

Impact of Social Media and Proficiency in English on Educational Institutions

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Abstract: Social media, as a whole, is one of the unsurpassed technological innovations in the history of our world. It enhances teaching -learning process. It is a medium of interaction which gives people the power to share and to connect with each other making the world a smaller place. Social networking plays a substantial role in the field of education, especially in imparting knowledge to students. Nevertheless, there are various positive and negative effects of social media on education directly or indirectly on students. Moderating the students' access to social media is one excellent method of benefiting them.

Keywords: English Proficiency, Social Media, Institutions, Communications, Education

INTRODUCTION

English and its presence in social media have made the world today a smaller place. The adaptability and versatility of the English Language has made it possible for people around the globe to communicate and access information. Now even more than before, we can share important occasions of our lives with other people. The rise of social media has given a new dimension to the art of staying connected. Online-communication has broken geographical barriers and English, being the global-link language, is its foremost medium. Social media has quickly become one of the most effective tools in reaching masses. This form of communication also protects our environment

English the Language of Media and Communication

English is not used simply as a 'default language'; it is often used because it is culturally regarded as the appropriate language of a particular communicative context. (Graddol, 1997) A survey conducted by the Internet World Stats in April 30, 2019 shows English as the topmost language of the ten languages used widely in the Internet or the World Wide Web that is as per records 25.5 %. (Internet World Stats, 2019)

Dr. Manmohan Singh, the former Prime Minister of India, who was conferred with an Honorary Degree by the Oxford University, said in his acceptance speech, "Of all the legacies of the Raj, none is more important than the English language and the modern school system." (Address by Prime Minister Dr. Manmohan Singh in acceptance of

as it saves a large amount of paper. It is difficult to imagine how global communication would transpire without English. Ours is an era, in human history, when the need to connect with people is more urgent than ever before. Whether it is business, tourism or education, the level of connectivity between different countries has gone up considerably. More than half of the content available on the internet is in English. Instead of fading away, the importance of this language has only grown in volume and depth. We know that the Earth spins because of our understanding of physics but it is English that keeps it 'running!' (Ningthoukhongjam, 2020)

Honorary Degree from Oxford University, 2005) This tells us how beneficial the English Language has been to us.

After independence, India could not ignore English Language because of its importance at the administrative level. The various Education Commissions, appointed by the Government of India, were in favor of switching over to Indian vernaculars to facilitate understanding. But some pragmatic leaders and educationists were in favor of retaining English from the perspective of the prevailing situation in the world. Moreover, the importance of English, for Indian students, was felt as it was, and still is, an international language, a link language, and a library language. There was a rapid progress in science and

technology and in modern ideas -literary, social, economic, and philosophical, at the turn of the 20th Century. It was,

therefore, considered a gate-pass for those who did not want to be left behind. It is interesting to note that India, a multilingual nation, is the third largest English – speaking country. The Constitution of India designates a bilingual **Impact of English Proficiency on Indian Educational Institutions**

English holds a significant place in the current education scenario. With the advent of modern technology, English has become the most common and prevailing language spoken and written both at the national and international levels. English has been playing a major role in many areas such as medicine, engineering, politics, economics, international relations, and higher education, in particular. It has also become a medium of instruction at universities in a large number of countries for learning, teaching, and for accessing source of modern knowledge and scientific research, and a means of global communication. For higher education, English is globally required not only for instruction but also for assessing students' knowledge in all

OBJECTIVE

The purpose of this research is to document the impact of Social Media and Proficiency in English on Educational Institutions.

The overall objective is to explore:

METHODOLOGY

For the research, Survey Method was followed. Using Questionnaires, Primary and Secondary data were collected. For this study, data and information were

TOOLS

For data collection, the basic tool used was questionnaire. For this purpose, four sets of questionnaires were used. Questionnaires were given to students, parents, teachers, The first group of questions was given to obtain a general opinion about the background of the responder. The second set of the questionnaires probed into the importance of English in their lives. The third set of questionnaires was to

approach for official functioning of the Government of India.

fields. Communication among the most reputed universities worldwide, educational and research exchanges, pursuit of a variety of degree programs and acquiring high-paying positions in educational institutions and foreign companies, all require proficiency in English. Due to the international relevance of English, it is the favorite medium of instruction in Higher Educational institutions. (Abdulhafida, 2013). The role of an institution in imparting English Language to students and defining their future cannot be ignored. The Teacher plays a very prominent role in attracting students' attention by creating interest among the students for the language. This makes them efficient and fluent English Language users.

