

Digital Humanities: Spike Up Literature and Language Learning Via Social Media

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Abstract

From the early morning newspaper to the fairy-tale books for kids that are usually read before bedtime are now available in the tip of fingers in the form of e-news and e-books. This paper highlights the influence of social media on language learning and literature in our daily lives. During the pandemic, the usage of digital humanities heightened. Social media plays a prominent role in spreading knowledge about foreign languages and cultures. The effect of social media has encouraged plenty of common people to acquire knowledge about their targeted language through online platforms. For example, the K-wave during 2019 and 2020 had a great impact on youngsters which made them learn the Korean language and culture to get greater insight about current trends. Devolved nations are now completely digitalized and as a developing nation, India is also moving towards digitalization. Digital humanities definitely will ameliorate the learning of new languages.

Keywords: E-books, E-Newspaper, Pandemic, Social Media, Online Platforms, Digital India.

Introduction

Learning a new language can be a hobby for work or for plans to travel. In our contemporary world, social media is something inevitable. Today's social environment is far different from the world that existed two decades ago. Communication is the key to exchanging information and also the foundation for learning a new language. According to the theory of language socialization developed by linguistic anthropologists Elinor Ochs and Bambi Schieffelin,[1] "Language learning is interwoven with cultural interaction and is mediated by linguistic and other symbolic activity." Social media lends a hand to the learners by allowing them to get exposure to the target language from native speakers. There are several influencers from different countries ready to help learners about their vernacular through their blogs. Not just the influencers but language trainers also use social media as a medium to educate and train new learners. Educators can amalgamate these social media instruments into their existing ubiquitous. By using social media pedagogically educators and learners can communicate with Aboriginal communities around the world get access to countless resources that weren't available before, and promote their education through a new medium. Social media and the film industry go hand in hand when it comes to language

learning. Just the way one can learn the language, accent, and right usage of phrases through films, social media works in the same way. The extra benefit is that learners can meet language trainers who are fit to instruct and can clear their doubts.

Language Learning Applications

Language learning can be challenging especially when we have neither any native speakers nearby nor time and money to spend. For such situations, there are several applications designed to promote language learning for free or at a very low cost. Duolingo, Memrise, Busuu, Babbel, Drops, Mondly, Hello Talk, and HiNative - Language Learning are some of the applications commonly used worldwide. These applications are widely used because of their distinguishing features. Duolingo has a flashy interface and short game-like exercises that egg on the learners to learn while having some fun. It also has the feature of maintaining streaks and rewards for different levels of language proficiency. Duolingo also provides audio stories that improve comprehension skills. Memrise uses brief clips to convey the way of the usage of different phrases by the natives. These clips will help the learners grasp the exact tone, pronunciation, and gendered usage of an expression. Presently, there are only twenty-three languages available in Memrise. Busuu is yet another language learning application that helps the learner identify the level of their language proficiency and how to advance their learning according to the purpose of usage. Subscribing to premium will enhance the learner's study plan to reach a goal in a set time. Busuu also has reminders that help the learners to improve their vocabulary. Babbel is an application similar to an online school curriculum. It prevents the learners from being overwhelmed without making the lessons boring. Some languages like Korean and Japanese may give at most importance to formal and informal usage words. Babbel differentiates words and phrases to be used according to the person one may talk to and it also coaxes the readers to enchant the phrase it has set up. Free sign-up is available for fourteen languages in Babbel. Drops have a colorful layout meant to make the language less intimidating to the learners. Kahoot, a popular game learning platform owns Drops. The only drawback of this app is that the learners have to wait for ten hours to get access to further lessons in the free version of this application. Mondly, like Drops, is an eye-catching application with various attributes to be used even without premium. The melodious instructions make it easier for the learners to keep difficult words in mind. Mondly has VR and AR products that let the learners integrate its language lessons and so on. These are some applications used globally to acquire language.

