

Barabash O. O. Main means of stimulating positive human behavior: general theoretical aspect. The article deals with the main means of stimulating positive human behavior. It is noted that positive behavior is stimulated by the state through legal means. The problem of legal means by which the objectives of legal regulation can be achieved is decisive elements in the establishment of its effectiveness, since it is advisable to select and test legal means in practice – a guarantee of the high effectiveness of law. Legal means include a wide range of legal phenomena, in particular, the norms and principles of law, law enforcement acts, contracts, legal facts, subjective rights, legal permissions, obligations and prohibitions, privileges, incentive measures, coercive measures, acts of exercising rights and obligations, etc. The combination of these means and methods and their application in legal regimes, methods of legal regulation give specifics to branches and institutions of law, reflecting the special order of organization of specific social relations, which allows them to be more flexible and differentiated in regulation. Such a special combination is typical of the whole system of law. It is pointed out that law is interested in using incentives that are useful for society, creates the preconditions for the most complete satisfaction of the interests of the subjects. Legal incentives contribute to satisfying the interests of the individual, revealing a wide range for his/her activity.

Keywords: *legally meaningful behavior, law and order, legality, legal means, legal influence, legal incentives, legal encouragement, legal awareness.*