

## **The Impact of Social Media on Language Acquisition: Case Study of English as a Foreign Language**

William Nzitubundi Sendihe

*Associate Professor at Institut Supérieur Pédagogique de Goma/ ISP Goma, DRC*

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**Abstract:** The present research article deals with the impact of social media on language acquisition: case study of English as a foreign language. This paper gives information about social media and language acquisition, especially English language. It also shows the evolution of social media from its very beginning to the present days and the usefulness of the four language learning skills.

The work has pointed out a number of advantages and disadvantages of acquiring a new language through social media by using computers and smart phones. Internet applications such as Whatsapp, Skype, Youtube, Facebook, etc. have helped learners and teachers to learn English smoothly and develop the four language learning skills. In this paper, we have shown how one can learn or teach a new language, more particularly the English language, through social media.

**Keywords:** Social media, language learning, language acquisition, learners.

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**Résumé:** Le présent article de recherche traite sur “L’impact des médias sociaux sur l’acquisition d’une langue: étude du cas de l’anglais comme langue étrangère”. Ce travail de recherche fournit des informations qui concernent les réseaux sociaux (médias sociaux) et l’acquisition d’une langue, particulièrement la langue anglaise. Cet article montre aussi l’évolution des réseaux/ médias sociaux depuis son origine jusqu’à nos jours et l’utilité de quatre habiletés de l’apprentissage de la langue.

Dans cet article, nous avons aussi montré quelques avantages et désavantages d’acquérir une nouvelle langue à travers les médias sociaux en utilisant les ordinateurs et les téléphones intelligents. Les applications telles que Whatsapp, Skype, Youtube, Facebook, etc. ont aidé les apprenants et les enseignants à bien apprendre la langue, et à développer les quatre habiletés de l’apprentissage de la langue anglaise. Dans cet article, nous avons montré comment quelqu’un peut apprendre ou enseigner une nouvelle langue, plus particulièrement la langue anglaise, à travers les réseaux sociaux.

**Mots-clés:** Médias sociaux, apprentissage de la langue, acquisition de la langue, les apprenants.

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### **1. Introduction**

It has been noticed that many people who do not have enough time to go to school and learn English in the formal way, prefer learn it using social media, especially Youtube videos, Skype, Facebook, and Whatsapp applications. Our interest in this scientific article is to let people know the advantages and disadvantages they can get while learning English through social media, so that they can use it carefully and appropriately.

Social media is the use of internet applications. The language acquisition is the process by which humans acquire the capacity to perceive and comprehend as well as to produce and use new words and sentences to communicate. Social media helps people to communicate. It also helps people who do not have time to study a new language at school to learn it from their homes, from their work places, or from wherever they are by using internet through computer or smart phones.

In dealing with this topic, we would like to discuss how social media applications help people and facilitate their new language acquisition in a free and easy way from the place where they are. So, knowing the two aspects of social media, i.e. advantages and disadvantages on language acquisition will lead us to a better way of using social media bearing in mind its advantages and disadvantages on language acquisition because social media decreases face-to-face communication and creates loneliness while learning, however, it helps to learn fast by taking into account the capacity and availability of users (learners).

Over the years, it has been observed that most people usually acquire new languages through social media because they have realized that going to school for learning a new language takes much time. Instead of going to school, they prefer to learn it through social media by using computers or smart phones since these can be used everywhere.

It is against this background that the researcher wishes to investigate on the impact of social media on language acquisition. Even Social media language learners and teachers encounter a number of challenges. Therefore, it is our concern to lighten the causes of such challenges and present workable means that will encourage social media language learners and teachers.

Therefore, this articles aims to have a critical look at the impact of social media on language acquisition, find out the challenges faced in using social media while acquiring a new language, and examine the importance of acquiring a new language through social media.

## **2. Review of literature on social media and language acquisition**

### **2.1. Understanding what social media is and its origins**

Social Media is a term that is used quite often these days. It is the new in-thing and one would imagine that everyone knows or understands what social media is. It is a fact that ninety percent of all online learning users use social media in a way or another. It is also a fact that most of these people will not be able to name more than a handful of social media platforms besides the ones that they are using. It may have been due to the pace of development in the social media arena or just plain lack of interest in the developments that makes it seem like social media jumped out of nowhere and took people by surprise.

The emergence of social media began in the early days of Internet when people started sharing information and communicating with each other. It was just that the earlier platforms were more technology intensive and required some expertise to use and hence the number of people using these platforms was limited.

Over a certain period of time, as the technology matured, platforms were developed where regular users, without any technological background, could also use the services. This was a turning point in the history of Internet, making the Internet technology all inclusive, where people were no longer silent spectators to the content being dished out to them. Now they could create their own content, share it with others, respond to people, and collaborate with them, etc. This user interaction is what gave motivation to the development of social media, as we know it today.

The general perception of social media being restricted to networking websites like Facebook & Twitter, the social media encompasses all the services that facilitate creation, sharing and exchange of user-generated content. These include but are not restricted to Internet forums, groups, blogs, microblogs, networking sites, social bookmarking sites, wikis, podcasts, content communities for articles, video/photo sharing sites, Q & A sites, review sites , etc. Each type of social media has its own benefits and there is something for everyone. Unfortunately people tend to partake in the most popular websites and expect them to fulfil all their needs instead of settling for a service that best serves their needs. If one has focused on objectives and knows exactly what he wants, he/she would certainly find a social media platform that will meet their particular needs.

#### **2.1.1. Definition**

Social media is defined as a set of interactive internet applications that facilitate collaborative and individual creation and sharing of user-generated content. According to Merriam- Webster dictionary online, social media is defined as forms of electronic communication (as websites for social networking and micro logging) through which users create online communities to share information, ideas, personal messages, and other contents (like videos).

According to Wikinvest, social media describes websites that allow users to share content, media, etc. Common examples are the popular networking sites like Friendster, Facebook, Myspace, etc. Social media also includes YouTube, Photo bucket, flick and other sites like aimed at photo and video sharing. News aggregation and online reference sources, examples of which are also counted in social media bucket. Micro-globing sites such as Twitter can also be included as social media.

The web dictionary also defines social media (noun) simply as "websites and applications used for networking". "Social media are media for social interaction, using highly accessible and scalable publishing techniques. Social media use web-based technologies to transform and broadcast media monologue in social media dialogues". (Wikipedia.org/wiki/social media). In short, all web-based applications which allow for creation exchange of user-generated content and enable interaction between the users can be classified as "Social media". These could be in the form of social networking sites (Facebook, Friendster, Google plus blogs, internet forums, bookmarking sites, online community sites and Q & A sites, etc.).

#### **2.1.2. The changing face of social media**

Before we go any further with understanding what social media is all about, I suggest we take a quick look at the history and evolution of social media from its very beginning to the present day.

##### **(1) The Phreaking Era (1950s Early 90s)**

Research shows that social media evolved from the manipulations of the basic telecommunications systems sometime in the late 1950s. We all have used our cell phones, sometime or the other, to give missed calls in order to get a call back that is free of charge. The more sophisticated approach involves calling a mobile via Skype, which is now a perfectly main stream, acceptable pursuit.

This evolution of the phone from a simple static device to a dynamic force of nature started with the advent of phreaking; a slang term coined to describe a culture of people who studied, explored and experimented with telecommunications systems in their spare time. Today, as the telephone networks have become computerized, phreaking has got closely linked to Computer Hacking. Of course, nobody knows the exact details of the origin of phreaking but there is an interesting story that is apparently the cause for the start and spread of this practice according to the research.

The story is about a : 7-year-old blind boy, armed with a heightened pitch sensitivity, whistled into a phone at precisely 2600 hertz and accidentally cracked the networks security code. The boy, Joe Engressia, would later go on to meet John Draper, a Vietnam-vet turned pirate radio operator who built the first phreaking tools, known as blue boxes, in the late 60s. The exploits of Engressia and Draper spread like wildfire through various media sources available then (magazines and newspapers) which caused two tech-obsessed high-school kids to track them down so that they could also learn how to build similar devices. Those kids, namely Steve Wozniak and Steve Jobs, would later go on to found Apple, which would eventually release the iPhone. These pranksters and hackers were probably the earliest social media explorers who went on to build boxes that were home-made electronic devices, which could generate tones allowing them to make free calls and gain access to the backend of the telephone system. In this manner, hacked corporate voice mail systems called Codelines were used to produce the first real blogs/podcasts. Comments and information were left as a voice mail using this system and the phreak would respond with the next update.

