

**Enriching by Social Media – An Ultra Modern Pedagogy of English for  
Specific Purpose in English Language Teaching**

**Mr. J. Praveen Prabhu**

Research Scholar

SRM Institute of Science and Technology, Ramapuram Campus, Chennai - 600087

Mobile: 9094195607, Email: [pj9920@srmist.edu.in](mailto:pj9920@srmist.edu.in)

**Co Author**

**Dr. V. Rema**

Professor and Head,

Department of English and other Foreign Languages,

SRM Institute of Science and Technology, Ramapuram Campus, Chennai – 600087.

**ABSTRACT**

This research article mainly deals with the magnitudes of teaching English language for the 21<sup>st</sup> Century learners through the innovative pedagogy - ESP; plays a considerable role for professional as well as domestic success. It chiefly helps out the individual to be adept in workplace with high qualities of aptitude and attitude. It also focuses on various components through English language such as grooming, etiquette, leadership skills, and effective communication which widens the intention of the beginners to generate a strong aspiration towards the English Language. It further aims at various missions and pact with the individuals deftly enhances the lifestyle of the personality.

The implication of teaching ESP through English language is to make the learners to communicate, comprehend, listen and write in English language effectively which also flourishes self-confidence and commitment towards personal excellence. The responsibility of the facilitators should be an efficient one who edifies English language as the proficiency oriented than the knowledge-based subject. The pedagogy of teaching ESP for the learners plays a crucial role to engrave skillful carvings in the working scenario.

**Keywords:** ESP, ELT, Twenty First Century Learners, social media, Pedagogies

## INTRODUCTION

Learning in a unique way helps the students to consider it as an advantage in achieving their bull's eyes successfully. It aims at creating a real purpose for learners' enhancement of English language according to their professions and provide a natural context. English for Specific Purposes (ESP) denotes the teaching and learning English language as a second or foreign language in which the target of the learners is to use English language in a specific realm. It is one of the highlighting methodological frameworks offers learners a rich and comprehensible exposure towards language which improves the ability of the learners and motivates them to attain the language efficaciously. The characteristic features of ESP as designed to meet the specific needs of the learners and it makes the use of the underlying methodologies and activities of the specialism it serves. English for Specific Purposes (ESP) is not only focusing on the language part which deals with grammar, lexis and register but also the skills of the activities to be enriched. The French phrase *crème de la crème* denotes 'the best of the best' similarly in English for Specific Purposes (ESP), the contemporary technological advancements in the arena of cybernetics pave the proper way for the learners not only focusing on the language part which deals with grammar, lexis and register but also the skills of the activities to be enriched. According to the words of Laurence Antony,

English for Specific Purposes (ESP) is an approach to language teaching that targets the current and/or future academic or occupational needs of learners, focuses on the necessary language, genres, and skills to address these needs, and assists learners in meeting these needs through the use of general and/or discipline-specific teaching materials and methods. 11

ESP with the collaboration of technological advancements in cybernetics is one of the highlighting methodological frameworks offers learners a rich and comprehensible exposure towards language which improves the ability of the learners and motivates them to attain the language besides various skills efficaciously. The chief objective of the ESP learners is to acquire a set of professional abilities to perform their tasks magnificently in their jobs because they are highly acquainted with the language English. Through ESP the facilitators could relate their curriculum with various professional courses like management studies, medicine, nursing, tourism, finance, navy etc., because it helps the learners in enhancing their professional skills as well as English proficiency according to their work basked tasks. English for Specific Purposes makes the learners to communicate, comprehend, listen and write in English effectively which

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also flourishes self-confidence and commitment towards professional besides personal excellence.

