

Ryabovolyk Tetiana, PhD in Economics, Associate Professor, Head of the Department of Economics, Management and Business, +38(050)087-19-13, ryabovolik@ukr.net, ORCID ID: 0000-0002-0345-509X

*Central Ukrainian National Technical University
8, University Avenue, Kropyvnytskyi, 25003, Ukraine.*

Lypchanskyi Volodymyr, Doctor of Pedagogical Sciences, Associate Professor at the Department of Economics, Management, and Business, +38(067)975-51-35, lindervlad92@gmail.com, ORCID ID: 0000-0002-8225-512X.

*Central Ukrainian National Technical University
8, University Avenue, Kropyvnytskyi, 25003, Ukraine.*

Kramar Bohdan, Assistant Lecturer at the Department of Economics, Management and Commercial Activity, +380500871913, bvkramar@gmail.com, ORCID: ORCID ID: 0009-0007-9967-4687

*Central Ukrainian National Technical University
8, Universytetskyi Avenue, Kropyvnytskyi, 25003, Ukraine*

THE RIGHT TO IMAGE: HOW SELF-MANAGEMENT AND LEGAL LITERACY SHAPE A RESPONSIBLE PR PROFESSIONAL

Abstract. *The article explores the interconnection between self-management and legal literacy of PR professionals as key factors in shaping professional responsibility and a sustainable image in the digital era. It analyses current legal requirements for public communication, including copyright compliance, personal data protection, and liability for disseminating fake information. The importance of individual legal culture is emphasized as a tool for minimizing reputational risks. Practical recommendations are proposed on how to combine legal awareness with effective self-management strategies in the field of public relations.*

The purpose of the article is to investigate the role of self-management and legal literacy in shaping a responsible PR specialist within the modern information landscape. In particular, the significance of legal awareness as an instrument for minimizing professional and reputational risks is substantiated, as well as the potential of self-management in upholding ethical standards in public communication.

To achieve this goal, the research employed methods of analysis and synthesis, comparative legal method, generalization and systematization, logical and dialectical methods, content analysis, and a systematic approach.

The study found that the effective combination of self-management and legal literacy is a key factor in forming a responsible PR professional within today's information ecosystem. It was identified that legal awareness significantly reduces the risk of breaching ethical norms and legal requirements, and consequently lowers the likelihood of reputational damage for both the specialist and the organization represented. It was demonstrated that self-management enhances professional discipline, strategic planning, and prompt response to crisis communication challenges. The most vulnerable areas in practice were found to be copyright compliance, advertisement labelling, and the avoidance of disinformation dissemination.

Further research could focus on the development of tools for assessing the level of legal preparedness among PR specialists, studying the impact of legal culture on brand trust in the digital environment, and evaluating the effectiveness of educational programmes on legal self-management in professional communication training. A promising direction also includes the comparative analysis of international approaches to regulating professional responsibility in PR and the implementation of digital ethics

standards in communication practice.

Keywords: PR specialist, self-management, legal literacy, image, professional responsibility, ethical standards, legal aspects, public relations.

Рябоволик Тетяна Федорівна, к.е.н., доцент, завідувач кафедри економіки, менеджменту та комерційної діяльності, +38(050)087-19-13, ryabovolik@ukr.net, ORCID ID: 0000-0002-0345-509X

*Центральноукраїнський національний технічний університет
пр. Університетський, 8, м. Кропивницький, 25003, Україна.*

Липчанський Володимир Олександрович, к.п.н., доцент кафедри економіки, менеджменту та комерційної діяльності, +38(067)975-51-35, lindervlad92@gmail.com, ORCID ID: 0000-0002-8225-512X

*Центральноукраїнський національний технічний університет
пр. Університетський, 8, м. Кропивницький, 25003, Україна.*

Крамар Богдан Борисович, асистент кафедри економіки, менеджменту та комерційної діяльності, +38(050)087-19-13, bvkramar@gmail.com, ORCID ID: 0009-0007-9967-4687

*Центральноукраїнський національний технічний університет
пр. Університетський, 8, м. Кропивницький, 25003, Україна.*

ПРАВО НА ІМІДЖ: ЯК САМОМЕНЕДЖМЕНТ ТА ЮРИДИЧНА ГРАМОТНІСТЬ ФОРМУЮТЬ ВІДПОВІДАЛЬНОГО PR-ФАХІВЦЯ

Анотація. У статті розглянуто взаємозв'язок між самоменеджментом та юридичною обізнаністю PR-фахівця як ключовими чинниками формування професійної відповідальності та сталого іміджу в цифрову епоху. Проаналізовано сучасні правові вимоги до публічної комунікації, зокрема дотримання авторських прав, захист персональних даних, відповідальність за поширення фейкової інформації. Наголошено на важливості особистої правової культури як інструменту мінімізації репутаційних ризиків. Запропоновано практичні рекомендації щодо поєднання правової грамотності з ефективними стратегіями самоменеджменту у сфері зв'язків з громадськістю.

