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## **TRANSFORMATION OF THE INSTITUTE OF CIVIC CONTROL IN UKRAINE: CONTEMPORARY CHALLENGES**

*The article is devoted to the implementation of public control in the conditions of rapid development of the information society in the field of public administration due to the lack of legislative regulation of categorical concepts "individual public control" and "blogging", which are rapidly developing among the public in Ukraine. The essence of public control is analyzed through the prism of the media. There is a need to expand and study individual public control through the media, namely to study the nature and legal personality of individual public control and "blogging" as a result of the transformation of public control in the information society given recent changes in legislation.*

*Today, the concentration of scientific research is definitely relevant and practically necessary, since public control is the basis of civil society, a guarantee of democracy and prerequisites for the integrated development and existence of members of such a society.*

*However, with the development of information and communicative networks and communication facilities, public control is transformed by the onslaught of modern invocations of the information society, forming new concepts that require a scientific approach and the desired doctrinal interpretation, which should become the basis for normative consolidation.*

*This is determined in the possible position of recommendations for the development or unification and identification of the position in legislation (terms) of individual public control and "blogs" to avoid discrepancies in the legislative space of Ukraine. In a modern informational society, in order to establish information and communicative communication of the state with the public, the joint development of tools that will be carried out by modern legal and legal improvement of the legislation in accordance with the current tasks of the present.*

*The purpose of the article is the theoretical substantiation and determination of possible ways to overcome legislative imbalances that arise in the development of an information society in relations with the state body, as well as improving the interaction of state power and society institutions through the legalization of a new concept of democratic state society. Taking into account changes taking place at the Institute of Public Control.*

**Key words:** *public control; communication; individual public control; blogging; mass media; public administration.*