

THE SOCIAL IMPORTANCE OF PUBLIC OPINION

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Public opinion is a form of public consciousness that includes hidden or public attitudes to social events, activities of various groups, organizations and individuals; is manifested in approval or condemnation of certain social issues, determines the behavior of individuals, social groups and certain norms in social relations; applies both within society as a whole and within different social groups. The activity and importance of J. f. is determined by the structural nature of society, the level of development of productive forces, culture, democratic legal norms and freedoms. J. f. it is expressed in the election of authorities, mass communication media, population surveys, etc. In Uzbekistan, the Center for the Study of Public Opinion "Social Opinion" was established. The Center analyzes and summarizes information on the country's social and economic life, state policy and government activity. With the public in finding a solution to any problem or issue communication is very important. Developing public relations The role of media is incomparable. Taking into account the diversity of opinions, the mass media is required to more actively cover the domestic and foreign policy implemented in our country, as well as the events taking place in our country and abroad. Based on the experience of the world's leading countries, the improvement of the national system of training and retraining of personnel is crucial in many ways in the system of measures aimed at increasing the quality and level of activity in the information field. Today, the issue of transparency and openness in society is directly related to the level of development of public opinion research methods. The further democratization of our society and the formation of civil institutions depend primarily on the growth of the population's political activity, its active participation in political, social and state life.

At the core of public relations lies controversy. Debates between political parties should be conducted on a serious, professional and practical basis. At the core of these ideas is the idea of paying serious attention to people's thoughts and the problems they are thinking about. Public relations play an important role in finding a solution to any problem or issue. Today, relations with the public are developing and opening the way to many new directions. In the era of globalization, the active development of the economy serves as an impetus for the development of important relations between the state and the public sector. Changes concern not only the cooperation between the state and society, but also the conflicts that arise between them.

One of the most important stakeholders of any organization's activities is the government. Any organization interacts with the authorities within the framework of legal relations, strives to establish comprehensive communication when its activities are influenced by them. In other words,

one of the components of the successful operation of any organization is the establishment of effective cooperation with the government.

The processes of developing local business, improving the state administration system, and increasing the investment attractiveness of the country as a whole require changing the goals and mechanisms of communication between commercial structures and the state. The mutual interest of the government, business circles and public organizations in establishing a clear, stable system of relations requires strategic and tactical expansion of communicative management in the field of public relations.

As we know from our recent past, the public during the Soviet period the opinion of the government, which does not leave room for any objections through directive instructions, special political-theoretical directions it was continuously affected. And for that a unique two-stage method of influence was implemented. First in the stage, the method of vertical influence, that is, from the top to the bottom the ruling opinion planned by the state to the joints The pressure is carried out on the basis of excellent programs in systematic procedures is increased, horizontal effect methods are activated in the second step, production enterprises, educational system institutions, public The political opinion "ordered" in organizations is a special social one layers were regularly instilled into his mind. That's it and the state system to set the mechanism in motion under the guise of a centralized party and various initiative groups was working regularly.

Today, this method, that is, the practice of directly influencing public opinion in a planned manner, is preserved in countries such as China, North Korea, Cuba, and Iraq. However, developed Fapb and East

countries, indirect methods of public opinion are widely used. This method is based on the principles of democracy.

it is mainly carried out through mass media, advertising, influence of informal leaders, show programs and other factors.

General means of public opinion formation in developed countries (mass media, television, advertising,

shows) and horizontal (community organizations, family, informal leaders, enterprises, parties) directions are valid. In the United States of America, more than 200,000 people are constantly engaged in the special formation of public opinion. USA only 15,000 specialists work in the promotion of the Ministry of Defense.

A similar system exists in England, France, and Italy exist, to study the impact of the information given in these countries, the extent of their socialization among different layers of the population

specialized sociologist-psychologist posts are valid. For example, the Reno plant's scientific design and modeling center in Paris (2.5 in the center

a group of 35 sociologists and psychologists works continuously. There are many other similar examples

It can also be demonstrated through the work experience of the information industry of the countries.

Today, information flow is carried out mainly through indirect methods, that is, through art and culture, religion, industrial products, and the educational system. The fight against information

attacks requires the development of the science of sociology of public opinion. From the first years of independence in Uzbekistan, the study of public opinion and based on these real needs of the people opportunities to open the spring of spiritual emanations, to show one's identity

important steps have been taken in terms of restoration. First, the field of sociology, which is responsible for both theoretical and practical study of this social process

scientific-pedagogical foundations were included.

