

**ҚОҒАМДЫҚ-ГУМАНИТАРЛЫҚ ПӘНДЕРДІ ОҚЫТУ ТЕОРИЯСЫ МЕН
ӘДІСТЕМЕСІ
ТЕОРИЯ И МЕТОДИКА ПРЕПОДАВАНИЯ ОБЩЕСТВЕННО-
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**SOCIAL MEDIA AS A PLATFORM FOR DEVELOPING FOREIGN LANGUAGE
COMMUNICATIVE COMPETENCE**

This article examines the impact of social media, with a particular focus on Instagram, in fostering foreign language communicative competence. It discusses how digital platforms have transitioned from personal communication tools to effective educational resources. The study highlights Instagram's role in language learning, emphasizing its ability to support intercultural communication, enhance vocabulary, improve grammar, and promote real-world language application. By facilitating direct interactions with native speakers and providing authentic content, Instagram enriches the educational process. A survey conducted among university students explored their perspectives on using Instagram as an educational tool. Findings indicate that while Instagram contributes to developing language skills, its influence on motivation and community varies. Some students report increased engagement and interaction, while others encounter difficulties staying focused. The study recognizes Instagram as a valuable platform for integrating language practice into daily routines, making learning more interactive and engaging. It underscores the growing importance of social media in modern education, particularly in enhancing foreign language skills and creating a dynamic and accessible learning environment.

Keywords: communicative competence, intercultural competence, digital learning, higher education institutions, social media in education, participatory learning environment

INTRODUCTION

The development of foreign language teaching methodologies over the past century reflects a continuous effort by researchers to adapt methods to the socio-economic realities of each era. Changes in approaches to language learning have consistently been influenced by societal and technological advancements. In the modern era, the internet and emerging technologies have reshaped traditional perspectives, making the learning process more innovative and accessible through mobile applications and interactive tools.

By the late 20th and early 21st centuries, the communicative teaching method became a dominant approach. With the rise of digital platforms, social media has emerged as a valuable resource for developing foreign language communicative competence. Among these platforms, Instagram plays a prominent role, offering learners opportunities to interact with authentic language content through posts, stories, and videos, thereby integrating language practice into everyday life.

As noted by Y. V. Shayakhmetova and D. B. Navolochnaya, foreign language communicative competence includes both the mastery of a foreign language and the ability to effectively use it in diverse social and cultural contexts [1, p. 269; 2, p. 231].

P. C. Arceneaux and L. F. Dinu highlight the profound changes brought about by social media and mobile technologies. Initially intended for personal communication and entertainment, these

platforms have expanded their roles significantly in recent years. They are now integral to business communication, collaborative workflows, and educational applications [3, p. 4160].

The academic community has increasingly explored the educational potential of these technologies. Studies indicate that incorporating social media into education enhances material comprehension, while mobile technologies allow for learning anytime and anywhere, increasing student engagement. These tools enable personalized learning experiences, allowing students to progress at their own pace with resources tailored to their individual needs.

Social media also fosters collaboration and communication among learners and educators, eliminating geographical and cultural barriers. It supports real-time discussions, virtual study groups, and knowledge sharing with wider audiences, thereby enhancing critical thinking and problem-solving abilities. Mobile technologies complement these benefits by integrating with educational platforms and apps, offering interactive lessons, quizzes, and multimedia resources that make learning more dynamic and enjoyable.

In conclusion, social media and mobile technologies are reshaping the educational process, making it more interactive, accessible, and engaging. As these technologies evolve, they are poised to further revolutionize education by incorporating advanced innovations such as artificial intelligence, augmented reality, and data analytics, creating more inclusive and innovative learning environments.

Today, Instagram stands out as one of the most popular and widely used social media platforms. According to a recent Pew Report, approximately 4 billion people, representing 53% of the global population (7.593 billion), are active internet users. Of these, more than 3.196 billion individuals (42% of the world's population) engage with social media platforms. These platforms serve as educational environments where users can share, comment, and interact with content while creating their own accounts and following others [4, p. 277].

