

## PEDAGOGY

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### **The state of educational activity in the Don region at the end of the 19th century and directions for its improvement (based on advertisements of educational institutions in Rostov-on-Don)**

A methodological approach to identifying trends in improving education in resolving contradictions in the socio-economic sphere of Russia (the Don Region) at the end of the 19th century is presented. The information base of the study was made up of advertisements for the provision of educational services by institutions of various orientations, published in the periodical press of the Don Region. It is shown that the ability to identify trends in education was ensured by establishing a set of techniques for improving educational activities widely used by institutions. The composition and state of the educational system, trends in its activities are revealed. Among the main directions of development are the improvement of the educational process and the educational environment, organizational and managerial activities and the creation of a cultural and educational space in the region.

**Key words:** advertisements, educational activities, directions, education development, region.

*January 11, 2026*

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