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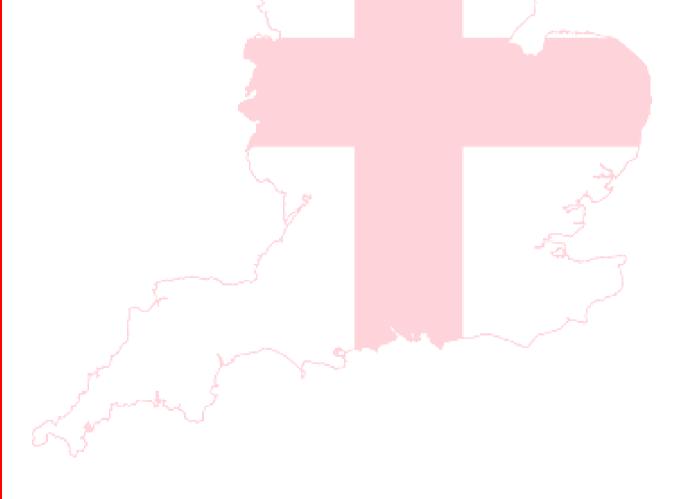Google Scholar   zenodo   OpenAIRE   doi e digital object identifier

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The Function and Significance of Media Proficiency in Language Acquisition within the Framework of Globalization

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Abstract. Globalization has transformed language learning, making media proficiency an essential skill in acquiring and mastering new languages. The widespread availability of digital media, including social networks, online videos, podcasts, and AI-driven learning platforms, has created new opportunities for language acquisition beyond traditional classroom settings. This article explores the role of media proficiency in language learning, examining how digital tools enhance linguistic competence, cultural awareness, and communicative skills. It also discusses the challenges of digital learning, such as misinformation, the digital divide, and linguistic homogenization. Through an analysis of theoretical frameworks, case studies, and empirical research, this study highlights the growing significance of media proficiency in multilingual education.

Keywords: Globalization, Media Proficiency, Language Acquisition, Digital Learning, Multilingualism, Artificial Intelligence, Social Media, Cultural Awareness

Introduction. Language acquisition in the 21st century has been deeply influenced by globalization and technological advancements. The integration of media into education has accelerated language learning, enabling learners to engage with authentic content, interact with native speakers, and immerse themselves in diverse linguistic environments. Traditional language learning methods, which relied on textbooks and classroom instruction, are now complemented by media-rich digital environments, where exposure to real-world language use enhances fluency and comprehension.

The increasing interconnectivity between nations has intensified the need for multilingualism in education, business, and diplomacy. As a result, media proficiency—the ability to navigate, evaluate, and effectively use digital media for communication and learning—has become a fundamental aspect of language acquisition. Research suggests that individuals who utilize digital tools for language learning demonstrate greater vocabulary retention, improved pronunciation, and enhanced intercultural competence (Krashen, 2019).

The Function of Media in Language Acquisition
Media plays a central role in language acquisition by exposing learners to authentic linguistic content, enhancing interactive engagement, and facilitating immersive experiences.

Authentic language exposure through digital media allows learners to develop listening comprehension skills and understand linguistic nuances. Studies indicate that students who frequently engage with media content, such as TED Talks, news broadcasts, and social media discussions, demonstrate superior retention of vocabulary and idiomatic expressions (Doughty & Long, 2021). Similarly, social media platforms facilitate peer interaction, providing learners with real-time opportunities to practice language skills in informal settings. Research suggests that students who participate in language exchange groups on platforms such as Twitter, Instagram, and TikTok develop stronger communicative competence compared to those who rely solely on traditional instruction (Gee, 2020).

Moreover, artificial intelligence (AI) and gamification have significantly contributed to the effectiveness of digital language learning. AI-powered applications, such as Duolingo and Babbel, personalize learning experiences by adapting content to individual proficiency levels. Gamified platforms further increase motivation and engagement by incorporating rewards, challenges, and interactive exercises. Studies confirm that students who use AI-driven language learning apps demonstrate improved grammar accuracy and pronunciation precision (Luckin et al., 2023).

The Significance of Media Proficiency in a Globalized World

In an increasingly interconnected world, media proficiency fosters multilingual competence and cross-cultural understanding. Digital media enhances access to multilingual education by providing learners with diverse linguistic resources. Open-access platforms, including BBC Languages and Coursera, offer free educational content, enabling individuals from diverse socio-economic backgrounds to engage in language learning. Additionally, AI-driven translation tools, such as Google Translate, have revolutionized cross-linguistic communication, although challenges related to accuracy and contextual understanding remain (Selwyn, 2021).

Media proficiency also plays a crucial role in language preservation and revitalization. UNESCO-led digital initiatives and online dictionaries have facilitated the documentation of endangered languages, ensuring their transmission to future generations. As globalization continues to shape linguistic landscapes, the ability to critically engage with media becomes essential for maintaining linguistic diversity (European Commission, 2022).

Challenges and Ethical Considerations

Despite its advantages, media-based language learning presents several challenges. The **digital divide** remains a critical issue, as disparities in internet access limit opportunities for learners in underprivileged regions. Furthermore, the reliance on AI-generated translations raises concerns about **linguistic standardization** and potential misinterpretations. Ethical

concerns regarding **data privacy and algorithmic biases** in AI-driven learning tools also require careful consideration (Luckin et al., 2023).

To address these challenges, policymakers and educators must implement initiatives that promote equitable access to digital learning resources, enhance media literacy education, and establish ethical frameworks for AI integration in language learning.

Conclusion. In the era of globalization, media proficiency has become a key factor in language acquisition. By providing exposure to authentic language, facilitating interactive learning, and enhancing cultural awareness, digital media empowers learners to acquire new languages more efficiently. However, to fully harness the potential of media in language learning, it is essential to address challenges related to digital access, misinformation, and ethical concerns. Future research should explore the role of AI-driven language tutors, virtual reality immersion, and social media-based multilingual communication in advancing language education. As technology continues to evolve, media proficiency will remain a key driver of linguistic and cultural integration in a globally connected world.

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