### **(2) Bulletin Board Systems (BBSs) (1979- 1995)**

The first BBS or the electronic Bulletin Board System was developed by Ward Christensen and opened to the public in the year 1979. These bulletin board systems were small servers that were powered by personal computers and attached to a modem, where one person at a time could dial in and get access. The user had to login to perform functions like uploading or downloading software, exchanging messages with others through email or public message boards. These were used as a medium for social discussions on message boards, for community-contributed file downloads and also online games. The early BBSs had no colors or graphics but with the advent of the MS-DOS 3.0 (ANSI), which was the predecessor to HTML, one could make colours and online artwork.

Usenet, conceived by Jim Ellis and Tom Truscott in 1979 and established in 1980, was the most widely used Internet discussion system. Here the users could read and post messages to one or more categories, called newsgroups. Usenet differed from the BBS in that there was no central server or dedicated administrator but a distributed network of various local servers that communicate with each other. Users post and read messages on the local servers. Usenet looked like the BBS in many respects and is the precursor to the various Internet forums being used today. Bulletin Board Systems were in many ways a precursor to the modern form of the World Wide Web, Social Network Services and other aspects of the Internet. And as the use of the Internet became more widespread in the mid to late 1990s, traditional BBSs rapidly faded in popularity. Today, Internet forums occupy much of the same social and technological space as BBSs did, and the term BBS is often used to refer to any online forum or message board.

### **(3) Commercial Online Services (1979 2001)**

The term commercial online services in the early days referred to a commercial computer communication service in which the paid members could dial via a computer modem, the services private computer network and access various services and information resources such a bulletin boards, downloadable files and programs, news articles, chat rooms, and electronic mail services. The first commercial online services lived in the year 1979 and they were CompuServe and The Source, which were owned by large corporate companies. These online services used text-based interfaces and menus. They allowed their users to use email, chat, news, financial and stock information, bulletin boards, special interest groups (SIG) and forums.

Another company called Prodigy Communications Corporation claimed that it was the first consumer online service and cited its graphical user interface and basic architecture as differentiation from CompuServe, which started in 1979 and used a command line interface. Like CompuServe, it also offered its subscribers access to a broad range of networked services. Prodigy launched nationwide in 1990 and it became the second largest online service provider with 465,000 subscribers as compared to 600,000 subscribers of CompuServe. Its popularity grew due to its colour interface and lower cost.

CompuServe and Prodigy were the first large scale corporate attempts to get an interactive, social online experience to the masses. Although CompuServe was infamous for its high cost, it was the first to offer an online chat system called the CB Simulator, in 1980. Later it was America Online (AOL), founded in 1983 that became popular with the American masses for its online software suite (AOL) that allowed its customers to

access the world's largest walled garden online community and eventually reach out to the Internet as a whole. AOL had over 30 million members worldwide, at its prime.

#### **(4) The Worldwide Web (WWW) 1991**

Although the Internet had existed as a network since the late 1960s, the World Wide Web (WWW) became publicly available only on 6th August 1991. In the early 90s Internet access was available only to those who had legitimate University/Government/Military connections. But in the mid-90s many private Internet service providers (ISP) came into being in the major metro areas of the United States, which gave millions of home computer users the opportunity to enjoy unlimited online services.

#### **(5) IRC, ICQ and Instant Messenger (1983-1996)**

We can see that as the long distance communication systems advanced in technology from a simple telephone to discussions or chatting using computers, people became more and more interested in getting real-time news that was instant and direct from the source or people concerned. Thus the Internet Relay Chat (IRC) that was created in August 1983, by Jarkko Oikarinen, became instantly popular amongst the masses. It was then that people started using the hash tags (#) and the at-signs (@) and began tweeting their real-time status updates, that is now a popular phenomenon on the micro-blogging site Twitter. The people used IRC to share links, files and to keep in touch with their global network, much the same way as Twitter is being used today. The IRC was probably the origin to the concept of the Instant Messaging system called ICQ that was developed by four Israeli technologists in the year 1996 for the desktop computers. This technology was quickly bought over by the AOL, which became a mainstream hit with the people as the IM technology helped develop the emotional icons of the social media with the Avatars, which are expressive images used to represent oneself. This is when the abbreviations (A/S/L Age/ Sex/ Location) and the emoticons became the common and popular computer lingo (language used by the people to express themselves on computers).

#### **(6) Peer-To-Peer (P2P), Bit Torrent - Social Media Sharing (1999)**

The social media had begun earnest as people were now sharing links, files, photos, etc. via different media platforms like email, forums, chatting or instant messenger. The people could now easily upload or download files to and from the Internet sites. Thus the file sharing application like the Peer-to-Peer, also more commonly known as (P2P) was developed by Napster and went live in June 1999. This P2P file sharing application allowed users easy and fast download of music albums in the MP3 format, which could be instantly burned onto a CD. Napster made it relatively easy for music enthusiasts to download copies of songs that were otherwise difficult to obtain, like older songs, unreleased recordings, and songs from concert bootleg recordings. It became so popular that at its peak there were 25 million users and 80 million songs, but the system never once crashed.

The P2P applications brought about a strict shift in the distribution of power from the music record companies to the consumers. Thus music began to flow freely across the Internet at an astonishing pace through the years 1999-2000, until it was declared illegal. Napster was then forced to do away with all the copyrighted content. Napster's place was quickly taken over by other competing P2P applications like the Limewire, until the BitTorrent technology (a peer-to-peer file sharing protocol) arrived that provided a legal, centralised way to share files without being blocked. Today, without a doubt, BitTorrent is the most recognised software for downloading large amounts (any kind) of data from the Internet.

#### **(7) Social Networking Sites (1997-2008)**

By and by it became quite clear from the way the Internet was being used by the people that they loved to network, share content, upload or download files and share them online with friends and also liked to keep in touch with the updated news and share it with their contacts. Thus the concept of social networking took model in the form of several websites that offered such networking features. Initially, social networking sites tried to connect people who were connected to each other from their early school days with sites like Classmates.com, which proved to be a really good way for people to have a virtual reunion and therefore became quite popular in the United States.

However, the early users could not create profiles, but were successful in locating lost buddies and the site has managed to range more than 40 million accounts today. Another site that existed in 1997 called SixDegrees.com did not share a similar kind of success, but was one of the very first sites to allow users to create profiles, invite friends, organise groups and also be able to navigate with other user profiles. The site was based on the theory that no person is separated from another by more than six degrees. It was in 2002 that the social networking scene really hit the Internet with another form of site called Friendster. This site also used the similar concept of degree of separation like the SixDegrees.com and refined it to a Circle of Friends (that

displayed the paths connecting two people). The concept promoted the idea of a rich online community that could exist only if there were common bonds between people and the site went on to assure that there were plenty of ways to discover those bonds. The site became hugely popular and an instant hit boasting of more than 115 million registered users and still remains a force in Asia and a near-necessity in the Philippines. Today, Friendster.com has been re-invented to become an online fun virtual gaming community and forums site intended for teenagers and adults.

A year later, in 2003, other social networking sites like LinkedIn, MySpace and Facebook were introduced.

LinkedIn became a serious and sober networking site for professionals and business people who wished to connect with other professionals. Today, the site has more than 100 million users and is still growing as shows the research.

MySpace was founded by Specific Media LLC and pop star Justin Timberlake in 2003 and became a hit in the United States. News Corporation later acquired it in July 2005 for \$580 million. MySpace was the most visited social networking site in the world from July 2005 till early 2008 and even surpassed Google in the year 2006. It had over 33.1 million unique U.S. visitors in August 2011. However, in 2008, Facebook overtook MySpace in the number of unique worldwide visitors.

