

## **English Education and Digital Media: New Ways to Enhance Cultural Sensitivity and Global Perspective**

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**Abstract:** Cultural diversity is a crucial element of human life as it determines cross-cultural relationships, constraining the socio-cultural and economic activities of culturally diverse persons. More recently, digital media has been used as a platform for expanding knowledge on cultural sensitivity in the vast population of digital media users in the Hu Xiang region. Strategic approaches that English educators have used include tweaking curricula to match the needs of digital media users, banking on encouragement, increasing digital media literature and highlighting challenges facing digital media education and English learning. These strategies have been diploid contextually through videos, social media communities, podcasts, and posts to capture users' attention. However, the deployment of these tactics encounters the challenge of socio-economic differences where marginalized individuals hardly access these materials on social media due to low internet penetration and unaffordable electronic gadgets like laptops, tablets and smartphones.

**Keywords:** English Education; Digital Media; Cultural Sensitivity; Global Perspective; Cross-cultural relationships

### **1. INTRODUCTION**

Globalization of the contemporary world poses the need for cultural sensitivity and tolerance. Several measures have been established to impart cultural and intercommunication competence (Pradhan, 2021). Over the years, educators and policy makers have been searching for effective measures for enhancing cultural sensitivity through various avenues. Interconnectedness and internet penetration present an excellent scene for enhancing cultural diversity through English education. Fundamentally, integrating English education and technology in teaching cultural competence has impacted overall cultural competence (Alshumaimeri & Alhumud, 2021). Digital media has enhanced language and communication learning in traditional ways, prompting a contemporary approach to cultural sensitivity campaigns. English education focuses on language proficiency, eloquence and effective cross-cultural communication. As one of the widely spoken languages, English is strategic for connecting or initiating an understanding of culturally diverse persons (Pradhan, 2021). The widespread use of the English language makes it ideal for teaching

cultural diversity due to the large catchment. Cultural diversity poses a threat to digital coexistence due to stereotypes and discrimination (EL-Sakran & EL-Sakran, 2021; Häkkinen et al., 2020; Pradhan, 2021). Discrimination emerges from diverse and unaligned cultural values, practices and traditions among individuals. Often, the stereotypes and discrimination result in intolerance and bias, destabilizing relationships and communication among culturally diverse persons. In the practical world settings, 6 out of 10 people face cultural intolerance, with a total of 1 234 cases reported in digital media in 2023 in the Hu Xiang region (Figure 1).



**Figure 1:** Facts about Cultural Sensitivity

As internet penetration increases, the number of digital users is bound to increase, complicating the landscape of cultural intolerance. Cultural intolerance, stereotypes and discrimination are bound to increase as the campaigns against such vices escalate with the increasing digital media popularity (Pradhan, 2021). This unique phenomenon presents the digital atmosphere as an ideal scene for expanding knowledge and skills needed to increase cultural intelligence, tolerance and sensitivity to avert possible adverse outcomes.

Investigating English teaching in digital media as a mechanism of improving cultural sensitivity regards the underlying potential of capturing a large audience and timely content delivery. The present research investigates English education and the digital atmosphere in attempts to enhance cultural sensitivity across the world. The study prioritizes the key

measures taken to empower digital media users with the skills, knowledge and philosophy needed to expand cultural sensitivity indiscriminately. The rationale of this investigation regards the importance of cultural tolerance, interconnectedness and communication that can benefit socio-cultural and economic aspects of human life.

## 2. ENGLISH EDUCATION THROUGH DIGITAL MEDIA

Culture is a fundamental component of language. Historical accounts of language teaching and cultural sensitivity contemplate that language teaching without touching on cultural facets is an incomplete mission. Essentially, teaching English to develop and impart communicative competence and develop learners multiculturally and multilingually (EL-Sakran & EL-Sakran, 2021). To teach English in digital media, educational systems should recruit experts to establish programs and regulations moderating and guiding English training programs. The regulatory measures target important factors constraining teaching success like teaching-learner language differences. In many parts of the world, language barriers between teachers and learners spark stark differences and misunderstandings. Learner-teacher language and cultural barriers fuel misunderstanding and misinterpretation, which undermines overall English teaching. From this perspective, engaging stakeholders to aid the recruitment of teachers who understand learners' native languages is paramount to enhancing cultural diversity. Recruiting multilingual teachers establishes inclusivity, as learners are not separated based on the languages they speak.