As noted by M. A. Thompson, "Social networks are tools for transmitting and expressing information, as well as distributing content through social media" [5, p. 208]. Platforms such as WhatsApp, TikTok, Instagram, Facebook, and LinkedIn are examples of spaces where these interactions take place. Since their inception, social networks have continuously evolved, expanding their use across various domains, including education.

Instagram, in particular, offers unique opportunities for global interaction and access to diverse informational resources. Students learning English actively leverage the platform to improve their language skills. Through features like posts, stories, reels, and captions, they acquire new vocabulary, phrases, and idiomatic expressions that can be applied in real-life communication. The platform's multimedia format also allows students to practice listening, reading, and speaking through interactive content, including live streams, quizzes, and challenges.

Additionally, Instagram facilitates connections with native speakers, enabling authentic conversations that promote cultural exchange and enhance practical language skills. Educational accounts and communities on the platform provide curated content tailored to individual learning goals, offering tips, discussions, and collaborative learning opportunities, making Instagram a valuable resource for language learners.

Instagram's algorithmic recommendations and hashtag systems provide users with access to a wide range of educational resources and trending topics in language learning. By leveraging these features, students can transform social media from a source of distraction into a powerful tool for interactive self-improvement. Integrating Instagram into daily routines enables students to enhance their learning experiences through tailored content and community engagement.

As social media continues to evolve, platforms like Instagram are likely to expand their educational functionalities. Future advancements may include artificial intelligence-powered personalized learning paths and augmented reality tools for immersive language practice. These developments highlight the potential of social networks as dynamic instruments in modern education.

According to A. K. Kitibayeva, S. M. Zhankuatova, and D. S. Assakayeva, emerging mobile and online applications are fostering a media environment that encourages users to stay connected [6, p. 82]. Y. T. Huang emphasizes Instagram's global popularity, noting that it has surpassed 800 million

active users worldwide [7, p. 9]. As of 2021, data from Statista reveals that Kazakhstan is among the countries with the largest number of Instagram users, reaching 10 million, with one of the youngest user demographics globally. This social media platform's interactivity and widespread use make it an effective educational tool, as noted by M. Muftah [8, p. 213].

M. G. Drushlyak, O. M. Semenog, D. V. Budianski, H. I. Slotska, O. V. Trynus, and O. V. Semenkhina argue that modern technologies have shifted from traditional methods to practical learning environments where students can create, share, and access educational content [9, p. 605]. While platforms such as Twitter and Facebook have been widely studied, Instagram has emerged as a significant tool for language learners, offering opportunities for direct communication with native speakers [10, p. 1624]. For students, particularly those in English Language Teaching (ELT), Instagram provides valuable resources to improve their language skills and foster intercultural communication [11, p. 58].

Since its launch in the early 21st century as a photo-sharing platform, Instagram has significantly evolved, incorporating features such as text messaging, stories, and posts, which have contributed to its widespread adoption [12, p. 57]. In addition to user-generated content, the platform has seen a growing presence of commercial brands, particularly appealing to younger audiences. S. Soviyah and D. R. Etikaningsih emphasize that Instagram's digital format supports language learning by enabling various exercises, such as grammar tasks using images, reading posts, and watching short videos. Research indicates that Instagram facilitates the development of the four key language skills, including writing, listening, reading, and speaking [13, p. 35]. Additionally, Instagram enhances students' writing skills by increasing their interest in learning and encouraging active participation in educational activities [14, p. 65].

N. Mansor and N. A. Rahim highlight Instagram's popularity among educators, who use it not only as a language teaching tool but also as a platform for fostering communication in group projects [15, p. 110]. By integrating social media into the learning environment, educators align their subjects with students' communicative practices. This approach not only motivates learners but also provides access to authentic language materials. Students create posts, write comments, and produce videos in a foreign language, which helps them develop writing and speaking skills.

The platform also enables real-time interaction with native speakers and individuals from different cultural backgrounds, promoting the development of intercultural communication skills [16, p. 272]. In this way, Instagram transitions from being a mere communication tool to becoming a dynamic educational resource that enhances active and interactive learning. It extends language practice beyond traditional methods, fostering continuous self-directed education [17, p. 248].

