

## The Influence of Social Media on English Language Learning: A Study Conducted Using SWOT Analysis

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### Abstract

English language was before Independence and is also there after Independence in our country. The influence of English language increased after globalisation especially after the advent of Information Communication and Technology. The effect of Social Media can be seen in today's world in all walks of life. There is a need to accept this reality that English Language Learning is going to get influenced by Social Media. The purpose of this study is to find out the influence of Social Media on English Language Learning. The study was done with SWOT analysis. This research is qualitative and descriptive in nature to explore the impact of social media on English Language Learning in Commerce College under University of Mumbai. The sample is purposive in nature where around 30 Teachers and Students participated. The data was collected with self-made questionnaire to find the Strengths, Weakness Opportunities and Threats, Social Media has on English Language Learning. The result of the study shows that Social media provides an inexpensive platform to learn English Language as well can be can lead to improper use of the English language.

**Key Words:** English Language Learning, Globalisation, Social Media, SWOT Analysis

### Introduction:

*Benjamin Franklin aptly said:*

*Tell me and I forget. Teach me and I remember. Involve me and I learn.*

British Empire implemented Macaulean education system and along with it the language of ruling class i.e. English. In modern India, English became major language for official, technical use and today roughly 10.35% of population use same in day to day life. The influence of English language grew after globalisation and especially after the advent of Information Communication and Technology. As use of mobile become popular in masses, it become the popular channel of communication. This drove the use of social media interactions and its growth. Relevant technology applications for social interaction occupied our day to

day existence e.g. Facebook, Instagram, YouTube, WhatsApp, Hike etc. Social Media was created by the people, for the people and was also moderated by people who took centre stage of social interaction. The effect of Social Media can be seen in today's world in all walks of life.

Social media has become a major channel of communication with people from all walks irrespective of social strata, education, geography, language, economic criterion, are using it to express, communicate their views. Thus there is a hard reality that all language Learning is getting influenced by Social Media and mobile technology.

Today's world is a global village. Social media has provided the users to interact, share information, ideas, careers, and their topics of interest through networks and

virtual communities without any problem of distance. In the era of globalisation, Information Communication and Technology has connected people across the National as well as International boundaries. The major credit goes to Social Media platforms as well as English Language. As English language has helped to the spread globalisation faster in an effective way as it is a widely spoken language

Globalization can be defined as “the interconnections of global economic, political, cultural and environmental processes that continually transform present conditions” (Steger, 2003, p.7-8). Prakash Babu Bodapati, (2016) “English rules” is an old phrase, “English language rules” is the new phrase emerged out of Globalization. Knowledge of English is very essential because countries are becoming globally integrated and coupled with each other in all aspects in terms of culture, economy, trade and commerce. This integration can happen only when language spoken is the same. In many countries across the globe English is not the mother tongue, yet there is a strong motivation to learn English as it will keep people to keep in touch with each other. Across the globe here is a scope for employment with the use of English language.

### Literature Review

Slim Hadoussa (2019) indicate that nowadays, social media are ruling the life of masses. Facebook has become considerably spread among the youth, and students in particular. Facebook could be an apt media for language learning. While exploring the effects of Facebook-assisted teaching on learning English for specific purposes by students at the University of Tabuk, Saudi Arabia it was found that in

the past years, information technologies and social media, in particular, have created an impact on the life of Saudis, in general, and the academics in particular.

Prakash Babu Bodapati, (2016) States that English and Globalisation go hand in hand as English language was there language before Globalization; English is the language is there after Globalization. The importance of English has grown due to global trade and commerce as well as varied working communities. The world has become a global village which has made the world boundary less. There is a strong drive to learn English because it will get oneself in contact with more people than any other language. It gives you opportunity to work anywhere across the globe.

