THE IMPACT OF SOCIAL MEDIA ON ENGLISH LANGUAGE LEARNING

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Abstract: *Social media has opened new doors for English language learning outside of classrooms. Instagram, YouTube, TikTok and Facebook offer learners videos, discussions, short posts and everyday interactions with English. This article looks at how social media can support English language skills like vocabulary development, listening, speaking and writing challenges associated with over-reliance on online content as well as what to do when social media is used poorly. Social media provides easy access to authentic language resources and autonomous learning but effectiveness depends largely on how learners use it. It is found that social media can be a useful supplement if used intentionally practice, analytically which is thinking critically about the material and educationally that structured language instruction.*

Key words: *social media, English language acquisition, digital learning, vocabulary development, language competencies, EFL students.*

IJTIMOIY TARMOQLARNING INGLIZ TILINI O'RGANISHGA TA'SIRI

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Annotatsiya. *Ijtimoiy tarmoqlar ingliz tilini sinfxonadan tashqarida o'rganish uchun yangi imkoniyatlar eshigini ochdi. Instagram, YouTube, TikTok va Facebook kabi platformalar til o'rganuvchilarga videolar, muhokamalar, qisqa postlar hamda ingliz tilidagi kundalik muloqotlardan foydalanish imkonini beradi. Ushbu maqolada ijtimoiy tarmoqlarning lug'at boyligini oshirish, tinglab tushunish, gapirish va yozish kabi ingliz tili ko'nikmalarini rivojlantirishdagi o'rni, shuningdek, onlayn kontentga haddan tashqari bog'lanib qolish bilan bog'liq muammolar va ijtimoiy tarmoqlardan noto'g'ri foydalanish oqibatlari ko'rib chiqiladi. Ijtimoiy tarmoqlar haqiqiy til materiallaridan*

foydalanish va mustaqil ta’lim olish uchun qulay imkoniyat yaratadi. Biroq, ularning samaradorligi ko‘p jihatdan o‘rganuvchilarning ulardan qanday foydalanishiga bog‘liq. Tadqiqot natijalariga ko‘ra, ijtimoiy tarmoqlardan maqsadli, tahliliy va tanqidiy fikrlash asosida foydalanish, shuningdek, ularni tizimli til ta’limi bilan uyg‘unlashtirish ingliz tilini o‘rganishda samarali qo‘shimcha vosita bo‘lib xizmat qilishi mumkin.

Kalit so'zlar: *ijtimoiy tarmoqlar, ingliz tilini o‘rganish, raqamli ta’lim, so‘z boyligini rivojlantirish, til kompetensiyalari, ingliz tilini chet tili sifatida o‘rganayotgan talabalar.*

ВЛИЯНИЕ СОЦИАЛЬНЫХ СЕТЕЙ НА ИЗУЧЕНИЕ АНГЛИЙСКОГО ЯЗЫКА

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Аннотация: *Социальные сети открыли новые возможности для изучения английского языка за пределами классных комнат. Instagram, YouTube, TikTok и Facebook предлагают учащимся видео, дискуссии, короткие посты и повседневное общение на английском языке. В этой статье рассматривается, как социальные сети могут способствовать развитию навыков английского языка, таких как словарный запас, аудирование, говорение и письмо, преодолевая трудности, связанные с чрезмерной зависимостью от онлайн-контента, а также что делать, если социальные сети используются неправильно. Социальные сети обеспечивают легкий доступ к аутентичным языковым ресурсам и позволяют учиться самостоятельно, но эффективность во многом зависит от того, как учащиеся их используют. Установлено, что социальные сети могут быть полезным дополнением, если используются целенаправленно для практики, аналитически (то есть, для критического осмысления материала) и в рамках структурированного языкового обучения.*

Ключевые слова: *социальные сети, овладение английским языком, цифровое обучение, развитие словарного запаса, языковые компетенции, изучающие английский как иностранный.*

The evolution of digital technology has significantly changed numerous aspects of everyday life, including the process of learning foreign languages. Previously, English

learners depended largely on resources such as textbooks, dictionaries, classroom activities, and face-to-face interactions with teachers. Today, social media has surfaced as a new channel for exposure to the language. Users can watch English-language videos, follow educational profiles, read posts from around the world, and connect with speakers internationally, all from the comfort of their homes.

