Kateryna Riabova

Teacher, National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute"

SOCIAL NETWORKS AND HASHTAGS AS INNOVATIVE METHOD OF TEACHING STUDENTS

Key words: Methods, hashtag, teaching, social network.

Introduction. The emergence of social networks has shaken not only the world of computer technology, but also gave a new impulse in education. Webinars, online courses, distance learning all these services have become an integral part in the educational process. Social services allow students to learn, while teachers have the opportunity to improve their skills and abilities by various online courses or webinars.

Methods. The teacher can momentary contact with the student and be online. With the help of social networks, you can coordinate the education of student's group. In 2014 on the basis of the Faculty of Linguistics at the National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute" was created a student's scientific group "Foreign Language in Education and Teaching" personally conducted by Riabova K.O. Students of the Faculty of Linguistics are taught to train students of technical specialties a foreign language. At the seminars, teachers who teach a foreign language at the technical departments share their experiences. Students of the Faculty of Linguistics study methods of teaching a foreign language for students of technical specialties. Among other innovative methods, we focus on the using social networks in education. The employment of social networks is not enough and teacher should understand how to use it.

I. Shahina and R. P. Medvedev distinguish the following points in the training (Shahina I..&. Medvedev R. P, 2017).. It is necessary to pay attention to teacher:

1. The purpose and form of organization of work in the social network;
2. Placement of educational material, discussion forum, feedback;
3. Educational situation (traditional, distance, self-education);
4. Availability of the teacher's skills, motivation and technical means;
5. Who exactly is studying (number, age, skills, motivation and technical facilities available to users);

Facebook and Instagram are the most common social networks which are used by students for learning and self-education. Here you can learn and get to know something new. Most of the teachers create pages in Facebook and Instagram, where they keep tasks, supplementary documents, and additional information. Using the function of pages where it is possible to conduct a survey,

answer questions or choose from the proposed options, teachers can check student knowledge.

Results. So, for example, in the social network Instagram there are many accounts (*English_vocabulary, english_grade, english_zno, english_begin, the_word_in_english, english_easy_and_fast, etc.*) and this is a small part of what can be found. These pages give you a brief and clear explanation of grammar, vocabulary, examples of dialogues, etc. So you can spend a few hours and to learn the word of the day or to explore how to use any grammatical structure. With Instagram, you can find everything you need using a hashtag (*e.g. #english_grade,#english_zno and etc.*).

Speaking about another social network Facebook, it should be noted that it has a wider range of information. Here you can watch your favorite movies or serials with or without subtitles (*e.g. English-films, Simple English Videos, Films in English, English Movies, etc.*). You have an opportunity to find out the pages of famous English courses (*e.g. British Council Ukraine, Teaching English-British Council, British Council Teacher Community*) and much more.

With the advent of social networks (*like Twitter, Instagram, Facebook, etc.*), the hashtag (#) became the main symbol of all posts. Hashtags are linguistically multifunctional and represent different types of interpersonal meanings in social media texts. Adding tag to posts in social networks it has been the result of the fast form of linguistic innovation (Zappavigna, M. , 2015). With the help of a hashtag, students can find the information, tests, posts, tasks, etc. everything that they need. Thus, in one click, the teacher collects all his audience remotely.

The use of the hashtag is due to many reasons. So, for example, when you use this sign (#), it becomes an element that connects you to a millionth audience around the world. This tag allows anyone to see or read your message on a specific topic. The more hashtags you add, the more people can read your message. The functional use of the hashtag is determined in the selection and sorting of information – from a short message to a social media platform (Riabova,2018).

Conclusion. Thus, we can conclude that the main purpose of using social networks in the educational process is to simplify learning and at the same time to diversify it. After all, social networks should be considered as an additional tool for the effective organization of the educational process, which should be in the arsenal of the teacher. Social networks provide many benefits to learning. They are free of charge and do not require any significant hardware, just a phone or tablet with the Internet; creation of virtual societies and clubs; if for some reason the student has missed classes, he does not fall out of the educational process, because he can observe the educational work and participate in it online. And finally, it is a possibility of constant interaction of teachers with students in the network.

References

1. Kateryna, R. *English hashtag as an object of linguistic study* (10th ed.). Retrieved from http://nbuv.gov.ua/UJRN/stfil_2018_10_11..
2. Shahina I..&. Medvedev R. P (2017). *Peculiarities of using social networks in the educational process and teacher`s professional activities* (48th ed.). Retrieved from http://ito.vspu.net/repozitariy/shahina/st_17/Shahina-Medvedev.pdf.
3. Zappavigna, M. (2015). *Searchable talk: The linguistic functions of hashtags in tweets about Schapelle Corby* (9th ed.). Retrieved from https://www.hca.westernsydney.edu.au/gmjau/?p=1762.