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СОЦІАЛЬНО-ПСИХОЛОГІЧНІ ЧИННИКИ ФОРМУВАННЯ ІМІДЖУ АРМІЇ У СУСПІЛЬСТВІ

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Актуальність дослідження іміджу війська у суспільстві зумовлена переосмисленням ролі військовослужбовців в Україні у зв'язку з повномасштабним вторгненням російської федерації. Нині, коли військові сили стали ключовим фактором національної безпеки та стабільності, імідж Збройних Сил України слугує не тільки індивідуальною характеристикою певних військовослужбовців чи з'єднань, частин, підрозділів, але й репрезентує загальний образ військової служби та держави. Імідж військових безпосередньо впливає не тільки на морально-психологічний стан самих військових, а й на цивільних осіб, зокрема на їхнє відчуття безпеки та гордості за країну, і сприяє консолідації суспільства навколо національних інтересів та національної ідеї. Тому військові потребують високого рівня довіри та підтримки з боку суспільства. У свою чергу, розуміння чинників, що впливають на формування довіри до Збройних Сил України, дозволить ефективно комунікувати з суспільством, виробляти дієві стратегії співжиття військових і цивільних у соціумі, підвищувати моральний дух населення, знижувати рівень



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