**ABSTRACT**

Journalism research exploring the effects of negative news on the audience level demonstrates that there is a group of readers which increasingly avoids this kind of news because of detrimental effects resulting from overload of negative news articles. Unlike negative news, positive news have the potential to unite, inspire and empower individuals or society to respond to problems. Constructive journalism wants to strengthen constructive elements in journalism through the application of positive, moral and/or prospective psychology. Hence, trough the lens of constructive journalism, the editorial focus is more on critical-positive news items and constructive story framing. We argue that, in the paradigm of constructive journalism, media professionals are reminded of their special responsibility as influential opinion makers. This paper examines constructive journalism in the context of today’s Russian media landscape. Based on an online survey and semi-structured interviews with Russian journalists, the findings reveal that a number of Russian journalists are willing to make a ‘constructive’ contribution to society. In co-operation with the interviewees, a list of recommended criteria for local media outlets and journalists intending to write contructive stories in future was developed.

**KEYWORDS** News Media; Constructive Journalism; Russian media landscape ;

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