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THE IMPACT OF INFORMATION SERVICES AND SOCIAL NETWORKS ON LEARNING ENGLISH

Informatization has many far-reaching consequences in society. Recent developments in IT, one way or another, affect vital functions of society, change and even form new vectors in the development of public relations. Scale, ubiquity, and rapidity – in these words one can describe the main features of IT in our life. Whether to trust such a dramatic and powerful influx of the society's informatization? This question has a right to exist because there is no more or less clear mechanism for predicting the results of such phenomenon. But we can already see positive developments in expanding the boundaries and the spectrum of human communication thanks to these new trends.

This article examines the impact of information services and social networks on learning the English language within the circle of "online" people as a positive aspect of the society's informatization. As people show interest in very effective ways of learning English, this is one of the best, most interesting, popular, and effective way of mastering English.

In 2007, the British Council conducted market research on how the Internet had affected the preferred learning styles of young people who learnt English all over the world. The results of that research suggest that if teachers intend to remain relevant and effective, they have to use 'learning technologies' to help students reach the world outside the classroom.

It is noteworthy that 69% of questioned learners around the world said that they learned most effectively when socializing informally. This result suggests that a lot of students learn best from their friends and family. On the other hand, sometimes young people get more new information from the technology they use outside of school than they do from their teacher in the classroom.