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LEARNING FOREIGN LANGUAGES USING SOCIAL NETWORKS

Foreign language communication as a modern value is substantiated in the article. The author describes decisive role of social networks as a revolutionary tool for interpersonal interaction as well as a platform for learning foreign languages. The influence of social networks on various aspects of human life is revealed in the article. The purpose of the paper is to find effective strategies for learning foreign languages using social networks and multilingual resources. Basic scientific methods applied are: analysis, synthesis and comparison.

The reasons of social networks popularity as a tool that modified the format of communication are revealed. The author suggests considering the role of social networks for formal, informal and self-education. The article does not provide an exhaustive list of advantages and disadvantages of using social networks for educational purposes. A comparative analysis conducted in the study allows students to focus on the strong points of new technologies and comprehend fully difficulties and challenges caused by an active use of social networks during learning. The author emphasizes the importance of psychological comfort in social networks and the differences that exist between real and virtual worlds, where a person can design a desired model of his own life, often imaginary.

Ways of using multilingual social networks for learning foreign languages are analyzed in the article. The material in the table reveals the level that one can achieve in case of self-education using social networks. The author suggests considering social networks as a modern way of making the study of foreign languages fascinating and interesting. The arguments for using various electronic programs on paid basis are given and grounded.

The author gives recommendations on studying foreign languages. The article highlights how important it is to define goals and choose the right learning strategy and emphasizes on the need to expand constantly learner's own vocabulary. To accelerate the development of necessary linguistic skills and enhance motivation to study the author encourages using additional resources.

Key words: electronic learning, multilingual resources, learning foreign languages, learning strategies, foreign language competence.

Learning a foreign language, and the culture that goes with it, is one of the most useful things we can do to broaden the empathy and imaginative sympathy and cultural outlook of children

Rt. Hon Michael Gove MP, the UK

Problem statement. It is natural for people from all walks of life to strive for communication. All kinds of communication (oral and written, verbal and non-verbal) throughout the history of the mankind were highly appreciated. Nowadays it is crucial for success in education and professional

self-realization to have a good command of foreign languages and know how to use appropriately technologies and gadgets.

Scientific and technological revolution resulted in shrinking our planet so that we can communicate and interact with foreigners easily, especially by means of Internet, using social networks in particular.

Nowadays social media are the fastest means of communication in the world. Social media websites are platforms which allow the sharing of images or ideas and encourage online interaction. The most popular social media website is Facebook, with a staggering 2.07 billion active users. Other social media sites include YouTube, Twitter, Instagram, LinkedIn and others.

Due to worldwide spreading of Internet and social networks consequently, the principles of their functioning became universal and the algorithm of relationship is more transparent. Social media differ from traditional one in reach, frequency, usability, immediacy. But we should consider that before Internet and social networks got widespread, human communication was interpersonal, full of sincere emotions and real feelings.

What we have now is called technology-mediated communication in the virtual environment of Internet and social networks. It differs greatly from the one that all the humanity had throughout its development up to the beginning of the XXI century.

Although today's revolutionary anytime anywhere communication gives numerous advantages, at the same time it makes us vulnerable.

Hypothesis: Social networks and multilingual resources are today's common and suitable instrument for independent language learning and LLL.

The aim of the research is to define effective strategies for learning foreign languages by means of social networks and multilingual resources and make recommendations accordingly.

Tasks:
– to find out pros and cons of social networks in education;
– to examine their popularity and influence on the people;
– to distinguish reliable educational resources and platforms;
– to define if online learning should be free;
– to analyze linguistic skills necessary for any learner.

Methods: analysis, synthesis, generalization, comparison.

Analysis of recent research and published works. Since electronic means of education become more popular many Ukrainian and foreign scientists research various aspects of distance education using social networking websites. Social networks (SN) on Internet are one of widely discussed phenomena of contemporaneity.

According to Merriam-Webster Dictionary [1], **social network** is a network of individuals (such as friends, acquaintances, and coworkers) connected by interpersonal relationships. Also it is an online service or site through which people create and maintain interpersonal relationships. And millions of people have become comfortable using smart-phones to share information about themselves, via mobile apps that access social networks such as Facebook and Twitter.