In today's rapidly developing world, information and knowledge are becoming the most important national resources, and the systems that ensure their creation and distribution are strategic factors of sustainable development. In these conditions, it is necessary to achieve the strategic goal of building a democratic legal state and an open and fair civil society in Uzbekistan, as well as to ensure the protection of human rights and freedoms, to provide information and knowledge that will ensure the quality of public administration and the transition to a state model based on information, knowledge and innovation. determined by the possibilities of creation, reception and distribution. In this regard, it is necessary to introduce an effective decision-making system based on openness and transparency in the field of state and economic management, to ensure the accountability, openness and responsibility of officials to society in obtaining information. This is an important condition for the effective functioning of the state and economic management apparatus and the establishment of justice in society. In this case, widely informing the society about the activities of state and economic management bodies, ensuring their accountability to the population is an important condition for the realization of the noble idea that "the people should serve the people, not the state agencies, but the state agencies."

In the decision of the President of the Republic of Uzbekistan dated June 27, 2019 "On additional measures to ensure the independence of mass media and develop the activities of information services of state bodies and organizations", information services of state bodies and organizations, The main tasks of press centers and public relations services are defined as follows:

- regular, full information to the population about the activities of state bodies and organizations through mass media, social networks, official websites of state bodies and organizations, as well as other information resources, including by organizing press conferences, briefings, media tours provide information directly and quickly;
- development and implementation of measures to inform and illuminate about the process of socio-political and socio-economic development of our country in state bodies and organizations;
- forming and promoting a positive image of state bodies and organizations, conducting social surveys and studying public opinion in other forms;
- establishing effective practical cooperation with the Information and Mass Communications Agency under the Administration of the President of the Republic of Uzbekistan (hereinafter - AOKA) in the implementation of assigned tasks in the field of information policy;
- formation of a group of experts in order to effectively cooperate with the mass media, distribute quick information within the framework of journalists and bloggers who are constantly working with information services, as well as to ensure the participation of the general population in the discussion of draft normative legal documents;
- regularly organize speeches of heads of state bodies and organizations in mass media;
- monitoring and analyzing the information space, quickly reacting to critical and widely discussed information attacks, organizing work on the dissemination of information related to the activities of relevant state bodies and organizations in the mass media and the Internet;
- preparation of news, information, comments and other information-analytical materials for distribution through local and foreign mass media together with state bodies and organizations;

- to study the public opinion, the position of national and foreign mass media on the activities of state bodies and organizations, develop actual proposals and provide information about them to the management of state bodies and organizations;
- through competent ministries and agencies, diplomatic missions of the Republic of Uzbekistan abroad, as well as diplomatic missions of foreign countries in Uzbekistan with information materials (printed products, photos, audio, video materials, etc.) provide;
- posting drafts of normative legal documents under the authority of state bodies and organizations and their approved texts on their official websites in the prescribed manner;
- creating and updating a database of text, photo, audio and video materials related to the activities of state bodies and organizations.

According to the decision, the information service staff of state bodies and organizations should be appointed to the position as a priority from among persons with higher education in the field of journalism, the heads of the information services of state bodies and organizations are simultaneously considered the press secretary of the head of the state body and organization, and issues of information policy it is determined that the leader will have the status of adviser. They are equal to the deputy head of the state body and organization according to the terms of payment of wages, provision of medical and transport services.

The Charter of each organization is the main legal document guaranteeing its rights, duties, and obligations. Although the information service is considered a structural unit of the central apparatus of the organization, it also has a separate Charter. Information service employees are recommended to develop their own regulations based on the "Model Regulation on the Information Service of State and Economic Management Bodies" issued as an appendix to the decision of the Cabinet of Ministers No. 125 dated February 15, 2018.

Mass media plays a special role in the deepening of democratic reforms and development of civil society in our country. Because it is the mass media that, in the conditions of globalization, are performing a special function of a bridge between the state and society by covering the most important events in our country, ongoing updates, adopted normative legal documents. As defined in this decision, the organization's information service will conduct monitoring and analysis of the information space, respond quickly to critical and widely discussed information attacks, and organize work on the dissemination of information related to the activities of relevant state bodies and organizations in the mass media and the Internet. tasked with this task eliminates some delays in obtaining information, as well as ensures the speed, reliability and quality of the journalist's material.

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