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CONTENTS

Social Media and Teaching-Learning Activity of English Language and Literature

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Social Media has no longer remained a mere medium of entertainment in today's global scenario. It is considered as a forum of information and knowledge. There are a number of sites available on virtual forum that could provide education as well. Social Media plays a crucial role in shaping economic, social, historical and political affairs of the nation. Similarly, it is seen that the learning of English language and literature with social media is possible; although there are some drawbacks of these tools that hamper teaching-learning activity. In spite of this, the social media tools have proved effective in teaching and learning English subject. Social media is Paramount in terms of communication, exchange of knowledge, information of all fields. The popular social media tools like Facebook, Instagram, LinkedIn, My Space, Blog, Wikipedia, Flickr, Picasa, Tunes, YouTube, Twitter, Second Life, World of Warcraft, Google Docs, Digg, RSS, 2.0, Yahoo Search, Google Search, Duck Duck Go, Jott and Skype are the bright examples of it. These tools are the information carrier and the platform of deliverance and feedback in accordance with the subject. The term social media relates to the web technologies and so it has been defined in terminology by a number of people. Although having demarcations, the social media has occupied a broad space in society as well as human mind. Consequently, the social media has emerged with its own entity. Now, each one has to accept its autonomous status to live with its pros and cons.

Keywords: Social Media, Communication Exchange, Social Media tools, Web technology, Virtual forum(Second Life), Demarcations, Platform of Information & Technology, Language and Literature.

In today's global scenario, the social media has pervaded almost in all the sectors in India. It is seen that the learning of English language and literature with social media is possible; although there are some drawbacks of these tools that hamper teaching and learning

activity. Despite this, the social media tools have become effective in teaching and learning English subject. This internet based social media sites provide up- to- date information, language inputs with native speakers' accent and many online English Speaking Courses, Online and Offline dictionary provided with meaning in regional languages and the activity like Word of the Day to enrich the vocabulary. Primarily, Social media is Paramount in terms of communication, knowledge exchange, information of all fields. The popular social media tools like Facebook, Instagram, LinkedIn, My Space, Blogger, Wikipedia, Flickr, Picasa, iTunes, YouTube, Twitter, Second Life, World of Warcraft, Google Docs, Digg, RSS, 2.0, Yahoo Search, Google Search, Duck Duck Go, Jott and Skype are the example of it. These tools are the information carriers and the platform of deliverance and feedback in accordance with the subject. The prevalence of social media is ubiquitous wherein people and society gain knowledge and get enlightened by using media power in their personal professional, educational and financial lives. Today's global world is the world of information technology, and social media plays a vital role in it. As a result, social media has emerged with its own entity.

What is Social Media?

In global scenario, nowadays many people get associated with social network sites where they could share their opinions, thoughts, and incidents and exchange the communication. According to Craig (2014:30) *"the term 'social' suggests two-way interactions between people, which may be classified as one-to-one, one-to-many, or many-to-many. Media, or tools that store and deliver information, typically include materials that deliver text, images, or sound i.e. mass media like books and magazine, television, film, radio, and personal media like mail and telephone."*

The term 'social media' most commonly refers to web- based technologies for communication and sharing over the internet. There are several definitions about social media. The Craig has compiled information of health research institute about social media. (2014:31)

Social media is the collection of websites and web- based systems that allow for mass interaction, conversation and sharing among members of a network. In this definition, social media has four defining characteristics: user generated content, community, rapid distribution, and open two-way dialogue.

From the above definition, the prevalence of the social media andits advent as an entity and are being reflected. There is ample information available on one click. The social media plays a crucial role in teaching-learning process of all subjects. The present paper will restrict to learning English Language and Literature.

Education in social media is par excellence. These social media tools offer personalization with plethora approaches. Similarly, personalization in learning goes on with users' own pace and space of comprehension. The users customize their learning and

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it remains in their hands. Thus, the freedom to restrain one's choices of learning can enhance the comprehension. Through such customized tools, users can share their opinions confidently. So, this activity can boost the 'thinking mode' of the users.

The interrelation of social media and the people is undeniable. As the entire world situation was nadir amid the Covid -19 pandemic outbreaks, the social media came on front and co-operated the humankind in battling with pathetic situation through its interactive tools. The words like 'zoom', 'Google Meet', 'Skype' were earlier familiar with technosevy users and youngsters in urban area only. But the entire world got stuck with social media tools right from rural to urban area.