Facebook was begun in the year 2004 as a social networking service and website, founded by Mark Zuckerberg and a few of his colleagues. The website membership was initially limited to only students of Harvard University, but was later expanded to include other colleges in Boston area, the Ivy League and Stanford University. Much later, in 2006, it was finally opened to the general public for people of all age groups above 13 years. The site, for obvious reasons, became a huge hit among the college going crowd and by July 2011 it had over 800 million active users.

Facebook allowed users to create individual profiles, add or invite friends, exchange messages, join other communities of like-minded people or form groups of their own based on common interests, which could be categorised by school, college or workplace. It has clearly become the most popular social networking site that has affected the social life and activity of people in various ways.

Since its beginning in 2004, Facebook has evolved in many ways making it much more user-friendly, accessible and a fun place to connect with friends or even strangers with common interests. By incorporating special pages called fan-pages and business pages for celebrities and businesses, Facebook has opened out new marketing strategies by providing an excellent platform to interact directly with customers and also to get more sales and traffic to their respective official business websites or personal pages, in the case of celebrities. The company began working on mobile solutions in 2006 and integrated its services with the mobile phone companies making it easily accessible via the smart phones so that people could now update their status.

Google has been trying to join the social networking scene with projects like the Google Wave, Buzz and Talk, but these didn't really kick off with the masses. Google has now come out with the Google Plus (Google +), which is quite similar to Facebook with a few more features like circles of friends and followers. Here too one can add or invite friends or even follow strangers who share common interests or hobbies among the other networking features like sharing content and photos, sending messages, collaborating events, and the Plus button (similar to Like button on Facebook).

Google Plus is still in the evolving stages and has now also opened its doors for business pages, which has been welcomed with open arms. Google Plus did manage to get more than 20 million unique visitors in just a matter of three weeks since its release in June 2011. It had over 25 million registered users by August 2011. Google plus has now become a serious competitor for Facebook and both are now trying hard to be in the number one spot. In response to their competitor, Facebook has made quite a few changes to its look and added many more new features, the latest being the Timeline, which showcases the individuals entire timeline of activities right from birth to present day, based on the data collected. It has also integrated places on the maps and photos, which show up on the timeline. Google Plus on the other hand is not far behind, as they have also integrated the Picasa albums with the Google + account and one can also update their location using the maps feature.

### **(8) Social Bookmarking (1996 2003)**

According to Wikipedia, Social bookmarking is a method for Internet users to organise, store, manage and search for bookmarks of resources online. Unlike file sharing, the resources themselves aren't shared, merely bookmarks that reference them.

The concept of online bookmarking goes back to April 1996 with a site called itList. In the next three years many more competitive online bookmarking services were offered by sites like Backflip, Blink, Clip2, ClickMarks, HotLinks and others. These sites allowed users to organise their bookmarks into folders and some even provided a browser button for ease in saving bookmarks. It was Delicious, founded in 2003, which

discovered tagging and coined the term social bookmarking. Thereafter, many more popular social bookmarking sites like Digg, Reddit and Stumbleupon cropped up. Most social bookmarking services use tags to organise their bookmarks and enable viewing of bookmarks associated with a chosen tag. They also provide webfeeds for their lists of bookmarks, including lists organised by tags, which allow subscribers to become aware of new bookmarks as they are saved, shared, and tagged by other users.

### **(9) Blogs (1994-1999)**

A Blog is a contraction of the term Web Log. A log is the written record of events or messages in a chronological order. It is like a journal or diary wherein people record events, experiences and observations. Therefore, we can describe a blog as a journal, which is available on the web. Technically, a blog can be defined as the chronological arrangement of a collection of texts, data, images and other media objects recorded and retrievable through a web browser. Originally, blogs started out as static websites but over the years they gradually evolved to include many advanced features making them much more conversational and interactive in nature.

Although digital communities existed before the blogs in the form of Usenet, Internet forums, email lists and Bulletin Board systems, Justin Hall, who began his blog, Justins Home page in January 1994, is credited as the first blogger. Justins Home Page, which later became Links from the underground, had links and reviews of websites in existence at that time. In 1996 Justin Hall began writing an online journal, which had dated entries, each entry linked through an index.

The term weblog was coined and first used by Jorn Barger in 1997. In 1999, Peter Merholz, playing with the term used We Blog on his blog and the term Blog stuck. Most early blogs were websites, which were being manually updated by the person maintaining the blog and knowledge of web technologies was essential if someone wanted to blog. However, the developments in technology made it workable for the non-technical people also to blog and that was the turning point in the history of Blogs. In the early days, the blogs were nothing but a form of a personal diary or journal that was easy to maintain and log daily. This was made possible due to the fact that the blogging platforms were freely available with free hosting and domain facilities, creating a blog was easy, and did not require any special technical skill or knowledge to post content.

Therefore, anyone could open as many blogs as they wished, using the free templates provided, and maintain them very easily. It was easy to post content of any kind without too much effort. As the Internet evolved, so did the blog; making it a very powerful social medium through which you could get your voice heard. Any individual could express strong opinions, suggestions and even provide useful up-to-date information through blogs. Even more attractive feature of a blog was the fact that one could interact directly with its readers in the form of comments that could be posted below the posts. Blogs were an easy way to target specific audiences and also could be optimized, by virtue of the content posted, for it to be found on search engines. Another advantage of the blogs was that it was a comprehensive service, which offered a variety of tools and devices that made it versatile and user friendly. Thus blogs have evolved into a powerful social media tool that just cannot be ignored today.

### **(10) Real-Time and Location-Based Social Networking (2008 onwards)**

As the communications and Internet technology advanced, the web trend started moving away from the static pages to real-time streams of status updates as people wanted information that was hot and happening now. The best example of such a site is the micro-blogging site: Twitter, which was created by Jack Dorsey in March 2006. Twitter allowed its users to send and read text-based posts of up to 140 characters, known as tweets in real-time, which gained worldwide popularity with over 300 million users as of 2011. It was described as the SMS of the Internet.

The smartphones technology (iPhones) and functionality allowed its users to login to social networking sites like Facebook, Twitter and location-based sites like BrightKite and update their statuses in real-time from any location. In this manner, they could check-in at public places and be seen by other networking members who were physically close by. BrightKite is currently no longer available as they seem to be updating their website. Other similar location-based sites are Foursquare and Gowalla.

## **2.2 The Future of social media**

There is no doubt that social media will continue to evolve with time and with more advanced technologies. As it is, all the social media sites today are already evolving at such a fast speed that it is becoming difficult to keep up with them. One thing is for sure that social media is not just a phase but is here to stay; so, get used to it.

What will the social media be within 10 years from now? Difficult to imagine. A decade is a long time for computer and Internet technology. Seeing the way things are at present, it is the mobile technology that is

slowly taking over our lives. The mobile phones (iPads, iPhones, Tablets) or smart phones, whatever you want to call, they have already taken over the computer in almost all the functions. They are definitely the next generation in the social media. Most social media sites are already integrated with the smart phones along with mobile websites and specially designed mobile apps to treat all the networking needs of the people, which include sharing, gaming, collaborating, sending messages, networking, uploading or downloading media files (music and movies) and a lot more.

According to the research, the future of mobile marketing is bright and around the corner. Consider the following statistics of the mobile marketing:

- 250+ million Americans carry mobile phone, that's over 80% of the nation's population.
- The subscriptions for cell phones will top 5 billion globally before 2011.
- The global mobile advertising market will be valued at over \$16 billion by 2011.
- Four out of five teens carry a wireless device, and the majority (57%) view their cell phone as the key to their social life.
- By 2012, an estimated 10 trillion text messages will be sent and delivered globally.
- Half a billion people accessed mobile Internet worldwide in 2009. Usage is expected to double within five years as mobile overtakes the PC as the most popular way to get on the Web.
- Mobile ad spend worldwide is predicted to be US\$3.3 billion in 2011 sky rocketing to \$20.6 billion in 2015, driven by search ads and local ads. In the US over half of U.S. mobile ad spending is local. In Asia, Japan continues to dominate global mobile ad spend.
- There are more than 350 million active users [44 percent] currently accessing Facebook through their mobile devices. People that use Facebook on their mobile devices are twice as active on Facebook as non-mobile users.
- In the last twelve months, customers around the world have ordered more than US\$1 billion of products from Amazon using a mobile device.
- Smartphone sales showed strong growth worldwide in 2010. Total shipments in 2010 were 3011.6 million units up 74.4 percent from 2009. This makes smartphones 21.8 percent of all handsets shipped.
- Corporate use of mobile websites grew 210 percent in the last 12 months! Retailers have been particularly aggressive in pursuing mobile strategies this year; with 37 percent operating specially tailored mobile websites (compared to 12 percent in 2010).

