
Abstracts

Global Context

Round Table Discussion "Konstantin Dmitrievich Ushinsky – Publicist and Teacher"

Konstantin D. Ushinsky and Moscow University

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Abstract

The article is devoted to the student period of the life of Konstantin Dmitrievich Ushinsky, an outstanding Russian teacher and founder of the national Russian school. He spent four years at the Faculty of Law of Moscow University: from 1840 to 1844. The author analyzes numerous documentary and memoir evidence of Ushinsky's studies, his attitude to lecturers and the attitude of his fellow students towards him, living conditions and the formation of views.

Keywords: Konstantin Ushinsky, Moscow University.

Notes

Otchet o sostoyanii i deystviyakh Imperatorskogo Moskovskogo universiteta za 1843/1844 akademicheskii i 1844 grazhdanskiy gody [Report on the Condition and Activities of Imperial Moscow University for the 1843/1844 Academic and 1844 Civil Years] (1845). Moscow: IMU Publ.

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K.D. Ushinsky's Role in the Modernization of the Journal of the Ministry of Public Education

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Abstract

The article presents an important period in the life of K.D. Ushinsky, analyzes his work as editor-in-chief of the subordinate *Journal of the Ministry of Public Education*, studies his contribution to the development of the journal, its transformation and distribution among the readers.

Keywords: K.D. Ushinsky, Journal of the Ministry of Public Education, editor, education.

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Development of K.D. Ushinsky's Pedagogical Ideas: N.K. Krupskaya's Publicism

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Abstract

The article analyzes the writings and speeches of N.K. Krupskaya in which she assesses the significance of K.D. Ushinsky's pedagogical ideas for Soviet education. Krupskaya made a significant contribution to the development of the Soviet educational system in the early years of Soviet rule. In the context of the formation of the new Soviet system and the promotion of a new ideology, the value of the scientific and cultural heritage of the monarchical era was generally disregarded. The new culture and ideology were built on new works and new figures. Krupskaya's achievement lies in the fact that, through her frequent contributions to the Soviet press, she reminded the public of Ushinsky's important role in the development of Russian pedagogy, highly valued his pedagogical ideas and writings, and emphasized that Russian pedagogy had developed on the basis of the schoolbooks created by Ushinsky. Largely due to Krupskaya's efforts and authority, Ushinsky's works continued to be studied during the Soviet period, and his ideas were incorporated into Soviet educational practice. In her articles, Nadezhda Konstantinovna analyzed both the methodology of writing school textbooks and the content of the texts that Ushinsky included in his readers for children.

Keywords: Ushinsky, Krupskaya, Soviet pedagogy.

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Ideas of K.D. Ushinsky on Practices of Teaching the Russian Language at the Faculty of Journalism of Moscow University

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Abstract

The paper examines the main pedagogical principles of K.D. Ushinsky: personality fostering in the process of native language teaching, “contextual education”, and systematic, creative presentation of the laws of the Russian language. These ideas were reflected in the educational books *Children’s World and Anthology* and *Native Word* (1861), *Guide to Teaching on the Native Word* (1861), as well as in the article *Native Word* (1861). K.D. Ushinsky’s pedagogical principles were further developed in the construction of the Russian language course at the Faculty of Journalism of Lomonosov Moscow State University. In the first year, students learn elements of phonetics, lexicology and phraseology, and morphology. In the second year, the syntactic connections of words and methods of punctuation in speech are considered. In the third year, we teach stylistics, which helps future journalists to select necessary language tools for building accurate and imaginative speech. We also address linguistic ethics in the media discourse. Next, students take *Modern Media Studies*, the discipline, where students comprehend the specifics of the organization of journalistic and advertising texts. Finally, in the fourth year of the bachelor’s degree, the language education of future journalists concludes with the discipline *Media Text Analysis*. The principles of K.D. Ushinsky’s pedagogy – personality education through native language teaching and “contextual education” – serve not only the highly specialized education of journalists. They help to structure the educational process so that the native language is presented not only as a well-organized system, but also opens up wide opportunities for creativity and for the education of a knowledgeable, independently thinking journalist.

