
Social Media Impact in English Language Learning

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Abstract

Social media plays an important role among the masses and students all over the world. In this study, an important objective is to explore the impact of social media on English language learners. The study examines the available social networking sites such as Facebook, Twitter, YouTube and Blogs. Teachers of languages stay connected with their colleagues around the world and update about their work through Social Media tools. The sudden advent of the internet and the rise of social networking have changed the way we communicate. Due to technology, a more systematic expansion of language learning has become possible. This has a significant impact on the motivation of students given the opportunity to explore technological advances. It is important that teachers stay abreast of technological developments and recognize the need to leverage and develop technology to engage learners and improve their English skills. Teachers are now adhering to innovative practices in the teaching and learning process, transforming their role into 'facilitators'. The teacher's role requires encouraging more group assignments and a stress-free learning environment. So far, social media has had a far-reaching impact on how people communicate in English. Due to the changing nature of communication on social networking platforms, we see many changes in the way people write and speak English. One of the biggest impacts of social media on spoken and written English is vocabulary acquisition. Another notable impact of social media is the introduction of new vocabulary to English communication. Social media plays a major role in learning English as it provides learners with opportunities to improve their writing and reading as well as reading new texts and phrases to improve their vocabulary.

Keywords- Impact, Technology, Adhere, Innovative, Facilitators, Leverage

Introduction

Social media is "a group of Internet-based applications that build on the theoretical and technological foundations of Web 2.0 and allow the creation and exchange of User Generated Content. According to the definition, social media is frequently viewed as an all-encompassing phrase with numerous sub-genres. Kaplan and Haenlein define six distinct categories of social media, including blogs (e.g. Wordpress), social networking sites (e.g., Facebook, MySpace), virtual game worlds (e.g., World of Warcraft), virtual social worlds (e.g., Second Life), content communities (e.g., YouTube), and collaborative projects (e.g., Wikipedia).

Social media have impacted the lives of educators and learners in recent years. It is because of the multiple ways they enable communication, including blogs, social networks (Facebook), microblogs (Twitter), wikis (Wikipedia), video podcasts, and photo-sharing apps (Instagram and Snapchat).

Applications like Facebook, Twitter, YouTube, and WhatsApp have significantly increased social engagement and information sharing in communities of both students and teachers. The human desire for exploration, limitless connection, and the free exchange of ideas and opinions with other users who share similar interests may be the driving force behind this expansion. Users of social media platforms can communicate, express themselves, and transcend national boundaries via these platforms (Thorne, 2010).

It has been progressively influencing how people live their lives from a variety of perspectives, including communication, knowledge sharing, business, and education (Bhatti, 2018; Bhatti, Bano, & Rehman, 2019). Researchers and academics from different fields are becoming more and more involved with the various web-based social networking sites and other connected stages (Bhatti, Shaheen, Akram, & Rehman, 2020). The impact of social media on second language learning and acquisition has been seen by language specialists and teachers in particular. According to recent research, social media websites projected better test scores for English proficiency than the group that received training on an eye-to-eye basis (Wamba, 2016).

Information and communication technology (ICT) use for the teaching-learning process has increased over the past ten years, and this is also true of language acquisition. ICT has made it possible for those learning English as a second language to collaborate with native English speakers via online platforms like Facebook, Instagram, and video calling apps like Skype and WhatsApp, which are among the most widely used ICT tools. ICT is actually a subset of internet media and came into being as a result of innovation. Additionally, it functions like a collection of tools that let people connect with one another. Due to its development, most people and learners around the world use web-based media. College students typically use online media in a variety of situations during their daily lives.

The integration of technology into the English classroom has completely changed the teaching and learning process. With new technology trends, teachers are using and integrating technology to help students learn languages more effectively. Traditional classroom teaching can be replaced with social media networking sites. It offers many creative and practical ideas for creating a learning environment for teachers and students.

The Internet has been one of the most important influences on the English language in recent years, as it not only repurposes existing vocabulary, but also breathes life into a wealth of new words and phrases. Alongside various web-based technologies, social networks have dramatically dominated human life for nearly a decade.

