

KAZAN FEDERAL UNIVERSITY
Institute of International relations

41.04.05 International relations (Digital Diplomacy)

#DigitalDiplomacy Word Cloud



- **Digital diplomacy is becoming an important component of modern foreign policy mechanisms of state information policy.**
- **New online communication tools are being formed, in which social media can provide an opportunity to directly address the target audience on behalf of the state or a business company**

In connection with the increase in the volume of open socio-economic and political information received by users in social media and through other resources, these opportunities and data have been used by various actors in the political foresight, commercial advertising, strategic planning.

Therefore, digital diplomacy through various platforms, including social media, around the world is becoming an important resource for using it, explaining and promoting policies, private and public interests of political and commercial lobbyists.

The place of the Republic of Tatarstan as one of the leading Russian regions in the field of international and foreign economic relations, digitalization of the economy, defines our tasks to create educational projects of advanced development - master these new tools and put them at the service of the state, apply them in future professional activities



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