- The impact of Social Media on Educational Institutions
- To find out the potential of the different strategies of Social Media, used by the educators, to enhance the teaching- learning process
- To ascertain the importance of English in the knowledge-sharing platform of media

collected from schools, teachers, parents, students, offices and other working places.

Management authorities/Head of the Institutions and employers and their employees.

gauge the prominence of English in educational institutions. The fourth set of questionnaires was in reference to the areas where English is required on a larger scale.

RESEARCH AREA

The research was centered in the semi-urban district of North 24 Parganas in the state of West Bengal.

PROCEDURE

To collect the samples, the researcher visited 23 schools personally and collected data for further study. For the sampling, 400 students, 110 parents, 100 teachers, 50 management authorities/Head of the Institutions were interviewed. 50 employers and employees were visited to, in their working places, like shopping centers, restaurants, and other offices.

DATA ANALYSIS AND INTERPRETATION

Below, we have the graphic illustration, data analysis, statistics and interpretations of a few questionnaires that are of significant value and provide vital insight.

The survey conducted, with the aid of questionnaires, has brought out the requirement of English at various places like those of study and work, interview and examination, on-line services, use of computer, social communication media, and higher studies. Whether one is looking for a place of higher study in India or abroad, knowing English

Students, belonging to various schools, affiliated to different boards like CISCE, CBSE, West Bengal State Board, were given questionnaires to answer. Parents, Teachers, Head of Institutions, Employers and Employees too were chosen from diverse cultural and linguistic backgrounds, circumstances, ideas, professions, and expertise in order to get as varied and accurate responses as possible.

can help both personally and professionally. One who has knowledge of English can increase one's career opportunities. English dominates the academic circles at all levels, particularly at the higher education level. Many international businesses conduct meetings in English and universities teach courses in English. English is the language of Science, of Aviation, Computers, Diplomacy, and Tourism. It is also the language of International communication, the Media and the Internet, so learning English is important for socializing and higher studies

Table No. 01

Importance of English in the places of study

<i>Category of interviewers</i>	<i>Total No of participants</i>	<i>Much</i>	<i>Less</i>	<i>Not at all</i>
Students	400	97.5	2.5	00
Parents	110	83.64	12.72	3.64
Teachers	100	91	08	01
Institutional Head	20	92	08	00
Employee/ Employer	50	72	18	10

