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## **The effectiveness of social media in teaching English**

### **Ефективність використання соціальних мереж у навчанні англійської мови**

**Summary.** *This article explores the effectiveness of social media platforms and blogs in enhancing English language learning and development. The authors examine the relationship between social media usage, digital literacy, and language skills acquisition, highlighting the potential benefits and challenges*

associated with integrating social media into English language teaching. The authors emphasize the role of communication in language learning and discuss how social media can facilitate meaningful language practice. Through blogging, students can express their thoughts and receive feedback from peers and educators. Additionally, social media offer opportunities for visual storytelling, multimedia content creation, and group discussions, enabling learners to engage with authentic language use in a social context. While acknowledging the benefits, the article addresses the challenges associated with integrating social media into English language teaching. These challenges include the need for educators to stay up-to-date with the platforms, the importance of addressing online privacy concerns, and the potential for distractions and information overload. The authors stress the importance of careful planning, guidance, and moderation to ensure effective and responsible use of social media in the language learning process. This article provides valuable insights into the effectiveness of social media platforms in teaching English. It underscores the positive impact of incorporating social media in language classrooms, promoting digital literacy, language skill development, and meaningful communication. Educators and language practitioners can benefit from the practical recommendations and considerations highlighted in this article when utilizing social media as a pedagogical tool.

**Key words:** digital literacy, language learning, language skills, communication, blogs, Instagram, Facebook.

**Анотація.** У цій статті досліджується ефективність соціальних мереж і блогів у покращенні вивчення та розвитку англійської мови. Автори досліджують взаємозв'язок між використанням соціальних медіа-платформ, цифровою грамотністю та набуттям мовних навичок, підкреслюючи потенційні переваги та проблеми, які можуть виникнути у процесі інтеграції соціальних мереж у викладання англійської мови. Автори підкреслюють роль спілкування у вивченні мови та обговорюють, який потенціал соціальні мережі можуть мати у покращенні мовної практики. За допомогою блогу учні можуть висловлювати свої думки та отримувати відгуки як від однолітків, так і від викладачів. Окрім того, соціальні медіа пропонують можливості для створення мультимедійного контенту та групових обговорень, що дозволяє учням використовувати автентичну мову в соціальному контексті. Визнаючи переваги, стаття розглядає проблеми, пов'язані з інтеграцією соціальних мереж у викладання англійської мови. Ці виклики включають необхідність для викладачів бути в курсі особливостей сучасних соціальних платформ та брати до уваги той фактор, що водночас соцмережі можуть відволікати від навчального процесу та перевантажувати інформацією. Автори підкреслюють важливість ретельного планування, керівництва та поміркованості для забезпечення ефективного та відповідального використання соціальних медіа в процесі вивчення мови. Ця стаття містить цінну інформацію про ефективність соціальних мереж у викладанні англійської мови. Дослідження підкреслює позитивний вплив використання соціальних медіа під час занять для сприяння цифровій грамотності, розвитку мовних навичок і змістовного спілкування. Педагоги можуть скористатися практичними рекомендаціями та міркуваннями, висвітленими у статті, коли використовують соціальні мережі як педагогічний інструмент.

**Ключові слова:** цифрова грамотність, вивчення мови, мовні навички, спілкування, блоги, Фейсбук, Інстаграм.

**Introduction.** The ability to communicate effectively in English is now a must for success on all levels—academic, professional, and personal. As a result of technological development, language learning has changed, with social media being a well-liked instrument for TEFL (teaching English as a foreign language). Social media can help language learners by creating a more interesting, interactive, and real-world learning environment.

