoid the embarrassing moment when the head of the host delegation tries to identify his counterpart among the 10 participants or the situation in which he would address a translator or a member of the delegation using the name of the head of delegation. The rule applies to any level of meetings or protocol actions. The head of delegation or official must be informed of all the details of each meeting.

The Protocol serves as a means of concretizing the fundamental principles of international law. In particular, state sovereignty is expressed through protocol standards, such as honoring the state flag (there are specific positioning rules at this time), singing the national anthem, etc [4]. The principle of sovereign equality of states is manifested by the placement of delegations at international conferences and diplomats at diplomatic receptions, the behavior of first persons and officials in accordance with the general rules of protocol, regardless of territorial, economic or military characteristics. Any deviation from the observance of the accepted standards is considered an injury to the dignity of the states.

Of course, some deviations or variations from the norms generally accepted in international practice exist and are allowed, but a reasoned basis is necessary. Depending on the state of relations between countries, based on political objectives, in the process of practical application there

is always the possibility to convey various nuances of protocol rules [5]. It is possible to confer greater or lesser solemnity, an increase or decrease in the number of participants in official ceremonies, an increase or decrease in the level of representation at them, and the provision of a greater or lesser degree of formality to various events. However, it is necessary to be cautious. It is important to know that any deviation from the prevailing norms will be noticed and appreciated accordingly by the media or international actors as a negative aspect being categorized as negligence, lack of professionalism or experience. It is inconceivable for a natural development of international relations without the existence and observance of protocol norms [6].

The atmosphere that is created at any event, respect for ceremonial, courtesy, order of priority and etiquette is very important. As a result, all these elements form the image of both the person, the institution and the state they represent. We can say with certainty that the level and quality of representation offers the opportunity to attract reliable partners, predisposes to a fruitful collaboration, causes sympathy for the culture, traditions of the country we represent, offers a high-level institutional image and ensures the success of the solution on amicable way of the problems that exist at the international level in the interest of the country.

The personal image of every public figure influences public opinion. The image turns into a vector of communication where we are evolved according to how we are perceived.

Talking about the personal image, we will reveal that it involves more than the physical appearance, which is also a way to form the first impression. Physical appearance, good manners and etiquette, education and professional training, conversational skills, and body language can be included as defining elements of self-image. As a result, personal image influences public opinion, turning into a vector of communication and perception by the public. To complete the defining elements of a successful public image, civilized behavior and the observance of certain rules of etiquette are needed, as well as the correct application of good manners. The way we greet each other, the body movements, the look, the presentation, but also the tone of the voice could influence the opinion of a citizen [7]. From a political point of view, these elements are able to change the destiny or the political situation in the country. We will exemplify the above through any public debate or giving a speech in front of a large audience (citizens). It is obvious that a professional approach

and a well-designed public image, together with the observance of norms of conduct, etiquette and protocol, influence the perception of the public, capture the sympathy of the audience and interpret what is said in favor of the person delivering the message. It is up to each person to try to follow all the recommended norms to form an image of «credibility, seriousness and professionalism» or vice versa [8].

#### **ЛІТЕРАТУРА:**

1. A. Dermenji, 'Institutional protocol: practical guide', Chisinau: Casa Editurii 11, 2021 (Combinatul Poligrafic), p. 7.
2. E. Manciu, 'Institutional protocol', Editura comunicare.ro, București, 2011, p. 143-145.
3. Арцишевский И., Давтян О., 'Согласно протоколу', ООО «ИПК «Кос-та», Санкт-Петербург, 2016, Слово Дипломата
4. Борунков, А., 'Дипломатический протокол в России', Third edition, «Международные отношения», Москва, 2005, p. 29.
5. Ibidem.
6. E. Manciu, 'Institutional protocol', Editura comunicare.ro, București, 2011, p. 22.
7. E. Chiriță, 'The power of image in public relations. Protocol norms and effective communication', Editura Universitară, București, 2015, p. 15.
8. Idem, 16.

**Богомолова Валерія,**

*аспірантка кафедри цивільного права*

*Національного університету «Одеська юридична академія»*

#### **ВІЙСЬКОВИЙ СТАН В УКРАЇНІ ТА КРЕДИТИ**

З 24 лютого 2022 року Указом Президента України «Про введення воєнного стану в Україні», затвердженим Законом України «Про затвердження Указу Президента України «Про введення воєнного стану в Україні» на території нашої країни було введено воєнний стан. Такий правовий режим має свої особливості та містить окремі виключення і обмеження звичайних правовідносин, сфери реалізації прав і виконання обов'язків.

Військовий стан визнається форс-мажорною обставиною, яка прямо прописана в більшості кредитних договорів, або ж автоматично є такою обставиною внаслідок положень чинного законодавства.