

**MASS MEDIA AS A SUBJECT OF PUBLIC CONTROL**

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**Abstract:**

Social life itself demands that the mass media become an important and effective means of conveying the demands and needs of the population to the authorities, the closest helper and sympathizer of the people, and a mirror of democracy. Because mass media should critically and impartially assess the activities of authorities and management bodies, boldly raise shortcomings in various fields, and present problems.

Citizens of the Republic of Uzbekistan, self-government bodies of citizens, non-governmental non-commercial organizations and mass media are considered subjects of public control. That is, subjects of public control supervise the activities of state bodies.

In the formation of civil society, the cooperation of all institutions of civil society is of great importance. After all, the purpose of public control is to control how state authorities fulfill all their obligations to the population. The transparency of the activities of state administration bodies creates a convenient opportunity for public control. The article analyzes the activities of mass media as a subject of public control on a scientific basis.

**Keywords:** mass media, public control, state power, civil society, public administration, people's representatives, electronic government, subjects of public control, action strategy, public councils, self-management.

In the Republic of Uzbekistan, the Oliy Majlis Chambers and the People's Deputies Councils of the People's Deputies will establish the accountability of state authorities, the introduction of "Electronic Government", the implementation of the "My Opinion" web portal, the improvement of public control, close cooperation between the state and society. serves to further strengthen the ongoing work on installation. On the other hand, the accountability of the state administration bodies to the people's representatives, the transparency of the work being done, and the most important thing, ensure their responsibility.

After the introduction of "Electronic Government", a number of positive changes were made. For example, the use of the services of state bodies expanded and became easier, it became possible to provide them to individual citizens, it became possible to involve citizens in political processes and state administration, the use of information and their exchange was accelerated, and most importantly, a number of conveniences were created for citizens.

Through the "My Opinion" web portal, an opportunity to submit an electronic collective appeal to the Chambers of the Oliy Majlis, local Councils of People's Deputies was provided. Currently, every citizen, using his constitutional right, expresses his opinion on the improvement of the country's legal system.

In Uzbekistan, public control has gained an urgent importance in the development of civil society, and its legal foundations have been created. Therefore, in the Constitution of the Republic of Uzbekistan, citizens of the Republic of Uzbekistan have the right to participate in the management of society and state affairs directly and through their representatives, such participation includes self-management, holding referendums and democratic organization of state bodies, as well as the development and improvement of public control over the activities of state bodies. is determined to be carried out by.

In particular, on April 12, 2018, the Law "On Public Control" was adopted, provided for in the first priority direction of the Strategy of Actions called "Improving State and Society Building". On April 12, 2018, the Law "On Public Control in the Republic of Uzbekistan" was adopted. This Law serves as a systematic and effective legal mechanism for the control of society and civil institutions by state authorities and management bodies over the execution of legal documents.

This Law defines the subjects, object, and main principles of public control. In particular, subjects of public control include citizens, self-government bodies of citizens, non-governmental non-profit organizations and mass media. In this way, the role and importance of mass media in the implementation of public control in our country has been fundamentally strengthened on the basis of legislation.

...Subjects of public control to comply with the requirements of legal documents, the restrictions established by law, related to the activities of state bodies, not to interfere in the activities of state bodies and their officials within the scope of their powers, not to create obstacles for the activities of state bodies, as well as the activities of their officials, the duties of not allowing the dignity and dignity of citizens to be humiliated, to interfere in their private life, have been expressed. [1.]

The establishment of the Public Chamber under the President of the Republic of Uzbekistan on April 16, 2020 is of great importance in strengthening public control. Consequently, the issue of establishing an effective dialogue between state and society institutions, strengthening control over the work of state bodies, and developing "people's diplomacy" was determined to be urgent before the chamber.

Public relations of the government or any organization cannot be imagined without the press and mass media. In fact, "the social nature of the press, from the point of view of its main functions, is evident in its other characteristic - the representative of public opinion. As the press reflects the socio-political, economic and cultural-spiritual life of the society and performs the role of an active factor in the mutual influence of social existence and social consciousness, it works based on public opinion in this regard. [2.] - writes professor Mukhtar Khudoykulov.

