



Instructor: Dr. BENADDA Abdelouahid

Level: Master 1 / Language and Communication

Module: E- Learning

Unit II/: The Role of Social Media in English language Learning

Lesson 1: Social Media Overview

- **Course Scope:** An introduction to the concept of social media "how people connect at distance" (this course is an overview of definition of social networking, its types, and present practices)
- **Course Learning Objectives**
At the conclusion of this course, you should be able to:
 - Explore the scope, trends, and characteristics of social media.
 - Go through the basic types of social networking and its components.
 - Discover the opportunities and affordances of social media.
 - Explore the benefits of using social media in learning English as a foreign language.
 - Explore the potential benefits and threats of using social media in learning English.

Guiding Questions to the Course

1. Can you think of some examples illustrating social media?
2. Can you list some of its tools?
3. How is social online networking useful to students?
4. Do you have a smartphone?
5. Do you enjoy using social media apps like Facebook, Instagram, and Twitter?
6. Have you ever thought about using social media tools to practice and improve your English language skills?

➤ **Course content**

The beginning of the third millennium has marked the rise of the digital age. All the conceived means of people's interactions and communication have witnessed a real shift from a narrow concept limited by space, time and devices to boundless possibilities of networks that offered users limitless opportunities of global exchanges. The World Wide Web has revolutionized all forms of individuals, communities, and organizations' collaboration and connections

1.1 Social Media Defined

Social media are internet-based forms of communication. Social media platforms allow users to have conversations, share information and create web content.

- **Kaplan and Michael Haenlein (2010)** identified social media as "a group of Internet applications built on the ideological and technological foundations of Web 2.0 that allow the creation and exchange of user-generated content."



- **McCay-Peet and Quan-Haase (2017)** overviewed the academic discussions and offered this definition: “Social media are web-based services that allow individuals, communities, and organizations to collaborate, connect, interact, and build community by enabling them to create, co-create, modifies, share, and engage with user-generated content that is easily accessible”.
- **In 2019, Merriam-Webster defined "social media"** as “forms of electronic communication (such as websites for social networking and micro blogging) through which users create online communities to share information, ideas, personal messages, and other content such as videos.”

1.2 Related Terms

- **Social Network** is the use of Internet-based social media sites to stay connected with friends, family, colleagues, customers, or clients. Social networking can have a social purpose, a business purpose, or both, through sites such as Facebook, Twitter, LinkedIn, and Instagram, among others.
- **A virtual community:** is a social network of individuals who connect through specific social media, potentially crossing geographical and political boundaries in order to pursue mutual interests or goals. Some of the most pervasive virtual communities are online communities operating under social networking services.
- **Social Platform:** is a web-based technology that enables the development, deployment and management of social media solutions and services. It provides the ability to create social media websites and services with complete social media network functionality.
- **Forum:** An Internet forum, or message board, is an online discussion site where people can hold conversations in the form of posted messages.
- **Internet Community:** An online community, also called an internet community or web community, is a virtual community whose members interact with each other primarily via the Internet. For many, online communities may feel like home, consisting of a "family of invisible friends"
- **Social website:** The social web is a set of social relations that link people through the World Wide Web. The social web encompasses how websites and software are designed and developed in order to support and foster social interaction.