Keeping the above statistics in mind, we can clearly see the trends that are on the horizon with respect to mobile marketing.

#### **Some of the top trends predicted for the future are as follows**

1. Smartphones will overtake the other mobile phones by 2012.
2. Number of text messages being sent via mobile phones will increase.
3. Social networking sites get more exposure and accessed on mobile phones.
4. There will be a sharp rise in social gaming as more social games are being developed for mobile devices.
5. The trend of Location-Based marketing will develop due to new technologies in Wi-Fi, RFID, and mobile phone tracking.
6. There will be an increase in mobile spending. (Mobile advertising).
7. A rise in video marketing on smartphones predicted.
8. Mobile money transfers will become trendy. (2011 saw \$86.1 billion move around the world in about 141 million exchanges.). Social media definitely has a brighter future.

#### **2.2.3. Classification of social media**

The various types or forms of social media that exist on the internet are:

- **Magazines:** a printed or digitally published collection of texts (essays, articles, stories, poems), often illustrated that is produced at regular intervals (excluding newspaper).
- **Internet Forums:** is an internet space structured around and dedicated to conversation, usually through posting questions, answers, and responses.
- **Weblogs:** a frequently updated web page used for personal commentary or business content.
- **Social Blogs:** is a subsection of regular blogging that uses posts with shorter counts and more media.
- **Micro-Blogging:** a short blog post designed for quick and typically direct audience.
- **Wikis:** a website or database developed collaboratively by a community of users allowing any user to add and edit content.

- **Podcasts:** a program (as music or talk) made available in digital format for automatic download over the internet.
- **Photographs:** is a picture using camera in which an image is focused on to light-sensitive material and then made visible and permanent by chemical treatment or stored digitally.
- **Video:** the recording, reproducing, or broadcasting of moving visual images.
- **Rating:** a measurement of an advertisement's audience, recorded as a percentage of the digital target audience.
- **Social bookmarking:** is the process of tagging a website page with a browser based tool so that you can easily visit it again late.

Kaplan and Heinlein classified the social media research into six different types based on their media research and published it in an article in *Business Horizons* (2010). They classified the social media as follows:

- 1) Collaborative projects ( eg: Wikipedia),
- 2) Blogs and Microblogs (eg: Twitter),
- 3) Content communities (eg: youtube),
- 4) Social networking sites ( eg: Facebook),
- 5) Virtual Game World (eg: world of Warcraft),
- 6) Virtual Social Worlds (eg: Second Life).

#### **2.2.4. Benefits of social media for individuals**

The social media has come a long way, as we have seen in the preceding details. The way people communicate with each other and hold conversations is on a completely different level than what it was, say, a decade ago. There is no way we can deny it anymore. The Internet and web technologies have made it possible for people and businesses to have a wider reach due to its global nature, and therefore, both individuals and businesses for their respective benefits, can use the social media effectively. For individuals the benefits are largely experiential and the social media is an avenue to keep connected with their network, communicate and gather information.

**Personal Use:** Individuals can use the social media for personal reasons, which may be for keeping in touch with the latest technology, news, gossip, and happenings around the world or in their own locality.

Social media is also fast replacing the traditional means of communications. In this day and age, it would be hard to find a person who does not use the e-mail facility to send messages to friends/colleagues and/or for official purposes or use the social media for collaboration. Similarly, people also use the chat or instant message feature that's in-built in most email clients to talk to people in real-time.

One can also make phone calls directly using Skype or other e-mail clients like Gmail and also have conference calls.

Individuals can use the social media to keep in touch with their various hobbies, like music, movies, sports, gaming etc. Social media not only allows one to find other people with similar interests but also allows for easy upload and download of media files with the help of media sites like BitTorrent. Social media users can also indulge in social gaming i.e. online gaming activities, in real-time with friends or strangers and challenge them.

**Explore Your Creativity:** The social media is available in many forms, as explained in the previous details. People can use this media to explore their own creativity, for example, a person who loves to write can create their own blogs and explore their writing talents. Blogs are the best way for individuals to express themselves, their views and opinions on any and all subjects. In this manner, a person can establish their expertise in their particular niche subject by using the blog effectively.

There are several other writing platforms that allow people to submit content on their site and reward them in different ways. Due to the very nature of social media it is easy to reach a large audience and find an interested readership. Similarly, one can use photo-sharing sites to upload and store their personal photos with all their privacy intact or selectively share it with others. Most photo sharing websites incorporate photo editing tools which can be used to edit/enhance the photos for personal use. There are also video sites that allow you to upload your videos and edit them to create new videos or films.

**Brief: Social interaction:** Human beings like to socialize and interact with others. The social media enables people to interact with each other using the highly accessible and scalable communication techniques that are available today in the form of websites and mobile phones.



#### **Other advantages of using social media**

- It makes it easier to make friends,
- It fosters empathy,
- Social media allows for speedy communication,
- It makes the world look smaller,
- It helps to build relationships,
- Social media helps news travel faster.

#### **Other downsides of using social media include:**

- It can contribute to social isolation,
- It can be used as an effective tool for bullying,
- People who use it more likely to social compare themselves to others,
- It presents a false idea of "friendship".

#### **2.2.5. Identification of relevant social media**

With so many options existing out here, one needs to carefully identify which of all social media platforms to use. This will largely depend on the purpose of using the social media and platform where target audience is. For an individual, if all of his/her friends were on, let's say platform A, it doesn't make sense to put in much effort on other platforms unless one is looking for new friends or people with similar interests.

#### **2.2.6. The most used social media**

The rankings on our list are based on the relevance to bands and creators, as well as the number of Monthly Active Users ( MAUs) ; according to the research.

- 1) Facebook : 296 billion MAUs
- 2) YouTube : 11.2 billion MAUs
- 3) WhatsApp : 2 billion MAUs
- 4) Instagram: 2 billion MAUs
- 5) WeChat: 1.26 billion MAUs
- 6) TikTok: 1 billion MAUs
- 7) SinaWeibo: 573 billion MAUs

#### **2.2.7. Impacts of social media**

- ★ Generating visibility around social ethical environmental and political news or issues,
- ★ Spreading educational material quickly and efficiently,
- ★ Providing companies with new marketing opportunities,
- ★ Creating new channels that companies can use to find, recruit and hire new employees.

However, multiple studies have found a strong link between heavy social media and an increased risk for depression, anxiety, loneliness, self-harm, and even suicidal thoughts. Social media may promote negative experiences such as: inadequacy about your life or appearance.

#### **2.2.8. How can you minimize the negative impacts of social media?**

1. Move social applications of your home screen,
2. Schedule specific time to check social media or set a timer to limit yourself to 20-30 minutes at a time,
3. Put your phone on silent or use " do not disturb" features,
4. Take a break from social media or limit the number of applications you use.

### **2.3 Language acquisition**

#### **2.3.1. Definition**

A language acquisition is understood as a process by which humans acquire the capacity to perceive and comprehend (in other words, gain the ability to be aware of language and to understand it), as well as to produce and use words and sentences to communicate.

CHOMSKY believes that language is biologically inherited whereas Skinner's theory is based on how a child learns how to talk through the use of positive reinforcement from adults who already speak a language fluently.

#### **2.3.2. Types of language acquisition**

Researchers define language acquisition in two categories:

- First language acquisition (mother tongue), and

- Second language acquisition the target language).

**Note:** Our attention is paid on the second language acquisition, especially English as a foreign language.

### **2.3.3. Steps in language acquisition**

These are steps in of a language acquisition:

- 1) Pre-production,
- 2) Early production,
- 3) Speech emergence,
- 4) Beginning fluency,
- 5) Intermediate fluency and
- 6) Advanced fluency.