Social media is a rich platform for experimenting and creating new words, it gives people the freedom to be innovative and creative, rebelling against traditional English conventions, unfettered by grammatical rules and syntax. Social networks are the most effective means of communication due to their user-friendly and easily accessible features. Social media such as Facebook, Chatroom, Twitter, Skype, We Chat and other sites keep you up to date with friends and latest events around the world. The way we communicate has changed dramatically, and social media has spawned many new words.

Literature Review

Various studies have examined the availability of social media and the new horizons it opens up, especially for young people (Lin et al., 2016). Of these media, Twitter is used for microblogging, Facebook and LinkedIn are used for social networking, and Wikipedia focuses on the creation of collaborative knowledge, while YouTube and Flickr are used to share visual materials (Balakrishnan & Lay, 2016). According to Lin et al. (2016), social media such as Facebook, Twitter, and YouTube not only offer users the opportunity to generate information, but also to share it with others around the world. Web-based media have changed the way people share and interact with others. Paul et al. [31] recommended that online informal organizations could be seen as responsive to educational innovation if more academic staff understood how to link them to the curriculum.

Allam and Elyas have shown that the majority of academic communities firmly supported the academic benefits and advantages of using internet media as a tool for learning English as a second language, but they also created rules that had to be followed in the classroom.

According to a research by Jurkovic, Slovenian students prefer to use English-language resources online to improve their acceptant skills to effective abilities. Additionally, several other countries have also researched the use of online media in the teaching-learning of English as a foreign tongue.

Sakkir et al. conducted research on how college and university students made decisions about using internet media to study English. According to the survey, the majority of the students had inspiring personalities and a desire to use online resources in their writing sessions. In any case, there are a few concerns that might prevent students from using online media, such as an excessive number of classes, a lack of preparation for using the internet, and inadequate facilities..

Independent learners can also benefit from social media, as they tend to rely on themselves to get information when they have access to it, such as Facebook and YouTube. According to Umrani-Khan and Iyer (2009; quoted from Balakrishnan and Lay, 2016), such learners tend to prefer independent study, independent work, or special projects based on their interests. Additionally, the utility and pervasiveness of social media gives you the power to make your own decisions about your study plans. Collaborating students are generally extroverts, so anonymity is not important to them. Facebook, Twitter, and YouTube can therefore facilitate collaboration and information sharing by providing a platform for discussion. Such websites can therefore be successfully used to enhance collaborative learning.

Role of Social Media in Enhancing Language Skills

Language learning today takes many forms, including email exchanges, chat lines, online projects, and webinars. People all over the world use social networks such as Facebook, Twitter, Whats-app, blogs, web chat and Skype to communicate. Apart from this, many of them find these websites helpful in developing his/her LSRW skills. You can also offer specific homework assignments on social media. For example, you can ask students to write replies to related online posts. You can also actively use messaging apps like WhatsApp and set up social media forums on platforms like Facebook to help students practice their language skills online.

Facebook



Facebook is a highly interactive virtual social communication tool that is growing in popularity on campus. Studies show that Facebook can be an effective platform for informal learning. Facebook is a well-known social networking site launched in the United States in February 2004, and in recent years has become very popular all over the world. Many students use Facebook, a social networking service, in their daily lives. Moderators can use it to share course resources, conduct discussions, foster collaboration, improve student relationships, and integrate various learning tools such as videos, pictures, discussion boards, chat, and private messages. According to Facebook Newsroom, it has more than 829 million daily users, which makes it possible to stay in touch with people otherwise unreachable, and connects users to more and more people. We are now able to connect more closely. We share common interests and backgrounds, building a social network far beyond anything we could have imagined. So the impact these social media sites and platforms have on our language is a real phenomenon. It transformed our vocabulary, increased the number and speed of our daily communications, and gave us a new sense of responsibility to stay connected to the world at large.

