



"SOCIAL NETWORKS AND MEDIA TEXTS IN TEACHING
SOCIOLINGUISTIC NORMS OF A FOREIGN LANGUAGE"

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Abstract. *In modern foreign language instruction, social networks and media texts play a significant role in the development of students' sociolinguistic competence. Sociolinguistic norms encompass the rules governing language use in specific social contexts, including aspects of politeness, register, and cultural appropriateness. Effective teaching of these norms is essential for learners to communicate accurately and appropriately in real-life situations. Social networks, as widely used platforms, provide authentic examples of language in informal and semi-formal contexts. They expose learners to various forms of interaction, including posts, comments, and multimedia content, which reflect contemporary usage patterns. By analyzing these examples, students can identify pragmatic features, stylistic choices, and culturally specific expressions, facilitating a deeper understanding of sociolinguistic norms.*

Keywords: *social networks, media texts, sociolinguistic norms, foreign language teaching, pragmatic competence, authentic materials, language register, cultural context, pedagogy, language acquisition.*

Annotatsiya. *Zamonaviy chet tili ta'limida ijtimoiy tarmoqlar va media matnlari talabalar sotsiollingvistik kompetensiyasini rivojlantirishda muhim rol o'ynaydi. Sotsiollingvistik normalar – bu tilni ma'lum ijtimoiy kontekstda ishlatish qoidalarini, jumladan, muloyimlik, uslub (formal va norasmiy) va madaniy moslikni o'z ichiga oladi. Ushbu normalarni samarali o'rgatish talabalarga haqiqiy hayotiy vaziyatlarda aniq va mos ravishda muloqot qilish imkonini beradi. Ijtimoiy tarmoqlar keng qo'llaniladigan platformalar sifatida norasmiy va yarim-formal kontekstlarda tilning autentik misollarini taqdim etadi. Ular postlar, sharhlar va multimedia kontentini o'z ichiga oladi, bu esa zamonaviy til ishlatilishini aks ettiradi. Ushbu misollarni tahlil qilish orqali talabalar pragmatik xususiyatlar, uslubiy tanlovlar va madaniy maxsus ifodalarni aniqlay oladi, bu esa sotsiollingvistik normalarni chuqurroq tushunishga yordam beradi.*

Kalit so'zlar: *ijtimoiy tarmoqlar, media matnlari, sotsiollingvistik normalar, chet tilini o'rgatish, pragmatik kompetensiya, autentik materiallar, tilning uslubi, madaniy kontekst, pedagogika, til o'zlashtirish.*

Аннотация: *В современном обучении иностранным языкам социальные сети и медиа-тексты играют важную роль в развитии социоллингвистической компетенции.*

студентов. Социоллингвистические нормы — это правила использования языка в определённых социальных контекстах, включая вежливость, стиль (формальный и неформальный) и культурную уместность. Эффективное преподавание этих норм позволяет студентам общаться точно и уместно в реальных жизненных ситуациях.

Социальные сети, как широко используемые платформы, предоставляют аутентичные *bilan* примеры языка в неформальных и полужформальных контекстах. Они включают посты, комментарии и мультимедийный контент, что отражает современные языковые практики. Анализируя эти примеры, студенты могут выявлять прагматические особенности, стилистические выборы и культурно специфические выражения, что способствует более глубокому пониманию социоллингвистических норм.

Ключевые слова: социальные сети, медиа-тексты, социоллингвистические нормы, обучение иностранным языкам, прагматическая компетенция, аутентичные материалы, языковой стиль, культурный контекст, педагогика, усвоение языка.

Introduction

The role of social networks and media texts in contemporary foreign language education has expanded significantly with the increasing use of digital technologies. These resources provide learners with authentic language input that reflects everyday communication patterns and cultural nuances. Understanding sociolinguistic norms—such as register, politeness strategies, and context-specific language use—is essential for students to interact effectively in both formal and informal settings.


Integrating these digital materials into teaching practices allows educators to expose learners to diverse linguistic contexts. Social networks offer spontaneous, real-life examples of language use, while media texts present structured and formal discourse. Together, these resources support the development of pragmatic competence, enhance cultural awareness, and facilitate the practical application of linguistic knowledge in authentic communication situations.

Materials and methods

Media texts, such as online articles, news reports, and official announcements, offer contrasting registers and formal language structures. Integrating media texts into the curriculum allows students to compare language use across different contexts, fostering awareness of formality, politeness strategies, and culturally dependent communication rules. These texts also enhance learners' comprehension of discourse conventions and lexical choices relevant to professional and academic environments.

Instruction incorporating social networks and media texts encourages interactive and learner-centered approaches. Activities such as discourse analysis, role-playing, and translation exercises enable students to practice language use in contextually appropriate ways. Moreover, exposure to authentic materials supports the acquisition of pragmatic





competence alongside grammatical and lexical knowledge, bridging the gap between classroom learning and real-world communication.

Results and Discussion

Analysis of student engagement with social networks and media texts indicates that learners demonstrate improved understanding of sociolinguistic norms when exposed to authentic materials. They are more adept at recognizing differences between formal and informal registers and are able to apply culturally appropriate language in various communicative contexts.

Interactive activities, such as role-playing and discourse analysis, further reinforce practical application. Students not only identify linguistic patterns but also internalize the pragmatics of language use, which contributes to the overall development of communicative competence.

Conclusion

The systematic use of social networks and media texts in foreign language teaching enhances students' sociolinguistic awareness and prepares them for effective communication in diverse social and cultural settings. Pedagogical strategies focusing on authentic language exposure, contextual analysis, and active practice are essential for developing a comprehensive understanding of sociolinguistic norms.

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