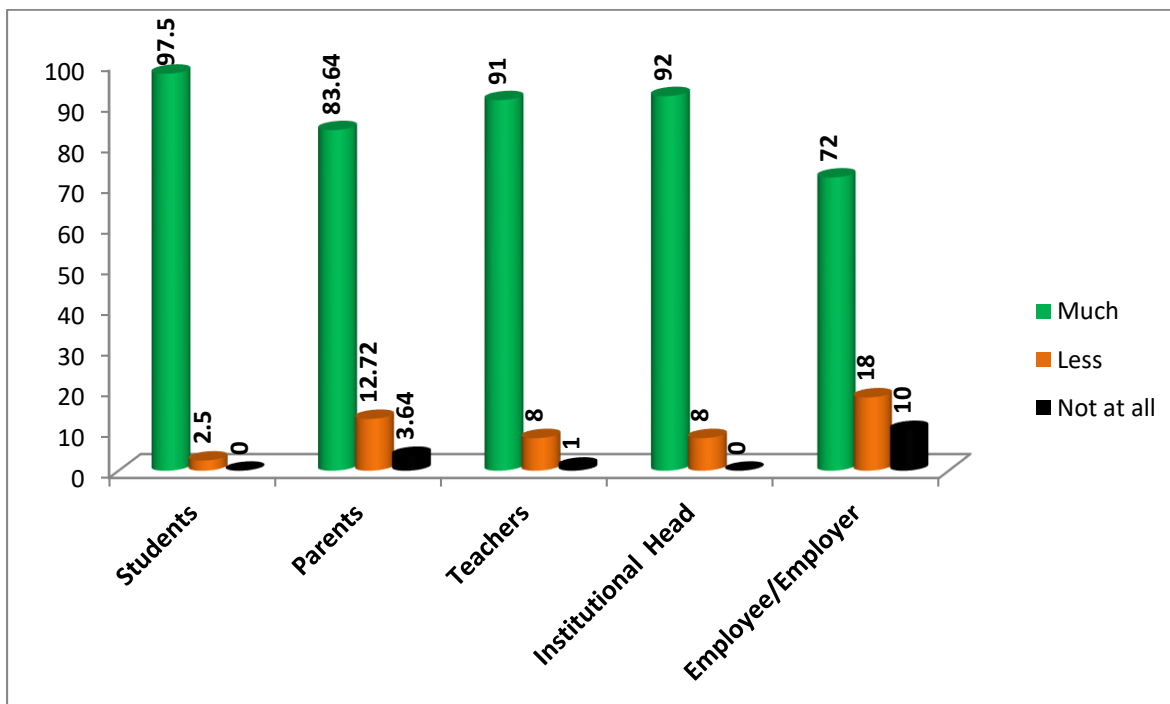


Figure No. 01 Bar Chart
Graph to represent the importance of English in the places of study

It remains an undeniable fact that the knowledge of the English language can give one access to quality education. One can study all over the world since English is spoken in so many different countries. There are thousands of schools and universities, around the world, that offer programs in English. Research has proved that 97.5% of the sample students believe in the importance of English in places of

education, 83.64% of parents, 91% of teachers, 92% of Institutional Heads, 72% of Employer/employee sample group too believe as such. Only 14.64% of responders have responded saying that English is not needed. The gap between the two groups is huge. One glance at the graph will speak volumes of the significance of English in a place of study

Table No. 02

Importance of English in the field of Social Communication Media

Category of interviewers	Total No of participants	Much	Less	Not at all
Students	400	71	25.75	3.25
Parents	110	62.73	34.55	2.72
Teachers	100	71	23	06
Institutional Head	20	88	12	00
Employee/ Employer	50	68	26	06

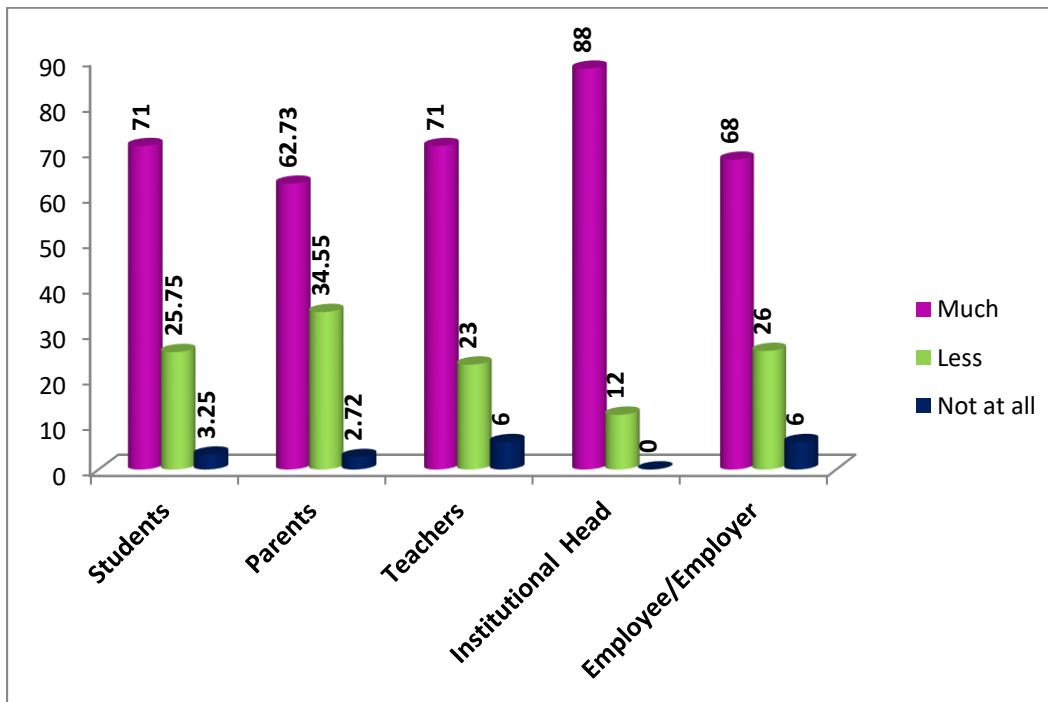


Figure No. 02 Bar Chart
Graph to Represent the Importance of English in the Field of Social Communication Media

English is the language of the Media Industry because of the prominence it has gained in the field of Social Media. Knowledge of English can improve and enhance the experience of Social Media users. The biggest Social Networks (Facebook, Twitter, LinkedIn) and Media-sharing sites (Instagram, YouTube, Snapchat), along with other apps like Pinterest and Google Plus can be used in an

effective manner only with the knowledge of English. Nowadays, mobile has become an important part and parcel of life; it can even be equated to the daily necessities of life. The use of mobile is for 24 X7 for a larger number of people in the world. So, in the 21st Century, the knowledge of English is prerequisite for the use of latest gadgets.

