

The Role of Social Media in Developing the Communicative Competence of Senior High School Students

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Abstract: The purpose of this study is to determine the students' perceptions of the role of social media in developing communicative competence of senior high school students. Qualitative research method is used to conduct the research wherein a set of structured interview questions is asked to the senior high school students of Cuenca Senior High School in Cuenca, Batangas. The structured interview questions that are used in the research help in covering different aspects of the study, including the roles of social media in developing communicative competence of the students, how social media affects the communicative competence of the students, and proposed activities to engage other students to use social media. The results show that students perceived the role of social media as very important, effective, and useful in developing the communicative competence of the students, as it serves as a tool in expressing one's idea. It gives access to videos that motivate the students to improve their communicative skills. It easily catches the attention of the students to listen and watch for them to be good communicators. It exercises the speaking skills of the students as they learn to imitate the way people speak on their gadgets. This study also shows how the role of social media affects the development of communicative competence of students, as it enhances the speaking skills and gives the learners the desire to study. Lastly, students also conduct varied activities to engage other students in developing their communicative competence using social media. These includes like making video about your desired topic, recording an English song, creating a documentary using English language, making a commercial, recording an English speech, recording a short drama with your classmates, actual conversation with your classmate about English topic using social media, phone interview about job application using English language, voice recording to check if the English words are properly pronounced, video recording of a talk show, radio announcement of the current news, recording a video of variety show, recording a video of TV news reports, creating blogs, recording a video of hosting a beauty pageant, and calling your friend, recording a video about game show and recording your conversation using English language. By integrating these approaches, senior high school students conclude that other students will be motivated to improve their communication skills.

1. Introduction

Communicative competence is the learner's ability to understand and use language appropriately to communicate in authentic social and school environments.

Communicative competence is concerned not only with how grammar is managed but also with the socio-cultural rules of appropriate language use. The communicative competence definition is the capacity to utilize language in a grammatically correct way in different and appropriate settings. Communicative competence refers to how effectively one can communicate with someone else. Communicative competence is important because it allows people of all different linguistic levels to speak to each other. It similarly allows for more positive interactions among one another. Communicative competence is knowing a language and using it well in social situations.

Social media can be described as the collection of online platforms that involve sharing and collaborating with an online community by posting, commenting, and interacting with one another. Social media has profoundly impacted how we communicate, affecting our personal relationships, the way we receive information, and societal discussions. It has increased connectivity, allowing us to stay in touch with others more easily and share our thoughts instantly.

Social media plays a significant role in improving the communicative competence of the students. Students get engaged in conversing using social media. They can see videos that grab their attention and help in improving their speaking skills.

1.1. Research questions

This study aims to determine the roles of social media in developing the communicative competence of senior high school students. It answers the following questions:

- (1) What are the students' perceptions about the role of social media in developing communicative competence?
- (2) How do the roles of social media affect the development of communicative competence?
- (3) What activities can be proposed to engage other students in reading using narrative structure?

1.2. Significance of the study

This study talks about the roles of social media in developing communicative competence of the senior high school students. There will also be great effects on the teacher, students, researcher, and future researchers, as shown below.

- (1) Teachers: This study will help teachers improve the communication skills of the students by using different social media in their assignments, projects, and activities, as it promotes fun and enjoyment. The teacher will easily catch the attention of the students, and they will participate actively in the discussion, making learning effective.
- (2) Students: The study will give advantages to the students because they will use social media to communicate effectively. They will conduct activities using social media in order to be a good speaker.

They will use social media often, which in turn improves their communication skills.

- (3) Researchers: The findings will be the basis of the information about the role of social media in developing the communicative competence of the students. Ideas and knowledge will be imparted to the researchers about the use of social media and its effect on communication skills.
- (4) Future researchers: This study will be used by future researchers as a pattern and guide in making their own research about the topic.