### ESP AND ITS OBJECTIVES

The ultimate objective of the ESP is to cater the needs of a specific group of learners towards English language. Conventionally ESP courses were typically planned for intermediate or advanced adult learners. Nowadays many learners of various fields could learn academic or vocational English language at an earlier age and at a lower level of proficiency. During the early days, the language English had been taught and learnt to motivate the learners in communicating well for their professional purpose and further it had been transmuted into the academic purpose into various forms such as, English for occupational purposes (EOP), English for vocational purposes (EVP), English for medical purposes (EMP), English for business purposes (EBP), English for legal purposes (ELP), and English for sociocultural purposes (ESCP) etc., Apart from the above mentioned various forms in teaching English language, ESP – English for Specific Purposes is completely inimitable because it caters the specific needs of the learners and enhances their professional skills. The use of English Language had been rapidly increased after 1960 due to the improvement of new technologies which made teaching the language with many fascinating options in more dynamic terms of improvements. It helps the learners to get engaged and learn the language according to their interests with various updated technologies. According to the words of Elvan Eda Isik-Tas and Nalan Kenny in their essay, “Current Practices, Challenges, and Innovations in English for Specific Purposes Instruction and Research” as, English for Specific Purposes (ESP) provides English language instruction that aims to serve learners’ communication needs in English in a certain domain. In fact, addressing learners’ specific goals to use English in a specific area is what distinguishes ESP from English for General Purposes teaching (Hyland, 2002). While in the 1960s, it emerged as a response to communication needs in English mainly in commerce, science, and technology (Swales, 1988), today, ESP encompasses a wide range of areas including English Academic Purposes (EAP), English for Medical Purposes (EMP), English for Business Purposes (EBP), English for Legal Purposes (EL), and English for Sociocultural Purposes (ESCP) (Belcher, 2009).

## IMPLICATION OF ENGLISH FOR THE 21<sup>ST</sup> CENTURY LEARNERS

English language is an international language, spoken in most of the major countries in the globe both as a native and as a second or foreign language. It is a breathing and vibrant language spoken by over 300 million people collectively in the United States of America, the British Isles, India, Ireland, Canada, Australia, New Zealand, the Republic of South Africa, and many countries. ESP emphasizes the language skills besides the support of various specific activities the learners could prove their ability towards the language English. ESP facilitators should process the three Cs to enhance the knowledge and skills of the learners such as curiosity, collaboration and confidence. The facilitators of ESP should be interested in the particular subject area and they must consult with their subject experts for their feedback to implement the new curriculum. The facilitators of ESP should attain more confidence and competence in exploring new concepts for the benefits of the learners. In the field of education like teaching learning process during the practice of bountiful drills by talking up the communicative activities, the learners habitually work in pairs, groups or in individuals and present their drills towards the facilitators to enhance their language. The facilitators of ESP in every session should encourage the learners to take part in the allotted activities for the enhancement of their profession and professionalism in their language too. The facilitators of ESP should conceptualize the importance of the curriculum for the learners and allow them to practice the drills with the recent technological advancements in the form of electronic gadgets and apps. In the period of technical advancements of cybernetics, the learners of English language show their interest extremely to clench the supremacy of English language. The facilitators also should cater the requirements of the learners in understanding the usage of the language with innumerable updated elements and methodologies.

## THE FURTHERANCE OF SOCIAL MEDIA IN THE FIELD OF ELT

ESP has become quite admired in the realm of education to share information and generate discussion with the support of the learners and their requirements according to their profession. The facilitators of ESP should encourage the learners to use new techniques and support the students to achieve them with various forms of social media in continuing them to post their work of assessments or any other form of work on the blog that help the learners to access it with full interest during the pandemic. Facebook, Twitter, YouTube, WhatsApp, Telegram,

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Clubhouse and other social networks should be regarded as the fortunate thing of technological advancements in the field of cybernetics which also be handled in the most constructive way among the learners. The facilitators of ESP should contextualize the importance and ask the students to create a page in any platform virtually for developing the language and tweet their ideas, suggestions and opinions in the form of story writing, creative writing, common grammar usages, life based situations, movie reviews etc., Teaching English language with the support of new technologies for the millennium learners should be inculcated plentiful crucial factors with bursting enthusiasm and the facilitators of ESP should have an access to a wide array of exploration on the latest methodologies in implementing various teaching techniques to increase the learning circumstance in the midst of the learners.

English for Specific Purposes has become increasingly important because of the increase in vocational training and learning throughout the world. The chief objective of the ESP learners is to acquire a set of professional abilities to perform their tasks magnificently in their jobs because they are highly acquainted with the language English and English grammar usages from their schoolings. Through ESP the facilitators could relate their curriculum with various professional courses like management studies, medicine, nursing, tourism, finance, navy etc., because it helps the learners in enhancing their professional skills as well as English language proficiency according to their work based tasks. English for Specific Purposes makes the learners to communicate, comprehend, listen and write in English effectively which also flourishes self-confidence and commitment towards professional besides personal excellence. The responsibility of the ESP facilitators should be an efficient one who edifies English language as the proficiency oriented than the knowledge-based subject. The language English is not been educated for the learners as a detached subject instead it is combined with the learners' requirements related to their professions which is regarded as the essential point in ESP. It also is further defined as learned centric approach in the field of ELT. According to the words of Amina Gaye in her essay "Implications of Current Research in ESP for ESL/ESP Teacher Training" as,

The important aspect in the repertoire of ESP practitioners is first of all the ability to offer well-planned classroom activities. Second, they should be able to develop specific teaching materials from an ESP viewpoint by using the latest tools of genre and move analyses to match specific

ESP classes. Since ESP teaching materials are often prepared in collaboration with disciplinary professionals. 206.

