English Pronunciation Materials on TikTok

Authors : Sebastian Leal-Arenas

Abstract : TikTok's influence on contemporary society is undeniable. The impact of the mobile app transcends entertainment, as shown by the growing presence of specialized accounts dedicated to providing educational content, particularly as it pertains to language learning. However, the prevailing trend on the platform is vocabulary and grammar acquisition, neglecting a critical component: pronunciation. This study examines English pronunciation materials available on TikTok by taking a comprehensive approach that incorporates established assessment tools, such as the Learning Object Review Instrument and the Framework for Language Learning App Evaluation. Furthermore, novel evaluation categories are introduced to provide a more holistic assessment of these educational resources. 60 English pronunciation videos were part of the analysis. The findings reveal that these audio-visual materials present clear audio bolstered by high-quality video content and automatically generated closed captions. These three components enhance the comprehensibility of the input, making these concise videos valuable assets for language learners. Nevertheless, certain deficiencies are observed, such as the lack of emphasis on specific segments and their relationship with articulators. Improvements and refinements are discussed, as well as their potential utility within the language classroom. This study contributes to the ongoing investigation of multimedia materials used for language teaching and emphasizes the need to adapt pronunciation instruction methods to today's technology.