A technical encyclopedia Techopedia [2] provides the definition of what the Social Network means. It is a chain of individuals and their personal connections. Expanding one's connections with other people is a technique that can be used both for personal or business reasons. Social networking applications make use of the associations between individuals to further facilitate the creation of new connections with other people or to expand one's professional connections through a business network like LinkedIn.

Encyclopedia of Distance Learning [3] provides extensive coverage of topics such as workforce training, accessing education, digital divide, and the evolution of distance and online education into a multibillion dollar enterprise. It offers the most comprehensive coverage of the issues, concepts, trends, and technologies of distance learning.

The emergence of online technologies attracted the attention of educators worldwide to

search for new methods of delivery for efficient learning material. E-learning medium is viewed as the one that contributes to raising the quality of individualized distance instruction [4; p.96-98]. Thus, learning process becomes more relevant to the needs of the learners and it is available all year long. One of the best things about online learning is that it encourages cooperation and collaboration. Individualization is regarded as one of the best online learning strategies that support individual understanding and needs. In addition, it makes instruction more interesting, relevant and effective.

The notion of computer as medium and what such an idea might mean for education is described by Gary A. Berg in his work [5, p.69-70]. Human-computer interaction and in-depth specific application of computer use in educational environments are explained. Understanding of computers as a medium is regarded as a key to re-envisioning educational technology. Because the subject is interdisciplinary, combining science with the humanities, the theoretical discussion draws from a broad range of disciplines: psychology, educational theory, film criticism, and computer science. He is convinced that navigation through computer environment impacts learning in complex ways and interactivity is the key issue in the designing of educational software.

Research on social media in education [6, p. 277] suggests that integrating social media in learning and teaching environment may yield new forms of inquiry, communication, collaboration, knowledge development and also effect positive cognitive, social and emotional impacts Students use Facebook instinctively, to support both their academic and social goals. The main motive for using Facebook is social connectivity. Besides, there is a potential for gaining learning benefits associated with increased communication among students, greater access to course materials and improved logistical management of courses.

Celeste Fenton [7, p. 79] is sure that SN contributed to great changes in education as far as it is one of educational methods provided by new technologies. SN as a tool is successful only if it is carefully evaluated to meet learner needs and course goals.

Russian scientist Maria Fil analyzed social networks (SN) as a complex notion and she researched the problem as a system and described it in the logical sequence from general to particular [8, pp. 2-6]. Besides M. Fil is convinced that simplicity is conditioned by the fact that communication in SN is distance one and it is carried out mostly by means of text messages with some visual inserts. At the same time online SN gives big possibilities for self-presentation and PR as well as communication. The scientist emphasizes exterritorial character of communication in the SN, i.e. people from different countries can become virtual friends and thus an international communication is established; but in reality human communication is limited to the list of contacts that is set in the same country, workplace.

Other researcher V. Leontiev [9] describes the most famous social networks used by millions of users on daily basis. In his opinion, social networks have unique atmosphere, friendly, attractive and hundreds of people join social networks, for no good reason they change their real life into the plain chattering about hard-to-understand texts, pictures in the virtual world. This atmosphere is so irresistible that people get into it and are ready to share their information and pictures with virtual friends. Besides, information written on Facebook is represented in short form and it fits the needs of the majority of the users who want to know news about friends and acquaintances as well as official ones without spending too much time on reading them.

The main body. Social networks influence the life of humans. Social networks are the new step in the development of communication between people as well as in the spheres marketing, economics, trade i.e. it is the latest trend facilitating various kinds of human activity. While language is an instrument for communication, social networks offer the place where the major part of virtual communication is realized. There is a difference between using social media as a part of exploration and development of identity and to present oneself in a certain way in the digital space. Now we deal with new reality where most people feel comfortable, confident and safe.

We will define *social network* as a network of friends, colleagues and other personal contacts. It is an online community of people with a common interest who use a website or other

technologies to facilitate communication with each other and share information, various resources, impressions, experience, knowledge etc.

Why are social networks so popular?
– It is free user-friendly place for comfortable communication, education and new acquaintances.
– There is a possibility to join group of people with the same interests.
– This space is often used to offer or find a job.
– Commercial companies use them as the platform to reach customers.