English Language Teaching (ELT), in the present-day scenario is considered to be one of the most challenging components for the facilitators and also the learners to convey any sort of information with the support of technical advancements. In the world of technology, education is really an imperative one which gratifies the requirements of the learners, absolutely different from the traditional classroom. In the traditional method of teaching, gives importance for lectures, notes, involuntary memorization, aiming for marks etc., among the learners than equipping their skills for the future. Now the scenario has been entirely rehabilitated into cybernetic mode like online classes, online national and international conferences, webinars, online workshops, online tests, quizzes, online semester examinations, online competitions, virtual farewell, virtual tours, etc., So the facilitators of ESP should be more flexible for the learners in enhancing the skills which would be more profited for their career. By the words of Wassim Al- Bekai in his essay “The Effects of Chat Language on Students’ Academic Writing: A Case Study of Private Lebanese University Students” as Social media has altered the manner in which people communicate and behave. The social media platforms have gained deep and massive influence on our daily lives and the way we view the world. As language is one aspect of people’s daily lives, it has also been the target of alterations and consequences due to social media and the internet. 306.

The combination of digital technologies and English Language Learning has now become the most effectual and ground-breaking technique which creates the Paradigm Shift in the arena of ELT. Learning English Language with the help of technological advancement is one of the new-fangled methodologies which progresses towards enlightenment and empowerment. By the words of Elena Belyaeva and Svetlana Rubtsova in their essay, “Language and Communication Training for Business Education: The Missing Competencies” as,

Digital competence is the most recent concept describing technology related skills. During the recent years, several terms have been used to describe the skills and competence of using digital technologies, such as ICT skills, technology skills, information technology skills, twenty-first century skills, information literacy, digital literacy and digital skills.....The development of digital competences is important not only in a continuous perspective of the development of new

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technologies, but also for the possibility of their use in the context of professional and business communication. (172)

In ESP, the facilitators should implement different strategies of technologies to enhance the ability of the 21st Century learners towards English language. The act of learning or adapting towards new technologies is principally the ground-breaking pedagogy. The facilitators of ESP should be creative, intelligent, resourceful by knowing to access different technologies while teaching virtually. Through various online meeting platforms like Skype, Google Hangouts, Google meet, Zoom, GoTo Meeting, Facetime, Microsoft Teams etc., the learners should broaden their interaction skill by conversing either with their facilitators or with the native speakers and sharpen their work skills easily. Mobile Phones, Laptops, Desktops, Ipods etc., are the most prevalent devices among the learners which make them to learn the language with the help of technical advancement by accessing various apps. The learners of English language could gain numerous traits with the support of ESP facilitators like team-work, decision making, stress resistance, etiquettes etc.,

### CONCLUSION

The pedagogy of teaching English language in the digital epoch with the endeavors of the facilitators plays a momentous role to engrave skillful carvings in the personality of the learners in the personal besides the working scenario. It also focuses the meticulousness of the facilitators who facilitates the learners, in the ESL classroom make them not only in enhancing the language English but also equips them as brilliants in handling various updated technological apps, widens the intention of the learners to generate a strong aspiration towards English language. According to the words of Jeremy Day and Mark Krzanowski, the teaching and learning process of ESP as, ESP (English for Specific Purposes) involves teaching and learning the specific skills and language needed by particular learners for a particular purpose. The P in ESP is always a professional purpose – a set of skills that learners currently need in their work or will need in their professional careers. This broad definition can be taken to include business skills, such as English for Job-hunting or Presentations, but many ESP teachers see their field as distinct from mainstream Business English. (6)

The sustenance of the facilitators of ESP would enhance the ability of the learners to a greater level of competence which would establish them in their profession. The resolution of the facilitators of ESP is not to create the learners in his own image but to develop the learners who can create their own image with various abilities required for their profession. In the digital world of technology, teaching learning process is considered to be a challenging factor and the expectation of the learners towards English language by using updated technological advancements of various apps must fulfil the requirements of the learners in the online as well as offline classes.

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