It is necessary to admit that today there is an incomparable contribution of information services organized in a new form and content within mass media and economic management bodies to study public opinion, to regularly enrich it, to systematically analyze existing problems, and to find solutions. For this reason, this link can be called the most important direction of strengthening cooperation between the state and society.

Over the past five, six years, special attention has been paid to the mass media, ensuring freedom of speech has led to the strengthening of the bridge between the state and society and

the guarantee of continuous communication. This activism can also be said about social media and blogging activities, although in most cases it causes some disagreements. Most importantly, community activity and interest and involvement in political processes have increased. In fact, this was the intended goal. Public control increased, they began to express their attitude to each process, close cooperation between the state and society was created.

It should be noted that today civil society institutions are becoming one of the important means of ensuring effective interaction of citizens with the state, determining people's mood and reaction to the changes taking place in the country through the implementation of public control. Over the past period, the adoption of more than 200 legal documents aimed at strengthening the role and importance of civil society institutions and solving the most important socio-economic problems of citizens in the process of democratic renewal of our country shows the great attention to the development of this field. [3.]

Subjects of public control are citizens, self-government bodies of citizens, as well as non-governmental non-commercial organizations and mass media registered in accordance with the law. Public control can be carried out by public councils, commissions and other public organizational structures in accordance with the law.

Political parties, trade unions, organizations of women, youth and children, veterans and persons with disabilities, scientific-technical, cultural-educational, physical education-sports and other voluntary societies, creative associations and other associations of citizens, public associations operating in Uzbekistan. in recent years has been carrying out wide-scale activities as subjects of public control.

It should be noted that printed and electronic mass media - newspapers, magazines, newsletters, bulletins, TV-radio, video, newsreel programs, websites on the Internet global information network today have become the voice of the people, literally, the "fourth power".

In other words, today public control is becoming one of the important means of ensuring effective interaction of citizens with the state, determining people's mood and reaction to the changes taking place in the country.

In this process, public control - appeals and requests to state bodies, participation in public board meetings of state bodies, public discussion, public hearing, public monitoring, public expertise, public opinion research, listening to reports and information of officials of state bodies by self-government bodies of citizens. forms are being implemented.

Public control is the most effective practice that is essential for ensuring the rule of law and justice at the level of society and the state. is a practice. It is an activity carried out by subjects of public control in order to control the activities of central and local state authorities and management bodies, state organizations, other bodies and organizations that exercise special powers of the state in accordance with the laws.[4.]

It should be noted that the participation of non-governmental non-commercial organizations together with the state authorities and management bodies means that the foundations of society's life related to democratic processes are deeply rooted and strengthened. In other words, implementation of public control mechanisms, strengthening of the role of civil society institutions and mass media indicate that these directions are becoming part of the ongoing reforms.

Today, the issues of developing not just public control, but effective public control are an important document considered the basis of the development path of New Uzbekistan for the period of 2022-2026 - a special goal in the first priority direction of the Development Strategy entitled "Building a people-friendly state through further development of human dignity and free civil society". It is not for nothing that it has been strengthened as.

To sum up, the issue of improving the organizational and legal basis of public control is one of the most effective ways to please people, quickly study and solve their problems.

In particular, further improvement of the legal and practical mechanisms of open communication with the people serves to improve the practice of making important decisions in the life of society and state administration, taking into account public opinion.

Public control ensures the protection of the rights and legal interests of citizens by controlling the activities of state bodies. Therefore, it is one of the urgent tasks to bring public control to a new level, to make effective use of its opportunities in every field.

Most importantly, public relations is the art of persuasion. How is trust achieved? The method is simple. That is, it is possible to gain the trust of the people only by being considerate of people, exceeding the promise given to them, showing their work in practice, and proving their word.[5.]

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