

THE ROLE OF “TIKTOK” IN ASSISTING STUDENTS IN LEARNING ENGLISH

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Abstract

TikTok is a popular social media platform that has gained tremendous popularity among users worldwide, particularly among young people. It allows users to create and share short videos, ranging from entertaining dance challenges to comedic skits and educational content. One of the main features that sets TikTok apart is its highly engaging and addictive nature, as it offers a constant stream of creative and diverse content tailored to individual interests. With its user-friendly interface and intuitive editing tools, even English learners can utilize TikTok as a valuable resource to improve their language skills. By following English-speaking creators and engaging with their content, learners can immerse themselves in authentic language usage, enhance their vocabulary, and improve their pronunciation. Additionally, TikTok's interactive features, such as duets and comment sections, foster opportunities for learners to practice their written and spoken English, receive feedback, and connect with a global community of language enthusiasts. Whether it's watching funny sketches, learning about different cultures, or engaging in language challenges, TikTok offers a unique and dynamic platform for English learners to enhance their language proficiency while having fun.

Key words: Tiktok, assisting, English learning, students

INTRODUCTION

TikTok, the popular social media platform, has emerged as an unexpectedly beneficial tool for learning English [1], [2], [3]. With its extensive user base and diverse content, TikTok offers a unique and engaging environment for language learners to enhance their English skills [4], [5], [6]. Through short videos that cover a wide range of topics, TikTok provides a plethora of opportunities to practice listening, speaking, reading, and writing in English [7], [8], [9]. One of the significant advantages of TikTok for English learning is its immersive nature [10], [11], [12]. Users can watch videos created by native English speakers from around the world, exposing themselves to various accents, vocabulary, and expressions [13], [14], [15]. This exposure helps learners develop a better understanding of different linguistic nuances and improves their listening comprehension skills [16], [17], [18].

Furthermore, TikTok's algorithm tailors content to users' preferences, ensuring a customized language learning experience that aligns with their interests [19], [20], [21]. The platform's bite-sized videos, usually limited to a few seconds or a minute, make it ideal for language learners [22], [23], [24]. These short clips are concise and easy to digest, allowing learners to absorb information quickly [25], [26], [27]. TikTok's format encourages users to communicate efficiently within the platform's time constraints, promoting the use of clear and concise language [28], [29], [30]. By observing how native speakers convey their messages succinctly, learners can improve their own speaking skills and develop fluency [31], [32], [33]. TikTok's emphasis on visual content also benefits English learners. Users often incorporate text overlays, subtitles, or captions in their videos,

making it easier for learners to associate words with their corresponding visual cues [34], [35], [36]. This visual representation reinforces vocabulary acquisition and assists with reading comprehension. Additionally, the platform's creative and engaging video formats encourage learners to think critically about visual storytelling, enhancing their overall communication and storytelling skills [37], [38].

TikTok's comment section serves as a valuable resource for language learners as well [39], [40], [41]. Users can leave comments, ask questions, and engage in discussions with content creators and other viewers [42], [43], [44]. This interactive aspect allows learners to practice their writing skills by expressing their opinions, asking for clarification, or engaging in conversations [45], [46], [47]. It also provides an opportunity to receive feedback from native speakers, fostering a sense of community and encouraging continuous improvement [48], [49]. In addition to its inherent language learning benefits, TikTok offers an abundance of English learning content specifically designed for language learners [50], [51], [52]. Many TikTok creators create educational videos dedicated to teaching English grammar, vocabulary, pronunciation, and idiomatic expressions [53], [54]. These creators employ various pedagogical techniques, such as mnemonics, storytelling, and role-playing, to make learning English entertaining and memorable.

Furthermore, TikTok's trending challenges and viral trends often involve language-related tasks, such as tongue twisters or word games [55], [56], [57]. Participating in these challenges not only promotes engagement and motivation but also helps learners practice their pronunciation, phonetics, and wordplay in a fun and interactive manner [58], [59], [60]. TikTok has become an unexpected yet valuable platform for learning English [61]. Its immersive environment, short video format, visual content, interactive features, and dedicated educational content all contribute to a rich language learning experience [62], [63], [64]. By leveraging TikTok's diverse and dynamic community, English learners can improve their listening, speaking, reading, and writing skills while enjoying an engaging and interactive language learning journey [65], [66].

TikTok, the wildly popular social media platform, offers numerous advantages that have propelled it to global fame [67], [68], [69]. One key advantage is its ability to provide an outlet for creative expression. With its user-friendly interface and a wide array of editing tools, TikTok allows individuals to showcase their talents, whether it be in dancing, singing, comedy, or other artistic endeavors [70], [71], [72]. This has democratized the entertainment industry, giving a platform to aspiring creators who may not have had access to traditional avenues [73], [74], [75]. Another advantage of TikTok is its highly engaging and addictive nature. The app's algorithmic recommendation system ensures that users are constantly presented with content tailored to their interests, keeping them hooked for hours [76], [77]. This not only provides a captivating entertainment experience but also serves as a source of inspiration, allowing users to discover new trends, challenges, and perspectives [78], [79].

