

# Content

## Editorial

Media Representation of Social Phenomena: The Development of the Theoretical Model .....	8
Elena L. Vartanova, Denis V. Dunas	

## Global Context

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

Konstantin D. Ushinsky and Moscow University .....	22
Dmitry A. Gutnov	
K.D. Ushinsky's Role in the Modernization of the Journal of the Ministry of Public Education.....	28
Kristina A. Balashova	
Development of K.D. Ushinsky's Pedagogical Ideas: N.K. Krupskaya's Publicism.....	33
Olga D. Minaeva	
Ideas of K.D. Ushinsky on Practices of Teaching the Russian Language at the Faculty of Journalism of Moscow University .....	39
Irina B. Alexandrova	

## Agenda

From Freedom of Speech to Aggressive Russophobia: Development Stages of Ukrainian Journalism .....	50
Elena A. Kujantseva	

## Mass Media in Russia

Representation of Healthy Lifestyle Topics in Russian Media .....	62
Varvara V. Kazhberova, Irina V. Kovaleva	
The Impact of Digitalization on the Financial Policy of Regional Media Enterprises (a case study of TV channels in the Sverdlovsk Region) .....	74
Arina I. Novgorodova	

## Mediatext

The Specifics of Banking Product Brands' Advertising Communication: A Linguosemiotic Aspect .....	84
Yaroslav V. Sidorenko	

## Literature and Essays

First Responses to Emile Zola's Work in the Russian Press.....	94
Anastasia M. Lebesheva	