This shift is particularly crucial for those studying English as a foreign language, especially for individuals who may have limited opportunities to practice in real-life contexts. Social media provides access to English in diverse, real-world scenarios. For instance, viewing short videos can help learners become acquainted with contemporary phrases, while participating in online discussions can motivate them to articulate their thoughts in English.

Nevertheless, merely spending time on social media does not guarantee enhancement of language skills. The key difference lies in whether learners engage with these platforms actively and purposefully. Consequently, it is important to assess both the advantages and drawbacks of social media in order to fully understand its impact on English language acquisition.

One of the most noticeable contributions of social media is its ability to make English more accessible. Unlike traditional learning materials, online content is constantly updated and often reflects the language people use in everyday communication. Learners can become familiar with common expressions, informal vocabulary, pronunciation patterns, and different communication styles.

Vocabulary development is one area in which social media can be particularly useful. When learners follow English-language accounts, watch educational videos, or read posts, they regularly come across unfamiliar words. Seeing these words in different situations can help them understand their meanings and remember how they are used. Research by Jiang and Zhao (2025), for example, examined the use of Instagram and YouTube for English vocabulary learning and reported positive outcomes in learners' vocabulary development and motivation.

Social media can also support listening and speaking skills.[1] Videos, interviews, podcasts, and discussions provide opportunities to hear different accents and observe how English is used in natural conversations. Learners can repeat expressions, practise pronunciation, and gradually become more comfortable with spoken English. Furthermore, online communication allows them to exchange ideas and interact with other English learners.

Writing skills can also be enhanced through active engagement in digital communication. Writing comments, sharing thoughts, and exchanging messages encourage learners to formulate sentences and articulate their ideas. While these

[1] Jiang, S., & Zhao, H. (2025). Learning English vocabulary via Instagram or YouTube. Learning and Motivation.

activities are often informal, they offer further chances to practice written English outside of formal classroom settings.

The educational advantages of social media extend beyond language practice. It can also affect learners' motivation and autonomy. Many find that short videos, interactive posts, and online discussions are more stimulating than traditional textbook study. Learners can choose materials based on their interests and learning requirements, resulting in a more adaptable educational experience.

Another benefit is the potential for increased cultural awareness. English is spoken by individuals from various linguistic and cultural backgrounds. Through online interactions, learners can observe variations in expressions, communication styles, and social behaviors. This exposure can enhance their understanding that effective communication transcends mere grammatical correctness.

However, these advantages come with certain drawbacks. A common issue is distraction, as educational content is often interspersed with entertainment, advertisements, and unrelated information. [2] Consequently, learners may find themselves spending extensive time online without making significant learning progress.

Additionally, the frequent use of informal language presents a challenge. Abbreviations, slang, grammatical errors, and truncated phrases are prevalent in online communication. While being able to navigate informal English is beneficial, it is equally important for learners to distinguish between casual digital communication and formal academic writing.

Moreover, not all information shared on social media is reliable. Some educational accounts may deliver incorrect explanations or misleading translations. For this reason, learners should cross-reference information with trustworthy dictionaries, textbooks, and other educational resources.

Social media should not be considered a replacement for teachers, structured lessons, or traditional learning materials. Instead, it can complement formal English education by providing additional opportunities for practice. For example, learners can watch an English video and write a short summary, collect unfamiliar vocabulary, or discuss the main ideas with classmates.

Teachers can incorporate specific social media resources into classroom tasks. This method has the potential to bridge academic concepts with everyday language usage, fostering greater student involvement. However, it is crucial that the selected content aligns with the language proficiency and educational goals of the students.

[2] Nguyen, T. N. M. et al. (2026). A systematic review of social networking sites for learning English. Innovation in Language Learning and Teaching.

The impact of social media is thus determined more by the depth of learner engagement rather than the duration of online activity. Engaging with educational content, exploring new vocabulary, practicing pronunciation, and conversing in English are more beneficial than aimlessly browsing through posts without defined objectives.

Conclusion: Social media has become a valuable additional resource for English language learning. It provides access to authentic materials, introduces learners to different forms of communication, and creates opportunities to practise language skills beyond the classroom. Its influence can be seen in vocabulary development, listening, speaking, writing, motivation, and cultural awareness.

However, its effectiveness must be viewed with caution. Distractions, inaccurate information, and the overuse of informal language may hinder its educational advantages. Therefore, learners should approach social media with clear learning objectives and a critical perspective. When utilized thoughtfully and in conjunction with formal instruction, social media can enhance the accessibility, interactivity, and relevance of English learning in everyday life.

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