Multilingual teachers teach cultural sensitivity modestly and without bruising learners from any culture. For instance, in the Hu Xiang region, culturally sensitive educators will frame content to express topics or subjects held with much caution, including sexuality, alcoholism, suicide, birth control, and same-sex marriages or relationships, among others (EL-Sakran & EL-Sakran, 2021). From a global perspective, some of these themes may not be sensitive to some learners. Therefore, only sensitive teachers can appropriately frame and contextualize the sensitive theme to communities and ensure that other learners do not mock each other. Figure 2 illustrates that about 94% of learners in Hu Xiang are bullied based on sensitive themes and subjects in their communities. The high prevalence of stereotypes calls for expert interventions to address increasing cultural insensitivity in the learning environments.



**Figure 2:** The Intricate Nature of Teaching English in a Culturally Diverse Digital Media

### 3. PRESENTATION OF CULTURAL CONTENT IN DIGITAL CONTENT

Enhancing cultural sensitivity through English education regards the presentation of cultural features to learners and the public. Excellent presentation of cultural elements, including gender, language, beliefs, and identities, enables learners to acquire knowledge of connotations and denotations (EL-Sakran & EL-Sakran, 2021). Since culture can be understood as a faith, gender, nation or ethnicity, these elements must be concisely and modestly presented to learners to enhance their understanding and appreciation of the diverse orientations across cultures. Fundamentally, an excellent presentation streamlines learners' perceptions of diverse value systems, their thinking about diverse cultural beliefs, and their psychological orientations towards diverse cultural aspects. As such, learners develop or acquire a set of beliefs, values, assumptions and

approaches, behavioral traditions, regulations and particular rules shared within the greater diverse society, and constrain how they treat culturally diverse colleagues (EL-Sakran & EL-Sakran, 2021). Consequently, cultural sensitivity unveils a broader view, opening a window for embracing persons of diverse cultures. For instance, embracing diversity is a key strategy for enhancing cultural diversity in a diverse digital environment. Learners need to embrace cross-cultural relations, mindfulness and open mindedness when interacting with culturally diverse persons. These approaches broaden understanding and acceptance of the diverse cultural and social principles, views and perspectives, as illustrated in Figure 3.



**Figure 3:** Enhancing Cultural Sensitivity in a Diverse Cultural Environment Through Presentation

Importantly, English teaching should include audio-visual and text materials in the online curricula to improve an understanding of the various dimensions of cultural sensitivity. Notably, English is spoken in at least 100 countries across the world, making it strategic for teaching cultural

sensitivity in the digital world, particularly in the Hu Xiang region (Pradhan, 2021).

The inclusion of cultural content in the curricula should be contextualized within anthropological, linguistic, sociological, and psychological disciplines that govern social relationships and the theoretical frameworks of human association. Importantly, this approach enhances an understanding of idiomatic expressions, language nuances and cultural references and enhances overall cultural awareness in the Hu Xiang culture. These practical approaches provide real-world experiences for the interactions, presenting the practical aspects of cultural diversity in the Hu Xiang culture, as summarized in Table 1.

Table 1: Key Points

Key Points
English teaching should include audio-visual and text materials in online curricula.
The inclusion of cultural content in curricula contextualizes within anthropological, linguistic, sociological, and psychological disciplines.
English is spoken in at least 100 countries worldwide, making it strategic for teaching cultural sensitivity.
The approach enhances understanding of idiomatic expressions, language nuances, and cultural references.
Enhances overall cultural awareness among diverse individuals.
Practical approaches provide real-world experiences for interactions, presenting practical aspects of cultural diversity.

