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SOCIAL MEDIA AS STEP FORWARD IN LANGUAGE LEARNING

We live in the era of technologies and social networking. It is possible to reach any corner of the world with just one click. Furthermore, it gives us opportunities to gain in-depth knowledge of a lot of subjects including foreign languages.

Concerning the growing need for building a hi-tech world, social media in language learning became the *object* of the research.

The *purpose of the research* is to show the advantages and disadvantages of social media integration into language learning.

In the course of the research information analysis method and practical experience were used.

As Andreas M. Kaplan and Michael Haenlein put it in their article, social media is basically a media which is used through various electronic devices and rechargeable devices like mobile phone, computer, tablets, and so many other ways to facilitate the people while sharing their ideas with others in an easy and systematic way. It is used for communication and awareness around the world [2].

Social networking sites, online forums, sharing photos and videos, writing reviews, blogs and vlogs are all examples of social media. To begin with, let's look at blogs and vlogs. They are like an online journal. People from all over the world can write about their interests, ideas, wishes, humour and anything else they think about. Some researchers suggest that blogging helps students to practise writing. They tend to write more in blogs – they are writing for a real audience and a real purpose. That makes it one of the best ways to practise writing. It is possible to make it public or make it available to people. They are to choose. A study confirms the effectiveness of

blending video-based blogs in ESL learning and the findings are as follows: 1) video-based blogs were effective in learning public speaking; 2) blogging helped to improve students' enunciation, facial expressions, posture, and gestures; 3) students also learned blogging and using multimedia software through interaction; 4) students were able to correct their mistakes from time to time by watching the video repeatedly; 5) the students learned how to work by themselves through self-evaluation and within a group through peer feedbacks and reviews. With this immense, print-rich digital environment provided by the social media, language learning and acquisition are really made accessible to all [3].

But there is the other side of the coin. Blogging is an enormous time commitment. Besides there is a constant need for fresh and interesting topics which is very difficult to keep up with.

One more way to learn a foreign language online is social networks like Facebook, Twitter, Instagram, YouTube etc. They make it possible to communicate with people around the world and practise languages with them. But on the other hand, it also decreases face-to-face communication skills. Moreover, it facilitates laziness in learning foreign languages. People rely on translation programs online without checking the content. Dictionaries, either paper or online ones, are put aside during language learning because students are too trustworthy with google translator. The majority of them do not bother themselves to waste their time on flipping couple of pages of paper dictionary or going through online ones.

Some of the most popular ways to learn languages are games and apps although most of them are not explicitly designed to be educational apps. But creative teachers take advantages and find ways to use these technologies for learning. One example is Quizlet. It is a mobile and web-based study application that allows students to study information with the help of learning tools and games. One more example is Minecraft, a massive game, which now has a huge community of educators using it to communicate in English and to build their own worlds.

In conclusion, given above is only a small part of examples of social media in language learning. Nowadays language development is easy because a learner may get help online. It is impossible to deny that social media has a huge impact on world population. Now we have the ability to communicate all over the world, it is also had an impact on the regularity with which we are able to do it. According to the article "How is social media changing the English language?" by Hermione Foster, this has led to exposure to a big number of different personalities, possibilities, and approaches when we use social media to learn languages. However, with the exception of social media professionals and academic journalists, the majority of what is written by the general public on social media is not edited, supervised or checked to ensure that proper use of the English language is taken into consideration. So there is no guarantee that a student is learning to use the language properly.

Indeed, the internet has become one of the influences of the English language in recently, and along with appropriating existing vocabulary, it has given life to a plenty of new words and phrases. Decades ago, nobody had heard of the terms "unfriend", "selfie" "fleek" or "emoji" however these words have derived from social media into our day to day conversations. Some of these terms have even made it into the Oxford Dictionary [1].

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