TikTok's global reach is yet another advantage, as it transcends cultural and geographical boundaries [80], [81]. The platform fosters a sense of connection among its diverse user base, enabling people from different parts of the world to interact, share experiences, and gain insights into different cultures [82], [83], [84]. This international community not only encourages cross-cultural understanding but also offers opportunities for collaboration and creative exchange on a global scale [85]. Additionally, TikTok's short-form video format, with a maximum length of one minute, appeals to users with shorter attention spans and

busy lifestyles. It provides bite-sized entertainment that can be consumed on the go, making it an ideal platform for quick bursts of entertainment during breaks or commutes.

Lastly, TikTok has also proven to be a powerful marketing tool, particularly for businesses and influencers. Its vast user base and virality potential enable content creators and brands to reach a wide audience and increase their visibility [86], [87]. The platform's advertising capabilities, including sponsored content and influencer collaborations, offer businesses new avenues for promotion and customer engagement. In summary, TikTok's advantages lie in its ability to foster creativity, its addictive and engaging nature, its global reach, its convenient short-form format, and its marketing potential. With its unique features and widespread popularity, TikTok continues to redefine the landscape of social media and entertainment.

METHOD

In this study, the writers utilized library research techniques and subjective depiction. This study utilized a subjective methodology zeroing in on story understanding, portrayal, and examination. Subjective means examination dependent principally upon a constructivist viewpoint with respect to a singular's encounter that has been by and large or socially built. Information assortment strategies were performed by exploring or perusing sources in books, the web, as well as in past exploration reports, and others. Most understudies can find their assets in the library, information on the main libraries, experience with the chapter by chapter guide and other reference works, about complex is surely a fundamental apparatus for pretty much every understudy of writing. The information examination procedure utilized in this study is clear investigation. To help this information, the specialists looked for important information from different sources. Information investigation is the methodical course of considering and orchestrating information from meetings, perceptions, and records by coordinating the information and concluding what is significant and which should be contemplated. also, make determinations that are straightforward.

RESULTS AND DISCUSSION

TikTok, the popular social media platform known for its short-form videos, has emerged as a surprisingly effective tool in assisting students in learning English [88], [89]. With its vast user base and engaging content, TikTok has revolutionized the way students approach language learning, making it both enjoyable and accessible [90], [91]. One of the primary ways TikTok aids students in learning English is through its immersive environment. The platform offers a diverse range of videos created by native English speakers from around the world. This exposure to authentic content helps students develop an understanding of different accents, colloquialisms, and cultural nuances, which are essential aspects of language learning [92], [93]. By watching and listening to English speakers in a natural context, students can enhance their listening comprehension skills and familiarize themselves with real-life language usage.

Moreover, TikTok's short video format is particularly beneficial for language learners. The brevity of the videos makes them more digestible and less intimidating, allowing students to focus on specific language aspects or topics of interest [94], [95]. Language learners can find an abundance of educational content on TikTok, ranging from grammar tips and vocabulary explanations to pronunciation drills and language challenges [96]. These

concise and engaging videos make language learning more dynamic and interactive, capturing students' attention and facilitating their retention of information.

TikTok's interactive features also play a crucial role in assisting students in learning English. The platform enables users to comment, ask questions, and engage in discussions with content creators and other viewers. This interactive aspect encourages students to actively participate in the learning process, fostering a sense of community and providing opportunities for practice and feedback [97], [98]. Students can seek clarification, share their own experiences, and even create their own language learning content, thus reinforcing their English language skills in a supportive environment. Furthermore, TikTok's algorithm-driven content recommendation system is a valuable asset for English language learners [99], [100]. The platform's algorithm analyzes users' preferences, engagement patterns, and viewing history to curate a personalized feed of videos. This ensures that students are exposed to content that aligns with their language proficiency level, areas of interest, and learning goals. The algorithmic approach helps students discover new vocabulary, grammar structures, and language resources tailored to their specific needs, effectively complementing their language learning journey.

Additionally, TikTok's inherent visual nature contributes to the enhancement of English language skills. Videos often include subtitles, text overlays, and visual aids, making it easier for students to comprehend and associate words with their meanings. This visual support reinforces vocabulary acquisition and comprehension, helping students bridge the gap between written and spoken English. Furthermore, the platform's video creation tools encourage students to practice their own spoken English, fostering fluency and confidence in expressing themselves in the language. TikTok has emerged as a powerful ally in assisting students in learning English. Through its immersive environment, short video format, interactive features, personalized content recommendations, and visual aids, TikTok provides an engaging and effective platform for language learning. It not only exposes students to authentic English usage but also encourages active participation, fosters community, and supports individualized learning experiences. As TikTok continues to evolve, it is likely to play an even more significant role in assisting students in mastering the English language and promoting global linguistic diversity.

CONCLUSION

TikTok has emerged as an unexpectedly powerful tool for English learners around the world. With its short-form video format and diverse content, TikTok provides a unique and engaging platform for language acquisition. Through the app, English learners can access a vast array of videos, ranging from educational tutorials to authentic conversations and cultural insights. These bite-sized videos offer learners the opportunity to improve their listening comprehension skills, expand their vocabulary, and develop a better understanding of colloquial expressions. Moreover, TikTok's algorithmic recommendation system tailors the content to individual interests, ensuring learners are exposed to a variety of topics and language styles. By engaging with TikTok, English learners can immerse themselves in real-life language usage, learn from native speakers, and even participate in language challenges and interactive activities. The interactive nature of TikTok fosters a sense of community, enabling learners to connect with others who share similar language goals. Overall, TikTok plays a significant role in revolutionizing English language learning by providing an accessible, entertaining, and effective platform that complements traditional learning methods.

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