

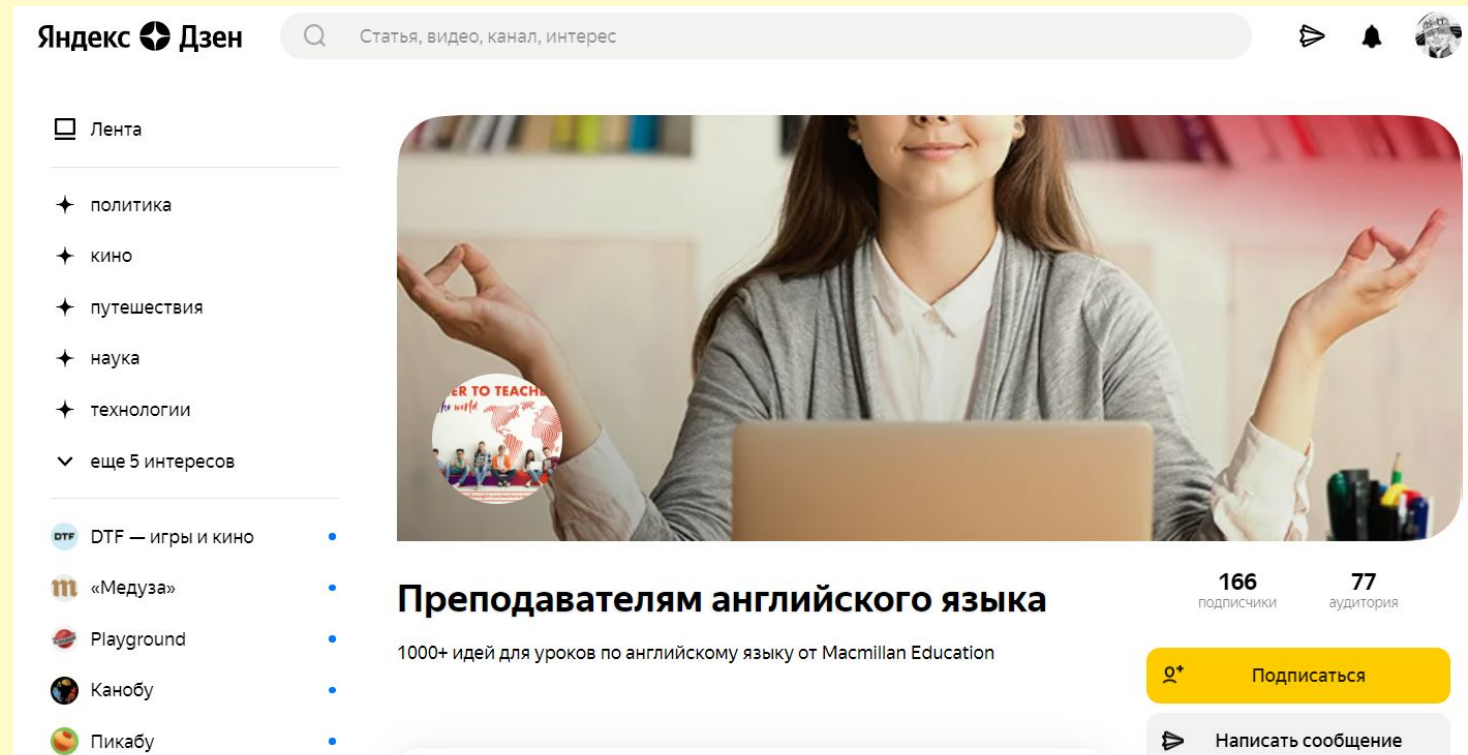


Yandex.Zen as learning instrument

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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.



The screenshot displays the Yandex Zen interface. At the top, there is a search bar with the text "Статья, видео, канал, интерес" and a search icon. Below the search bar is a navigation menu with the following items: "Лента", "политика", "кино", "путешествия", "наука", "технологии", and "еще 5 интересов". Below the menu, there are several channel icons: "DTF — игры и кино", "«Медуза»", "Playground", "Канобу", and "Пикабу". The main content area features a large image of a woman sitting at a desk with a laptop, her hands raised in a gesture. Below the image, the title of the article is "Преподавателям английского языка" (For English teachers), followed by the subtitle "1000+ идей для уроков по английскому языку от Macmillan Education". To the right of the article, there are statistics: "166 подписчики" (166 subscribers) and "77 аудитория" (77 audience). Below the statistics, there are two buttons: "Подписаться" (Subscribe) and "Написать сообщение" (Write message).

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.



The image shows a screenshot of a social media post. At the top, there is a profile picture of a group of people and the text "Преподавателям английского языка" (For English teachers). To the right are icons for a plus sign and a vertical ellipsis. The main content is a photograph of a field of yellow flowers with a bright sun in the background. A large yellow semi-circle is overlaid on the bottom right of the photo, containing the text "Summer time with Macmillan Education!". Below the photo, there is a bold heading "6 идей, как не забыть английский летом!" (6 ideas how not to forget English in summer!) followed by a paragraph of text in Russian.

Преподавателям английского языка


Summer time with Macmillan Education!

6 идей, как не забыть английский летом!

Когда заканчивается очередной учебный год и наступает лето, это не значит, что все останавливается. Кто-то будет продолжать работу и ищет материал для летних программ, а кто-то планирует задания ученикам на лето, чтобы они не забыли...

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.



Английский язык | Start2Study

5 полезных конструкций на английском с союзом and

У большинства действий, решений, событий и явлений, происходящих в нашей с вами жизни, есть свои преимущества и недостатки, потенциальные возможности и проблемы и к ним можно применить аргументы "за" и "против"...

2 комментария