



## USES OF SOCIAL MEDIA IN ENGLISH LANGUAGE ACQUISITION: AN OVERVIEW

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### ABSTRACT

In today's technologically advanced culture, social media enables digital communication and interaction among the younger demographic. This paper's intervention also affected the targeted social media platform. This research article focuses on the role of social media in communication for today's Generation of learners, especially in the 21<sup>st</sup> century. Further, this article explains the possibilities for learning to communicate with the ESL Learner through social media such as Facebook, WhatsApp, and other platforms. This research helps to understand the functions of social media in the 21st century. Mobile gadgets are mainly used for more things, like learning, having fun, talking to friends and family, and working from home. Students like using their phones to listen to online audiobooks and join in on English-language conversations.

**Key Words:** Social media, Teaching-Learning, Communication, English Language.

## Introduction

The 21st century has seen greater mobility and tangibility in civilization. Mobile devices are increasingly utilized for education, entertainment, personal communication, and distant employment. Students enjoy using mobile devices to access online listening resources and participate in English-language conversations. “The use of mobile devices for educational purposes has been coined under the term “mobile learning (m-learning)” (Garzón et al. 1)

English is a lingua franca, which means it can be used anywhere. People and countries can talk to each other more easily through it. The English language has grown and spread worldwide to an impressive degree that cannot be ignored. There has been a significant rise in the use of English in India. English as a foreign language (ELT) has remained the same as how most schools in India teach in a revolutionary way. Professors teach English to meet this required goal, and students only learn English to get good grades on tests. Postmodern media, which comes after modern media, includes all types of mass media that let people meet their needs whenever, wherever, and on any digital device.

The media plays a part in the growth of the English language by connecting non-

human resources with human resources. This list includes all students' tools to teach and learn. “Social media platforms are social networking sites through which people interact and communicate with each other easily and conveniently. Undoubtedly and unquestionably, social networking has been proven to be a global phenomenon that has caused a vast paradigm shift in the world of Learning and education” (Muftah 2)

The tools that an institution offers can help English Language teachers do their jobs better. They improve teachers' ability to explain things clearly, which makes it easier for students and teachers to talk to each other. They help English teachers reduce the amount of talking that happens, which makes their lessons more effective and exciting. They allow English language learners to interact with it visually, vocally, and physically, which makes them very interested. They create an immersive atmosphere that encourages students to be involved. They improve the learning process by making it more transparent, practical, relevant, and essential. They help students remember what they have learned. They allow students to use what they have learned in real life. They make students think and encourage them to talk to each other. They encourage kids to do better and reach higher



goals. Some of the tools that are used to make lessons more evident are visual scaffolding, realia, images, graphic organizers, and interaction. Getting the most out of the available teaching tools depends on how well English language teachers and students choose and use them.

Communication is one of the most essential things that all living things do. Communication is essential to humans because it lets people share their ideas, thoughts, and interactions and builds and shapes relationships. The best way to get to know someone is to talk to them. People previously spoke to each other through telegrams, emails, and in person. There were significant changes to digital media after the digital revolution in the 21st century: “communication ethics, aiming for a broad discussion of approaches and theories with a focus upon context and application rather than prescriptions for specific situations” (Ronald 16)

Social media have taken over the 21st century. How they talk to each other has also become more digital, which has pros and cons. As an all-around source, social media has many places where people can improve their speaking skills by interacting with others in real-time and worldwide. People use these platforms to share knowledge, express themselves, and make new friends. “Social media likewise

unpretentiously give a 21st-century learning experience near the important aptitudes like correspondence, innovativeness, basic reasoning, and joint effort” (Amin et al. 3132)

### **Acquisition of Interpersonal Communication Skills.**

Social media sites like Instagram and Facebook, which let people share visual material, affect how they talk to each other. Social media is critical today because it allows people to follow their interests, meet with role models, and improve their communication skills. Unlike older generations, who may have liked face-to-face interactions more, many people today are happy to connect virtually. Studies show that about 59.5% of students want to improve their skills through these platforms and their ability to communicate their thoughts and ideas. Because social media is interactive, it creates a space where Gen Z can have direct conversations with their peers, companies, and influencers. In the modern era, social media has become an increasingly vital tool for the dissemination of information” (Okonkwo and Hisham 21)

They can express themselves and get feedback immediately by participating in online conversations, sharing material, and responding to comments or private messages. This dynamic contact is good for improving communication skills because it

forces people to be clear, brief, and able to get their points across. Schools are also being pushed to teach students how to think critically and solve problems to prepare them for a complicated world that is changing quickly.

Teachers are becoming more aware of the importance of using technology in the classroom to keep students interested. Digital tools, online resources, and interactive platforms are being used to meet their needs for visual and multimedia material. The traditional lecture approach is also being replaced by more hands-on and collaborative Learning. This type of Learning works better with social media because it is interactive and practical. During the Pandemic period, online e-education helped a lot. "For students registered in 2021, the mode of teaching was traditional, but due to the rise of COVID-19 again in 2021, there was a lockdown which resulted in the transition towards online education" (Alam et al. 22)

To support social media as an educational tool, schools and universities are changing their buildings to include more technology-enhanced learning spaces and giving students resources to learn independently and from home. This shows that students in the 21st century are comfortable with digital platforms and learning independently.