### **2.3.4. Role and importance**

#### **What plays the biggest role in language acquisition?**

Essentially, there are affective or emotional elements to language acquisition and second language speech, Krashen suggests that individual's confidence, motivation, and anxiety around speaking a second language have a big impact on their ability to acquire and produce speech.

#### **What is the most important in language acquisition?**

Learning a language can be as easy or as difficult as you want it to be. Ask anyone with true language learning experience and they will tell you that the one thing that is more important than anything else is spoken practice.

### **2.3.5. Theories of language acquisition**

The following are the established theories of language acquisition:

- ❖ Imitation
- ❖ Reinforcement and
- ❖ Analogy.

Authors talked about four major theories of language acquisition which are: Behaviorism, nativism, constructivism and social interactionism. The first theory is based on the concept of stimulus-response behavior and the theories of nativism, constructivism and social interactionism are based on the way cognition supports language development.

### **2.3.6. Factors of language acquisition**

Factors that influence the language acquisition are as follows:

- ✓ Exposure to the new language. When learning a new language the most important factor is exposure.
- ✓ The age of the learner,
- ✓ The learner's native language,
- ✓ The learner's motivation.

### **2.3.7. Social function of a language and the socioeconomic factors of language development**

The social function of a language refers to the way we relate language to our relationships with other people. This means it's how we use language and how we communicate in a social setting.

#### **What is the socioeconomic factor of language development?**

In general, children who come from homes with lower socioeconomic status acquire language at slower rate than those from homes with a high socioeconomic status. The sociolinguistic setting refers to the role of the second language in society. Specific social factors that can affect the second language acquisition include: age, gender, social class, and ethnic identity. Situational factors are those which vary between each social interaction.

### **2.3.8. Challenges of language acquisition**

- ★ Doubt about your abilities,
- ★ Lack of practice opportunities
- ★ Fear of speaking with strangers
- ★ Loss of motivation,
- ★ Expecting it to be easy.

### **2.3.9. Areas of language acquisition**

Linguistics has identified five basic components which are: phonology, morphology, syntax, semantics and pragmatics.

- **Phonology:** is the study of the way sounds function in languages, including phonemes, syllable structure, stress, accent, intonation and which sounds are distinctive units within a language.
- **Morphology:** a scientific study of form and structure, usually without regard to function. It is also the study of internal structure of morphemes.
- **Syntax:** is a set of rules that govern how words are combined to form phrases and sentences. Is also the study of the structure or phrases, sentences and language.
- **Semantics:** is a branch of linguistics studying the meaning of words.
- **Pragmatics:** is the study of the use of language in a social context.

### **2.3.10. Pillars of language acquisition**

The language acquisition is built on a solid foundation of listening, speaking, reading, and writing; the four processes that make you a well-rounded English speaker. They are also called English language learning skills.

#### **Why are the four skills activities useful?**

Any language is difficult and easy. Language serves many purposes. Absence of language is mere death of communication. The role that language plays is immense, since time embarked. Identified as the need of the hour, the four necessities in language or commonly known as the four skills- Reading, writing, listening and speaking plays a vital role in any language learning. The four skills are the pinnacles of language which will take you to greater heights. They are separate yet bound together with an inseparable bond. Teachers should set high standards for an ESL classroom. They should work to create the necessary condition for students to learn effectively and reach the desired outcome.

For the teaching of English to be successful, the four skills, reading, listening, speaking and writing, should be integrated in an effective way. These skills should be addressed in a way that helps students meet the standards you set for them and develop their communicative competence gradually. This encompasses: Listening and speaking: these two skills are highly interrelated and work simultaneously in real life situations. So, the integration of the two aims at fostering effective oral communication. This integration will assure real-life and purposeful communication. Reading and writing: they form a strong relationship with each other as skills. They are tools for achieving an effective written communication. Students need opportunities to develop their reading and writing skills. Developing students' competencies in reading and writing requires exposing students to gradually challenging reading materials and writing tasks. The aim is making students read and write effectively. In fact, the integration of listening and speaking with reading and writing will make learners good listeners, speakers, readers and writers so as to be able to communicate effectively.

The mastery of these skills is a gradual process. Teachers, for instance, should expose learners to gradually challenging tasks and material. When a teacher makes use of activities that have been specially designed to incorporate several language skills simultaneously (such as reading, writing, listening, and writing), they provide their students with situations that allow for well-rounded development and progress in all areas of language learning. In her reflection, Anna refers to activities that make use of the four skills but she is not quite sure how to plan activities that incorporate all four.

In this section we will discuss the 'four skills' as well some activities that can be used in the classroom to promote all four. Through daily activities, teachers provide learners with opportunities to develop each skill: students listen (to the teacher use the target language, to a song, to one another in a pair activity), speak (pronunciation practice, greetings, dialogue creation or recitation, songs, substitution drills, oral speed reading, role play), read (instructions, written grammar drills, cards for playing games, flashcards) and write (fill-in-the-blank sheets, sentences that describe a feeling, sight or experience, a dialogue script, a journal entry).

This approach, however, does not combine the four skills so that they can be used together to reach the same end (i. e. language development that is well-rounded). Two activities that make use of all four skills in tandem are Self-introduction and Reading and Retell. Self-introduction takes the answers to a series of personal questions (name, age, grade level, where you live, members of your family, favourite sports, animals, colours, subjects, etc.) and sequences them into a self-introduction. Students are given large visuals to trigger each component of the self-introduction. The teacher can point to each picture while modeling a self-introduction (students are listening) and then invite learners to introduce themselves (speaking) to one or two of their peers. Some of the visuals can then be changed and the students can be invited to introduce themselves to others in the class to whom they have never spoken. This activity can be adapted to become a regular (daily) warm-up activity to get learners talking in the target language.

Having covered listening and speaking in the oral self-introduction, a scenario can then be created where in learners write a self-introduction to a potential home must stay host. The same picture cues can be used, reconfigured to show a salutation, closing and signature. The picture cues provide learners with support without giving them a text to memorize. In multi-level SL classes, graded readers can be excellent springboards for another activity that integrates the four skills- a reading and retell. First, learners select a book or story at their own level and read it. Learners are then given a template to follow to summarize their thoughts about the story (writing). The summary is designed to help learners gauge the amount of detail required in a retell. After additional practice reading the summary silently and aloud several times, learners are asked to select two or three illustrations from the book to help them tell the story. They then practice telling the story by using the pictures and remembering what they wrote in the template. Students find a partner who has not read the same story and retell (speaking) their story to one another using the selected illustrations. Partners not only listen to the retell but also complete a feedback checklist (writing) about the retell.

After reading the feedback, partners switch roles. Four skills activities in the language classroom serve many valuable purposes: they give learners support, opportunities to create, contexts in which to use the language for exchanges of real information, evidence of their own ability (proof of learning) and, most important, confidence.

Reading is fun-way to knowledge hunt. We read or see innumerable quotes and proverbs on reading. How far is it true? It is true indeed- reading brings wisdom. Through reading, we learn a lot and it is the most prominent language skill. But the fact of making a reading habit or being good at it is the question here. For now, students, adults and even educators read very less. It is a well-known fact that when there were no televisions or computers or other forms of entertainment, reading was a primary leisure activity among the educated lot. People would spend hours reading books and travel to lands far away or enjoy love, cherish victorious moments and live history-in their minds. The tragedy is that, with time, people have lost their skill and passion to read. Reading has declined among every group of people in today's world of technology and entertainment.

There are many other exciting and thrilling options available, aside from books. And that is a shame because reading offers a productive approach to improving language- vocabulary and word power for example. When you possess rich vocabulary, you listen better as you understand more; then you can write better with more words to choose from; obviously you can speak better because of your intense word power. It is advisable to indulge in at least half an hour of reading a day to keep abreast of the various styles of writing and new vocabulary. Thus, the need to develop a habit to read is very important. Well, the skills will hopefully jump in automatically once the strong genuine habit has been established. The best and easiest approach is however, to make a small effort to read a piece a day you will surely succeed.

