

PEDAGOGY

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Chinese educational blogs as a teaching instrument (based on WeChat communication platform)

The active use of the Internet has made it possible to transcend boundaries, both physical and cultural. Nevertheless, some resources today remain poorly explored for various reasons. The article describes the functional features of the Chinese WeChat resource as an educational platform, as well as the characteristics of WeChat educational blogs based on the two largest WeChat subscription accounts dedicated to the study of the Russian language, the history of Russia and its modern culture. Along with modern technologies, the article examines the educational content featured within the Internet communication. The most relevant seems to be blog texts which fit the usual WeChat text format, but demonstrate some peculiarities. Non-compliance with standard language norms, use of slang, violation of etiquette and punctuation rules serve as an additional tool for WeChat bloggers to attract an audience and promote educational content.

Key words: educational blog, social media, educational online resources, linguistic space, intercultural communication, Russian as a foreign language, informal Internet communication.

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