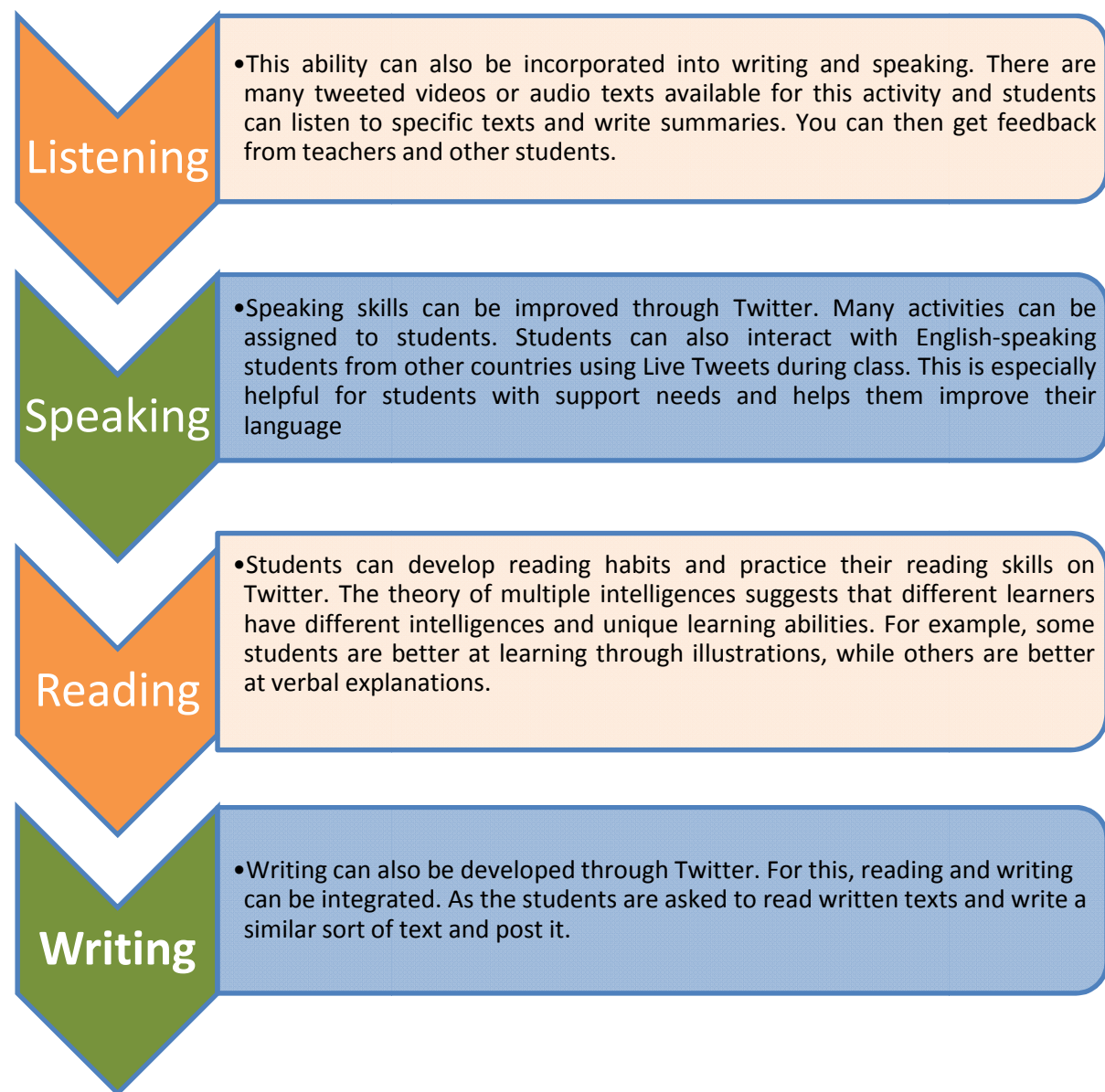
Twitter



Twitter is one of the most popular micro blogging applications that allow users to share ideas and information through short texts. Twitter is used not only for general communication, but also for various occupations. Twitter can be used in classrooms between students and teachers, students and students, and teachers and teachers. It can be used between participants in a class, institution, or geographic area. It is considered one of the best educational and learning activities. The use of Twitter has expanded the practice of discussion beyond the classroom. Twitter has a limit of 140 characters. Students learn to write and read in short sentences. This will help for practicing writing and reading skills on a regular basis. Using Twitter every day keeps students learning new words and trends. Twitter also serves as a backdoor discussion tool. Some students

tend to be introverted and shy in class, but are outspoken online. Moreover, due to time constraints, not all students are given the opportunity to present their ideas in the classroom. In this situation, Twitter is the best way to deal with this issue.