We agree with words of David Amerland, a journalist: *'Social media is addictive precisely because it gives us something which the real world lacks: it gives us immediacy, direction and a value as an individual'.*

There are more important reasons for popularity [8, p. 6]. First, relationship between people in SN of Internet is more superficial. Second, criteria of responsibility and mutual obligations are minimal. Third, there are almost no values in the social networks. People can register and have their own purpose for doing it, not communication but spying or collecting information.

Social media is a tool, context and a part of the developmental process, attractive and valuable place for millions. It has interactive, informational, entertaining, educational functions. We can see this interaction on the Picture 1.

Picture 1 represents people's interaction and it is widely used nowadays while Picture 2 shows the most popular and widely used social networks among the youth.

In addition, it is necessary to highlight social media allow creation and exchange of user-generated contents, keep people connected and provide a venue for self-expression.

Let's consider the *Reasons why social networks are agents for change:*
– Free and unlimited communication with easy access 365/24/7.
– Teenagers and people under 35 spend a lot of time in online interaction.
– Young people feel comfortable in the groups, online communities, surrounded by their favourite music, films and video etc.
– More than 20% of people use social networks for working purposes.
– A big number of companies use social networks for business purposes: promotion, informing, ads etc.

It is out of question that social networks are the most popular among the people born after 1980 and became an integral part of their everyday routine. They regard social networks as an effective way for distance learning, especially helpful when it comes to foreign languages learning and communication. It is a great way to distribute information quickly, to ask questions and get answers.

Social network as a new way of distance language learning

Foreign languages are necessary in today's society because they provide intercultural communication between people of different nations. An American writer and activist Rita Mae

Brown considers:*"Language is the road map of a culture. It tells you where its people come from and where they are going".* An American journalist Flora Lewis wrote *"Learning another language is not only learning different words for the same things, but learning another way to think about things".* A famous Japanese writer once said *"Learning another language is like becoming another person".*

They say, "Technology opens the door to the world. It's up to us to walk through it in a meaningful and respectful way". Educating and learning foreign languages using social networks is a non-traditional way of studying. It is a special virtual environment where people spend hours of their real life for communication, fun and entertainment. That is the reason why it is a great idea to use this so called "natural" place for personal development and self-education. As Matt Miller said *"When schools tell students to put technology away, it's like asking a doctor to save a life with one hand tied behind his back".*

Speaking about learning foreign languages in this paper we will differentiate 2 main approaches: **formal education** in the institutions like school, university and **informal**, self-education or additional education.

We consider that social networks sites (SNS) can be both useful and harmful. It depends upon the user, purposes for using, its frequency and time in general. Let's examine pros and cons of using SNS for language learning and communication.

Table 1. Advantages and disadvantages in SNS for educational purposes

PROS	CONS
It is free and convenient for users, gives easy access to knowledge and resources	Most people don't know how to use them properly and effectively
Co-creation, share information / links and collaborate in active interaction	Addiction to social networks websites
Possibility to join groups for studying	Takes too much time
Meet new people in the comfortable social space	Possibility of degrading one's academic performance
Establishing contacts despite state boundaries, feel more globally connected than ever	Inappropriate content posting: pictures, messages, posts can damage child's reputation. Cyber bullying, trolling
Environment and resource centre	No guarantees of privacy. Anonymous space.
Provide medium for announcements	People can be stalked by strangers./ Safety issues. / Personal account is not safe. Virus in application
Increase students' participation, it can enhance critical thinking	SNS can cause serious health problems: mental and nervous disorders, depression, sometimes suicide attempts among the youth
Create teacher-student communication	Distraction
Effective to certain extent for formal and informal education	People substitute their real life with virtual one and become more distant from each other.
Speed of spreading and acquiring information	Temptation to waste time Tweeting and reposting unrelated topics
YouTube is the most frequently used social media tool in the classroom	It is rather dangerous for the society because people bear no responsibility for their words and actions
It is helpful for lifelong learning	People can be disappointed about education results

The list provided in the table is not complete and it is subject to changes. We believe that social media users should accept disadvantages and enjoy the benefits.

Based on the material revealed, we can suggest SNS can be used for educational purposes both for official (school, university) and independent studies (lifelong learning, hobby, need).

It is natural, that everything has restrictions. If SNS is mostly used for 2-3 hours good purposes like education, moderate information and necessary communication it is fine. Many learners consider motivating environment, joining language-learning groups, active participation discussions to be vital for successful education. The problem is that young people aren't really aware that virtual life in the SNS is not the same as the real one. Consequently they face problem of personal communication, expressing true emotions, establishing strong friendships, trust etc.

