**TikTalk: Teaching English in The Moment Using TikTok Application**

Nur Fatihah Sulaiman1, \*, Ros dalilah Abd Ghani2, Arifuddin Abdullah3, and Linira Ghazali4

1Centre for Language Studies and Generic Development, Universiti Malaysia Kelantan, Bachok, Malaysia

[nurfatihah@umk.edu.my](mailto:nurfatihah@umk.edu.my), [rosdalilah@umk.edu.my](mailto:rosdalilah@umk.edu.my), [arifuddin@umk.edu.my](mailto:arifuddin@umk.edu.my), [linira@umk.edu.my](mailto:linira@umk.edu.my)

**Highlights**: *‘TikTalk’ is the new* approach of teaching English using short video forms on social media platform, TikTok. It adapts the idea of using English language correctly, where teachers and students produce short video contents on their TikTok profiles. Teachers and students would be able to produce educational videos in just about 15 seconds to force viewers of the contents to focus on only one key idea of the lesson. The contents may vary from music videos, or other guided contents. This kind of educational video will be sharp-focused to help memorization and understanding of key learning on any topic.

*Keywords*: TikTok, EduTok, social media, influencers, educational videos, digital media, technology applications

**Introduction**

The current state of teaching and learning with regards to the use of digital media and technology applications has gained popularity among learners and teachers in learning environments. Its implementation in todays’ classroom serves as a motivational factor to learners of various age. Findings exposed that scholars and learning practitioners alike apply a constructivist approach to shaping learning environments, yet almost all fall short to consider students’ natural attention bias while assuming an exclusive focus on the learning environment. This innovation follows to replicate the rapid growth of *EduTok*, TikTok’s learning initiative to the digital media application in English language teaching and learning.

TikTok is a popular short-form video-sharing social media platform, known for its funny lip-syncing videos. The platform is especially popular among teenagers. The platform has shown strong growth in terms of popularity and usage. And, the type of video content shared on it has also changed a lot since its launch.

**Content**

1. Description of *TikTalk*

*TikTalk* adapts the original name of the application, TikTok. The name implies the idea of using English language forms and functions correctly in social situations. It is proposed to be introduced for both teachers and learners of English language enrolled in English courses in universities. *TikTalk* is a social media platform on TikTok application which will focus on various educational contents emphasizing the use of correct English language forms and functions. It will serve as a sharing platform in which teachers and learners share their short videos demonstrating correct use of the language. Suitable language contents may include short video based on trending hashtags, video reenactments, voiceovers, tutorial or demonstration, answering questions posted by viewers, collaborations with influencers, song imitations, dance videos with explanations and etc. Video producers of such can get creative by trying numerous features available on the application to enhance their contents’ efficacy.

2. Content production flow



Figure 1: *TikTalk content* production process based on Richard Mayer’s Multimedia Principles

3. Importance to education

Learning language through social media in the digital age provides several pedagogical affordances. Through TikTalk medium, students and teacher will be exposed to realistic experiences and motivational influence. Creating a good educational video requires not only knowledge and skills of camera operation and editing/ video production, it also requires understanding of multimedia learning, especially the Cognitive Load theory, which says for a quality video learning experience, the designer should consider intrinsic load of the topic, reduce the extraneous load, and optimize germane load to help mentally organise the information presented. Since TikTok video time frame ranges from 15 seconds to 1 minute, users can focus on one key idea and topic. Memorization of the topics produced will be easier to comprehend and manage. The teachers can create meaningful contents to help students learn better and students would be able to memorise the contents in the process filtering, selecting, organizing, and integrating information to produce a lesson or content.

Richard Mayer’s Multimedia Principles states that an effective video should focus on:

(i) Coherence principle – learning is better when extraneous materials are excluded, and only strictly necessary content is covered;

(ii) Segmenting principle – learning is better when content is presented in small chunks.

Beyond the use of short 15-second videos for teaching and learning, TikTok type videos could help educate everyone about the challenges of achieving sustainable development. They can therefore play a huge role in behavioural change communication.

4. Advantages of *TikTalk*

TikTok’s popularity is one of the main reasons for the implementation of *TikTalk*. With billions of users all over the world, teaching and learning through this application will enhance learners and teachers’ motivation and creativity, boost self- confidence and improve language mastery through visual, auditory, cognitive and psychomotor, all in one. The process of creating creative contents for online teaching and learning exposes them to the new learning experience using mobile technology. Despite producing contents that will help viewers of different backgrounds and knowledge, their videos will reach billions of other learners to be able to learn something in a short period of time. The possibility of generating income through this application would add values to the process of producing contents. Both learners and teachers would be able to generate money and becoming social media influencers by creating interesting meaningful and creative videos.

5. Commercial value, marketability and profitability of innovation

*TikTalk* has its own commercial value as a channel of education, or *EduTok*. Educators, teachers and students in collaboration may create innumerable edutainment contents that are related to the teaching and learning of English language. The digital media use especially the social media, gives people the power to share, making the world more open and connected with each other (Raut & Patil, 2016). Although *TikTalk* is a language learning platform, it can also be opened to all educators in the university to collaborate in sharing their knowledge in various fields.

Youtube, whatsapp status, story, upload dlm Google Drive///

**References**

Mayer, R. E. (2009). Multimedia Learning. Cambridge University Press.

Mayer, R. E. (2002). Multimedia learning. Psychology of learning and motivation, 41, 85-139.

Raut, V., & Patil, P. (2016). Use of Social Media in Education: Positive and Negative impact on the students. International Journal on Recent and Innovation Trends in Computing and Communication, 4 (1). 281-285.

Xu, L., Yan, X., & Zhang, Z. (2019). Research on the Causes of the “Tik Tok” App Becoming Popular and the Existing Problems. Journal of Advanced Management Science, 7 (2). 59-63.