Social media provides many advantages for teaching English as a foreign language. In the first place, it can offer a genuine learning setting where students are exposed to language use in everyday situations. By conversing with native and non-native speakers online, reading real documents, and watching videos, language learners may enhance their communication abilities. Furthermore, social media can encourage autonomy by letting students select their own materials, pace, and learning approach. Moreover, using social media can foster the development of 21st-century skills including digital literacy, communication, teamwork, and critical thinking. Fourth, because social media offers a variety of multimedia resources and interactive capabilities, it may create a more engaging and participatory learning environment. Finally, by exposing students to various viewpoints, cultures, and languages, social media can support social and cultural learning.

Several scientists have researched the efficiency of social media in the teaching of English. The potential of social media platforms as learning resources is examined by Y. Liu in the study “Social media tools as a learning resource” that was published in the *Journal of Educational Technology Development and Exchange*. In a study of the literature titled “The role of social media in higher education classes (real and virtual)” P.A. Tess investigates social media use in higher education and its effects on learning. In their research “Generation Z’s teachers and their digital skills” F.-J. Fernández-Cruz and M.-J. Fernández-Daz put the emphasis on teachers’ digital proficiencies in relation to Generation Z students.

Contextual language learning and the pedagogical potential of social networking technologies in higher education are discussed by Huang, C.-K., Lin, C.-Y., and Villarreal, D.S. The research of Cem Balcikanli focuses on the experiences of aspiring English language instructors utilizing Facebook as a teaching resource. These studies demonstrate social media’s potential for improving language learning outcomes while also shedding insight on the advantages and difficulties of social media integration in English instruction [2, p. 84].

The objective of the article is to examine and evaluate the impact of social media platforms on the teaching and learning of the English language. The article aims to explore how social media can be effectively

utilized as a tool to enhance English language instruction, with a focus on its benefits, challenges, and overall effectiveness. The goal is to provide a comprehensive analysis of the topic and present evidence-based insights into the efficacy of incorporating social media into English language teaching practices.

**Methods.** In order to comprehend the body of prior research on the subject, we carried out a thorough literature review. To find previously conducted studies, this entailed searching through scholarly databases, online journals, and pertinent publications, including Google Scholar, ERIC, and Web of Science. Peer-reviewed journals, conference proceedings, research published in English, Ukrainian, and Turkish were the sources that were included in the search.

**Results and Discussion.** With the advent of the Internet and the proliferation of social media platforms, language learners and educators have been presented with a great number of opportunities to enhance the teaching and learning process. Social media platforms such as Facebook, Twitter, Instagram, and YouTube have become ubiquitous, offering a range of tools and resources that can be harnessed to improve language proficiency and skills.

Research has shown that the use of social media can have a positive impact on language proficiency. A study conducted by Muftah found that undergraduate students who utilized various social media platforms for learning English during the COVID-19 pandemic experienced improvements in their writing style, reading skills, listening and lexical variation, communication skills, and grammar usage [7].

For instance, YouTube has been found to be a useful tool for improving listening comprehension, vocabulary, and creativity among language learners [9, p. 3]. Similarly, platforms such as Facebook and Twitter can provide opportunities for learners to practice their writing and communication skills in an authentic context. This suggests that social media can play a crucial role in enhancing language proficiency, particularly during times when traditional face-to-face learning is not possible.

In this study, we focus on the possibilities offered by social media for developing and improving a variety of language skills, encompassing the realms of reading, listening, speaking, and writing.

*Reading Skills.* It is now simpler than ever to enhance our reading skills through social media through the services like Instagram. Instagram is a photo-sharing and video-sharing application, however it can also be used to publish text-based content such as blog entries. ESL students may improve their reading abilities and keep current on the latest news and trends by following accounts that offer interesting and relevant stuff. The more learners engage in blogs for learning purposes, the more they will be engaged in reading [8, p. 147].

Utilizing social media for enhancing reading abilities also involves following accounts that publish educational materials on blogs. Within the expansive blogosphere, numerous bloggers cover a wide range of subjects, including technology, education, and issues like travel and lifestyle. ESL students may improve their vocabulary, grammar, and comprehension by paying attention to these narratives.

