

THE IMPACT OF SHORT-FORM VIDEOS ON ENGLISH SPEAKING SKILLS DEVELOPMENT

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Abstract

This article explores the impact of short-form video platforms such as You Tube, Tik Tok and Instagram Reels on the development of English Speaking skills among EFL learners. A practical study was conducted with two B1 and three B2 level students. The study emphasizes that both viewing and producing short videos have beneficial effects on learners' pronunciation, vocabulary development, and fluency in speaking. The results indicate that short-form videos can boost students' motivation, increase their confidence in speaking, and provide exposure to authentic, contemporary English. Suggestions are offered for language educators on how to effectively integrate these platforms into their teaching strategies.

Keywords: short-form videos, Tik Tok, Reels, You Tube, speaking skills, EFL learners, fluency, recording, engaging content

Introduction

Currently, numerous short videos for learning foreign languages are circulating on social media, and they are rapidly gaining popularity. Especially, short-form video platforms such as Tik Tok, You Tube and Instagram Reels have gained immense popularity among young learners. These platforms provide authentic exposure to spoken language through engaging and entertaining content. This current scientific study discusses how short-form videos contribute to the development of speaking skills among EFL students.

Methodology

Five undergraduate students took part in this challenge to test themselves. The tasks they were given were as follows:

- Watch 5-10 short videos every day and repeat them
- Writing down new words. Identify words that are difficult to pronounce and make sentences using newly learned words.
- Shadowing. Recording themselves while speaking and analyzing how they are pronouncing the words
- At the end of the day, everyone reviews and discusses what they learned together.

Finding and Discussion

a) Improvement in Pronunciation:

Students reported that copying how native speakers' pronunciation in short videos helped them pronounce words more accurately. Watching and repeating after native speakers in trending videos promotes natural pronunciation learning and intonation imitation. The multimodal nature of short videos, combining audio and visual elements, aids in better memorization of pronunciation patterns.¹

b) Vocabulary Expansion:

Exposure to modern spoken language and trending expressions allowed students to learn colloquial and everyday words vocabulary. TikTok enhances learners' lexical knowledge, particularly in everyday and informal communication contexts.²

c) Speaking Fluency and Confidence:

Recording their own videos helped students overcome speaking anxiety. This mirrors findings in the technological devices study, which emphasizes that interactive

¹ Kim, N. A. (2024). From Trends to Fluency: Maximizing TikTok's Potential for Effective English Language Learning. *Endless Light in Science*, 5.99.

² Smith, J. (2022). Social Media and Language Learning. *Journal of Digital Education*, 12(4), 45-58.

and multimedia-based learning environments increase student engagement, reduce anxiety, and promote active participation.³

d) Increased Motivation:

Engaging content and social interaction on digital platforms motivated students to practice more. According to the technological devices study, personalized learning environments and immediate feedback through digital tools help sustain student motivation and encourage consistent language practice.⁴

e) Challenges:

Risk of time wastage due to non-educational content. Need for teacher supervision to guide content selection. The discussed studies also note the necessity of structured integration of digital tools into the curriculum to avoid distractions and ensure educational objectives are met.⁵

Conclusion and Recommendations

In this study, it was found that using short videos from TikTok and Instagram Reels can help students improve their English speaking skills. Watching and copying native speakers in videos helped students say words more clearly and correctly. Also, listening to modern English and popular phrases helped students learn new, everyday words that people use in real life. Making their own videos helped students feel more confident and speak faster and better. The fun and interesting videos made students more motivated to learn and practice English.

However, there are some problems. Students can waste time watching videos that are not useful for learning. Teachers need to help students choose the right videos and

³ Khakimova, D.O. (2023). The Importance and the Use of Technological Devices in Teaching Foreign Languages. *Ekonomika i Sotsium*, 7(110), 162-168.

⁴ Lee, H., & Kim, S. (2023). TikTok as a Learning Tool in EFL Classrooms. *EFL Journal*, 9(1), 33-47.

⁵ Brown, L. (2021). Mobile-Assisted Language Learning: Trends and Challenges. *Language Education Review*, 18(2), 60-74.

give them clear tasks to follow. It is important for teachers to use these videos together with other learning methods.

In conclusion, short videos can be a good tool for learning to speak English if used in the right way. Teachers should include video tasks in lessons and check the videos students watch. This will help students practice real English and improve their speaking skills step by step.

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