FINDINGS AND IMPACT OF SOCIAL MEDIA ON EDUCATIONAL INSTITUTIONS AND LEARNERS

Social Media has affected various fields in both Positive as well as Negative ways:

- The current research shows that in Education field, students can get quality education and acquire new skills through Social Media but at the same time they may get addicted to social media and hence lose focus in their studies,
- Social Media plays a dominant role in English language-learning because it provides opportunities to English language learners to improve their writing, reading, and improving their

- vocabulary. (Irfan Ullah Khan, 2016) But at the same time the spelling errors are on an increase due to the entry of texting language. Students are beginning to lose touch with the correct way of using English grammar because they are fast adapting to the ungrammatical way of speaking and writing. They do so especially when they are among their peers.
- Social Media helps, in various ways, to bring people together as communities. Nevertheless, psychological repercussions of maintaining appearances, even at the cost of feeling isolated and desolate, cannot be denied.
- Social Media tools help Language teachers to stay connected to the world around and stay updated in their fields. Using authentic teaching material, available on the Internet, an English classroom has



become more interactive, interesting, animated and learner-friendly. However, personal creativity has taken a beating.

- The Internet and numerous study-materials available as audio-visual aids help students to learn faster and in an efficient

manner. It is the teacher's responsibility to abandon traditional methods and make way for new and better methods for the students' benefit.(Dhanya, 2016) Yet, Social Media, an important aspect of the Internet, has become a distraction for students causing the overall performance of students to decline; especially the ones who tend to check their Facebook, WhatsApp and Twitter accounts repeatedly while studying. The students' ability to concentrate, on the task at hand, has significantly reduced because of the distractions that are brought in constantly by the Social Media.

CONCLUSION

It is in an educational institution that a child begins to learn the ABCD of life; literally as well as metaphorically. Educational institutions play a significant role in enabling students to acquire proficiency in English. Institutions help students to become smart and knowledgeable by teaching them the English language which helps them to improve their standard of living and to multiply their talents.

Educational institutions act as a means for students to instill in them a desire for living an honorable and upright life; one of self-restraint, reliability and trustworthiness. The institutions impart life principles along with the Sciences and Languages of the world. The education sectors, especially institutions, need to equip themselves for the demands of the 21st Century.

In the current context, it is important that teachers keep themselves abreast with technological developments. They should also make themselves aware of the skills, technical or otherwise, possessed by each learner. These need to be harnessed and developed further to both engage learners and improve their English Language skills. The use of these

- With Faculties, around the world, using a variety of software tools and free-web applications to enhance learning and communication, the use of Social Media is on the increase. Compared to traditional learning method that provide few opportunities for learners to develop and maintain their own learning activities, learning platforms based on Social Media place the control of learning in the hands of learners themselves. (Vishranti Raut, 2016)

- Social networks are empowering students and educational institutions by providing them with opportunities to improve teaching-learning process. Slide Share, Quora and Research Gate are helping students by providing online-tutorials and have opened various opportunities to enhance teaching as well as learning experiences of students. The world of education has completely transformed ever since the Internet and Smart-Phone technology have come to existence.(Dhanya, 2016)

techniques can act as a bridge to facilitate communication inside and outside the classroom. (Dhanya, 2016)

Without proper institutions, it would not be possible to educate students to acquire proficiency in English. The Educational institutions play a major role in making students proficient in English by introducing the language at a tender age through several audio -visual media. Moreover, children spend a lot of time in school, with their teachers and peer group, where they communicate only in English. This helps them to develop their speaking and writing skills. Educational institutions encourage active learning and motivation, develop communication skills, enhance competitive and co-operative mindset, build confidence, and augment proficiency and language competency. All this instill a sense of discipline, punctuality, honesty, modesty and self-respect among the learners. This is one way of transforming the world into an enriching place for all its inhabitants; whoever has the basic tools to partake in the riches of knowledge and experience that it has to offer.

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