1.3. Scope and limitation

This study is all about understanding the role of social media in developing the communicative competence of senior high school students. The researcher uses the qualitative method of research and interviews to collect information. The respondents are composed of twenty senior high school students of Cuenca Senior High School at Cuenca, Batangas.

2. Literature review

The literature review involves related literature and studies relevant to the topic, which gives the researcher accurate and adequate information that serves as the basis for the formulation of the research.

2.1. Social media

This paper explains the views of researchers related to the role of social networks in second language learning and how they aim to increase interaction between second language learners. Social media enhances the power of speech by using online conversation to discuss some issues with native and other second language speakers ^[1]. Rickheit and Strohner stated that social networks are used in online technologies that make second language learning more social and joyful with less stress ^[2]. They mentioned that real learning happens when it is social and student-centered. In other words, this type of learning leads to meaningful understanding of material and content. Hymes emphasized the importance of social media as an effective tool, which is new in the process of the second language learning ^[3].

2.2. Roles of social media in developing communicative competence of senior high school students

Colaizzi showed that discussion and learning in online groups and searching for online information can be assessed, giving learners the chance to learn useful skills implicitly ^[4]. The more feedback that is found in discussion and communication online is due to high confidence ^[5]. In the process of comparing a small group of learners, researchers came across the fact that learners had much more participation in online discussions ^[6].

2.3. Activities proposed to engage students in developing communicative competence using social media

There are varied activities to engage other students to develop their communicative competence using social media. These includes like making video about your desired topic, recording an English song, creating a documentary using English language, making a commercial, recording an English speech, recording a short drama with your classmates, actual conversation with your classmate about English topic using social media, phone interview about job application using English language, voice recording to check if the English words

are properly pronounced, video recording of a talk show, radio announcement of the current news, recording a video of variety show, recording a video of TV news reports, creating blogs, recording a video of hosting a beauty pageant, and calling your friend, recording a video about game show and recording your conversation using English language.

3. Research design

This research uses a descriptive research design. The descriptive method involves observing, documenting, and analyzing behaviors. It is a significant tool to get the result of the perceptions of the students regarding the role of social media in developing communicative competence.

3.1. Data collection

In this study, data are gathered to know the roles of social media in developing the communicative competence of the students. The researcher used a set of structured interview questions to collect data from the senior high school students. These questions are formed to cover various aspects of the topic, including the roles of social media in developing communicative competence, how social media affects communicative competence, and possible activities to help other students use social media in communicating. Interviews serve as an efficient data collection. This method also ensured a systematic process for compiling the responses, enhancing the accuracy and reliability of the data collected.

3.2. Data analysis

All the contents of the interviewees' statements are translated into words and classified after the data are gathered through the interview. Colaizzi's 7-step analysis method is adopted to infer the concepts. The details are as follows:

- (1) Thoroughly understanding the interview data of this research
- (2) Extracting meaningful viewpoints from the data
- (3) Encoding ideas that repeatedly occur and conform to the phenomenon of this study
- (4) Clustering the views after coding
- (5) Providing a detailed description of the clustered views without omission
- (6) Identifying similar viewpoints and forming theme concepts
- (7) Returning the data to the interviewees for verification

During this process, new data are divided or generated as a new topic. The data analysis process is completed by one researcher and verified throughout the process of this study.

4. Discussion

This research presents the discussion and interpretation of the data collected from the respondents using structured interview questions.

4.1. Students' perception of the role of social media

Nine students perceive the role of social media as very important, effective, and useful in developing the communicative competence of the students.