Engaging in virtual book clubs or online reading communities presents an additional avenue for leveraging social media to enhance reading proficiency. Within the realm of Instagram, numerous users curate bookstagram accounts, fostering an interactive space where individuals can connect and exchange recommendations. By participating in these digital communities, ESL learners can not only refine their reading skills but also establish connections with like-minded enthusiasts from around the globe. Reading English-language books is a great method to practice language, and by joining online book clubs, students can get feedback on their reading comprehension and writing abilities.

*Writing skills.* In a study by Kabilan, Ahmad, and Abidin, social media was found to be an effective tool for developing students' writing skills in English. The researchers used a blog-based writing platform and found that it improved students' writing fluency, accuracy, and creativity [5, p. 179]. Usage social media for writing provides students with an authentic audience. Traditional classroom writing assignments often lack a sense of purpose and real-world relevance. However, by leveraging social media platforms, students can share their written work with a broader audience, including their peers, teachers, and even professionals in the field. This exposure not only motivates students to produce higher quality writing but also encourages them to refine their work to meet the expectations of their audience.

Furthermore, social media facilitates collaboration and peer feedback, which are essential components of the writing process. Through online writing communities or discussion groups, students can engage in peer-to-peer interactions, where they can provide constructive feedback, share ideas, and learn from one another. This collaborative approach not only enhances their writing skills but also cultivates a supportive learning environment where students can grow as writers.

Another valuable aspect of social media for writing is its multimedia capabilities. Platforms like Instagram, YouTube, and blogs allow students to incorporate images, videos, and other multimedia elements into their writing. This multimodal approach adds depth and creativity to their compositions, enabling them to convey their ideas in a more engaging and persuasive manner. By integrating visual and textual elements, students can develop their skills in visual literacy and storytelling, making their writing more compelling and impactful.

Social media can also serve as a source of inspiration and exposure to diverse writing styles and voices. By following influential writers, authors, or literary communities on platforms like Twitter or Medium, students can explore different genres, writing techniques, and perspectives. This exposure to a wide range of writing styles and voices expands their horizons and encourages them to experiment with new approaches in their own writing. It fosters a sense of literary appreciation and cultivates a lifelong love for reading and writing.

Moreover, social media platforms provide convenient and immediate access to resources and references for students' writing endeavors. From online libraries and databases to writing blogs and writing prompts, students can access a wealth of information and guidance to enhance their writing skills. These readily available resources empower students to develop their writing independently and explore various writing strategies and techniques.

It is important, however, for educators to provide clear guidelines and instructions to help students navigate the potential distractions and pitfalls of social media. Students need to be aware of digital etiquette, responsible online behavior, and the importance of critical evaluation of information. Teachers have a key role to play in helping students utilize social media appropriately and productively for their writing.

*Listening skills.* The amount of genuine and varied audio content available on social media is one of the major benefits of using it to enhance listening abilities. User-generated material is abundant on social media platforms, including podcasts, lectures, interviews, and films that span a variety of subjects and genres. Students are exposed to real-world language use, varied accents, and different speech patterns through this authentic content, which improves their listening comprehension and broadens their linguistic palette.

Social media platforms often provide interactive features that promote active engagement during the listening process. Students can actively participate by leaving comments, engaging in discussions, or sharing their reflections on the content they have listened to. This interactivity not only reinforces the listening experience but also encourages critical thinking, collaboration, and communication skills.

To maximize the benefits of social media in enhancing listening skills, teachers play a vital role in guiding and facilitating the learning process. Firstly, teachers can curate and recommend suitable social media accounts, channels, or groups that align with the students' language proficiency level and learning objectives. By providing curated resources, teachers help students navigate the vast amount of content available and ensure they engage with appropriate and beneficial listening materials.