Recent studies reveal that Instagram continues to gain popularity among students aged 18 and older. The platform allows users to create and share photos and videos, enhancing its appeal as a learning tool. According to A. Smith and M. Anderson, young social media users, particularly those who engage in informal language learning through mobile devices, differ significantly from those studying in formal classroom settings under an instructor's guidance. This distinction underscores the importance of understanding students' attitudes toward Instagram and its role in language education [18, p. 7].

METHODS AND MATERIALS

The analysis of social networks, their integration into the educational process, and their overall popularity served as the basis for selecting the material and methods used in this study. A quantitative research approach was applied, focusing on the collection and statistical analysis of numerical data. To address the research objectives, a survey was conducted using a structured questionnaire designed to assess students' perceptions of Instagram as an educational tool.

The study involved 98 students from the first to fourth years of study at A. K. Kussayinov Eurasian Humanities Institute, located in Astana. The participants were enrolled in the fall semester of the 2024-2025 academic year. The survey adhered to ethical research principles, ensuring that participation was both voluntary and anonymous.

The data collected during the survey were processed using statistical methods to ensure accuracy and reliability. This approach allowed for objective conclusions to be drawn regarding students' attitudes toward the use of Instagram in educational activities. The results offer valuable insights into the potential of Instagram as an innovative tool for enhancing the learning experience in higher education.

The questionnaire consisted of 18 questions and was divided into three sections to assess participants' perceptions and the quality of Instagram usage: "Instagram Usage Intensity" (items 1-5), "Using Instagram to Access Educational Content" (items 6-10), and "Social Aspects of Using Instagram for Learning English" (items 11-18). The survey was conducted via Google Forms, which was distributed to students through the WhatsApp application. A 5-point Likert scale was used for the survey: "1" - strongly disagree, "2" - disagree, "3" - neutral, "4" - agree, "5" - strongly agree.

RESULTS AND DISCUSSION

The survey results provide valuable insights into how Instagram is perceived and utilized in educational contexts, as well as its role in foreign language learning. These findings shed light on the platform's significance across various aspects of user activity.

Among the 98 respondents, attitudes toward Instagram were predominantly neutral. Most participants (38.8%) described the platform's influence on their daily lives as neutral, while only 13.3% viewed it as important. A lack of access to Instagram did not cause significant discomfort for many, with 32.7% indicating no inconvenience and 35.7% expressing neutrality on the matter.

Interestingly, 34.7% of respondents noted that Instagram helps them stay connected with important people, although 18.4% disagreed with this statement. Furthermore, 32.7% reported that losing access to their account would cause inconvenience, indicating a moderate level of reliance on the platform for some users.

The sense of belonging to the Instagram community was also neutral for a majority (51%), with only 6.1% fully agreeing that they felt part of the community, while 19.4% disagreed.

Regarding Instagram's educational use, the survey revealed that 36.7% of respondents follow educational accounts to access study materials, and 23.5% expressed strong support for the platform's use in education. However, 14.3% did not find Instagram valuable in this context, and 6.1% strongly disagreed with its educational potential.

These findings highlight Instagram's mixed reception as an educational tool, with many respondents recognizing its utility while others remain skeptical of its benefits in academic contexts.

Approximately 34% of respondents expressed a neutral opinion regarding Instagram's potential as a tool for collaboration with classmates, while 28.9% fully agreed that it could effectively facilitate such collaboration.

Opinions on Instagram's impact on learning motivation also varied. Around 29.6% of participants believe that the platform can enhance their motivation to study, whereas 28.6% remained neutral on this issue. Additionally, 35.7% of respondents acknowledged Instagram's usefulness for sharing study materials, and 38.8% reported using it to seek advice on learning English and improving their language skills.

These findings indicate that Instagram holds a certain degree of educational value for users, particularly in areas such as material sharing and skill development. However, perceptions regarding its overall effectiveness as a learning tool remain divided (Figures 1-2).