Writing is a gem to pick. A person with good writing skills is always victorious at expressing oneself. The writing skill is the hard copy of your intellectual level or the level of your expression. The writing process is taught in schools and colleges. But, do you practice it in reality? Or Do you start to write as soon as the question is read. Pre Writing opens the doors to effective writing where you brainstorm almost anything under the topic or theme. You find a topic, narrow it, and consider the purpose, audience as well as the form of writing. You are not concerned with creating whole sentences or paragraphs at this point rather you should aim at defining an idea and getting it rolling. Then we write our first draft which is a compilation of our random thoughts. This is where our words form sentences and paragraphs. The third step is revision. Revision means seeing again. Here you refine the ideas in their compositions. Revising consists of three activities: rereading the rough draft, sharing the rough draft in a writing group/with anyone, and revising on basis of feedback. You can add or substitute thoughts and words. The same can be done with deleting and moving your words in the draft. Editing is the next big thing.

The cleaning up process where the clutter is cleared and ideas are allowed to shine happens here. We tend to putting the piece of writing into its final form and you fine-tune your work by focusing on correct punctuation, capitalization, grammar, usage, and paragraphing. The goal here is to make the writing optimally readable. The last is publishing your final piece. Each step is interchangeable and can be done as many as you dare or till your writing perfects. Teachers must always tell their students to work out at least three drafts. So this is it with writingeasy? It would turn out simple if you make it a habit and practice like you practice your favourite song or dance. Tip: Avoid electronic English (u for you, Thx for thanks, Bro for brother,etc.).

Listening is yet another necessitate in language. The more efficient a listener you are the more successful and satisfied you will be. Listening activity is not merely hearing: it is a state of receptivity that permits understanding of what is heard and grants the listener full partnership in the communication process. We need to develop a keen interest in making ourselves better ears. The fact that we listen more than our ears and we listen far more than the sound is very true.

As any member in a society, listening is one important skill to possess as good listening is an integral part of communication process. A good listener shows readiness and possesses an ability to manipulate the sound into words and their contextual meaning. Then the good listener relates given meanings to other experiences and he shares responsibility with the speaker. Academically, listening skills plays a vital role in the teaching-learning cycle. A student learns better when he can listen better. A teacher is also in need of a good listening skill. All the way, listening should be enhanced in your life as to be a greater speaker. The attitude of the listener is another stepping stone to achieve this skill.

Speaking is all special. This skill is as important as the others. When you have words read, ideas written and thoughts heard, all you need is to express- your speaking skill. What you speak will determine the expressiveness in you. Speaking has many masks- public, friendly or academic contexts are few from the lot. Each context has the same need for the skill. Statistics reveal that when you talk, you use about five syllables per second and there are more than forty different speech sounds. Thus, every time you talk, your audience must catch all the five syllables per second out of the air, must recognize the forty sounds in them, must translate the syllables into words and finally they must translate the words into thoughts; you got to help them succeed in doing so. If you slur or muffle sounds, or project the sounds weakly, the listener will miss a lot, failing you as a good speaker.

Therefore, proper pronunciation, diction and building a good vocabulary should be on your prioritized list. Tip: Avoid one word answers or queries. As a student, the skills of language will make you academically sound and the miracle it will have when you enter the world as an adult is magical in an adventure. Mind you, the four skills never stand out as individual areas but they form a chain cycle, where you break one ring of the chain and the whole chain would collapse. In the changing competitive world, your command over a language and even more the level of your English can determine your life. Thus, it is so much imperative for you to understand the four skills and give it a consistent effort. The result will be astonishing!

### **3. The impact of social media on language acquisition**

Everyone is well aware of the importance of learning English language. The easy access to computer and internet for everyone and the increasing number of well based English courses has encouraged and helped a lot of people to study English. Though the internet use in language learning has bought certain advantages simultaneously, it carries some disadvantages also. So, the aim of this paper is to study the practical benefits and difficulties observed while using the internet by language learners and teachers.

In today's technology based fast moving world, one must be able to understand and be flexible while recognizing the needs to learn. For communicating at global level English is the most accepted medium. Knowledge of the English language keeps one abreast of the world. This leads to limitless personal and business opportunities. Being able to speak in English also widens one's horizons globally.

The application of English technology has developed a new field for autonomy English learning which is becoming more and more popular at home and abroad. Learning English on the internet can create efficient and high quality achievement in personal or mass English learning.

#### **3.1. The role of internet in learning English**

It is very practical to learn English online because it can be pursued at any place and one does not have to walk or to drive to school. Moreover, most of English courses offered are free for everyone to take advantages of. Learning English online allows one to study English independently at one's own place, and also allows one to take lessons at own speed depending on one's aptitude and availability. Since there are a lot of available online English courses to choose from, one is not limited to the knowledge of one teacher only but one can learn from a number of online teachers and training modules from each one. Learning in this way exposes one to different English concepts that are applied in real life, a variety of ideas and knowledge that cannot really be learnt from books; moreover it is very interesting.

Using internet can also enhance research skills and cross cultural learning by providing a better understanding of foreign countries and cultural differences as well as enhance student's cross-cultural communication skills. Learning English online helps to bridge the communication gap between the teachers and learners by assisting the teachers to explain concepts better. It helps teachers to reduce amount of talking and thus make their teaching more interesting and successful.

Social media is used by language educators and individual learners that wish to communicate in target language in a natural environment that allows multimodal communication ease of sharing and possibilities for feedback from peers and educators.

#### **3.2. Advantages**

Some more advantages of internet assisted language learning are:

1. Multimodal practice with feedback,
2. To correspond in English by E-mail with other classes in other parts of the world,
3. To develop individual skills to write out of class time,
4. The focus on listening and speaking activities with gradual and increasing emphasis on reading and writing proves to be helpful. Grammar and vocabulary need to be taught in meaningful contexts, and students need to be given enough opportunities over time to use the language they have learned. It has been found that students who used the internet more, get higher scores and grades.
5. The World Wide Web makes it possible for students to tackle a huge amount of experience. In such a way they can learn by doing things themselves. They become creators not just the receivers of knowledge. Information is presented in a non-linear way and users develop a more flexible thinking skill and choose what to explore.
6. A foreign language is studied in a cultural context. In a world where the use of internet becomes more and more widespread, an English teacher's duty is to facilitate student's access to the web and make them feel like citizens of global classroom, practicing communication on global level.

### **3.3. Disadvantages**

1. Internet is one of powerful tools for teachers to help students but the wealth of available resources is infinite, students face problems in effectively handling such large amounts of information.
2. There is a problem of unfamiliarity with the applications and handling of internet.
3. To have a little experiences creates an anxiety source for both language learners and teachers.
5. The use of internet is expensive, further it might take a lot of time and break down in the middle of communication.
6. The teachers should assist their students so that they can discover and learn most according to their level of linguistic competence. Teachers should be responsible for the evaluation of all the web tools offered in a language.
7. Using social networks leads to decrease face to face communication skills. They are wasting time to check news as well as updating information or status. In the term of language proficiency, the youth often use abbreviations or slang to communicate each other.

### **3.4. Social media improves language skills**

Social media is a powerful tool for people to interact and expose themselves for learning a new language. Since English is most widely used to internationally communicate with other learners people can use the various tools on social media to improve their language skills.

### **3.5. Relationship between media and language**

Their output makes up a large proportion of the language that people hear and read every day. Media usage reflects and shapes both language use and attitude in a speech community. For second language learners, the media may function as the primary or even the sole-source of native speaker models. Media linguistics investigates the relationship between long use, which is regarded as in interface between social and cognitive communication practice and public discourse conveyed through media.

### **3.6. Effect of social media on the language acquisition**

When new words are used on social media the existing language is used less. As a result, the native effects that social media changing language pushes to create obstacles to communicate, become poor in vocabulary, and have a possibility to return to communication through symbols.

### **3.7. Influence of social media on language acquisition**

Language is an aspect of our culture which is not an exception to the media's influence. Just like other aspects of our culture, the media has the power to both influence a societies' language use as well as reflect a societies' language.

One of the most notable ways that social media has influenced the English language is through the appropriation of existing vocabulary. Words that had existing meanings have now been given other meanings in online context which then spills over into verbal confirmation.

