



The Role and Influence of Social Media in the English Language Learning: A case Study

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Received: Jun 25, 2021**Accepted: Jul 21, 2021****Published: August 30, 2021**

ABSTRACT

Now a days social media is extremely significant among the common man, masses, the academia and the students. The main objective of the paper is an attempt to know all the tangible outcome of the role of the social media in learning of English language. The study covers social media platform including Youtube, Whatsapp, Twitter, Facebook, Instagram and Messenger. To achieve the objective qualitative, quantitative and descriptive approach has been adopted with an inclusion of four basic components namely – competency to social media, information and communication tools, (ICT), constituents to influence social media, and the English Language in terms of interpretation and perception. When it is given to the students in the form of search engines the result or findings showed that the students acquired and learnt the new knowledge with use of social media. By and large, the study reveals that the potentiality of social media, its drawbacks, and distorted information. In the end many suggestions have been given for the new coming researches based on the feasible practicability.

Keywords: ICT, Language Learning, Social Media

Introduction

In the ongoing modern era the technology has even accessed the domain of God, the its impact on human being is natural. The use of Information and

Communication Technology {ICT} can be of good utility to empower & to encourage the acquisition of English Language. Social media is like a ready reference to foster the knowledge and to groom the creativity of the students. ICT has become a use friendly process among teaching – learning fraternity for the last ten years, so is the case of English Language Learning. Social media and technology have embraced English Language Learners to cope up with native speakers of English language through virtual platform which allows users to establish relations. Web media is the most popular among individuals and students. The students prefer to use on line media as per their demands and circumstances while social media is another platform frequently used by human beings of any age or status.

So, the intensity of social media has cudgeled the brain of researchers of the second language. They took how social media can be taken as an educational tool. So, this prospect prompts two questions- what needs more attention and what should be summarized pertaining to denouement. Specifically, the quest is to know the answers of the two said questions – the influence of social media on language learning & intercultural communication platform due to social media language learning. So these two questions are of much importance on two folds that language learning means to learn knowledge linguistically and to become more competent for intercultural development.

Social media as Language Skills tool: on account of wide spread it has been noticed that social media has promoted language instructions by providing to different language skills. It is also interesting to know that social media has a great potentiality to support in terms of reading and writing dimensions. According to Lannin:

“Writing fluency is considered as cohesiveness and coherence of ideas in writing”. In other words to generate new idea in itself is great think to acquire precision in writing. Some students doesn’t possess cohesiveness in writing due to lack of ideas and innovation. Krish suggested to introduced the Facebook as a part of formal writing. The data and other cogent evidence endorsed the Krish’s suggestion as many students admitted that their writings improved due to social

media. So no doubt, social media could be a great helping side by providing writing platforms for language learners to generate new ideas and to brainstorm themselves.

As per as Facebook writing is concerned Shin concludes that –

“Facebook facilitates author-reader interaction and allows students to assess and command on others which provides learners with opportunities to modify their original works and improve grammar, structure, content, organization and word choice”.

Besides it, self-efficacy also has a great impact on writing capabilities because it is directly correlated to individual belief and confidence. The studies done in the past decades shows that some learners were unable to have confidence owing to inefficiency to linguistic approach. The challenge regarding grammatical errors can be rectified automatically if social media particularly Facebook and Instagram designed by integrating a special software which will be more convenient to the students or learner to enhance speaking and writing skills. One more thing which is more notable and interesting that YouTube is very instrumental to accelerate the word usage and vocabulary of the learner and student. The researchers also observed on the basis of experiments the improvement in the spoken English is easy and practicable. Students also acquire precision in speaking skills though practice without stress.

Similarly, in the context of EFL, to acquire listening skills is also a challenge. To cut this Gordian Knot, social media has been considered as a panacea to meet the students demands.

Silviyanti observes that:

“Many students want to incorporate Youtube video in the listening classes as students found more encouraging and highly motivational because students are able to see how the native speaker talk”.

Besides it, YouTube gives enough response and support to the slow learner by providing sufficient, suitable material with good content especially in the form of audio-visual as per the needs of learner.

Ayu, the eminent scholar has also conducted research to know that influence of Youtube pertaining to listening skills which he found beneficial to students to improve skill. Youtube acts a supervisor for the learner by giving ready information and tempo of the speech.

Speaking and Listening

Though there is still a dearth of studies investigating how social media influences language learners speaking capabilities. According to Brown

Speaking is regarded as a reactive process that receive and produce information. Based on experiments, speaking skill is difficult to develop in EFL in traditional classrooms because students not only need to equip with adequate linguistic abilities but also need to build up social connections for interactions. Bearing this issue in mind, they considered social media as a potential remedy.

As per the data collected through authentic and reliable sources that students want to communicate with the native speakers through social media because it gives impetus and encouragement to practice regarding their speaking skills.

Similarly listening skill is more convenient and easier to improve though social media because studies found social media an amazing tool to promote listening skills as it highly motivational.

Social Media as Intercultural Platform

Hymes suggested the concept of communicative competence decipher the language acquisition. For this socio-pragmatic skill is also necessary to learn to have the capability of communicative competence

Indeed, according to an ethnographical perspective, each speech community has its own speaking rules that are culturally and historically constructed. To use language appropriately, learners need to be acquainted with the social norms of the target language. Due to its great significance, several studies intended to explore the role of social media in facilitating language learners' socio-pragmatic competence enhancement from various perspectives.

Generally speaking, previous empirical research stresses that social media have been proven to be effective in socio-pragmatic competence enhancement by offering favorable conditions of input and output. But this approach does not seem to feasible on account of its practicability in the classrooms so social media is the only course for the students and the learners to facilitate the socio-pragmatic competence as social media is very conducive and congenial for everyone. Moreove social media is stress free and non- threatening platform for the learners.

Conclusion

In this paper, the study emphasizes to synthesize potential of social media on language .The empirical studies implicates social media as an effective, result oriented to facilitate the language learners. Simultaneously some drawbacks have also been discussed but technology is unprejudiced and impartial in

nature. But if we to take more benefit of social media then the need of the hour is that the academia and the educationists should be extra cautious in terms of the utility of technology.

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