“As a student, it is necessary and important to use social media in order to instill good communication skills in young minds because it serves as a tool that attracts learners to learn to become good communicators.” -Participant 1

“In my own point of view, it is an effective strategy to use social media to enhance the communication competence of the students because they love to use it and enjoy using the application.” -Participant 2

“I believe that the use of social media is very effective in studying communication subjects because there are a lot of interactive videos and photos that can catch the attention of the learners to study.” -Participant 3

“I can see that social media attracts students to study the lesson because it provides interactive pictures, videos, and games.” -Participant 4

“Actually, the students would love to actively participate in classroom discussion while using social media, which will help them improve their speaking skills.” -Participant 5

“With the use of social media integration in the class, the students will easily recall the lesson because of the visuals and videos being prepared. The student will have good retention skills that will make them better English speakers.” -Participant 6

“Surely, the teacher will easily catch the attention of the learners, which will promote better understanding of the lesson about good speaking skills.” -Participant 7

“The use of social media will promote easy understanding of the lesson compared to the typical classroom discussion. The students will effectively learn the proper speaking skills.” -Participant 8

“The pictures on social media will easily explain the lesson to the students that will help them improve their communication skills.” - Participant 9

Plus, one of the participants stated that social media provides access to videos that motivate the students to improve their communicative skills.

“Social media gives access to videos that motivate the students to improve their communicative skills.” -Participant 10

Additionally, ten participants answered that the role of social media is to exercise the speaking skills of the students as they learn to imitate the way people speak.

“It exercises the speaking skills of the students as they learn to imitate the way people speak on their gadgets.” -Participant 11

“If exposed to social media, the students will be able to learn the proper pronunciation of difficult words as well as remember the meaning of unfamiliar words, making them good communicators.” - Participant 12

“Listening when there is someone speaking in the video will train the students to construct ideas similar to the speaker. This promotes better sentence construction and good stating of ideas.” -Participant 13

“The students will learn new vocabulary that will enhance their speaking skills.” - Participant 14

“Through the use of social media, the students will be more confident to communicate because they have already learned the words online before using them.” -Participant 15

“Through the consistent use of social media, the students will become good at developing ideas because they are already trained to watch videos that enhance their speaking ability.” - Participant 16

“The use of social media helps to create a standard and guideline for students to follow in creating sentences before delivering the words.” -Participant 17

“The use of social media promotes higher intellectual thinking skills for speaking activities.” - Participant 18

"Social media increases the knowledge gained by the students because it is a visual representation of the lesson, thus making the learners good speakers of the language." - Participant 19

"Social media serves as a substitute for the actual class discussion, thus lessons about speaking can be watched over again, promoting more understanding of the topic." -Participant 20

4.2. How the role of social media affects the development of communicative competence of senior high school students

Sixteen of the participants state that the role of social media in developing communicative competence enhances the speaking skills and gives the learners the desire to study.

"As the students exercise the use of social media in communication, they will be able to learn new words." -Participant 1

"Social media convinces the students to watch useful videos related to communication, and because they are attracted to those videos, they will have the drive to study." -Participant 2

"The students will be exposed to interactive videos wherein they will learn the proper pronunciation of words." -Participant 3

"The students will learn to follow the correct format in building words that will make them good communicators." -Participant 4

"The students will learn the correct grammar, making them good speakers." -Participant 5

"The students will learn when to use the proper diction of words, thus making them good communicators." -Participant 6

"The students will learn to speak with proper emotions as they continue the use social media." -Participant 7

"The students will know the proper tone and intonation to use in delivering speeches." -Participant 8

"The students will know how to convince people to accept certain ideas by imitating the examples on social media, thus making them effective speakers." -Participant 9

"The students are attracted to listen to the teacher because of the use of social media like pictures, videos, and drawings, thus increasing the desire to learn." -Participant 10

"The students are convinced to participate in the discussion about proper speaking skills because of the video presented, which motivates them." -Participant 11

"The students are motivated to listen because of the song played in the class about speaking skills that catch their attention." -Participant 12

"The students are eager to study the lesson about speaking skills because of a drawing being shown to them that moves them to participate." -Participant 13

"The students would love to share their ideas about the lesson in speaking skills because a commercial was shown to them." -Participant 14

"The students enjoy watching a short documentary about improving speaking skills because they are visual learners and are attracted to seeing videos." -Participant 15

"The students like watching a short cartoon about proper speaking manners because they are a good way to make the students participate." -Participant 16

On the other hand, four participants answered that social media affects the development of communicative competence of the students in terms of constructing good and effective sentences.