English educators play not only educational roles but also motivational responsibilities to promote cross-cultural learning, tolerance and understanding. Fundamentally, English educators must point out differences and similarities between families, cultures and people and teach culture-specific themes to enhance understanding (Pradhan, 2021). As part of the encouragement, the teachers should grade the learners to gradually enhance acquaintance with the cultural values, principles and concepts regarding diverse or target cultures. The educators must be strategic to focus on learners' interests bearing in mind that they are drawn to matters of individual interests or those that resonate with their cultural backgrounds (Pradhan, 2021). Thus, contextualizing learning enhances English learning meaningful and engaging, as illustrated in Table 2. The various digital media items perform unique functions in enhancing cross-cultural tolerance and value appreciation. English teachers need to adopt this multidimensional approach to promote learning and motivate Hu Xiang learners.

Table 2: A Summary of the Contextualized Approach to Enhancing Cultural Sensitivity by English Teaching

Digital Media Resources	Roles in Enhancing Cultural Inclusivity
Videos	Imparts knowledge
Interactive Media	Real-world interactions and sharpening cross-cultural communication
Online Discussions	Collaboration and interactions that yield tolerance, empathy and value for cultural diversity.

Lastly, the presentation approaches motivate learners into English learning programs and activities in the digital world. Fundamentally, addressing stereotypical and discriminatory behaviours in the learning processes encourages learners to take part in the activities, and the converse is true. Hu Xiang English educators should collaborate when drafting the curricula to capture key aspects of cultural differences to deepen learners' knowledge of cross-communication and cultural sensitivity (Pradhan, 2021). Such collaborative and motivational approaches are ideal for authentic cultural immersion, cross-cultural communication, competence development, contextualized language learning, and engagement, as summarized in Table 3.

Table 3: Ideal Merits of Motivational and Collaborative Approaches to Enhancing Cultural Sensitivity

Findings
Collaborative efforts among educators in drafting curricula are essential for capturing key aspects of cultural differences.
Addressing stereotypical and discriminatory behaviours in learning processes motivates learners to participate in English learning programs and activities in the digital world.
These collaborative and motivational approaches facilitate authentic cultural immersion and cross-cultural communication.
They also contribute to competence development, contextualized language learning, and overall learner engagement.

#### 4. PEDAGOGICAL INTEGRATION OF DIGITAL MEDIA

English education in digital media is effortless, given the multimedia language in digital platforms. Thus, integrating a wide array of multimedia resources, including podcasts, videos, webinars, and the provision of interaction platforms in English lessons or forums expands the accessibility of cultural sensitivity concepts and lessons (Pradhan, 2021). These resources offer a wide catchment of audience. Also, since many people speak English and it is the official language in many countries, concepts



and themes on cultural sensitivity are easily absorbed by learners in the Hu Xiang culture. Fundamentally, cultural values and perspectives from diverse communities must be included to ensure diversity. Even so, the English tutors and other stakeholders must ensure the integration of culturally diverse content into the curricula. English teachers should exploit the aspect of interactive platforms of digital platforms to drive cultural awareness and tolerance. Online forums, social media groups and communities, alongside virtual classrooms, are conducive to learner interaction within the context of cultural diversity (Pradhan, 2021). Fundamentally, the interaction platforms enable cross-cultural dialogue, encouraging open-mindedness, empathy and perspective-taking among culturally diverse learners. The European Council proposes that culturally diverse studies must understand linguistic structures and social, political, economic and religious systems of the communities with which they intend to acquaint themselves (Pradhan, 2021). Understanding these dimensions of people's lives helps identify with and appreciate their ways of life, enhancing overall sensitivity. This multidimensional approach to cultural sensitivity banks on psycholinguistics, pragmatism, psychology and sociolinguistics, suggesting that learners must learn crucial elements of a culture, as summarized in Table 4.

Table 4: (a) A Summary of the Pedagogical Integration of Cultural Aspects in English Education

Key Points
Integration of Multimedia Resources: English education in digital media benefits from a wide array of multimedia resources, including podcasts, videos, webinars, and interactive platforms, which expand accessibility to cultural sensitivity concepts and lessons.
Given that English is spoken by many people worldwide and is the official language in numerous countries, concepts and themes on cultural sensitivity can be easily absorbed by learners in the digital world.
Inclusion of Diverse Cultural Perspectives, values and traditions from diverse communities in English education curricula to ascertain diversity and a comprehensive understanding of cultural sensitivity.
Exploitation of Interactive Platforms to leverage cross-cultural interactions in online forums, social media groups, and virtual classrooms.
Cross-Cultural Dialogue: Interaction platforms facilitate cross-cultural dialogue, fostering open-mindedness, empathy, and perspective-taking among culturally diverse learners.
A multidimensional Approach to Cultural Sensitivity to enhance understanding of linguistic structures and social, political, economic, and religious systems of diverse communities ' cultural sensitivity.
Incorporating psycholinguistics, Pragmatism, and Sociolinguistics' multidimensional approach to cultural sensitivity. This draws on disciplines like psycholinguistics, pragmatism, psychology, and sociolinguistics to ensure learners grasp crucial elements of different cultures.