Along with advantages there are some disadvantages or limitations of distance education caused by using ICT. We will specify just some of them in view that there are so many.

Some limitations of ICT in education:
– Students often have just a superficial understanding of the information they download and use;
– Computers limit students' imagination;
– ICT contributes positively to critical thinking and analytical skills;
– Computer-based learning has some physical side-effects such as vision problem, bad posture, restricted physical activity, certain dependence;
– Students trust learning resources from Internet and sometimes it is not worth doing;
– Poor concentration on education and various possibilities to distract easily and visit unwanted sites containing prohibited content;
– There is no direct interaction, and active personal involvement in the process of education is hard to achieve.

Naturally this list is not complete. And besides, the youth is not concerned about possible disadvantages. The most important things are easy access, possibility of interaction, comfortable environment, free of charge, no limitations.

Psychological comfort is one of the key aspects worth highlighting. Young generations often have problems with relationships in the real life and they are glad they can "meet" their friends, chat and even see them despite the distance. Some people find it difficult to establish direct contact with real people, but at the same time they feel absolutely fine behind the screen of any digital device.

People are aware they can act anonymously in Internet, be anyone. So, they aren't shy or afraid of such a communication. Thus, they start to communicate very easily. The best thing about communication in social networks is that they don't have an obligatory character. We mean people interact with each because they want to, because they don't care about mistakes in spelling, grammar and syntax etc. These are the reasons why we consider social networks to be not very useful for those who are concerned about learning a foreign language.

Social networks are widely used in education due to various reasons. First, they provide a casual place for learning where effective collaboration and cooperation is provided. Second, they encourage students to express their own thoughts and enhance students' learning experiences. Third, they build an online learning community and what is the most important for us in the context of our research they offer immersion in a foreign language environment.

In case of *intentional studies* SNS can be extremely useful for finding necessary resources and materials, people who want to practice foreign languages in the groups and help each other in studying different languages. One on the most important things about learning foreign languages is **communication** with native speakers. Social network is a quick and free way for it.

Now we offer to explore SNS used for language learning. It is advised to divide them into two groups: 1) multilingual social networks; 2) social networks and YouTube as valuable Internet resource. Let's analyze the Table 2.

Table 2. *Multilingual social networks*

Language level	Name, web-site	Specifications	Possibility of down-loading	Advantages	Chat
A1, A2 B1	*LinguaLeo* *lingualeo.com*	It is based on the exciting game of the user with a little lion Leo. The main thing is in *"7 approaches to language learning":* work with live language, understanding the aim of education, skills automatization using visual, hearing and physical memory.	+ PC, iOS, Android	Individual plan of learning – daily tasks to make learning more effective. Variety of audio and video materials with clickable subtitles	+
A1, A2 B1	*Duolingo* *duolingo.com*	Motto: "Learn all languages in the world for free". Free platform for on-line learning foreign languages and performing crowd-sourcing translations.	+ PC, iOS, Android	Educational material is represented in small pieces of interactive tasks from easier to more complicated. It is a lot of fun to work with them. One is enthusiastic about learning and never gets bored.	+
A1 – B2	*Puzzle English* *puzzle-english.com*	Online platform for independent learning English language. It develops greatly listening comprehension, reading, writing and oral speech. This captivating game is fascinating. There were created series movie subtitles in English and Russian simultaneously.	+ PC, iOS, Android	Voice files are read by British and American native speakers and are represented as audio and video puzzles. Learners have to put them together in correct order.	+
A1– B2	*Livemocha* *rosettastone.com*	Access to the educational materials and lessons is granted by tokens. Learners are enhanced to work as teachers and advisors to check tasks and their activity is paid in the special currency – tokens. The latter give access to new and more complicated tasks.	–	Methodology is based on the principle of community cooperation with mutual communication. Native speakers help in studying and providing advice.	+ Live chat text, voice, video