Teachers can design scaffolded activities around social media listening tasks. For instance, they can create comprehension questions, discussion prompts, or reflection exercises related to the audio content. These activities encourage students to actively listen, critically analyze the material, and develop higher-order thinking skills. Moreover, collaborative tasks can be assigned, where students work together to listen to and interpret social media content, fostering peer learning and communication. Careful and judicious selection of apps and motivation given to students to make use of these apps could solve the problem of receptive skill enhancement at tertiary level to a certain extent [6, p. 96].

*Speaking skills.* Effective communication abilities are crucial for learning languages. In today's linked world, the capacity to communicate effectively and with confidence in a foreign language offers up a world of possibilities. While traditional classroom settings have long been the norm for language training, the incorporation of social media platforms has emerged as a potent technique for improving students' speaking abilities.

One of the key advantages of utilizing social media for speaking practice is the accessibility it offers. Language learners can connect with speakers of the target language from around the globe, transcending geographical boundaries and cultural barriers. This exposure to diverse linguistic contexts not only broadens students' cultural horizons but also enables them to develop a more nuanced understanding of the language they are learning.

Furthermore, social media platforms provide a multitude of formats and features that facilitate speaking practice. From video chats to voice messages, students have the flexibility to choose the medium that suits their comfort level and language goals. Platforms such as WhatsApp and Discord offer opportunities for real-time conversations, fostering spontaneous and natural exchanges that mimic real-life interactions.

Online social platforms can serve as repositories of authentic audiovisual content, including videos, podcasts, and live streams. By immersing themselves in such content, language learners can expose themselves to various accents, intonations, and speech patterns, thereby refining their listening comprehension and speaking skills simultaneously.

Despite the advantages, digital social channels also poses a number of difficulties for TEFL. The efficiency of social media for TEFL can be impacted by a variety of factors. First, the connections and activities linked to language learning can be influenced by the type of social media platform—such as Facebook, Twitter, or Instagram. Furthermore, the level of language proficiency, chosen learning styles, and interests of the learners may affect their motivation and involvement while using social media for TEFL. In addition, the way the teachers utilize social media for

TEFL may be influenced by their pedagogical knowledge, social media attitudes, and digital literacy skills. Lastly, institutional support, which consists of resources, infrastructure, rules, and training, may have an effect on integration.

**Conclusion.** By effectively integrating social media platforms into the context of TEFL, instructors can harness a dynamic and all-encompassing tool for language learning. By embracing the use of social media, educators may create a learning environment that is immersive, fascinating, and harmonic with students' innate interests and modern digital proficiency. This integration not only gives students the chance to use the language in a real-world setting, but it also encourages cultural sensitivity and intercultural communication abilities. The enormous potential of social media may be skillfully tapped by educators, who can then effectively utilize it to increase the efficacy and impact of ESL education.

Prospects for further exploration of this issue include analyzing the effectiveness of using the proposed social networks in practice: during classes or project activities in order to identify the shortcomings of this learning format and difficulties that may arise during the educational process. It is also worth comparing the effectiveness of using social networks during group classes and individual work of students.

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## **Культурологічний підхід до підготовки перекладачів**

### **Cultural approach to the translators training**

***Анотація.** Актуальність статті зумовлена необхідністю нових підходів до вивчення іноземних мов та підготовки перекладачів. Характерною ознакою сучасного суспільного розвитку є глобалізація. Культурна глобалізація сприяє розширенню міжкультурного спілкування. Міжкультурна співпраця повинна сприяти взаєморозумінню між народами шляхом створення умов для довіри, діалогу та миру. Глобалізація знань неможлива без перекладу. Саме переклад дає змогу транслювати знання з однієї культури в іншу. Роль перекладача у цьому процесі надзвичайно важлива. Сучасний процес взаємодії світових систем може здійснюватися завдяки комунікації різномовних представників через посередництво перекладачів. Різноманітні цілі комунікації ведуть до інтенсифікації контактів. Відповідно розширюються межі комунікації між представниками різних культур. У процесі*