### **3.8. Using technology in language learning**

Nowadays technology is unable to be avoided. It is a powerful tool in almost every aspects of human's daily life. Technology is regarded as a major revolution and this has a significant impact on education. The use of Information Technology (IT) and the internet are the new way of learning. These technological advancements

allow people to access, gather, analyse and share, transfer data and knowledge. Now, students are Net Generation or digital natives. These bring new challenges to the teaching environment. Social media technology is becoming more popular characterisation of websites that allows digital users to interact with each other.

Ybarra and Green (2003) state that students need further language support to learn English as a second language in order to develop their communication. For that, they need to use various tools which can help them to use the language easily and effectively.

According to Davies and Hewer (2012), the term New Technology includes communication techniques for language teaching in which the personal computer plays a central role. However, there are other technological tools that can be used in language learning besides computers. Each technological tool has its specific benefits and application for the four skills. Moreover, in order to use these techniques successfully, the EFL learners should be familiar with using computer and internet and able for the interaction of these techniques.

Sharma (2009) affirms that the effect of technology has become huge in teaching and learning the language in addition to the instructor's role. In other words, the role of the teacher together with the role of the technology can lead to advance leaning result.

Lee (2000) states that the use of computer in language learning dates back to 1960s and since that time, it has been seen the shift of the role of computer from a mechanical tutor used primarily for drills into a real usage of language in an authentic context by students self-discoveries and developments. When microcomputers entered in the daily life in 1970s, the era of computer assisted language learning has begun at school and computers were used in language classes in general. Then, internet changed the learning from being text -based to more interactive ones.

According to Seale and Rius (2001), social media networking can encourage students participation, improve students- students and students-tutor interaction and facilitate independent learning. Web-based communication tools are an excellent means of supporting group work, project work and reflective task. Still in early development for education, these tool can facilitate tutorial support in real time or be used to invite external expert into a session. Then a web camera is needed, and a limited number of people from each location can participate in the session. That is known as video-conferencing.

### **3.9. Impact of Facebook, YouTube, Skype and Whatsapp in improving EFL learners**

#### **3.9.1. Effects of these social media networks on students' performance**

The social media engages students and have to be examined as entrepreneurs of their understanding. The medium of Internet is marketing with increase in it programme. The interaction of online conditions has extended with social media networking. Hooking up through social media networking began as being a nice activity, through time it is a phenomenon. The websites are employed in many ways like developing metropolitan areas, speaking, and blogging.

According to the researcher, when referring to alternative ways of improving students' English learning, social media must be mentioned just like any website can be used as an effective learning tool and students can surely find something very useful.

According to many conducted regarding the use of chat for language learning, chat conversation for one hour a day can improve speaking proficiency to a significant extent (Warshauer, 1996, Ken 1995).

Social media or technology is considered as an increasingly influential factor in people's life in general and in the field of education in particular. Digital devices are used both to complement established education aids and develop new ways of learning. Technologies are a diverse set of tools and resources used to communicate, create, disseminate, store and process information. They namely include computers, the internet, broadcasting devices and cell phones. The introduction of new technology into education (schools) has determined changes in pedagogy where teachers are adopting new methods of teaching because they are facilitated by the new technology. Technology offers powerful learning and teaching tools that demand new skills and understanding both for teachers and students, technology may provide better result of teaching compared to traditional methods. It can create a healthy environment regardless of time, place which lead to self-study autonomous learning where language is always described as a self-study subject. The internet has created an effective new teaching context by mean of web-based collaboration which promotes classroom interaction so as to increase opportunities for students to offer English an authentic use to create a learn-centered learning environment. Many social networks and means such as wiggio, blogs, wikis, Facebook, Twitter, Skype, YouTube and many other are now used for various purposes. Of course, such tools are also used by tutors to serve as a platform for teachers- students communication inside and outside classroom. They live in digital era.

### **3.9.2. Effect of Facebook use on students English language skills**

Facebook offers to its users the interaction opportunities. Facebook can provide language learners with new aspects of real time cultural and linguistic interchange according to Harrison and Thomas (2009). With the help of teachers to maximise English language learning, connection and interaction features provide students more opportunities of target language contact which contribute to the improvement of their performance. Social media can assist students to learn the language through the use of podcast and video.

Multimedia materials can enhance students' motivation to learn the language. Facebook platform assists students in developing their grammar, vocabulary and writing, as it helps them share information and acquire new knowledge. But this platform proves to be useful in updating students about modification regarding their courses as an online information center. In writing, Facebook users may gain experience through composing various messages and in reading they have the chance to read a variety of new messages. Thus they have the opportunity to learn new words in authentic contexts.

### **3.9.3. Effect of Youtube on students' performance**

According to the researcher, Youtube is considered as one of the target websites in the world, and there are too many visitors each month. Youtube has dedicated a special channel for education called "Teacher Tube" for teachers to upload instructional materials and share with other educators. It provides great resources for both teachers and students. Furthermore, Youtube released other education related site: Youtube EDU which develops the students' oral communication skill.

- Class video have been provided for flexible learning
- Use video as visual aids to help students improve their communication,
- Use video as research resources
- Students can produce video for projects

Based on some previous researchers, it can be seen that there are some advantages and disadvantages by using YouTube in enhancing students speaking skill.

#### **a. Advantages of using Youtube videos**

Youtube gives many contributions to the teaching and learning process. Many videos on Youtube can help students in their study.

#### **Some advantages of using Youtube videos are as follows:**

Youtube helps students to improve their speaking skill. Youtube gives many contributions to the teaching and learning process. Many videos on Youtube can help students in their study. It helps students to improve their speaking skill because videos in Youtube support a variety of learning needs, especially in language learning, the videos on Youtube often provide a cultural context relevant to the language thus students can learn from the authentic English video, learn English from the video by a native speaker is helpful for students to improve their speaking skill, students easy to understand how to use the language properly. By watching an authentic video makes students easily to imitate and practice speaking. Students also get new vocabulary and help them to improve their pronunciation. Youtube video also can be online resources both for students and teachers Youtube video increased students' interest in learning process. Thus, teachers have found the right way to catch students' attention in teaching by using technology.

Technology has an important role to support the learning process. Students have different styles in learning, using technology provided more ways to teach them, it helps teachers to make a variety of teaching strategy and increased students' interest in studying English. Youtube video helps students in their learning because Youtube video is flexible media for teaching, teachers can choose video depend on the need, when to play and pause the video, repeat the necessary scene in the video and can choose which part in the video that suitable for the lesson.

Youtube video also helps students to focus on the material given, and it makes the learning style become students centre. Students are able to use Youtube video both inside and outside the classroom. To improve students speaking skill, it is not only obtained in the classroom but also outside of the classroom. Studying in the classroom has a limited time, sometimes teachers run out of the time when they give the materials to the students and ask students to practice their speaking. Many students also felt difficult to practice speaking in the classroom, it can be caused by the lack of students' confidence when they speak in front of the classroom or they are afraid of making mistake. Some students also hard to understand when the teachers give the material in the classroom. Using Youtube gives students access to learn anywhere and anytime. Students also have the opportunity to upload their video to share and give likes and comments to each other video.



#### **b. Disadvantages of using Youtube videos**

Besides the advantages of using Youtube video, there are some disadvantages too, they are: Some Youtube videos can be inappropriate for the students. There are many video on Youtube, not only for academic purposes but also different necessity. The video creators also from different age, background and culture, the video shown in Youtube sometimes not appropriate for the students. An inappropriate content can bother students while looking for resources in Youtube.

The kind of language level used in the videos also can be confounding for some students. Because so many videos on Youtube, it can easily distract the students and get them off the topic. In Youtube, there are so many interesting video, such as music, gaming, film and other entertaining videos. Students can easily distracted because of the other video and disturb their learning process. Instead of studying, students can spend their time to watch other video. Teachers or parents cannot control students all the time. Students can use YouTube everywhere and every time using the computer or their mobile phone. It makes parents and teachers cannot control students all the time. Therefore the instruction and guidance from teachers and parents are needed.

#### **3.9.4. Effects of Skype on students' performance**

Skype provides audio- visual form of communication where learners and teachers can exchange and express opinions. Therefore it plays a great role in developing communicative skills.