A1, A2 and higher	*Lang-8* *lang-8.com*	This platform makes it easy to practice foreign language with native speakers in the frame of community cooperation, i.e., the learner will agree to help in teaching others his/her native language	–	This is the site of language exchange and inter-cultural commu-nication. Native speakers correct written tasks.	+
communi-cation	*Interpals* *interpals.net*	Free site for cultural ex-change, online correspon-dence, to meet new friends. Good place to overcome language barrier.	–	The mission is to help people meet new friends from all over the world for free.	+
A1 – C2	*ITalki* *Italki.com*	It is mainly a service help-ful to find professionals in foreign language teaching or tutors for learning and improving linguistic com-petence in many foreign languages.	–	Proved profes-sionals working with learners. There is a possi-bility of free com-munication with native speakers.	+

These are some of the numerous social networks worth trusting and considering. The students are tested before they start. These SNS offer various educational opportunities; many of them are free although they are commercial projects initially. We will analyze in more detail just some of them.

LinguaLeo is a platform where users can learn from others and create their own materials to share. Learners can choose unknown words for exercises; they can practice grammar and pronunciation, games, personal vocabulary with associations. Learners' progress is shown in the journal. Users get a special bonus for their activity as teachers.

Puzzle English is another way to make studying more exciting and eye-catching. It is highly motivating because of its creativity and materials variety. Livemocha is a platform where native speakers are advisors and people cooperate in the frames of artificially created community. The motto is "Creating a World without Barriers". RosettaStone offers excellent user interface, easy to follow and clear instructions, various games, challenges and fun activities for education through entertainment.

There is an errancy that people who simply contact with foreigners will definitely be good at the language studied (writing, communication skills). In fact, they should remember in such case just some of the topics are covered and rather superficially. Every time when such people contact they mostly use the same words and word-combinations. Foreigner can face serious challenges to explain grammar rules properly because usually they are not teachers and neither knows how to teach nor which teaching technique are to be used in every single case.

But in general, live communication with native speakers is very useful to learn to understand the way they think and express ideas. Besides it contributes greatly to break language barrier and feel fine to speak foreign language. The key is to find a partner native speaker able and interested in teaching and willing to get acquainted with representatives of other cultures.

Facebook and YouTube as the most important online resources

Today it is common thing for everyone to have a profile in a social network or a channel. Some people have several of them. In the scope of this work we'll examine the most popular ones: *Facebook* and *YouTube*.

Facebook is the global leader among social networks offering a multitude of easily-accessed features. Its specific feature is the universal agreement on promoting honesty and

openness. It is a rather safe place on the Internet where people enjoy being themselves. There are various groups of people willing to learn languages and know more about other countries, people and their language and international tourism. As far as it is a professional sphere everyone is required to be serious and honest.

Every learner can find the group to join according to one's interests. For example, *Speak English Clearly* specializes in teaching imitation technique, correct pronunciation and a lot more. *Communicating Skills in English* and *English Conversation* are groups where learners can practice and improve their speaking skills as well as improve using English in different contexts. Free online books, manuals and tutorials are in Free English Books, English Books for Learners etc. Learning is more comfortable and engaging with positive emotions *Learn English with Funny Video.* Those willing to have deep knowledge of English to participate in the international scientific events and get higher education abroad can find helpful *Brainy English.*

YouTube video hosting platform offers unlimited resources of video materials, documentaries, series etc. It is constantly growing. Every learner from elementary A1 to advanced C1 – C2 levels of English can get use of the abundance of educational resources. Thus, people can enjoy various resources to meet their needs and shape desired skills in foreign language.

A1 – A2: Easy Reading English for Beginners and Kids, Learn English Speaking For Beginners – Learn English Speaking, Basics of English Speaking for beginners – Slow and Easy.

B1 – B2: English lessons for Daily life – English Dialogues and Conversations, Learn English with Let's Talk.

C1 – C2: BBC Learning English, Best Real English Conversation - Daily English Speaking, Real English Conversation & Fluency Training - Food & Baking - Master English Conversation 2.0. Besides there are many special videos IELTS/ TOEFL Reading, Listening, Writing, Speaking Test for advanced learners.

It is really exciting to watch movies *Learning English through Short Funny Film, Learn English through Comedy Film, Funny English conversation with Subtitles, Learn English with Friends and Brad Pitt*, etc.

Travelers will benefit a lot from specially created short fragments dedicated to certain situations and topics: *About myself, Acquaintance, At the airport, In the restaurant, Customs, In the plane or special short materials Hotel English – Using Travel English at Hotels*.