## 5. INTERCULTURAL COMMUNICATION AND DIGITAL LITERACY

Digital media enables information exchange across diverse cultural boundaries. The increasingly globalized community is a conducive atmosphere for effective cross-cultural communication, posing the need for excellent cross-cultural communication skills. Intercultural communication is ideal for meaningful cross-cultural relationships and mutual understanding (Aririguzoh, 2022). excellent cross-cultural communication begins with cultural awareness and sensitivity. Cross-cultural communication involving culturally diverse individuals must respect cultural diversity, values, customs, communication styles and language. The digital platforms expose culturally diverse persons to each other in online discussions and communities, virtual meetings and social media interactions. Such interactions broaden individuals' cultural perspectives and enhance cultural tolerance. Intercultural communications depend on fundamental factors constraining communication within the respective communities. For instance, communication norms and non-verbal cues affect communication through misinterpretation and misunderstandings, given that translation to English might not replicate the exact themes from the indigenous languages (Adanlawo et al., 2021). However, effective strategies are ideal for standardizing communication through digital platforms and enhancing understanding. Of course, the non-verbal cues and communication norms are pertinent to cultural sensitivity. Adopted strategies prevent misinterpretation of terms, non-verbal communication patterns or misinterpretation of body language that affects the overall success of communication in the Hu Xiang region. In adopting strategies that enhance cross-cultural communication and understanding, culturally diverse persons must be flexible enough to adapt to unfamiliar cultural perspectives and contents and must tune communication styles. The diverse communication environments in digital media expose learners to diverse languages, choice of words, phrases and other non-verbal cues (Adanlawo et al., 2021). Flexibility is necessary for adapting to the multiple cultural perspectives in digital platforms. A key approach to communication and understanding on the digital media is language proficiency. Learners engage each other in online meetings, community discussions and chats, practising English. By communicating on these platforms, learners enhance their English proficiency (Alshumaimeri & Alhumud, 2021). Also, digital media offers virtual classrooms where English learners acquaint themselves with a variety of

expressions, linguistic styles, and accents and improve overall fluency. Essentially, digital media offers a multidimensional approach to learning English, enhancing overall cultural sensitivity among learners. Lastly, digital platforms transform the landscape of cultural sensitivity by globalizing diverse cultures. Drawing from virtual classrooms and online meetings, cultural sensitivity lessons, skills, and knowledge can be acquired remotely. Digital media establishes inclusivity in English education by offering lessons to the masses through limited input (Ajaj, 2020; Alshumaimeri & Alhumud, 2021; Collins & Halverson, 2018). Fundamentally, virtual classrooms enable cross-cultural interaction with students from diverse cultures. Such interactions broaden cross-cultural tolerance as students forge relationships transcending cultural boundaries. Importantly, such relationships pose a challenge to the learners to make more friends, expanding their skills and knowledge of cultural sensitivity.