Метою статті є дослідження ролі самоменеджменту та юридичної грамотності у формуванні відповідального PR-фахівця в умовах сучасного інформаційного простору. Зокрема обґрунтовано значення правової обізнаності як інструменту мінімізації професійних та репутаційних ризиків, а також розкрити потенціал самоменеджменту для дотримання етичних стандартів у сфері публічної комунікації.

Для досягнення поставленої мети використано методи аналізу та синтезу, порівняльно-правовий метод, узагальнення та систематизації, логічний та діалектичний методи, контент-аналіз та системний підхід.

У ході дослідження встановлено, що ефективне поєднання самоменеджменту та юридичної грамотності є ключовим чинником формування відповідального PR-фахівця в умовах сучасної інформаційної екосистеми. Виявлено, що правова обізнаність значно знижує ризики порушення етичних норм, законодавчих вимог і, як наслідок, зменшує вірогідність репутаційних втрат для як особистості фахівця, так і організації, яку він представляє. Доведено, що самоменеджмент сприяє підвищенню рівня професійної дисципліни, стратегічного планування й оперативного реагування на кризові комунікаційні виклики. Уточнено, що на практиці найбільш вразливими залишаються сфери дотримання авторського права, маркування рекламного контенту та уникнення поширення недостовірної інформації.

Подальші дослідження можуть бути зосереджені на розробці інструментів оцінювання рівня

юридичної підготовки PR-фахівців, вивченні впливу правової культури на довіру до брендів у цифровому середовищі, а також на аналізі ефективності освітніх програм з правового самоменеджменту у професійній підготовці комунікаційних спеціалістів. Перспективним є також вивчення порівняльного досвіду інших країн щодо врегулювання професійної відповідальності у сфері PR та впровадження стандартів цифрової етики в комунікаційну практику.

Ключові слова: PR-фахівець, самоменеджмент, юридична грамотність, імідж, професійна відповідальність, етичні стандарти, правові аспекти, зв'язки з громадськістю.

Problem Statement. In the digital age, the role of public relations (PR) extends far beyond traditional image-building and community engagement. Today, every action of a PR specialist, every message or visual representation, is instantly disseminated through social media, online media, and digital platforms, acquiring significant influence over public opinion. Such speed of communication demands not only creativity and strategic thinking, but also a high level of responsibility.

In response to these challenges, the legal accountability of PR professionals has significantly increased. Violations of copyright law, improper use of personal data, manipulation of facts, or dissemination of false information may not only damage the reputation of a client or brand, but also carry serious legal consequences for the PR specialist themselves. Consequently, knowledge of contemporary legal standards has become a fundamental component of professional competence.

Alongside this, self-management remains a key factor in effective PR practice-the ability to manage time, information flows, and stress, as well as to continuously develop and adapt to change. Legal literacy, ethical responsibility, strategic planning, and personal organization constitute the foundation of a modern PR professional, who not only crafts the public image of others but also responsibly manages their own.

Analysis of Recent Research and Publications. The topic of the interrelation between self-management and legal literacy in shaping a responsible PR specialist is highly relevant in today's information society. Within this context, a number of scholars have examined corresponding aspects. In particular, O. Shumeiko, in her works, analyses the mechanisms of professional image formation through self-presentation and impression management, which are highly pertinent for PR professionals [1]. S. Orlyk and Z. Stezhko, in their publication, emphasize the necessity of legal awareness and adherence to ethical standards in professional activity [2]. A. Kyrychok, in his academic

research, explores methods for developing professional competencies, including self-management and legal culture, which contribute to increasing the responsibility of PR specialists [3]. I. Serova, in her study, investigates the specifics of PR activities in the legal field, underlining the importance of legal literacy and self-management in shaping a positive image [4].

All these works underscore the relevance and necessity of further in-depth research into the combination of self-management and legal literacy as fundamental elements in the formation of a responsible and effective PR professional within the contemporary information landscape.

The aim of the article is to examine the role of self-management and legal literacy in shaping a responsible PR specialist within the contemporary information environment. In particular, it substantiates the significance of legal awareness as a tool for minimizing professional and reputational risks, as well as explores the potential of self-management in upholding ethical standards in the field of public communication.