12. Communicating in English via Instagram helps me better understand grammar and structures.

98 answers

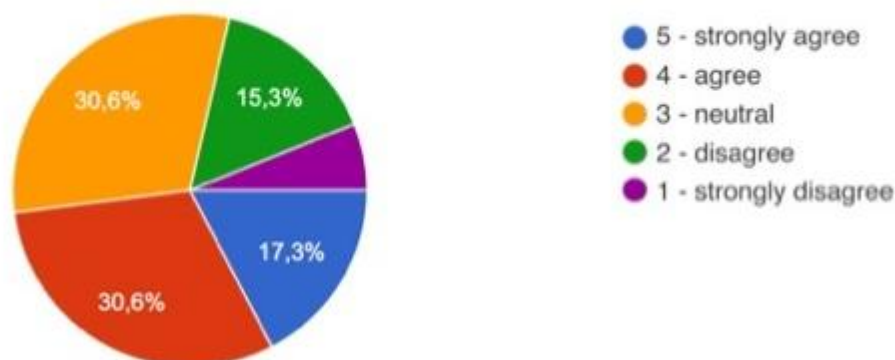


Figure 1. Students' Perceptions of Instagram's Role in Learning English Words and Expressions

12. Communicating in English via Instagram helps me better understand grammar and structures.

98 answers

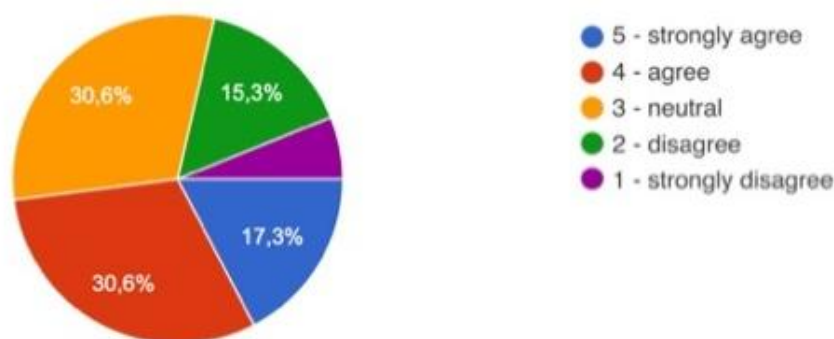


Figure 2. Students' Perceptions of Instagram's Role in Improving English Grammar and Structures

Moving beyond Instagram's educational functions, its social features also contribute significantly to learning English. The survey results indicate that 39.8% of respondents agree that Instagram helps them acquire new English vocabulary and expressions, with an additional 35.7% fully supporting this statement.

Furthermore, 30.6% of participants noted that engaging in English communication on Instagram aids their understanding of grammatical structures. A comparable percentage reported that their overall English proficiency has improved due to their use of the platform. These findings underscore the dual role of Instagram, combining both social interaction and language learning opportunities (Figures 3-4).

14. Instagram helps me understand the real use of language in everyday life.

98 answers

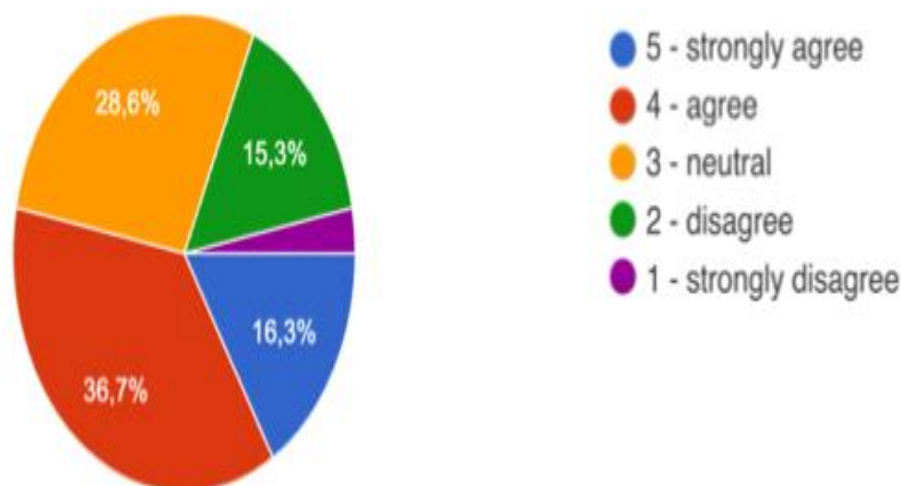


Figure 3. Students' Perceptions of Instagram's Impact on their English Language Improvement

