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## **PSYCHOLOGICAL CONTENTS AND NATURE CONCEPT «FIDELITY»**

### **Summary**

Etymological and lexical essence of the concept of «loyalty» is investigated. The author presents definitions from synonymous philological and explanatory dictionaries. Analyzed a semantic content of definitions of loyalty in the philosophical, ethical and psychological dictionaries. Author determined the psychological nature of the concept of loyalty by content analysis of the definitions made by different authors. Discovered the lack of a comprehensive definition of the phenomenon and proved the ambiguity in the interpretation of loyalty in academic sources.

**Keywords:** fidelity, fidelity synonyms, semantic meaning of fidelity, psychology of loyalty, steadiness, persistency, devotion, loyalty, favour.