Students in the 21st century mainly improve their speaking skills by interacting with others on social media sites in real-time and in various ways. Social media has a mix of writing, video, and pictures, which helps students in the 21st century learn and practice different communication methods. They change what they say to fit different situations, platforms, and groups, which makes their communication styles more flexible. Because social platforms are collaborative, they make it easier for friends to talk to each other. These students participate in group chats, talks, and content sharing, which helps them improve their conversational skills and learn proper digital manners and etiquette. Many students in the 21st century use social media to tell stories and build their brands. They can improve their language skills by creating an online image.

### **The Purpose and Utilisation of Social Media**

Social media affects this group because they love sites like Instagram and Facebook, which show they like visual stories and short videos. People know that they can bring about social change by using social media to speak out about issues that matter to them, which changes how people talk about those issues and how brands make decisions.



Overall, it is clear that students of the 21st century have changed social media into a living, breathing, multipurpose place that goes beyond simple communication by adding e-commerce, entertainment, and activism. Their ease with technology and creative uses of these platforms continue to shape where social media will go.

Social media can be used for educational reasons, which is a powerful and creative way to help students learn. One significant benefit of using social media in the classroom is that it makes it easier for students to work together to learn. Students can meet new people, share ideas, and work together on projects on sites like Facebook, Instagram, and Twitter. Gen Z students do well in these online spaces because they are always used to being connected. They create a feeling of community and share learning experiences.

In addition, social media sites provide new ways to share information. Teachers can use sites like YouTube to make videos for valuable students who prefer visual and interactive material. Digital native students can pay more attention in class if teachers use multimedia in their lessons. This makes the whole learning process better. Not only does this method fit with what Gen Z wants, but it also gives teachers new ways to explain complex ideas. “The vocational training of

future media professionals is intended to prepare them for several tasks such as researching content, filming, editing and writing, as well as dealing competently with different production contexts” (Stocchetti 7)

Social media also lets students have customized learning experiences that fit their wants and ways of Learning. Teachers can find and share tools specific to students' interests and learning styles on sites like Pinterest and Reddit. Social media can also help connect what you learn in school with what you do in real life. Learners often want their education to be relevant and valuable in the real world.

Platforms like Linked In can connect students with professionals in their field of interest. These professionals can advise students, act as a guide, and possibly set up networking events. This link to the real world makes learning more interesting by showing students how their Learning can be used in the real world. Social media lets people connect with workers across the globe. It also allows people to see different points of view and work together. Learners can converse with classmates worldwide and learn about other countries, points of view, and experiences. With this worldwide connectivity, people can learn more about the subject and take a more open and connected approach.

Social media can be a handy tool in today's schools. It can help students work together, learn in their own way, and connect them with real-world uses and global views. Teachers can use social media to make Learning more dynamic, engaging, and effective for their students by embracing these platforms with care and solving the problems that come with them. According to Abdullah, "Social media survey from MCMC (2017) stated that 77.2% of netizens search medical information including virtual consultation via the internet" (p. 25)

### **Conclusion**

Getting better at talking to people is crucial for Generation Z and essential in today's busy and linked world. This group has grown up with technology all around them, dramatically changing how they talk to each other. However, many people may need to improve at talking to people in person or at work, even if they are good at chatting and social media. Because of this, there is a strong case for them to improve their communication skills so they can handle a wide range of personal and business situations well. The way this Generation talks to each other goes beyond the internet world. They grew up in a world that is becoming more connected and diverse, making them more open and accepting when talking to others. Social

fairness, honesty, and openness are fundamental to them. They often use their communication tools to give a voice to those being silenced and spread the word about issues they believe in.

A conversation style is defined by how quickly it communicates. Generation Z is better at getting their point across quickly thanks to the rise of social media sites like Twitter and Snapchat that limit the number of characters or time spent on a message. They often use memes, emojis, and acronyms in their talks to quickly show tone and mood. It is essential to know how to change your communication style and message for different people and situations, whether talking to co-workers, clients, bosses, or peers. People from today's age can improve their ability to adapt and change how they speak to others by experiencing a range of communication situations, role-playing activities, and real-life events. Teaching them the art of diplomacy, negotiation, and conflict resolution improves their communication skills and gives them the power to handle difficult interpersonal situations well. In today's constantly changing work and social contact world, we need flexible communicators who can work in remote teams, virtual platforms, and multicultural settings. The modern Generation is in an excellent situation to set the standard for



future communication practices because they like to try new things and develop new ideas. As communication and connectivity become increasingly important, the Current Generation can stand out by being open to learning new things throughout their lives and constantly looking for chances to improve their skills. So, even though there are many challenges, people at this age have a lot of chances to be good at communication. This allows them to become strong and vital communicators in the future. Business and social interactions are constantly changing, so people who are good at communicating can work well in multicultural situations, remote teams, and virtual platforms.

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