## 6. DIGITAL LITERACY

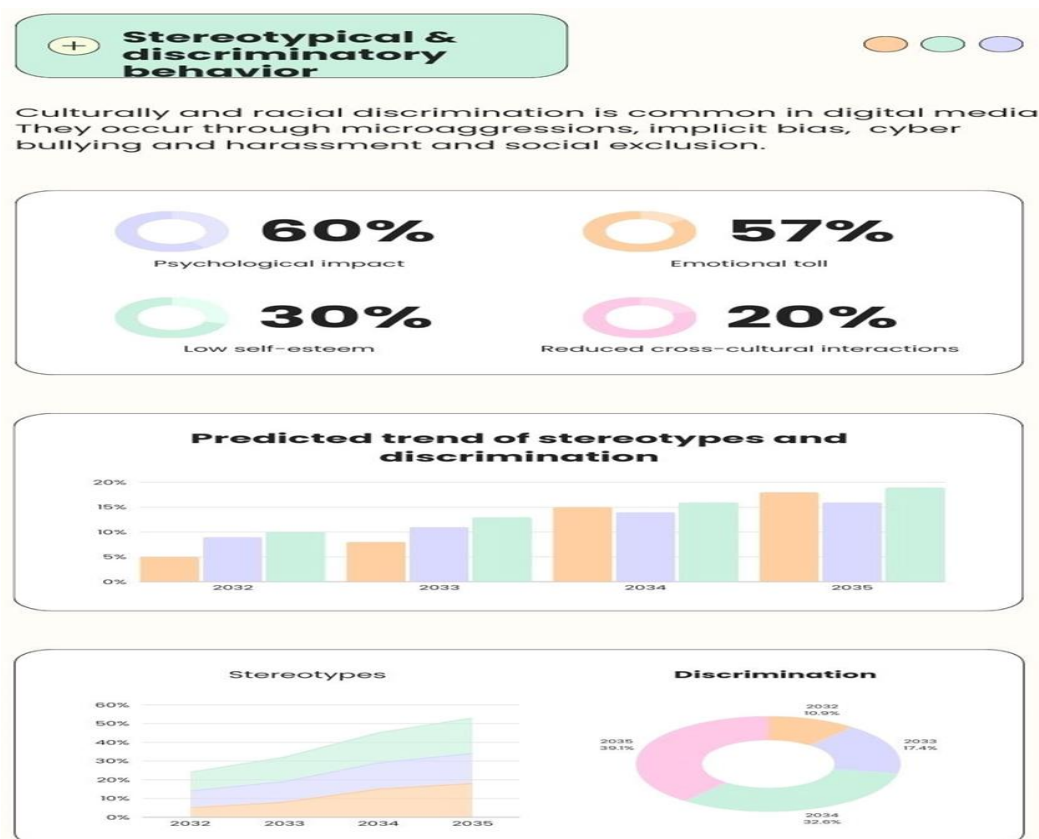
English education in digital media is powered by technical resources; knowledge, skills and attitudes to gadgets and internet combativity. Thus, learners and stakeholders must critically assess digital information and technologies and acquire appropriate skills needed to facilitate learning. This kind of literacy is hierarchical, with information literacy topping the list. The assessment, analysis and evaluation of data obtained from digital media is crucial for English education and understanding strategies for enhancing cultural sensitivity. As educators impart the relevant knowledge, learners must combat misinformation by ascertaining the relevance, credibility and accuracy of content delivered or published on social media platforms (Ajaj, 2020). Digital literacy regards the importance of cross-cultural relationships and sensitivity to cultural diversity. Thus, enhancing digital literacy is a key intervention that improves overall cultural sensitivity through English education. Media literacy accompanies digital literacy in enhancing English education and enhancing cultural sensitivity among learners in the digital world. Critical analysis and interpretation of media information, videos, texts and images to comprehend underlying biases and the intended information of meanings is crucial for English education in digital platforms (Ajaj, 2020). This approach is key for overcoming discrepancies characterizing digital education and interactions as they can impede learning activities and processes. Therefore, learners must acquaint themselves with knowledge and skills vital for critical analysis. Digital communication knowledge and skills play a fundamental role in enhancing

cultural sensitivity through English education. Often, the digital environments demand proficiency in using social media management, emails and online collaboration resources or applicable tools. As part of cultural sensitivity learning and drive, the learners need to acquire digital citizenship, netiquette and online etiquette (Häkkinen et al., 2020). Online netiquette and etiquette are crucial skills needed to enhance cross-cultural relationships and communication in a culturally diverse environment. The absence of etiquette and netiquette results in abuse, stereotypes, bias and ethnic discrimination within Hu Xiang culture. More recently, culturally diverse learners have adopted online etiquette to establish rapport with each other, justifying the course of cross-cultural associations. The table below summarizes key themes of intercultural communication and digital literacy in enhancing cultural sensitivity.