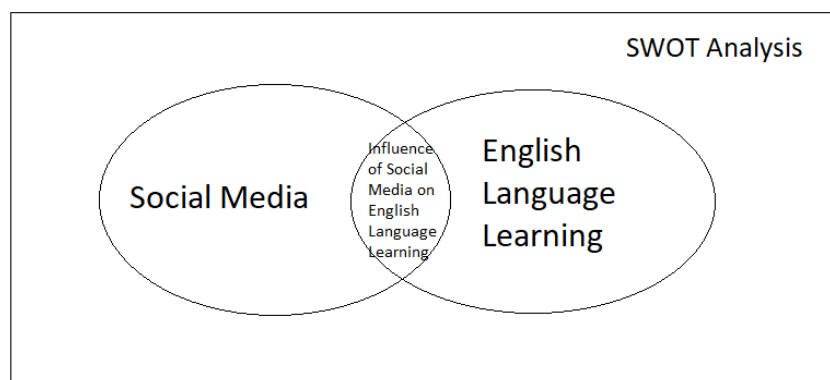
Ali Derakhshan (2015) considered social networks, such as Facebook, Electronic mail, Computer media have proven to be effective to increase students’ learning English out of the classes. Social networks facilitate students’ interaction to share their concepts, and provide an opportunity for learners to experience online tools to foster their learning skills. It was realized that these online tools can be used to improve students’ language skills especially writing skill. Internet tools facilitate the second language learners to accelerate their learning by being up-to-date and self directed. The researchers additionally recognized that second language is learned incidentally and directly from second language speakers of various culture via Emails. Students will use e-mail to speak with their lecturers and with second language speakers or native speakers.

Computer media area are helpful means that help to guide those learners. World Health Organization is

passively targeted on English learning. The review would conclude that social interaction via social networks could be a quite stimulant for learners to speak with others.

Navin Kumar Singh (2013) observed that in India Multilingualism has been the fabric of Indian societies for centuries and India's pluralism manifests in its linguistic diversity. According to the constitutional provisions for the use of languages in India, the use of English as a second official language was supposed to be phased-out by 1965. "The aim of English teaching is the creation of multilinguals that can enrich all our languages; this has been an abiding national vision" (NCERT, 2006, p. 4). The dilemma of India for English language education is also manifested in the report of National Knowledge Commission (NKC) (2009) of India. . In other words, with the advent of recent globalization, there have been some added complexities in terms of language policies in India. India needs to prepare its aspiring workforce (equipped with English language competency) for global markets on the one hand, and to keep its long cherished multi-ethnic and linguistic diversities through multilingualism, on the

### Conceptual Framework:



### The objective of the study:

The aim of the study was to find out the strengths, weaknesses, opportunities and

other. There needs to be a balanced approach in language policies in India: Hindi and English along local, regional, and indigenous languages need to be taught.

### Objective of the Study:

The aim of the study was to find out the strengths weakness opportunities and threats Social Media had on Learning of English Language among degree college students under University of Mumbai. The participants included Bachelor of Management Study students and teachers.

The study tried to answer the following questions based on SWOT analysis.

1. What are the strengths of Social Media to learn English Language?
2. What are the weaknesses of Social Media on learning of English Language?
3. What are the opportunities Social Media provide give rise learn English Language?
4. What threats does Social Media rise to learning of English Language?
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#### **Data Collection:**

Influence of Social Media on English Language Learning is analyzed with primary data collection with respect to strengths, weakness, opportunities and threats from college students and teachers. The data of around 30 respondents was collected with the help of questionnaire. Secondary data collected from research database, reports, journals, articles etc. The study was done with SWOT analysis choosing the research design. Qualitative and descriptive research methods have been very common procedures for conducting research in many disciplines, including education. This research is qualitative and descriptive in nature. Many factors were considered in psychology, and social sciences. These types of research have also begun to be increasingly used in the field of second language teaching and learning Hossein (2015) SWOT analysis is a strategic planning technique used to help a person or organization identify Strengths, Weaknesses, Opportunities, and Threats related to business competition or project planning. The researcher found this

technique suitable and practical because it helped to reach the goal of the study.