As a teacher, I look at the social media as a tool of enhancing interest in English Language and Literature learning among students and each aspirer. In present paper, my speculations are not based on any field survey or research data but deal with oral discussions of opinions and hypothesis drawn from teaching experience and time to time interactions. The English Language and Literature has broadness which could not be absolutely learnt via social media. But the social media appears helpful in creating interest among students' stakeholder, Literature and Language lovers and others as well.

In India, English language has a second language acquisition. So, students are much reluctant to comprehend the English subject. Although, English has pervaded the entire world; students especially rural students get scare of English subject. Similarly, the English subject has been commenced from Grade 1; English- phobia remains with them. As a teacher, several times, I endeavor to wipe out the apprehension of an English subject by sharing features of the subject and the tips for its comprehension. Such tricks work effectively to reduce the phobia because this apprehension emanates psychologically. So, I feel social media comes to of great help.

There are a number of YouTube channels wherein one gets information of English language. This is an opportunity to learn English at your place and pace for boosting interest in language studies. It helps the humankind. As we know, YouTube channels are free, and aspire person can find customized Phonetics, Pronunciation, and information about linguistics. Earlier, rural students or humankind or poor people had little access or accustomed to social media, but amid pandemic outbreak the entire world clung to social media and social media became user-friendly tool by lashing out many demarcations. The special coaching classes of English Language learning are highly expensive, but the free tools of social media work as a supplement of information and learning. So, right from child to grown-up person, it is useful. So, we cannot deny its entity. The Social media world is 'Second Life' which is an online virtual world that has plethora approaches through its several tools.

According to Ashley Richards and Elizabethan Dean (2014:134) "Second Life [http://secondlife.com] is an online 3D virtual world used internationally for gaming, socializing, and creating art." An association with gaming may release many words that could enhance

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vocabulary. In addition, there are several online and offline dictionaries available on social media for enriching the vocabulary treasury.

Regarding Language learning, one may get ample sites at international and national level as well. The social media serves as an extra coaching class in the mode of English language learning. So, such regular association with social media tools has lessened the apprehension of English language. In addition, e-newspapers are paramount in learning English language through journalistic mode. So, regular association with such newspapers helps learners to deal with unfamiliar words. The learners from rural area can have same accessed for reading news- papers. It is useful for enriching the vocabulary.

For literature lovers, it is a platform to read, to interpret, and to interact. There are several sites that could provide e-books and e-audios of print books. The sites like Kindle and N-List are replete with all genres of literature. So, sitting in one place; mere on one 'click' button, one may have a flow of literature. So, the reader can go read voraciously. In addition, its access is wide so everyone can get connected to reading. It is beneficial for those who cannot visit library; yet nurture their interest.

Regarding literature, even one can upload his/ her own writing as blog. Blog - writing is an emerging tool of social media. This tool helps to refine one's writing skill. This tool has its own entity. It is an interactive tool where one can have discussion, opinion about his/ her writing. Similarly, it boosts the creativity of humankind. I have seen that those who had never written a single word now I adopted the blog writing skill and nurture their interest. Thus, the blog literature has too occupied a space on social media. The other network sites like Facebook, Twitter, Instagram have proved as a platform for the exchange of thoughts. It is noticed that several budding writers have adopted the social media tools for the writing and enrich themselves. Similarly, digital writing may give the person digital identity.

Even the tools like 'WhatsApp', 'Telegram' help remove apprehension of English. I have come across many such messages where the sender (reluctant of English language) keeps on sending messages on WhatsApp as below:

A: Aapkaise ho? (How are you?)

B: Mein thikhu. Tumharegharke log kaisehain? (I am fine. What about your family members?

One may wonder what messages are these. But I sense a ray of hope in such writing. Above 'Hindi' into 'English' sentence articulates the way of adoption of English by doing spelling. I feel such types of writing may give the users platform for writing practice, getting accustomed to alphabets and consequently getting rid of fear of English. Thus, the daily use of such tools will sure help to the English learners. Initially, such tools may help eradicate the English language phobia being user friendly attitude subsequently one may endeavor to overcome the English language phobia.

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To sum up, the tools of social media are not complete in itself for learning English language and literature. Basically,Face- to- face teaching learning is essential, but for more practicing such tools may play a crucial role in enriching of English language and literature learners. The tools of social media may provide a practicing platform for English language learning through Listening, Speaking, Reading and Writing Skills (LSRW) and may reduce an apprehension of learning the English language. Basically, the social media has many short-comings regarding generating and exchanging information; yet it provides a platform for practicing LSRW skills at own place and pace. The customization of social media is a remarkable feature that's why it is user friendly and accessible. Although my speculations have been based on general observation, but the specific research in Indian scenario may articulate the above elucidation in future as well. ∎

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