MEDIA TEXTS AS A MEANS OF DEVELOPING SOCIO-CULTURAL COMPETENCE OF B2 LEVEL LEARNERS

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Annotation. In the modern era of globalization, mastering a second language extends far beyond grammatical and lexical proficiency. It equally demands comprehension of the socio-cultural contexts in which the language functions. This study examines the application of media texts as an effective pedagogical instrument for cultivating socio-cultural competence among B2-level language learners.

Аннотация. В условиях современной глобализации овладение вторым языком выходит за рамки простого усвоения его грамматики и лексики. Оно также требует глубокого понимания социокультурных контекстов, в которых функционирует язык. В данной статье рассматривается использование медиатекстов как эффективного средства формирования социокультурной компетентности у изучающих язык на уровне B2.

Introduction. Socio-cultural competence refers to the ability to comprehend and appropriately employ language within its cultural framework. For B2-level learners who already possess a solid command of linguistic forms yet may lack sensitivity to cultural subtleties, media texts — including news articles, films, television programs, podcasts, and social media content — serve as valuable authentic materials for exploring cultural conventions and communication patterns.

The Role of Media Texts in Language Learning. Media texts encapsulate numerous cultural indicators, ranging from linguistic expressions to depictions of societal norms and values. They offer learners a window into real-life cultural contexts, thereby becoming an indispensable tool for acquiring deeper intercultural understanding.

Through exposure to movies, podcasts, broadcasts, and online articles, learners encounter authentic linguistic input, including idiomatic expressions,

colloquialisms, and cultural references often absent in traditional learning materials. Such encounters enhance listening comprehension, vocabulary development, and awareness of native pronunciation and intonation.

Additionally, engagement with media fosters cultural awareness by immersing learners in the beliefs, traditions, and societal behaviors of the target community. This process strengthens their ability to interpret and respond appropriately within intercultural communication.

Media-based learning also promotes contextual understanding. Unlike isolated exercises, media usage allows learners to observe language in authentic use, thereby facilitating intuitive grammatical acquisition and functional fluency.

Moreover, the inherently engaging nature of media materials sustains learners' motivation and interest, promoting consistent language practice and leading to more effective outcomes.

Developing Socio-Cultural Competence. The integration of media texts into the language classroom contributes significantly to the development of socio-cultural competence by:

- Providing exposure to real-world linguistic contexts, encompassing both formal and informal registers, idioms, and colloquial speech.
- Enhancing understanding of cultural values, norms, and traditions embedded within media representations.
- Encouraging critical analysis, as learners evaluate content, identify cultural perspectives, and discern bias — an essential skill in today's digital media environment.

Conclusion. In summary, media texts represent an invaluable pedagogical tool for developing socio-cultural competence among B2-level language learners. By offering authentic, culturally rich content, they enable students to acquire a more profound comprehension of the target culture and to employ the language more effectively within real-world communicative contexts. Educators are encouraged to thoughtfully select and contextualize such materials to optimize the learning experience.

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