Twitter can be used to improve your listening, speaking, reading and writing skills.



YouTube



It is one of the most popular websites and a rich resource for educational content. A teacher can create his/her YouTube account and ask each student to record a video blog about his/her hobbies, thoughts and opinions on new stories. A good video can enhance the lesson even more. A visual and fun way to convey the topic you are teaching breaks the monotony of the lecture brings fun to the lesson and keeps students more focused on the topic. To display videos in your classroom, simply search the site to see what videos are already published on the topic you are teaching. Some students learn better by watching than by reading, so providing videos instead of reading homework can be very valuable for some students. Simply create a playlist as a complement or alternative to other assigned assignments and send the link for students to view. You can record lectures and save them for later viewing. YouTube could be the place where we store and share all the lectures we record.

Blog



The word "blog" is a shortened version of "weblog" and is a platform for discussion, exchange, expression of ideas and thoughts on various topics, promotion and expansion of business, etc. The demand for blogs is increasing. It is the most important communication medium and a potential tool for developing creativity. Blogs are effective in facilitating language learning by expressing and discussing ideas. Blogging also gives learners the satisfaction of uploading their own posts and receiving comments and feedback from peers and teachers. Blogs allow learners to express their thoughts and feelings at their own pace and time, and also aid in content creation. Content is the only element that grabs the reader's attention. Blogs can effectively facilitate language teaching and learning, especially considering the complexity of the language, grammatical correctness, and language proficiency of the learner. Blogs also help with clear and concise writing, editing, and proofreading. It also gives insight into the nuances of writing. Blogging not only allows us to share our feelings and opinions, but it also opens up avenues for diverse learning. For example, if a learner wants to blog about a topic close to their heart, from sports to lifestyle, they will look up and try to use the correct vocabulary. When learners are encouraged to write for a specific purpose, they find themselves speaking the language fluently and are seen as a potential tool for developing language skills. Blogs can also be designed to provide lesson notes, study guidelines, learning materials, and interactive exercises. It also enables forum discussions not only between students but also between students and teachers. Blogs can also be used as a tool to enable students to write engaging and inspiring writing on any topic.

Social Media as Language Skills Development Tools

In response to the prevalence of social media, researchers in language teaching and learning are studying how social media facilitates language teaching in relation to different language skills. In particular, it is worth noting that many studies have explored the potential assistive functions of social media in various aspects of writing and reading. In the field of writing, previous research on the development of writing skills with social media use has empirically focused on writing fluency, writing quality, and writing self-efficacy. Studies investigating how social media affects language proficiency in language learners are still lacking, but there is a growing body of research using different learning methods. In particular, most of them explore the educational benefits of social media as a forum for output. Similarly, listening for listening skill development is considered difficult to learn, especially in the EFL context. Several studies have therefore attempted to examine whether social media can help promote listening motivation and develop listening skills.

Social Media as Intercultural Communication Platforms

To understand language acquisition, Hymes proposes the concept of communicative competence, arguing that alongside the rules of language, it is equally important to understand the rules of proper use of language. In other words, language learners need to know when, to whom, and how to say what. In order to improve learners' communication skills, it is essential to develop social language skills and select appropriate language formats according to the situation. In fact, from an ethnographic perspective, each language community has its own culturally and historically constructed rules of speech. Proper use of the language requires learners to be familiar with the social norms of the target language. Because social media is so important, several studies have investigated the role of social media in facilitating the social pragmatic development of language learners from different perspectives.

Conclusion

This study represents an attempt to summarize the potential impact of social media on language learning based on two main perspectives: Social media as a platform for developing language skills and social media as a platform for cross-cultural communication. The empirical studies discussed above suggest that social media effectively and efficiently facilitates the language learning process. The study argues that technology is neutral in nature. To take full advantage of social media, both educators and learners need to be aware of how they behave and use technology on social media. The increasing advances in information technology during this period have a profound impact on all aspects of life. Due to immense growth of social media, learning is now accessible to everyone. Social media plays a key role in motivating learners to explore technological advances and turn them into exploring new avenues. So social media has definitely changed the way we speak and write English.

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