

Impact of Electronic Media on English Language Learning

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Abstract: *Social media possess several strengths and opportunities in English language learning at large. The main objective of this research is to examine the impact of using electronic media in learning English language for students. Electronics media help students to memorize vocabulary more effectively and allow them to form a sentence in their mind more easily and quickly. Among the many language learning sources, electronic media plays an important role in improving one's language standards. Some of the important media instruments that help in learning a language are – Internet, streaming services, television, newspapers, magazines and radio. These have revolutionized the world of communication. Hence, these media instruments, though used for gaining information, also have evolved as language promoters/resources, thus playing an important role in learning a language. Let us now learn how each media tool helps in learning a new language. This paper highlights a role of electronic media in learning English language for students. This will help to broaden their vision.*

Keywords: Electronic media, learning, Internet, streaming services, television, radio and language learning apps

I. INTRODUCTION

Today among the many language learning sources, electronic media plays an important role in improving one's language standards. Some of the important media instruments that help in learning a language are – Internet, streaming services, television, e-newspapers, radio & Language learning apps. These have revolutionized the world of communication, whose main tool is language. Hence, these media instruments, though used for gaining information, also have evolved as language promoters/resources, thus playing an important role in helping learn a language. Let us now learn how each media tool helps in learning a new language.

1.1 Internet

The Internet, as any sufficiently influential technology, has revolutionised both society and language. Internet is a virtual English environment. It has its own language and logic and is not limited to one culture. The most positively regarded impact of the Internet on language is the seemingly large number of new words added to the lexicon, such as "tweet", "selfie", and "emoji" The Internet gives access to unlimited information on any given topic. Hence, by browsing the Internet, you can learn any aspect of language you wish. Moreover, it also provides tools for interactive learning which eases the process of learning further. English learning develop toward individualization and autonomy People become autonomous by using internet and they can independent from books and teacher such as chartrooms and mass media which Increase the oral proficiencies of learners. The use of mass media such as books and manuscripts and internet media (like blogs; Message boards; podcasts; and video sharing) are another faces of e-learning. Although using mass media and internet media are challenging and time consuming. They provide teacher and students with creative and practical ideas. The flexibility and ease of using the Internet has made it one of the most entertaining and fun ways of learning a language.

1.2 Streaming Services

In today's world with the advancement of technology, system, applications and Internet, live streaming has become prominent day by day. Wide range of international movies, Web-series and TV- series are available on famous streaming services like Netflix, Amazon Prime, Disney Hot star, Hulu, YouTube etc. Streaming culture offers much more than simply allowing the viewers to be entertained. Live streaming is helpful in ESL learning to keep pace with globalization, produce independent learners, provide authentic learning experiences as well as give rooms for real life communication and interactivity. Some linguists believe that using streaming services to learn a language is an excellent method as you are provided with two sets of subtitles – allowing for comparisons to be made between the two written languages –you can also hear the original foreign language being spoken and is given the added benefit of the visual story playing out onscreen. The range of multiple subtitle options available to language learners in informal settings, including reversed subtitles (audio L1, subtitle L2) and the personal control over subtitle selections add a further dimension to the observed benefits and downsides of subtitle use. It is obvious that language is learned most efficiently when we are able to read text and have other visual stimulation at the same time, The conversations in English web series show how native-English speakers communicate verbally with one another in real life, so the English you learn from these conversations is authentic. Learning some common words, vocabulary, and grammar can be done rather quickly from watching streaming services and it can really skyrocket the results.

1.3 E-newspapers and Magazines

Newspapers come alive with information. Finding news online to read and study is very easy. There are many online news websites that are reputable (trustworthy). Also, major print publications like newspapers and magazines put a lot of their content online, so you have a lot of choices when it comes to online news. The learners of English find variety of news items and various columns related to infinite fields. It help you to gain information and while doing so, they help you learn the real usage of the language. Essential vocabulary for political, economic and cultural issues can be picked up and you'll also learn how these issues are framed and approached. Newspapers are linguistically up-to-date and provide latest information with precious linguistic data and are used for a wide range of language styles and text types which are very rarely found in the prescribed textbooks. Magazines bring special articles and stories that are interesting and entertaining. By reading them, you will be exposed to new words and interesting narration which helps you learn the language easily and quickly.

1.4 Television

Television is an audio and video electronic medium. Television exposes you to various fields such as news, politics, real stories, science, entertainment, etc. Each of these needs language to express the content. Hence, by watching television you will be learning various applications of the language. Since TV has both audio and video, if you are unable to understand any word or sentence in the language, you can infer its meaning by the visuals. According to many researcher people learn contracted forms, phrases and expressions for a lengthy word or phrase by watching TV shows. In some studies it was reported that television exposure had a positive impact on cognitive development and language in children. Along with the language skills, Watching TV in productive way also help to enhance comprehension level.

1.5 Radio

Radio is an electronic medium which has only audio. Radio has been the easiest and cheapest mass communication medium for decades. It has the power to connect with people across geographic and social boundaries. The BBC World Service has been highly influential in disseminating news but also in English language teaching. It has this very wide, deep reach to parts of the globe that until recently other technologies wouldn't have reached, and it has contributed to the development of English as a lingua franca. Radio broadcast and interactive radio like private FM (Frequency Modulation) Radios have been drastically engaging and interacting with listeners by serving their interests and expectations. Its language is, to some extent, dramatic and distorted which leaves an impact on the listeners' application of words in both written and spoken forms. This is the best medium that encourages learning by concentration. Since there are no visuals,

the learner has less chances of getting diverted from the context. By keen listening, one can learn the language, its pronunciation and accent, from the programs aired on the radio.

1.6 English language learning Apps

One of the most remarkable changes of the 21 century is learning through gamification. English Learning apps have been considered to be one of the most effective tools for learning English from around any corner of the world. Replacing the traditional method of learning any language by App based learning has been a revolutionary change and has been quite a trend. English learning apps provide a personalized learning experience of learning vocabulary, idioms, listening, reading, speaking and writing. Freedom to learn anytime at one's own pace with personalized resources makes the entire process easier and convenient. With the help of English learning APPs, students in English majors can increase their interest and strengthen their confidences in studying English language skills.

1.7 Role of Electronics Media

The concept of 21st century learning engages learners with technology and appoints them as "self-directed learners" to get them ready for life-long learning .Electronics media have radically transformed the nature of modern communication and introduced ways of interaction which are "fundamentally different from those found in other semiotic situations". Ability to communicate in different electronic formats comprises a new type of literacy required of foreign language learners in the new millennium. As electronically-mediated communication becomes the main instrument for developing such literacy, language needs to address the discursive knowledge and skills essential for such interaction. The practicalities of teaching electronic discourse can be as diverse as the ways of implementing electronically-mediated communication (EMC) for learning target language communication in and beyond the classroom settings. Any approach will serve its purposes as long as it raises learners' awareness of how language functions in various authentic interactions.

II. SUGGESTIONS

Learning subjects that require memorization or have same teaching pattern always cause boredom to students. Therefore, teachers must provide instructional materials to stimulate and increase the students' satisfaction in learning. Electronic media can be used to alleviate the burden of teachers as a supplementary course by applying the learning contents with activities or game for students' enjoyment. Most importantly, electronic media and teaching material will help students to broaden their concepts of knowledge from just textbooks. It will also help to satisfy students with what there are learning and help them to understand the lessons better. Looking at the impact of electronic media on English Language learning, its true that they have been changing the educational landscape ever since.

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