Presentation of the Main Research Material. In the field of PR, the processing of personal data is an integral part of the activity. In Ukraine, this is regulated by the Law of Ukraine "On the Protection of Personal Data" No. 2297-VI of 01.06.2010. In particular, Article 6 of this law establishes general requirements for the processing of personal data, including legality and transparency, purpose limitation, data minimization, and the consent of the data subject [5]. The processing of personal data must be carried out in an open and transparent manner, using means and methods that are consistent with the specified purposes of such processing. Furthermore, personal data should be processed for specific and lawful purposes, defined by the consent of the data subject or in cases stipulated by the current laws of Ukraine. The scope and content of personal data must be relevant, adequate, and not excessive in relation to the defined purpose of processing. The processing of personal data that is confidential is prohibited without the subject's consent, except in cases provided by applicable law.

Additionally, Article 8 of the Law "On the Protection of Personal Data" guarantees the rights of the data subject, including the right to be informed about the

sources of data collection, the purpose of processing, and the location of their personal data [5].

In the context of the legal regulation of PR activities, particular attention should be given to compliance with the requirements regarding personal data processing. According to the current legislation, the primary principle is obtaining the explicit consent of the data subject for their data processing. This consent must be voluntary, informed, and given after complete information about the purpose and scope of the processing has been provided. In order to ensure the legality of the processing, the PR professional is obliged to provide the individual with accessible information regarding the scope, purposes, storage periods, and possible third parties to whom the data may be disclosed. This transparency not only complies with legal requirements (specifically Articles 6 and 8 of the Law of Ukraine "On the Protection of Personal Data") but also fosters trust in the brand or organization.

Moreover, one of the fundamental aspects of lawful personal data processing is ensuring its protection from unauthorized access. This includes technical and organizational security measures such as encryption, access restrictions, data processing logs, and the use of secure channels for transmitting information. A systematic approach to complying with these recommendations is a prerequisite for developing responsible PR practices that align with both national and international legal principles, including the provisions of the GDPR.

PR activities often involve the creation and use of various types of content. In Ukraine, copyright is regulated by the Law of Ukraine "On Copyright and Related Rights" № 2811-IX of 01.12.2022. According to Article 8 of this law, the objects of copyright are works in the fields of science, literature, and art, regardless of their purpose, genre, scope, aim, and form of expression [6].

In the context of professional PR activities, adherence to copyright law is an essential component of both legal and ethical responsibility for the specialist. Under the provisions of the Law of Ukraine "On Copyright and Related Rights", the use of intellectual property works is permitted only if the appropriate rights or licenses are properly documented. This means that any use of third-party content-whether text,

visual, audio, or video material – must be based on clearly defined legal grounds, thereby preventing the infringement of the author's rights. Particular attention should be given to the practice of quotation, which is legally permissible only if the author's name and the original source of the work are clearly indicated. Failure to adhere to this principle may be considered plagiarism and lead to legal liability.

To ensure proper legal regulation of the relationship between the client of PR production and its creator, it is recommended to conclude written contracts that clearly specify the scope of the rights transferred, the territory of their use, the term of use, as well as the procedure and form of payment. This approach not only provides legal clarity and protection for the parties but also promotes the legitimacy of professional activities in the field of public relations, contributing to the development of a legal culture in communications.

Advertising activities within the sphere of PR are governed by the Law of Ukraine "On Advertising" No. 270/96-VR of 03.07.1996. In particular, Article 7 of this law prohibits unfair and discriminatory advertising, as well as advertising that violates ethical norms. This includes advertising that misleads consumers and contains elements of discrimination based on race, gender, age, etc. It also applies to advertising that contradicts generally accepted moral and ethical standards [7].

In the field of advertising, which is an integral part of PR practice, compliance with the current legislation and ethical standards is crucial for ensuring legitimacy and public trust. The Law of Ukraine "On Advertising" sets out a number of restrictions and requirements for the content of advertising messages, particularly regarding their accuracy, non-discriminatory nature, and labelling. In this regard, the primary recommendation is a thorough verification of advertising content prior to its publication to ensure compliance with legal requirements, particularly Articles 7 and 10 of the aforementioned law, which prohibit unfair, discriminatory, and hidden advertising. Special attention should be paid to adhering to the principle of ethics, which entails refraining from using hate speech, stereotypes, gender or racial prejudices, as well as avoiding derogatory or provocative formulations that could harm specific groups of the population. Equally important is the principle of transparency, which requires the PR

specialist to clearly label materials of an advertising nature, enabling consumers to distinguish objective information from commercial communication [8]. Failure to meet this requirement may be considered misleading, which contravenes both legal norms and professional standards. Thus, consistent adherence to these recommendations ensures the legality of PR activities, reduces the risks of legal sanctions, and contributes to the formation of a responsible information space.