Social Media Platforms

Facebook, YouTube, Instagram, Twitter, Snapchat, Pinterest, and LinkedIn are some of the top social media platforms used universally. The critical functions of social media in our day-to-day lives are communication, fact exchanging, and leisure time relaxation. Social media stimulates the curiosity of mankind to know about earthly concerns. Vocabulary and writing skills can be easily acquired via group chats on these social media. In some research, it has been proven that social media has a positive impact on students as the ones who use social media seem to have more self-confidence while communicating. Facebook is a social networking site that is a contemporary spring of communication and interaction. It magnifies the language skills of learners by motivating them to speak authentically even in public. YouTube can be regarded as the most distracting social media platform but at the same time, if one can use it diligently by choosing what to watch, it will benefit them and give the best possible outcomes. A learner should know what kind of video will help him improve his language proficiency and choose wisely the content to watch before falling into the rabbit hole of distraction. YouTube has a lot of educational instructors who have their

channels to guide the learners. There are a vast number of language trainers who keep updating everyday content in their native language or the target language of their followers. Changing the location setting of YouTube to the native of the target language is a great way to get more exposure to the target language. Watch and rewatch the videos that adhere to all the criteria by adding them to a playlist. Instagram can be addictive because of its endless reels but these posts are not just for entertainment as the caption and comment section focuses on language learning according to multisensory learning theory. There are hashtags one can use to search for resources they need on Instagram. For example, if one is going to search about IELTS there would be tags in which the posts related to IELTS will be posted and it will provide tips to improve your skills in English while appearing for the test and also come up with important vocabularies to remember. There are a lot of language tutors on Instagram who share a lot of content including alternatives that can be used for a basic vocabulary and advanced words and phrases to be used according to the circumstances. Instagram uses a systematic method of recommending posts related to accounts that one follows. Instagram also allows interaction with native speakers. It also has the feature of saving posts and creating collections which would be helpful to bookmark the posts that might come in handy at times. Twitter serves as an official medium to announce worldly happenings. Information about new book launches and literary awards is first posted on Twitter. Several Twitter pages promote language learning as well. Twitter connects the students, worldwide that promotes peer learning. Snapchat now has an artificial intelligence facility that provides real-time translation features. It is like having a personal language assistant right in your chats. It's totally up to the learners to use these social media platforms in the right way to acquire a new language.

Suggestions to Avail Oneself of the Effective use of Social Media in Literature Learning

Literature is nothing but the mirror of life. There are different parts of literature including poetry, prose, fiction, and nonfiction. Literature can also be the record of one's life experience that is mostly published as biographies and autobiographies. Although the purpose of literature is pleasure giving and entertainment it promotes language learning vigorously. Books are the primary source of literature. These books are now available in different forms such as paperback, e-book, and audiobook. E-books and audiobooks are available online. The auricular senses of the learners are enhanced by audiobooks as they centralize their focus on pronunciation, tone, and intonation. In present days, translation plays a chief role in learning the customs and culture of different countries. Books from different languages are translated to English which is the 'lingua franca'. Thus, the content would be far-reaching and would have scope for further research. Nowadays Korean literature and Japanese literature are trending among youngsters. A lot of articles and research papers based on Asian literature have been published only because of the availability of translations and secondary sources. Translations act as a bridge between the meta language and the object language. However, make sure not to rely on translations as it is just a tool for language learning and not a substitute for using the language. The influence of Asian languages all over the world happened due to the developing entertainment industry.

Language Learned Via Entertainment Industry

The entertainment industry remains an imminent part of language learning as it can provide an effective and engaging way to upgrade the learning process. Music forms the groundwork for memorizing even the hardest part. Music, movies, and series play an eminent role in influencing viewers. The recent uproar of Korean pop music and drama during the pandemic has had a significant effect onlookers. K-pop has now become international as the members of a band consisting of members of different nationalities. Blackswan and X:IN are two K-pop girl groups

with Indian members. K-drama has now captivated the minds of youth with its amazing storyline and gorgeous casts. This created a fascination in the minds of young people inspiring them to have dreams of traveling to South Korea. Not just the Korean wave but also the Japanese Anime industry has a strong hold on today's teens and vicenarians. Subtitles will be available for the convenience of non-native viewers. Language learners should avoid watching dubbed versions and try to understand what is going on in the clip without subtitles. Hollywood has always been popular globally, and English learners should focus on it to improve their speaking and listening skills. Entertainment industries are worldwide. Various nations have multiple languages and have their show biz. Choosing the language and accessing the right shows will enhance the learners to accelerate the learning process.

Conclusion

Social media is a vast network that will facilitate language learning if properly used. There are several other areas of online gaming, computer-mediated communication, MMORPG, computer-assisted language learning, and networked learning to upgrade language learning proficiency. Thus, social media is a fantastic tool that offers a wide range of opportunities to practice and improve language skills. Social media gives exposure to authentic language usage which expands the vocabulary knowledge at the same time it can also be fun. In today's digitalized world social media is an unavoidable part. So, it is in the hands of users to use it wisely without getting addicted to its entertainment content alone.

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