To summarize we don't pretend to exaggerate the role of SNS in language learning. But we would rather emphasize that it is so much more interesting to study having more information in different fields of knowledge. There is a lot to see and learn from every resource analyzed in the article. Thus, we believe that social media have certain positive effect on education. But it is necessary to choose the right strategy to work with social sites effectively, to meet learners' individual needs.

Should online studies be free or paid?

Speaking about independent language learning it is good to try various resources (at least those recommended in the table) and choose the most convenient ones. Sometimes people are sure that self-education by means of electronic resources and platforms means *free* online one. We consider it to be common misconception and will try to explain our point of view.

First, there is nothing free on the Earth and we always pay for everything we get; it is a Universe law. *Second,* learners are more concentrated on their studies when they pay for it. At the same time they are really motivated and will work harder to achieve the goals. *Third,* other people with knowledge and teaching experience spent a lot of time and efforts to create materials and bring them together on one web-site or platform. The job was not paid at all that was a kind of investment in the future income. *Fourth,* everybody should remember no web-sites on the Internet are hosted without a fee. Thus, the developer or the author is required to pay constantly for the web-site hosting and for the gigabytes of the content posted. *Fifth,* individual has responsibility for investments in education and consider the matter of its reimbursement.

Most people don't know what for they really need English as a foreign language in their life. The only well-known thing is that everyone must know languages of international communication. Such is the imperative of our epoch. Nowadays it is necessary in different spheres of human life: education for future profession, self-development, job or research requirement, entertainment, possible hobby etc. We'll suggest examining Table 3 to know which of the necessary skills that form linguistic competence can be developed during independent studies. This is a must in today's life.

Table 3. *Developing necessary linguistic skills during individual studies*

Social network	Linguistic skills to be developed					
	Vocabulary	**Reading**	**Comprehension**	**Speaking**	**Writing**	**Translation**
LinguaLeo	+	+	+	+	+	+
Duolingo	+	+	+	+	+	+
Puzzle English	+	+	+	+	+	+
Livemocha	+	+	+	+	+	+
Interpals	+	–	+	+	+	–
Facebook	+	+	+	+	+	+
YouTube	+	–	–	+	+	+

When analyzing the data in this table, we can state that most of necessary linguistic skills can be improved using SN as learning tool. We have added *Vocabulary* to this table intentionally because it defines and has exceptional influence on gaining other required skills and the whole process of language learning in general. People make every effort and try to communicate orally or in written form. Poor learner's vocabulary is usually the stumbling block for the progress. It is evident from the Table 3 that all the resources are rather good and can be effective in case they are used on regular basis. Learners can achieve good results and have a good command of the foreign language.

First of all, remember about expanding vocabulary with new words, phrases, topics. Second, practice as often as possible. Third, imitate and try to sound as natural as native speakers do. Language fluency is defined by the number of skills shaped and ability to use them in different contexts. It depends on how hard learners try and if they really do their best to become competent enough or just pretend doing it.

Recommendations

People are aware that better future depends greatly on their proficiency in foreign languages. We would definitely not recommend to be restricted by the resources and social networks described in our article. That would neither be correct nor enough. We just intended to shed light on some resources worth considering when we choose convenient and efficient platform for studying.

Various resources are effective when they are used because they contribute to awaking more interest to foreign languages. For example, *Deepenglish.Com* and *PlusSpeak.com* to practice oral speech, *Reverso.net* and *GrammarBase* for instant grammar checking, *Multitran. ru, Translate4eu* and *Dicter* are excellent translation resources, *Asbook.co* offers a wide range of audio books for online listening or downloading, *Rong-chang* is a fantastic resource for beginners and intermediate learners offering hundreds of texts, *Listenaminute.com* is the right place to learn both pronunciation and listening comprehension offering English listening lessons with further activities including discussions in pairs and group work. For more serious studies there are free materials both for teachers and students represented in categories in accordance with language level and skills – *ESL gold.*

Brainy Quote is an interesting resource for those who have some knowledge of English and wish to practice it more and think over interesting phrases and quotations of famous people. Its chapter Picture Quotes lets users enjoy citations with spectacular pictures of landscapes, nature and animals in the background.

It is advisable to create a plan and a working schedule to follow it step-by-step or learn how to study correctly for some period under the supervision of an experienced teacher / tutor.

