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### **Twitter–diplomacy as an instrument of the Public Diplomacy of the USA**

Nowadays, twitter–diplomacy develops very rapidly and it had already become an important and influential tool for governments for realization of their foreign policies. U.S. constantly expands its tools of providing foreign policy; traditional methods of diplomacy are added with means of interstate communication and implementation of national objectives: cultural diplomacy, propaganda, government

PR, forming an attractive image of the state. Among these methods, public diplomacy has a strong position; public diplomacy is a new form of international relations and it is an effective instrument of building a positive international image of the country. Wide audience of the Internet–resources, growing popularity of social networks, ability to deliver quickly necessary information to direct audience and open communications between governors and society make twitter diplomacy an extremely powerful tool to formulate necessary public opinion of the foreign audience concerning specific events and processes in all spheres of life. The aim of our study is to analyze experience of the application of the U.S. public diplomacy and find out the role of twitter diplomacy, define its tools, advantages and disadvantages. To achieve this goal we applied a number o theoretical and practice methods in our study: a method of analysis, synthesis method, logical method, comparisons, structure method, functional method and statistical method. We determined the definition of the twitter–diplomacy, its mechanisms and features; its role as of one the tools of public diplomacy of the United States.

**Keywords:** public diplomacy, twitter–diplomacy, propaganda, government PR, social networks.

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