Table 5: A Summary of Intercultural Communication and Digital Literacy

Aspect	Description
Intercultural Communication	<ul style="list-style-type: none"> <li>• Regards cultural awareness and sensitivity</li> <li>• It involves accepting diversity in cultural values, customs, communication styles, and language.</li> <li>• Influenced by communication norms and non-verbal cues, leading to misinterpretation and misunderstandings</li> <li>• Standardizing communication enhances understanding and cultural sensitivity.</li> <li>• Flexibility and adaptability to unfamiliar cultural values and perspectives enhance cross-cultural communication.</li> <li>• Language proficiency is crucial; the choice of English words and skills promotes cultural sensitivity.</li> </ul>
Digital Media's Role in Language Learning	<ul style="list-style-type: none"> <li>• Language diversity improves English proficiency</li> <li>• Virtual classrooms and online meetings enable language practice, linguistic styles and accents.</li> <li>• underscores remote acquisition of cultural sensitivity lessons and skills</li> </ul>
Digital Literacy	<ul style="list-style-type: none"> <li>• Enables assessment of digital information and combatting misinformation.</li> <li>• Information literacy, media literacy, and digital communication skills reinforce English education and cultural sensitivity.</li> <li>• Critical analysis and interpretation of media information unmask biases and underlying meanings.</li> <li>• proficiency in using digital communication tools, understanding online etiquette, and fostering cross-cultural relationships</li> </ul>

Above all, the online environment must be neutral and free from stereotypical or discriminatory activities to enable English education on cultural sensitivity. The internet is known for cultural and ethnic discrimination, posing a threat to learners. The figure below supposes that racial discrimination and cultural stereotypes are bound to increase in the next ten years. The high prevalence of stereotypical behaviours in digital media poses a threat to English teaching. Thus, such behaviours must be addressed to enhance cultural sensitivity-related education in the Hu Xiang region. Firstly, the curricula should be reviewed to protect marginalized and racially minoritized groups within the digital platforms (Quinlan et al., 2024). Such minority groups must be protected from abuse from their fellow learners. Secondly, the digital environment and the curricula should be framed to help discriminated learners cope with the situations and continue learning (Cestone et al., 2024). Often, abused and discriminated persons quit the learning environments, crippling the journey to achieving cultural sensitivity. In this approach, other digital media users should launch campaigns and programs to drive cultural tolerance among themselves and society. A collective approach enlightens digital media users, reducing the overall stereotypes and discriminatory behaviours across the board.



**Figure 4:** Stereotypical Behaviour and Discrimination in Digital Media

## 7. OPPORTUNITIES AND CHALLENGES OF ENGLISH EDUCATION ON DIGITAL PLATFORMS

### 7.1 Opportunities

Enhancing cultural sensitivity from a global perspective has significantly evolved with technological advancements. In the process, vast opportunities to enhance English education on digital platforms emerged. First, digital platforms serve unprecedented and unlimited accessibility to educational materials, eliminating geographical barriers among learners across the globe (Malkawi et al., 2023). The digital platforms render educational content through diverse delivery methods: graphics, sound, electronic libraries, images and research mechanisms. These delivery methods favour individuals with disabilities, like the deaf and the dumb, as they use alternative methods, offering education indiscriminately. Learners access the learning resources through wireless networks or the internet using devices such as mobile phones, tablets, and computers (Ajaj, 2020). In this perspective, mobile phones offer the simplest and most affordable access to educational resources on cultural sensitivity. Fundamentally, these digital media open accessibility to English educational resources, enabling access to persons using various devices. Secondly, digital platforms provide an array of multimedia resources, especially user-interactive multimedia resources that not only capture learners' attention but also enhance their participation in the learning processes. Video games, interactive lessons and virtual realities enhance learner experience and engagement, allowing educators to implement different learning approaches based on learner preferences and styles (Ajaj, 2020). Fundamentally, the user interactive sessions are key for enhancing cultural sensitivity among diverse students. Digital platforms, including Facebook, Instagram, Google, among others, offer learners opportunities to interact and forge relationships (Ajaj, 2020). Cross-cultural relationships established through the learning processes equip learners with skills and knowledge on how to handle or approach individuals of diverse cultures. Additionally, the unlimited cross-cultural interactions enable learners to implement theoretical perspectives of cultural sensitivity acquired in lessons, boosting overall knowledge and skills on the subject. Thus, the vast avenues of delivering cultural sensitivity content and unmatched accessibility are an opportunity for expanding knowledge among diverse cultures and English education. Thirdly, the digital platforms enabled personalized learning where content is tailored to suit the Hu Xiang culture. In the context of culture, language is a critical determinant of successful learning due to varying proficiency levels (Ajaj,