Conclusions and prospects for further research. In conclusion, we can say that SN created on the Internet is just one of the kinds of SN. They can't abolish or substitute other forms of interaction between people, instead they give additional opportunities. First of all, online SN is a service of information search and data exchange with a function of a feedback and in can influence users' interaction and communication to the degree they are interested at.

Second, social media is innovation and it is created for the good of the society, not for the misuse. This technology is useful for delivering educational content. Third, social media plays an important role in the future education. Along with advanced technologies, education restrictions of time, place, resources, and access to information and instruction materials no longer exist. The popularity of distance and asynchronous learning is growing year by year.

It is strongly recommended to educate learners to choose the right strategy of studying while using SNS, set educational goals and stay focused to achieve them; and at the same time to resist temptation of distraction by the information flows in the virtual world and use Internet safely. Social networks offer less security and protection because they are open for everyone. The overuse of social media often causes addiction; it can lead to stress and offline relationship problems.

The fact that most people under 35 and teen-agers get strongly addicted to social network websites and daily spend hours and hours in the virtual reality does not really mean they use the space for effective studies. The most important things to keep in mind are learning program and schedule, time management, constant motivation and discipline. The fact is that everyone on the Internet is recipient, distributor and producer on the personal level. So, every person can study foreign languages; SNS and multilingual resources were created for to make communication and learning faster, easier, fun, more exciting. Once the basic level of communication is acquired and grammar is understood, learners can continue independent studies as long as they want and make them LLL.

Prospects for further research we see in studying the influence of social networks in different dimensions, especially in creating effective models of blended education.

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ВИВЧЕННЯ ІНОЗЕМНИХ МОВ ЧЕРЕЗ СОЦІАЛЬНІ МЕРЕЖІ

У статті обґрунтовано комунікацію іноземною мовою як сучасну цінність. Автор розкриває роль соціальних мереж як інструменту забезпечення нового формату взаємодії між людьми та майданчика для вивчення іноземних мов. За мету поставлено пошук ефективних стратегій вивчення іноземних мов через соціальні мережі та багатомовні ресурси. У статті наведено перелік переваг і недоліків використання соціальних мереж для навчальних цілей. Наголошується на важливості психологічного комфорту у соціальних мережах та відмінностях між реальним і віртуальним світом, де людина може проектувати бажану модель власного життя, часто нереальну. У статті проаналізовано, яким чином можна використовувати багатомовні соціальні мережі для вивчення іноземних мов. Наведено аргументи, чому електронні програми для вивчення іноземних мов платні. У статті підкреслюється важливість визначення цілей та обрання правильної стратегії навчання, увагу акцентовано на необхідності постійно розширювати власний словниковий запас учнем. Для підвищення мотивації надано рекомендації та пропозиції щодо додаткових ресурсів.

Ключові слова: електронне навчання; багатомовні ресурси; вивчення іноземних мов; стратегії навчання; іншомовна компетентність.

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ИЗУЧЕНИЯ ИНОСТРАННЫХ ЯЗЫКОВ ЧЕРЕЗ СОЦИАЛЬНЫЕ СЕТИ

В статье обоснована коммуникация на иностранном языке как современная ценность. Автор раскрывает роль социальных сетей как инструмента обеспечения нового формата взаимодействия между людьми и площадки для изучения иностранных языков. Целью исследования поиск эффективных стратегий изучения иностранных языков через социальные сети и многоязычные ресурсы. В статье приведен перечень преимуществ и недостатков использования социальных сетей для учебных целей. Отмечаются важность психологического комфорта в социальных сетях и различия между реальным и виртуальным миром, где человек может проецировать желаемую модель собственной жизни, часто нереальную. В статье проанализировано, каким образом можно использовать многоязычные социальные сети для изучения иностранных языков. Приведены аргументы, почему электронные программы для изучения иностранных языков платные. В статье подчеркивается важность определения целей и избрание правильной стратегии обучения, внимание акцентировано на необходимости учениками постоянно расширять свой словарный запас. Для повышения мотивации даны рекомендации и предложения относительно дополнительных ресурсов.

Ключевые слова: электронное обучение; многоязычные ресурсы; изучение иностранных языков; стратегии обучения; иноязычная компетентность.