14. Instagram helps me understand the real use of language in everyday life.

98 answers

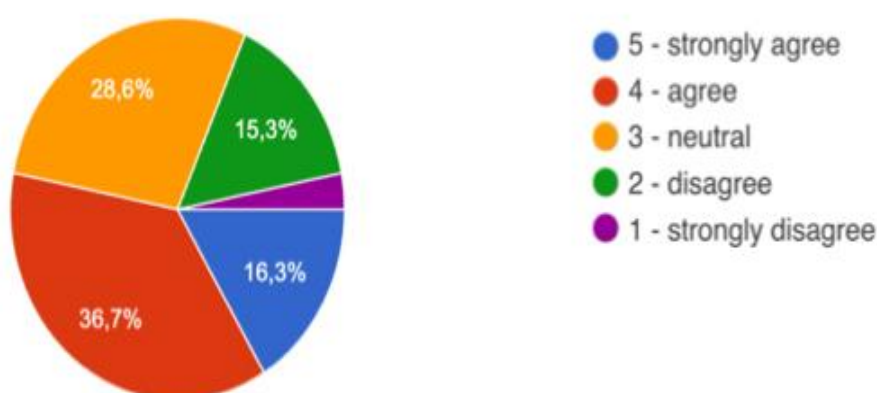


Figure 4. Students' Perceptions of Instagram's Impact on Understanding Everyday Language

A notable portion of respondents indicated that Instagram has positively influenced their English language skills and their understanding of its practical application in everyday contexts. Specifically, 28.6% agreed and 12.2% strongly agreed that using Instagram has helped them enhance their English abilities, while 33.7% remained neutral. Conversely, 16.3% disagreed, and 9.2% strongly disagreed with this statement.

Similarly, 36.7% agreed and 16.3% strongly agreed that Instagram has improved their understanding of real-life English usage. Meanwhile, 28.6% expressed neutrality, and 15.3% disagreed, with 3.1% strongly disagreeing. These findings highlight mixed perceptions about Instagram's effectiveness as a tool for improving practical English skills (Figure 5).

18. Instagram gives me the opportunity to learn about cultural aspects of English-speaking countries.

98 answers

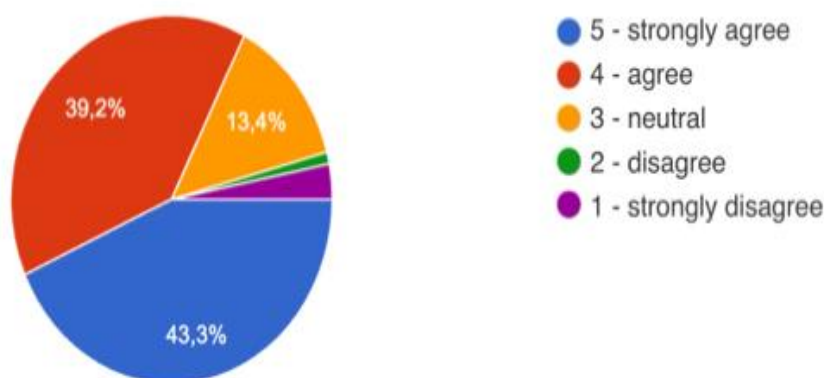


Figure 5. Students' Perceptions of Instagram's Role in Learning Cultural Aspects of English-Speaking Countries

The social component of Instagram plays a dual role, facilitating user interaction while contributing to a deeper understanding of language and culture. This makes the learning process more engaging and effective for students.

Survey results confirm that Instagram is actively used by students not only for communication but also as a supplementary tool for learning English. A majority of respondents reported that the platform helps them acquire new vocabulary, understand grammatical structures, and gain insights into the culture of English-speaking countries. Moreover, respondents value the opportunity to connect with individuals from other countries, which enhances the practical and enjoyable aspects of language learning. Many participants are subscribed to educational accounts, which they find beneficial for improving their language skills.

Instagram is perceived as an effective tool for integrating language learning with real-life application. This perception is supported by a significant portion of respondents who noted improvements in their English proficiency due to using the platform. They also indicated that Instagram makes the learning process more engaging and relatable to daily activities.

