

THE ROLE OF SOCIAL MEDIA IN TEACHING ENGLISH TO CHILDREN

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Abstract: *In today's globalized world, the importance of English language skills for children is growing rapidly. Social media has emerged as an effective tool for enhancing English proficiency among young learners. This article explores the advantages of social media in teaching English to children, including access to authentic materials, interactive learning environments, and increased engagement.*

Keywords: *Social media, English language learning, children, interactive learning, authentic materials, pragmatic skills*

INTRODUCTION

The English language has become a fundamental skill for children in today's interconnected world. With advancements in technology, teaching methods are evolving, and social media is playing a significant role in language education. Platforms like Facebook, YouTube, Instagram, and TikTok not only entertain but also provide unique opportunities for children to engage in language learning. This paper draws on scholarly insights, including Mayoral et al. (2021), Ahmed (2019), Blattner & Fiori (2011), and Ubaedillah et al. (2021), to emphasize the transformative potential of social media in language education.

Advantages of Social Media in Language Learning

1. Access to Authentic Materials

Social media provides learners with authentic resources to improve their language skills. Ahmed (2019) notes that platforms assist in developing writing and reading abilities, vocabulary growth, and communication with English-speaking friends.

2. Interactive Learning Environment

Platforms like Facebook enable learners to engage with native speakers and explore formal and informal language use. Mayoral et al. (2021) emphasize that this interaction helps develop socio-pragmatic skills by transcending geographical barriers.

3. Increased Engagement and Motivation

Blattner & Fiori (2011) highlight that exposure to real-life communication styles through social media enhances pragmatic skills. Similarly, Al-Jarrah et al. (2019) emphasize that engaging content boosts learners' motivation and helps improve writing skills.





4. Support for Distance Learning According to Ubaedillah et al. (2021), social media supports collaborative and interactive learning, making language acquisition more effective in distance education settings.

Effective Methods for Teaching English to Children

- Video and Audio Content: Platforms like YouTube offer interactive stories, songs, and tutorials that help children improve listening skills and vocabulary.
- Quizzes and Challenges: Instagram and Facebook host fun quizzes and activities that encourage children to practice their skills.
- Daily Practice: Regular interactions, such as writing posts or commenting, allow children to enhance their written and spoken communication.

Parental Involvement in Social Media Use

While social media offers significant benefits, parental supervision is essential. Parents should guide children toward safe and educational content, introduce them to internet safety rules, and monitor their activities to ensure productive engagement.

Conclusion

Social media has proven to be a powerful tool for teaching English to children. Its interactive, engaging, and authentic content provides a unique platform for language development. However, to maximize its benefits, parental guidance and teacher involvement are crucial. By leveraging social media effectively, children can significantly improve their English skills, preparing them for a globalized future.

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