Keywords: K.D. Ushinsky’s pedagogy, contextual education, visibility, consistency.

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Agenda

From Freedom of Speech to Aggressive Russophobia: Development Stages of Ukrainian Journalism

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Abstract

The article attempts to explore the stages of the development of Russophobia in Ukrainian journalism from 1991 to 2024. It characterizes the informational and political processes occurring in Ukraine's media sphere during this period. The author proposes four main stages that demonstrate the intensification of Russophobia in Ukrainian mass media. The significance of Ukraine in the geopolitical and informational confrontation between Russia and the West is highlighted. Particular attention is given to the mechanisms of the gradual informational occupation of Ukraine as a historical part of Russia. Manifestations of aggression in the Ukrainian media landscape towards Russia are identified. To study the escalating Russophobia, media-critical articles by Ukrainian authors published in well-known projects “Media Critique” and “Detector Media” were analyzed, which helped shape the Russophobic mainstream in the Ukrainian information space.

Keywords: informational confrontation, informational occupation, informational aggression, Russophobia, media criticism.

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Mass Media in Russia

Representation of Healthy Lifestyle Topics in Russian Media

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Abstract

In the article, the authors present the results of an analysis of materials from Russian media (*Komsomolskaya Pravda*, *RBC*, *Championat*, *Marie Claire*, *The Girl*) and identify the features and trends of coverage of the healthy lifestyle topic. They also conclude that a significant number of violations are committed by journalists when preparing texts on health-related topics and formulate recommendations for the media.

Keywords: healthy lifestyle, healthy lifestyle trends, media about health.

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The Impact of Digitalization on the Financial Policy of Regional Media Enterprises (a case study of TV channels in the Sverdlovsk Region)

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Abstract

This article explores the financial sustainability of regional media enterprises amid digital transformation, focusing on the case studies of TK 4 Kanal, LLC and OTV-Yekaterinburg, JSC. By analyzing financial statements from 2020 to 2023, the study identifies two distinct strategies: a “minimalist” approach, emphasizing reduced accounts receivable and enhanced liquidity, and an “expansionist” strategy aimed at scaling current assets. A comparative assessment of financial metrics – including profitability, liquidity, and turnover ratios – reveals that neither strategy alone ensures long-term resilience. Instead, successful adaptation to digital disruption requires a hybrid model that integrates cost efficiency, proactive debt management, and strategic investment in digital infrastructure. The findings highlight the critical role of flexible financial planning in enabling regional media enterprises to compete with dominant digital platforms. This research underscores the importance of balancing fiscal discipline with innovation to maintain competitiveness in an evolving media landscape.

Keywords: profitability, liquidity, media enterprise, business activity, coefficients.

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Mediatext

The Specifics of Banking Product Brands' Advertising Communication: A Linguosemiotic Aspect

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Abstract

This article examines the linguosemiotic features of advertising landing pages for banking products targeted at a B2B segment – namely, online marketplace sellers. The novelty of the study lies in its analysis of the syntagmatic and paradigmatic characteristics of advertising discourse structures specific to this category of services. The article identifies typical strategies for representing the advertising object, the advertiser, and the addressee. It also analyzes the rational and emotional concepts used for argumentation and motivation. The study finds that banking advertisements aimed at sellers revolve around four key concepts: cost-efficiency, speed, technological advancement, and reliability.

Keywords: online marketplace sellers, B2B advertising, banking landing pages, linguosemiotics, concept.

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Literature and Essays

First Responses to Emile Zola's Work in the Russian Press

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Abstract

The article raises the question of Emile Zola's popularity in Russia during the second half of the 19th century. The author conducted a comprehensive analysis of the writer's first mentions in the Russian press (in such major magazines as *Otechestvennye Zapiski* and *Vestnik Evropy*). The author concludes that a detailed study on the role of Russia in the writer's career is needed, as well as a study of Zola's influence on the Russian press during the stated period.

Keywords: Zola, "Otechestvennye Zapiski", "Vestnik Evropy", Russian journalism during the second half of the 19th century.

Notes

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