

**Arkalyk pedagogical institute named after Y. Altynsarin**

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## **Using Interactive Media Formats in Teaching English Media Discourse: From TikTok to BBC**

"Language is the road map of a culture. It tells you where  
its people come from and where they are going."

— **Rita Mae Brown**

The landscape of English language teaching has significantly evolved in recent years, shaped by the rapid development of interactive media. From traditional broadcasting giants like the **BBC** to dynamic, user-generated platforms such as **TikTok**, educators are increasingly integrating diverse media formats into their classrooms. These tools not only enhance student engagement but also deepen their understanding of **English media discourse**, a field concerned with how the English language operates in media texts, including news, social media, advertising, and infotainment.

Media discourse refers to the specific ways language is used in different types of media. It involves analyzing tone, register, rhetorical strategies, framing, bias, and stylistic choices made to target certain audiences. Teaching English media discourse means helping students critically engage with both the **content and form** of English-language media — from headline structure and clickbait strategies to persuasive language and multimedia storytelling.

### **The Role of Interactive Media Formats**

#### **1. TikTok: Language in Action**

TikTok has emerged as a highly effective platform for demonstrating **real-time, authentic language use**. Its short-form videos, often infused with humor, slang, and cultural references, allow learners to:

- Observe spoken English in a variety of dialects and registers.

- Practice listening comprehension through subtitles, voiceovers, and trends.
- Create their own content, promoting **productive skills** (speaking/writing) in a meaningful context.

Educators use TikTok challenges, duets, or explainers to highlight issues like **persuasive discourse**, **visual rhetoric**, and **language variation**. For instance, analyzing how influencers promote products can open up discussions on promotional language and implicit messaging.

## 2. YouTube and Podcasts: Multimodal Literacy

Platforms like **YouTube** and **Spotify** offer access to interviews, documentaries, vlogs, and podcasts that combine **spoken word**, **visuals**, and **written text**. These multimodal formats are ideal for:

- Teaching **narrative structure** and **interview techniques**.
- Exploring tone, irony, or satire in political or cultural commentary.
- Engaging students in **media comparison tasks** (e.g., contrasting vloggers' personal styles or comparing English accents).

Students can practice **discourse analysis** by transcribing podcast episodes, identifying rhetorical strategies, or discussing framing techniques used by content creators.

## 3. BBC: Structured, Formal Media Language

Despite the appeal of new media, traditional sources like the **BBC** remain invaluable for their credibility and structured language. Teachers use BBC articles, radio broadcasts, and TV reports to:

- Demonstrate **formal news discourse**, including headline grammar, passive voice, and modal verbs.
- Highlight distinctions between **objective reporting** and **opinion pieces**.
- Introduce global topics, enhancing **cross-cultural awareness**.

Pairing BBC reports with social media reactions can help students compare **institutional vs. public discourse**, enriching their critical thinking.

Here are a few practical methods for using interactive media formats to teach English media discourse:

- **Jigsaw Listening:** Students listen to different parts of a podcast or video and then share information collaboratively.
- **Media Remix Projects:** Learners create their own media texts (e.g., news reports, TikToks, or blog posts) based on existing content.
- **Discourse Journals:** Students keep a reflective journal on media texts they encounter, noting stylistic features and persuasive techniques.
- **Compare and Contrast Tasks:** Analyze how the same news story is framed across platforms like TikTok, YouTube, and BBC.

While integrating interactive media offers numerous benefits, educators must also be mindful of:

- **Media bias and misinformation**, especially on platforms like TikTok.
- **Digital literacy** gaps among students.
- The need for **curated content** to ensure appropriateness and alignment with learning goals.

Proper scaffolding and critical media literacy training are essential to navigate these issues.

From the informal spontaneity of TikTok to the structured authority of the BBC, interactive media formats offer powerful tools for teaching English media discourse. By blending traditional and digital media, educators can foster **linguistic competence, critical awareness, and cross-platform fluency** — essential skills for learners in today's globally connected world.