The survey underscores Instagram's dual functionality as both a social network and an educational resource, highlighting its potential to bridge traditional learning methods with real-world language use. At the same time, the findings suggest that addressing certain limitations of the platform could further enhance its educational value and effectiveness in supporting language learners.

Enhanced educational content on Instagram can be developed through collaborations between institutions and educators by creating verified accounts and features specifically designed for language learning. These could include structured lessons, interactive quizzes, and activities aimed at cultural immersion. Incorporating Instagram into formal education systems, such as integrating its use into school and university curricula, would further enhance its effectiveness. This approach could encourage students to engage with relevant content while maintaining a clear educational purpose.

Establishing dedicated language learning communities on Instagram would also promote peer support and collaborative learning. These communities could serve as platforms for users to share resources, practice conversational skills, and receive feedback from peers and educators.

Additionally, tools like focus modes or study reminders could be introduced to help students balance their engagement on the platform with productivity, ensuring their usage aligns with their learning objectives.

Further research into the role of Instagram and other social media platforms in language learning is crucial. This research would help identify effective practices and innovative methodologies while addressing existing challenges. By maximizing Instagram's strengths and addressing its limitations, the platform can become an even more impactful resource for language learners, facilitating cultural exchange and practical language application.

In conclusion, Instagram provides an engaging and accessible medium for improving English language skills, blending education with entertainment. The continued integration of social media into educational strategies offers significant potential for the future of learning, particularly in enhancing cultural exchange and real-world language acquisition.

CONCLUSIONS

With the rapid advancement of digital technologies and their integration into education, social networks have become an essential part of students' daily routines, particularly in the context of foreign language learning. Research findings indicate that Instagram, as one of the most widely used social platforms, serves not only as a means of communication but also as a valuable tool for developing foreign language communicative competence. By allowing learners to engage with real-world language use, the platform supports deeper mastery of vocabulary, grammar, and cultural nuances.

Quantitative data from the study reveal that a significant number of respondents utilize Instagram for educational purposes. For example, 36.7% follow educational accounts to access study materials, while 39.8% state that the platform helps them learn new vocabulary and expressions in English. Additionally, Instagram plays a motivational role for many learners, with 29.6% reporting that it increases their motivation to study. Furthermore, 38.8% of participants use Instagram to seek advice and strategies for improving their English proficiency.

These findings highlight Instagram's potential as a multifunctional educational resource that combines language learning with interactive and engaging content, making it a powerful supplement to traditional educational methods.

Instagram's strength lies in its multimedia format, which enables users to interact with content through videos, images, and captions. Educational creators leverage these features to present information in engaging and visually appealing ways, such as through short video lessons, quizzes, and live-streamed Q&A sessions. These interactive elements promote active participation and provide students with instant feedback, enhancing their overall learning experience. Additionally, hashtags and geotags allow users to connect with global language-learning communities and native speakers, facilitating authentic communication and cultural exchange.

Despite its advantages, Instagram also poses challenges. One notable issue is the potential for distractions caused by unrelated content, which can divert students' focus from their educational goals. Furthermore, the platform lacks the structured and progressive learning paths that are typically offered by traditional educational resources. This limitation suggests that Instagram is best suited as a supplementary tool for language learning, rather than a primary platform, particularly for advanced learners who may require more comprehensive and detailed content.

Despite its challenges, Instagram holds considerable potential to bridge the gap between theoretical language knowledge and its practical application. By offering a platform for creative expression and real-world practice, it allows students to gain confidence in using a foreign language across diverse contexts. For educators, Instagram serves as a dynamic medium to engage with students beyond the classroom, making the learning process more interactive and accessible.

In conclusion, Instagram supports the development of students' language proficiency by providing an engaging environment that situates learning within a real-world context. As its role in education continues to expand, the platform is likely to become an integral part of future language

learning strategies. To harness its full potential, educators and content creators should focus on designing structured, high-quality materials tailored to different proficiency levels, while utilizing the platform's interactive features effectively.

Further research is needed to examine how social networks like Instagram can continue to enhance education, deepen student engagement, and address the challenges associated with digital distractions, ultimately creating a more effective and balanced learning experience.