#### **Data analysis:**

##### **Strengths:**

- Social Media positively affects English Language Learning as English is recognised as a global, universal language.
- Learners can learn pronunciation with online audio and video clips on Social Media
- Social Media keeps you updated on the latest developments around the world with News, Blogs Wikis which are mostly written in English
- It also helps in increasing the vocabulary and usage of correct grammar of English Language
- Many Social Media platforms have interactive sessions in English language where the interlocutors can improve their usage of English language
- Social Media can help develop communication skills, interpersonal skills.
- Most of the Social Media platforms are free of cost, therefore easy access by all strata of the society who want to use it for learning English language. It provides massive information ready for public use.
- As online videos use English to prepare study materials for competitive exams students can crack the exams more.
- With the help of Social Media we can get connected with family and friends across national and

international boundaries where English is used for communicating.

- Social Media Online videos help in improving non verbal communication
- Most of the participants grew up with Social Media technology where they have an innate skill in using Social Media.

### Weaknesses

- The beauty of the language is lost by use and reading of ungrammatical language, wrong spellings and foul language.
- New learners if English language might pick up wrong grammatical usage and might accept that the wrong sentence construction and wrong spellings and grammar as right
- Shortening of words, slangs, web jargons and acronyms happens on Social Media where word limit is prescribed which have adverse effect on English Language Learning.
- Use of double meaning words, ambiguous words, nonsense words can confuse learners.
- British and American usage of language can perplex the learners.
- Social Media is time consuming, sometimes can prove waste of time by the learners
- Social Media can demotivate learners because people transliterate Hindi or regional words in English
- Creation of fake identity, misuse of identity, lack of trust on the content

on Social Media does not make the learners feel secure to use it.

- To use Social Media smart phones are required which are expensive and common man cannot afford to buy them nor subscribe to paid online channels.
- Online English Learning classes lack human touch or face to face communication and classroom environment.
- Social Media effects eyesight , and tends makes learners couch potatoes,
- Social Media can make you dependent on it to learn English language

### Opportunities

- Personal development of users can happen through Social Media Platforms,
- The users of Social Media can motivate the user to speak write English language more confidently.
- Social Media can improve writing skills and reading habits, as books are available on internet free of cost
- Development of vocabulary can happens through Social Media Platforms as they are interesting and attractive and users can use without getting bored.
- The users of Social Media can attend webinars which use English language for videoconferencing, which in turn makes English Language Learning more effective.
- IELTS coaching can be provided through Social Media.



- Curiosity to learn more will be there because of constant up gradation of information on Social Media.
- Spell checks and grammar checks apps help learners to see that fewer mistakes happen while learning and using English language.
- Access to native speakers of English gives wide access to non native speakers and helps the learner to communicate and interact better.
- Social Media can lead to mental stress, addiction, and body ailments due to prolong usage of Social Media,
- As our country is multilingual Social Media can give rise to code mixing and code switching where learners tend to end up using words and grammar of other languages.

### Threats

- Social Media sometimes can be proved to be expensive to the learner
- It can be waste of time , Social Media can also lead to cyber bullying,
- Lack of content knowledge on Social Media can lead to watching wrong channels,
- Learners learn wrong words and spellings, thefts, bad words used in jokes on Social Media, where the beauty of the language is lost.
- Total dependency and easily availability of information on Social Media is making learners lazy.
- Learners tend to use WhatsApp language for academic writing, writing examinations and formal writing,

### Conclusion

*To have another language is to possess a second soul. – Charlemagne*

The literature review has discussed concepts like English Language Learning, Globalisation, Social Media, with respect to SWOT Analysis It has been found in this study that as fire is both useful as well as harmful same is with the influence of Social Media on English Language Learning. They can have positive as well as negative effects. As to learn the global language English is the need of the day, the learners need to take utmost care that they learn English Language for their personal growth and also use it to make the world a better place to live.

This study will help the teachers to use articles, videos and audio from Social Media to make language learning more interesting and creative. All the four skills of a language i.e. listening, speaking, reading and writing along with grammar and vocabulary can be learnt with the help of Social Media either with online tutoring or classroom lecturing. The use of Social Media can be considered for English Language Learning while reviewing Language Education Policy.

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