Skype is a free computer program you can use to make telephone calls over the internet and that you can also use it to make conference calls and video calls, to chat and to transfer files.

Furthermore, Abdulezer and Dammond (2007) affirm that Skype can dramatically alter how you exchange information, how you meet new people, and how you interact with friends, family and colleagues. Skype offers one of the most popular vice-over internet protocol services and with a computer, an internet connection, and a few simple steps, foreign language speakers and learners can connect with and call one another across time. They also point out that with Skype you can dial a contact (provide the person you are calling has also downloaded Skype), and talk to from any country using a headset and microphone plugged into your computer. There are many different things that can be done though Skype nowadays for the purpose of this study, the main Skype features is for making communication call.

#### **3.9.5. Effects of Whatsapp on students' performance**

Whatsapp is an app that was released in 2009 for text and voice messaging. Ever since, it has become extremely popular, thanks to its usability and versatility. Whatsapp provides for messaging and calls on computer, laptop and smart phones, as a free feature (Taipale & Farinosi, 2018). Precisely what makes this software desirable is that it runs on multiple devices such as mobile and laptops, aiding with texting. To make one-on-one or group calls, it can also benefit from Wi-Fi and mobile internet (Fiadino, Schiavone, & Casas, 2015).

Whatsapp is now one of the most significant social media platforms, as well as in the process of English language learning, it plays a vital role because it can be used by English learners to transfer texts, records, documents, pictures, videos and audio files. Whatsapp Messenger is a high-speed text messaging service used by cell phone users (Awada, 2016). English learners directly use Whatsapp to exchange photos and therefore can get support from these online social media platforms to acquire information and communicate information in a simple and structured way (Kaid Mohammed Ali & Rashad Ali Bin-Hady, 2019).

The other significant argument is that English learners might share the pdf file directly and ask questions to their instructors and if they are uncertain at some argument, they may exchange the page directly instead of asking each other about the book reference and page number to refer towards any misunderstanding (Seufert, Hoßfeld, Schwind, Burger, & Tran-Gia, 2016). The other notable argument is that WhatsApp is used at the global level for networking rivalry and message exchange. Globally, there are millions of daily users who use WhatsApp for messaging (Wan, Dastane, MohdSatar, & Maarif, 2019).

The findings in this section show how Whatsapp was employed, show similarities across all studies. Only a few variations made the instructional design slightly different among them. As the findings of this part showed, the teacher's role was to encourage student interaction, monitor their communication activities, ensure their engagement, and provide feedback. Meanwhile, the role of students is to respond to the activities initiated or shared by the teacher and be actively involved in such activities. This calls for teachers and researchers to conduct more research exploring Whatsapp features for creative language teaching and learning. Additionally, more research needs to be conducted on different language skills. In terms of advantages, this part of the study unravelled that using Whatsapp facilitated the improving word retention, encouraging students to be more active, increasing students motivation and participation, and providing convenience for instant communication and information sharing. Although the various benefits of using Whatsapp have been widely reported, this does not mean that the use of Whatsapp can replace traditional teaching and learning. However, it should be seen as a

possible effective complement for educational purposes. As Samaie et al. (2018) suggest, the inclusion of WhatsApp should be based on its pedagogical characteristics to achieve the expected learning activities. Thus, the potential benefit of using Whatsapp should be maximised to help achieve learning objectives, not deter teaching and learning process by supporting listening and reading comprehension.

### **3.9.6. Students' general perception of Social Media for learning English**

Many studies have reflected various perceptions and experiences of students about using social media for learning English. In the context of America, Churcher (2014) reported that social media encouraged the students for learning without limiting them in the single context of the classroom by allowing receiving information and sharing their learning experiences. Similarly, Mondahl and Razmerita (2014) argued that social media generated new opportunity to interact, engage and collaborate the students by connecting them together to create the common platform for learning. In the context of Malaysia, Yuk et al. (2019) reported that primary school students used social media particularly YouTube for language learning effectively.

In the context of Saudi Arabia, Yuk et al. (2019) reported that social media particularly YouTube and Snap chat helped the students to improve their listening and writing.

In the context of Germany Pander et al. (2014) argued that social media particularly Facebook helped the students for collaborating, communicating, socialising, to promote their education. Previous study of Oliver (2002) in the context of Australia argued that use of ICT in the field of teaching and learning brought transformation in the traditional education system by creating student- centered learning environment and providing enough materials both to teachers and students.

In the context of Australia Tower et al. (2014) showed that use of social media such as Facebook helped the students for learning to a deeper level by promoting them to create peer and independent learning environment. In the context of South Africa, Wiid et al. (2013) argued that students found the social media networking useful because it encouraged them for learning by supporting to construct collaborative learning environment among the students.

In the context of Saudi Arabia, Alsuraihi et al. (2016) found that social media particularly YouTube became popular among the medical students by providing verities of learning audio and video materials. In the context of Malaysia, Arulchelvan et al. (2017) reported that social media became the part of student's life by promoting effective learning environment with fun and entertainment. However, in the context of Nepal, Jha et al. (2016) argued that students used social media particularly Facebook to keep in touch with relatives and friends rather than using for academic activities.

Similarly, in the global context, Latif et al. (2019) argued that social media could distract the students for learning, maintaining privacy and increased the chances of cyber bullying. In the context of Kenya, Bariu (2020) reported that students could not get enough chances of using social media for learning due to lack of proper internet access infrastructure in their schools. In the context of South Africa, Ramorola (2013) argued that students and teachers faced problem about using social media in their teaching and learning due to lack of trained technical manpower.

National and international literature reported various experiences and perceptions of students and teachers about the uses of social media in teaching and learning. However, there has been limited literature to reflect the experiences and perceptions of teachers and students about the role of social media in teaching and learning of English. Therefore, this study aimed to explore the experiences and perceptions (impact) of teachers and students learning English through social media.

## **4. Conclusion**

The present article has discussed the impact of social media on language acquisition: a case study of English as a foreign language. It is divided into four sections, including the introduction and the conclusion. The first section presents a general introduction on a detailed understanding of social media, and how social media help foreign language learners who do not have time to go to school. The second section presents some literature review on social media and language acquisition. This section contains pieces of information about social media origins and development, its operations and language acquisition. The third section second develops the impact of social media on language acquisition. This part reveals a number of advantages and disadvantages of acquiring/ learning English language through social media. Moreover, this part also encourages learners of English as a Foreign Language to take advantages of these means to develop their English language skills through daily performance from any place where they may be.

The choice of this topic was stimulated by the reason why people especially students and teachers must take into consideration the positive aspects and the negative aspects of learning English through social media instead of focusing their attention on one side of these two, and instead of only focusing on traditional learning in front of a class teacher, which is a boring routine.

The leading questions of our study were:

- a) What is the role of social media in language acquisition?
- b) What is the impact of social media on language acquisition?
- c) What are advantages and disadvantages of social media on language acquisition?

We explained that social media is the use of internet applications. The advantages of social media on language acquisition is to reach many people at once and allow learners to practice the new language from anywhere without necessarily having to go to school for traditional class learning.

Social media gives to learners the chance to express themselves creatively, learn easily, and connect with others. However, this decreases face-to-face communication and offers a veil between the person sending the message and the one receiving it.

The impact of social media on language acquisition is that of spreading educational material quickly and efficiently. The role of social media is that of reflecting and shaping both language use and attitude in a speech community. It is very practical to learn English online because it can be pursued at any place and one does not have to drive or walk to school.

Moreover, most of English courses offered are free of cost for everyone to take advantages of. Learning English online allows you to study English independently at your own place, and also allows you to take lessons at own speed depending on your aptitude and availability.

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## Author's profile



Prof. William Nzitubundi Sendihe is a PhD Holder; Doctor of Education Degree in Applied Linguistics, from Atlantic International University (AIU), Honolulu, Hawaii, USA, 2015. He works as a teacher and researcher, currently with the title of Associate Professor at Institut Supérieur Pédagogique de Goma/ ISP Goma (which is translated as Goma College of Education). He teaches in the English Department. Besides teaching at ISP Goma, he also teaches as a Visiting Professor (Part-time) in a number of other Colleges and Universities in the country (DRC).