The dissemination of false information can have serious legal consequences. In Ukraine, responsibility for such actions is outlined in Article 173-1 of the Code of Ukraine on Administrative Offenses, which establishes liability for spreading false rumours that can cause panic among the population or disrupt public order.

In 2020, Ukraine recorded a number of instances of false information being spread about COVID-19, which led to administrative penalties for individuals who circulated such rumours [9; 10; 11].

In the modern context of the information society, where communication activities play a key role in shaping public opinion, adhering to standards of accuracy and responsibility in the public dissemination of information is of particular importance. In light of this, the first and fundamental principle for PR professionals should be the thorough verification of facts before any information is disseminated through the media or digital channels. This approach not only demonstrates professional integrity but also serves as a crucial preventive measure against the spread of disinformation, which is particularly critical in crisis communications, such as during pandemics, military actions, or wars.

Furthermore, an important aspect of responsible professional conduct is the awareness of the legal consequences of disseminating false information. According to Article 173-1 of the Code of Ukraine on Administrative Offenses, the spreading of rumours that could cause panic or disrupt public order is subject to administrative responsibility. If the actions of a PR specialist cause significant harm to society, they may also fall under criminal liability for the dissemination of false information that leads to serious consequences (for example, Articles 259 or 183 of the Criminal Code of Ukraine in the case of falsely reporting a threat to security).

At the same time, the ethical dimension of public relations activities requires strict adherence to professional conduct standards, which include refraining from manipulation, distorting facts, and creating informational traps. The application of such practices not only contradicts the ethical codes of the communication industry (such as the PRSA Professional Code of Ethics or the ICCO Code of Ethics), but also undermines trust in the organization represented by the specialist. Thus, adhering to the principles of factual accuracy, legal responsibility, and professional ethics is essential for legitimate, effective, and socially responsible PR practice.

These aspects are critical to ensuring legality and ethical conduct in PR activities. Adhering to the relevant norms not only protects against legal risks but also helps build trust with the public and partners.

In contemporary PR practice, an effective communication strategy is increasingly viewed in the context of a personal approach to professional activity, where self-management plays a key role not only in planning work time but also in shaping the reputational resilience of the specialist. Given the high level of publicity inherent in the field of public relations, reputation management pertains not only to the brand or organization represented by the PR specialist but also to the personal professional image, which determines the level of trust from clients, partners, and the target audience.

An integral part of the personal development strategy for contemporary PR professionals is legal literacy, which not only allows them to operate within the bounds of current legislation but also enables them to anticipate potential legal risks associated with communication activities. Knowledge of the regulatory framework in areas such as data protection, copyright, advertising law, and liability for the dissemination of false information forms the foundation for proactive crisis management, significantly reducing both legal and reputational losses.

From this perspective, particular attention should be paid to the symbiosis of law and self-management, which ensures a harmonious balance between professional autonomy and legal responsibility. Legal literacy serves as an effective tool for mitigating reputational risks, allowing professionals to proactively shape

communication, avoid conflict-inducing formulations, and ensure transparency in handling information. In practical terms, this is demonstrated in real cases, where, for example, timely legal consultation helped avoid claims from counterparts or media scandals.

Conclusions. Therefore, to enhance professional responsibility, it is advisable to implement a checklist for PR professionals, which includes: regular verification of content rights, mandatory labelling of advertising messages, maintaining a consent log for the processing of personal data, conducting legal audits of communication materials, and independent or organizational upskilling in legal matters.

In summary, it can be stated that continuous legal education is a necessary condition for adapting to dynamic legislative changes and digital transformations. Self-management, in turn, ensures adherence to ethical standards, the development of a personal growth strategy, and effective resource management in the context of multitasking, which is inherent in the field of public relations. Thus, the combination of legal literacy and self-discipline is the key to sustainable professional growth for PR specialists in the modern communication environment.