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Әлеуметтік желі шет тілінің коммуникативтік құзыреттілігін дамыту платформасы ретінде

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Мақалада әлеуметтік желілердің, әсіресе Instagram платформасының, шет тілінде коммуникативтік құзыреттілікті дамытудағы маңыздылығы қарастырылады. Зерттеу барысында цифрлық платформалардың жеке қарым-қатынас құралынан тиімді білім беру ортасына айналғаны анықталды. Instagram-ның шет тілін меңгеру процесіндегі әлеуеті жоғары екені талданды: бұл платформа мәдениетаралық қарым-қатынас дағдыларын дамытып, сөздік қорды байытуға, грамматикалық дағдыларды жетілдіруге және тілдік материалдарды нақты өмір жағдайында қолдануға мүмкіндік береді. Сонымен қатар, Instagram аутентикалық материалдарға қол жеткізуді қамтамасыз етіп, тілді тасымалдаушылармен тікелей қарым-қатынас жасауға жағдай жасайды, бұл білім беру үдерісінің сапасын арттырады. Зерттеу аясында университет студенттері арасында сауалнама жүргізіліп, олардың Instagram-ды білім беру құралы ретінде қабылдауы зерделенді. Нәтижелер көрсеткендей, бұл платформа жаңа тілдік дағдыларды меңгеруге ықпал етеді. Дегенмен, студенттердің мотивациясы мен қауымдастық сезіміне әсер етуі әртүрлі болып шықты. Кейбір студенттер Instagram-ның олардың қызығушылығы мен өзара әрекеттестігін арттырғанын атап өтсе, басқалары назарды шоғырландыру және байланысты сақтау бойынша қиындықтарға тап болғанын айтты. Жалпы, зерттеу нәтижелері Instagram-ның шет тілдерін үйренуде тиімді құрал екенін және ол студенттердің күнделікті өміріне тілдік практиканы табиғи түрде енгізуге мүмкіндік беретінін көрсетті. Бұл платформа оқыту процесін интерактивті және қызықты етумен қатар, әлеуметтік желілердің қазіргі білім беру жүйесіндегі рөлінің айтарлықтай артып келе жатқанын дәлелдейді. Instagram білім беру ортасын қолжетімді, тиімді және ынталандырушы етуге ықпал ететін маңызды ресурс ретінде танылды.

Кілтті сөздер: коммуникативтік құзыреттілік, мәдениетаралық құзыреттілік, цифрлық оқыту, жоғары оқу орындары, білім берудегі әлеуметтік медиа, қатысушыға бағытталған оқу ортасы.

Социальные сети как платформа для развития иноязычной коммуниктивной компетенции

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Статья посвящена изучению роли социальных сетей, в частности платформы Instagram, в формировании коммуниктивной компетенции на иностранном языке. В исследовании акцентируется внимание на том, что цифровые платформы за последние годы эволюционировали из средств личного общения в эффективные образовательные инструменты. Особое место отводится потенциалу Instagram в обучении иностранным языкам, включая развитие межкультурной коммуникации, расширение словарного запаса, совершенствование грамматических навыков и применение языка в реальных жизненных ситуациях. Instagram способствует образовательному процессу за счет возможности взаимодействия с носителями языка и доступа к аутентичным материалам, что значительно обогащает опыт изучения языка. В рамках исследования было проведено анкетирование студентов университетов для изучения их восприятия Instagram как инструмента обучения. Результаты показали, что платформа действительно помогает в освоении новых языковых навыков. Однако ее влияние на мотивацию студентов и чувство принадлежности к сообществу оказалось неоднозначным. Часть студентов отметила рост вовлеченности и активного взаимодействия, в то время как другие указали на трудности с концентрацией и поддержанием связи в процессе обучения. В целом, Instagram был признан ценным инструментом, который органично интегрирует языковую практику в повседневную жизнь студентов, делая процесс изучения языка более интересным, интерактивным и эффективным. Исследование подчеркивает возрастающую значимость социальных сетей в современном образовательном пространстве, особенно их роль в продвижении навыков владения иностранным языком и создании более доступной, динамичной и мотивирующей образовательной среды.

Ключевые слова: коммуниктивная компетенция, межкультурная компетенция, цифровое обучение, высшие учебные заведения, социальные медиа в образовании, среда активного обучения.

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