

newspaper publications are becoming more and more relevant and interesting for modern readers. Accurate transmission of information to the foreign press is very important at the present time. That is why the theme of the diploma is very relevant. The relevance of the thesis is also due to the fact that the translation of newspaper texts reflects the development of a foreign language and all the changes in it. It is the adequate translation of newspaper texts that will help to see in the most detail the changes in the social life of English-speaking countries and in the English language.

In the general complex of mass media the leading role belongs to the newspaper. The newspaper is accessible to a wide range of the public, it touches on almost all issues, promptly responds to events taking place in the country and the world, and presents processed information in a form convenient for the reader. The important role of the newspaper in the life of society has contributed to the fact that the language of the newspaper (newspaper style) has become the object of numerous scientific studies.

The relevance of the study is due to the high socio-cultural significance of the title in our time. Language and speech, first of all, in the mass media, are sensitive to the changes taking place in society. Media language is constantly changing, rejecting old norms and creating new ones. At the same time, the language of news publications on the Internet, which we analyze, is the most subject to change.

Thus, in order to achieve an adequate translation of the titles of newspaper articles, it is not enough just to convey its content and meaning - it is necessary to preserve the central function of the title, to preserve the genre and stylistic features. In order to make a high-quality translation, and then analyze the transformations used, it is necessary to know what features, due to the functions performed, are characteristic of the translated phenomenon.

UTILIZING SOCIAL MEDIA FOR FOREIGN LANGUAGE ACQUISITION: AN EMPIRICAL STUDY

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These days social networks are increasingly being used in all areas of life, especially after the pandemic, when most people switched to distance learning or work. Social networks also play an important role in the lives of students, because they spend a lot of time using them. Scrolling through social media satisfies the need for social interaction and increases its level, there is an opportunity to hide from discomfort and anxiety, get pleasure, emotional support, increase the level of

self-confidence, etc. Taking this into account, it is advisable to use social networks as an additional educational process, in particular, while learning a foreign language.

According to the Merriam-Webster Dictionary [1], a social network is a network of individuals (such as friends, acquaintances, and coworkers) connected by interpersonal relationships. Additionally, it is an online service or site through which people create and maintain interpersonal relationships. Millions of people have become comfortable using smartphones to share information about themselves via mobile apps that access social networks such as Instagram, Facebook, Twitter, YouTube, TikTok, and others. Research on social media in education [2] suggests that integrating social media into the learning and teaching environment may provide new forms of inquiry, communication, collaboration, and knowledge development, and also have positive cognitive, social, and emotional impacts. Students instinctively use social media to support both their academic and social goals, with the main motive being social connectivity. Moreover, there is potential for gaining learning benefits associated with increased communication among students, greater access to course materials, and improved logistical management of courses. Educating and learning foreign languages using social networks is a non-traditional way of studying. It is a special virtual environment where people spend hours of their real lives communicating, having fun, and being entertained. It is also an opportunity for autonomous, independent study of the English language, which is accompanied by a conscious understanding of the importance of its study, as well as the opportunity to choose the amount of material, methods, teaching techniques, and the time allocated for this. In addition, communication and exchange of information between students motivates thinking, conclusions, and learning results. The extensive opportunities to use authentic written, audio, and video materials contribute to the improvement of receptive and productive skills. This is the reason why it is a great idea to use this so-called "natural" place for personal development and self-education.

Let's examine the pros of using social media for language learning and communication. First of all, it is free and convenient for users and provides easy access to knowledge and resources. Secondly, it provides co-creation, sharing of information and links, and helps to collaborate in active interactions. It is also a possibility to join groups for studying or meeting new people (perhaps foreigners) in a comfortable social space that can help you improve your communication skills. Subsequently, it allows you to establish contacts despite state boundaries and feel more globally connected than ever. One of the most important pros of learning a language by using social media is that it is helpful for lifelong learning. Along with advantages, there are some disadvantages to using social media for educational purposes. The Internet is not always pleasant and safe, therefore there are some cons to studying languages by using it. Firstly, it can cause addiction to social networking websites. Secondly, social media are filled with lots of inappropriate content, including pictures, messages, and posts that can damage a

person's reputation. There is also a possibility of cyberbullying or trolling. You should be aware that there are no guarantees of privacy. Social media can cause serious health problems, including mental and nervous disorders. The list of pros and cons provided is not complete and is subject to change. I believe that social media users should be careful, accept the disadvantages, and enjoy the benefits.

In conclusion, I can say that social media is an innovation that was created for the good of society, not for its misuse. This technology is useful for delivering educational content. It is strongly recommended to educate learners to choose the right strategy of studying while using social networks, set educational goals, and stay focused to achieve them, and at the same time to resist the temptation of distraction by the information flows in the virtual world and use the Internet safely. Social networks offer less security and protection because they are open to everyone. Overuse of social media often causes addiction, leading to stress and offline relationship problems. The most important things to keep in mind are learning a program and schedule, time management, constant motivation, and discipline. The fact is that everyone on the Internet is a recipient, distributor, and producer on a personal level. Thus, every person can study foreign languages; social media and multilingual resources were created to make communication and learning faster, easier, fun, and more exciting.

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FEATURES OF THE IMPLEMENTATION OF THE MODERN CONCEPT OF CORRECT ONLINE ASSESSMENT

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An integral part of academic integrity is the correct assessment of students' academic achievements. Correctly organized current and final control enables adequate assessment, which is preceded by the process of optimizing existing and introducing innovative control methods by the teacher.