БІБЛІОГРАФІЧНИЙ СПИСОК:

1. Самопрезентація та управління враженням в контексті формування успішного професійного іміджу майбутніх юристів. URL: <https://er.dduvs.edu.ua/handle/123456789/1815>
2. Орлик С., Стежко З. Зв'язки з громадськістю як сфера професійної діяльності в Україні. URL: <https://www.academia.edu/94729576>
3. Киричок А. П. Менторський підхід у підготовці PR-фахівців / А. П. Киричок // Держава та регіони. Серія: Соціальні комунікації, 2016. № 3 (27). С. 165–170. URL: <https://ela.kpi.ua/items/dacac366-1914-44f1-98cf-77da2ffcf9ad>
4. PR для юридичного бізнесу: секрети технологій. URL: <https://osvita.ua/vnz/add-education/news/17444/>
5. Закон України «Про захист персональних даних» № 2297-VI від 01.06.2010 р. URL: <https://zakon.rada.gov.ua/laws/show/2297-17#Text>
6. Закон України «Про авторське право і суміжні права» № 2811-IX від 23.12.1993 р. URL: <https://zakon.rada.gov.ua/laws/show/2811-20#Text>
7. Закон України «Про рекламу» № 270/96-ВР від 03.07.1996 р. URL: <https://zakon.rada.gov.ua/laws/show/270/96-%D0%B2%D1%80#Text>
8. Ryabovolyk T. Consumer developmental psychology: how public relations (PR) technologies shape buyer behavior / T. Ryabovolyk V. Lypchanskyi // *Енергозбереження. Енергетика. Енергоаудит / Energy saving. Power engineering. Energy audit*, 2025. № 2 (205). С. 89–96. URL: <https://repository.kpi.kharkov.ua/items/97504cbb-9d85-41e3-8a6d-8e95d02e5334>
9. Херсонським міським судом двох жінок притягнуто до відповідальності за поширення неправдивих чуток щодо коронавірусу. URL: <https://court.gov.ua/archive/930881/>

10. Поліція склала адмінпротокол на чернівчанку за поширення «неправдивих чуток» про коронавірус. URL: <https://www.radiosvoboda.org/a/news-politsiya-adminprotokol-koronavirus/30472765.html>

11. На Львівщині за поширення фейків про коронавірус покарали чотирьох людей. URL: <https://ms.detector.media/manipulyatsii/post/24403/2020-03-27-na-lvivshchyni-za-poshyrennya-feykiv-pro-koronavirus-pokaraly-chotyrokhyudey/>

REFERENCES:

1. Shumeyko O. M. (n.d.). Self-presentation and impression management in the context of forming a successful professional image of future lawyers. [online] DDUVS. Available at: <https://er.dduvs.edu.ua/handle/123456789/1815>
2. Orlyk S., Stezhko Z. Public relations as a sphere of professional activity in Ukraine. [online] Academia.edu, 2023. Available at: <https://www.academia.edu/94729576>
3. Kyrychok A. P. The mentoring approach in the training of PR specialists. State and Regions. Series: Social Communications, №3(27), 2016. P. 165–170. Available at: <https://ela.kpi.ua/items/dacac366-1914-44f1-98cf-77da2ffcf9ad>
4. Serova I. (n.d.). PR for legal business: Secrets of technologies. [online] Osvita.ua. Available at: <https://osvita.ua/vnz/add-education/news/17444/>
5. Verkhovna Rada of Ukraine. (2010). Law of Ukraine "On Personal Data Protection" № 2297-VI. [online] Available at: <https://zakon.rada.gov.ua/laws/show/2297-17#Text>
6. Verkhovna Rada of Ukraine. (1993, with subsequent amendments). Law of Ukraine "On Copyright and Related Rights" № 2811-IX. [online] Available at: <https://zakon.rada.gov.ua/laws/show/2811-20#Text>
7. Verkhovna Rada of Ukraine. (1996). Law of Ukraine "On Advertising" № 270/96-VR. [online] Available at: <https://zakon.rada.gov.ua/laws/show/270/96-%D0%B2%D1%80#Text>
8. Ryabovolyk T., Lypchanskyi V. (2025). Consumer developmental psychology: How public relations (PR) technologies shape buyer behaviour. *Energy Saving. Power Engineering. Energy Audit*, (2)205, 89–96. Retrieved from <https://repository.kpi.kharkov.ua/items/97504cbb-9d85-41e3-8a6d-8e95d02e5334>
9. Judicial Power of Ukraine. (2020). The Kherson City Court held two women responsible for spreading false rumours about COVID-19. [online] Available at: <https://court.gov.ua/archive/930881/>
10. Radio Svoboda. (2020). The police compiled an administrative protocol against a woman from Chernivtsi for spreading "false rumours" about COVID-19. [online] Available at: <https://www.radiosvoboda.org/a/news-politsiya-adminprotokol-koronavirus/30472765.html>
11. Media Sapiens. (2020). Four people were punished in Lviv region for spreading fake news about COVID-19. [online] Detector Media. Available at: <https://ms.detector.media/manipulyatsii/post/24403/2020-03-27-na-lvivshchyni-za-poshyrennya-feykiv-pro-koronavirus-pokaraly-chotyrokhyudey/>

Надійшла до редакції 18.02.2025 року