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## EXPLORING THE ESSENCE OF THE GAME IN CONTEXT INTERACTION OF GAMING AND LEGAL NORMS

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### ABSTRACT

**Purpose:** The aim of the work is a comprehensive theoretical study of approaches to understanding the essence of the phenomenon of game in the social sciences, as well as determining the place and role of game norms as a special type of social regulators in the legal sphere. **Design / methodology / approach:** This research is a comprehensive analysis of the variety of approaches to understanding the phenomenon of game activity within the framework of philosophical, sociological, psychological and legal theories. The theory of game activity, being multifaceted and complex, contains various approaches to understanding the essence of the phenomenon under study. This work, based on the works of representatives of the social sciences, tries to investigate the relationship between game and its norms and rules with the sphere of law. **Findings:** As a result of the study, the main approaches to understanding the essence of the game as a social and cultural phenomenon have been analyzed, the characteristic features have been identified that make it possible to correlate the game activity with the law, the features characteristic of the rules of the game as an element of the system of social norms have been identified. It was concluded that the phenomenon of games in the social sciences is understood from completely different sides, while, as a rule, it seems almost impossible to find common features of the definition of the essence in a comprehensive study of these theories, which indicates the versatility of the phenomenon under study. In the issue of interaction between the rules of the game and legal norms, it was concluded that the rules of the game are primary in relation to the rule of law, endowed with a large number of common features. **Original / value:** The work is aimed at understanding the essence of the game as a social phenomenon, taking into account the variety of approaches to its understanding in various social sciences. An attempt is made to determine the place of game norms in the system of social regulators of social relations, through the formulation of characteristic features of the rules of the game, as well as factors that unite game and law as social phenomena.

**Keywords:** game, game norms, game rules, social norms, game theory, conventional game norms.