

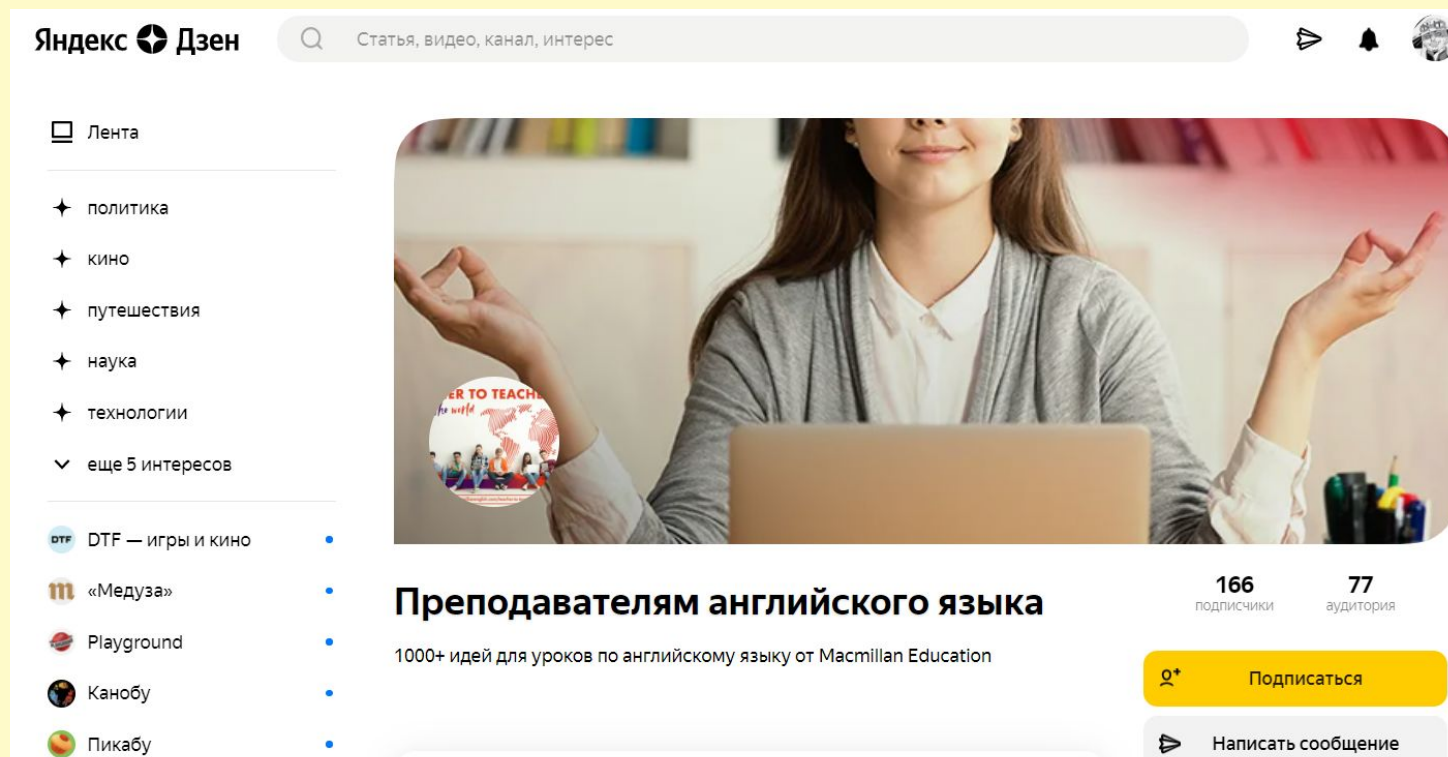


Yandex.Zen as learning instrument

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What is Yandex Zen ?

- It's a Russian platform that allows companies and independent authors to **publish media content** (articles, photos, videos) in the form of blogs. The platform also allows popular authors to earn money by using micropayment channels and ads.



How can teachers use it?

- **Read about other teachers' experience**
- It helps you to improve your teaching skills, to get a whole picture on how educational system in Russia really works.
- **As a personal / professional blog.**
- Share your ideas and experience, create a friendly teachers community! Discuss urgent problems with colleagues, parents and students. Educate your students with the help of your blog.



Example of an English teaching blog

- [Английский язык | Start2Study | Яндекс Дзен \(yandex.ru\)](#)
- Materials for this blog are prepared not only by Russian-speaking teachers, but also by native speakers. The content is appropriate: for example, here they like to explain how similar English words differ in meaning.

