

ABSTRACT

The subject is social media marketing as a tool of political struggle. The work consists of introduction, three chapters, conclusion and list of used sources. The first

chapter deals with theoretical-methodological basis of the study of political communications, the second chapter is devoted to the study of social media marketing as an element of political struggle, the third chapter analyzes social media

marketing in the system of political communications.

Developed in the study theoretical provisions and practical recommendations can be used as an element of a methodological framework for establishing effective

mechanisms for the use of social media marketing in the political struggle.