

**Zakharova O.V. International standards and their impact on the legal protection of public morality in Ukraine.**

The article deals with characterization of the norms of international law as important regulators of legal relations in the field of protection of public morality, as well as the definition of ways to harmonize national legislation with European and world standards. Their values and peculiarities among other sources of regulation of principles of public morality are revealed.

It is proposed to consider the international legal standards for the protection of public morality in two aspects: in the broad - as a set of requirements of the world community, reflected in the sources of international law and documents of authoritative international institutions and organizations, to ensure the moral foundations of society, as well as the narrow - as a system of international -legal principles and norms containing mandatory regulations for states regarding the possibilities of applying coercive measures to their offenders. In the first case, the emphasis is on the legal force of the relevant standards, while in the second case, the need for the use of appropriate safeguards by authorized agents.

It is proved that international legal documents provide for the possibility of restricting freedom of speech, including for the purpose of protecting morality, and contains recommendations (requirements) to States Parties regarding measures to protect the morals, mental health and psychological state of consumers, especially with regard to materials that contain pornography or violence. However, they are mainly aimed at solving the problem of vulnerability of minors from the distribution of media products, which adversely affects their mental state and damages their moral development. Special restrictions in this regard in international acts are established in the field of television, cinema and video.

Given the geopolitical and mental-value context in which international standards are introduced (represented by a system of formal and informal institutions - traditions, culture, law), it is objectively necessary to adjust these norms to the specifics of the institutional environment. This is especially true of Ukraine, which is in a state of institutional transformation. This makes it impossible to form a universal system for the protection of public morality, but points to the need: 1) the recognition or conclusion by Ukraine of international legal acts of global, regional and bilateral nature devoted to the protection of public morality, which will, therefore, be recognized as part of national legislation; 2) adaptation of national legislation to EU legislation; 3) the use of the positive experience of legal regulation in the investigated field, developed by individual foreign states.

The ways of harmonization of the current legislation of Ukraine with the European and world standards of moral and ethical development of society are determined.

**Key words:** *morality, social morality, legal protection, legislation, public law support, norms of international law, legal relations, sources of regulation.*