"Social media has the power to change the sentence construction of the student from being poor to a bright one." -Participant 17

"Social media guides the student to proper sentence construction that he can use to become a successful speaker." -Participant 18

"The use of social media is a good way to improve communication because we can learn to construct sentences that are effective." -Participant 19

"The use of social media influences the way the students build their own ideas, as they continue the use it, they will become more intelligent, which will lead them to be good speakers." -Participant 20

4.3. Effective activities to engage students to use social media to develop their communicative competence

Eighteen participants recommend the activities like making video about your desired topic, recording an English song, creating a documentary using English language, making a commercial, recording an English speech, recording a short drama with your classmates, actual conversation with your classmate about English topic using social media, phone interview about job application using English language, voice recording to check if the English words are properly pronounced, video recording of a talk show, radio announcement of the current news, recording a video of variety show, recording a video of TV news reports, creating blogs, recording a video of hosting a beauty pageant, and calling your friend, recording a video about game show and recording your conversation using English language.

"I would like to come up with a video about the student's desired topic." -Participant 1

"A good activity will be a recorded conversation with the student's friend regarding an interesting topic using the English language." -Participant 2

"A video about the life of a hero is best for this topic." -Participant 3

"It is good to have a recording of an English song where the students will sing." -Participant 4

"It is better to create a documentary on a famous topic using the English language." -Participant 5

"The students can make a commercial using social media." -Participant 6

"It is advisable to have a recording of an English speech." -Participant 7

"It is best to have a recording of a short English drama together with your classmates." - Participant 8

"I can say that a good activity for this is having an actual conversation with your classmate using the English language." -Participant 9

"I believe that a phone interview about a job application is the best way to enhance speaking skills." -Participant 10

"A voice recording is a good option to check if the words are properly pronounced." -Participant 11

"It is nice to have a video recording of a talk show using the English language." -Participant 12

"A radio announcement of current news will do." -Participant 13

"The good way to start is recording a video of a TV variety show." -Participant 14

"It is suitable to create a TV news report and make a video recording." -Participant 15

"The best thing to do is to create blogs using the English language." -Participant 16

"It is remarkable to have a video recording of hosting a beauty pageant using English." -Participant 17

"It is also acceptable to have a video recording of a game show." -Participant 18

On the other hand, two of the respondents state that activities like conducting seminars and workshops

in the English language using Zoom and Google Meet for the students to develop their communicative competence.

"I prefer conducting seminars using Google Meet as a good activity." -Participant 19

"I would vote for hosting workshops online using Zoom." -Participant 20

5. Conclusion

The following conclusions are drawn based on the findings.

- (1) This study reveals that students perceived the role of social media as very important, effective, and useful in developing the communicative competence of the students, as it serves as a tool in expressing one's idea. It gives access to videos that motivate the students to improve their communicative skills. It easily catches the attention of the students to listen and watch for them to be good communicators. It exercises the speaking skills of the students as they learn to imitate the way people speak on their gadgets.
- (2) This study also shows how the role of social media affects the development of communicative competence of students, as it enhances the speaking skills and gives the learners the desire to study. Sentence construction is improved through the use of social media.
- (3) Lastly, students also conduct varied activities to engage other students to develop their communicative competence using social media. These includes like making video about your desired topic, recording an English song, creating a documentary using English language, making a commercial, recording an English speech, recording a short drama with your classmates, actual conversation with your classmate about English topic using social media, phone interview about job application using English language, voice recording to check if the English words are properly pronounced, video recording of a talk show, radio announcement of the current news, recording a video of variety show, recording a video of TV news reports, creating blogs, recording a video of hosting a beauty pageant, and calling your friend, recording a video about game show and recording your conversation using English language.

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Disclosure statement

The authors declare no conflict of interest.

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