2020). Therefore, digital platforms enable the personalization of content based on English proficiency levels to enhance comprehension at each stage of learning. For instance, personalizing education enables English beginners, intermediate and proficient persons to consume and comprehend the content effectively at their respective levels. Lastly, digital media enables global cooperation and sparks collaboration to revolutionize cultural sensitivity education (Collins & Halverson, 2018). Individuals from diverse cultures converge on social media platforms, transmitting and consuming loads of information on cultural sensitivity. The convergence of many people is an opportunity for brainstorming for new and unique approaches to English education and how to enhance cultural sensitivity from a global perspective. For instance, cross-cultural interaction in digital media within the Hu Xiang region enables individuals to use strategies to enhance cultural sensitivity in different cultures, regions or countries. These strategies can be tweaked or advanced to make them effective in other cross-cultural settings. Fundamentally, cross-cultural interaction in digital media enables experts to pick on the gaps, new ideas and limitations on cultural sensitivity (Collins & Halverson, 2018). These insights furnish educators, curriculum developers and stakeholders with the ideas and approach to broaden the search for new interventions from the global perspective. As digital media is anchored on the evolving technological landscape, there are many more opportunities that will unfold with technological advancements.

## 7.2 Challenges

English education in digital media faces paramount challenges that cripple cultural sensitivity. These challenges are unique but affect the educational processes with equal measure (Beribe, 2023; Cuccurullo & Cinganotto, 2020). Firstly, the global socio-economic diversity speaks for the divide that defines accessibility to digital media resources like gadgets, the internet, and the penetration of the internet to some areas (Ali, 2011). The socio-economic disparities and inequalities unfold in multiple ways: poor internet penetration in marginalized regions, unaffordable gadgets and internet, poor network infrastructure, and lack of supportive governments to drive cultural sensitivity education. Globally, learners who do not access the internet and the devices are disadvantaged, marking educational inequalities. Secondly, dependence on technological instruments, internet connectivity, software, and hardware resources can cause glitches, malfunctions, and crashes. Technical failures, cyber threats, or glitches can disrupt the learning process (Djenna et al., 2021). Challenges

to smooth educational sessions mostly affect online or live sessions, and students miss out on important lessons and insights on cultural sensitivity (Tafazoli et al., 2018). Thirdly, quality control is a significant challenge to English education through digital media. The proliferation of digital content on online platforms is a threat to quality control. In this era where social media influences push content, individually or through external influence, controlling the quality and ascertaining the credibility of information becomes an uphill task (Ajaj, 2020). Worse still, most of these learners are followers of social media influencers and bigwigs. As such, they are likely to consume content pushed by their favourite social media personalities. Poor quality control threatens successful education through the dissemination of misleading information on cultural sensitivity on the global stage (Elboubekri, 2017). Lastly, digital literacy and other adverse outcomes pose a threat to English education on digital media. Fundamentally, digital communication skills, media literacy and information literacy are key skills needed by learners for successful learning (Milenkova et al., 2020). While some of the learners have these skills or can acquire them, an underprivileged portion of the learners lack these skills and/or cannot acquire them. Therefore, the challenge regards installing these skills among learners so that they can proceed with English education to acquire cultural sensitivity knowledge and skills, alongside navigating the socio-economic barrier among learners who cannot acquire these skills altogether. The table below summarizes the changes and opportunities in enhancing cultural sensitivity through English teaching in digital media (Bacabac, 2021).

Table 6:(a) A Summary of Opportunities and Challenges Facing English Teaching to Enhance Cultural Sensitivity in Digital Media

<b>Opportunities for Enhancing Cultural Sensitivity</b>	<b>Challenges in English Education on Digital Platforms</b>
Unprecedented accessibility as digital media allows unlimited access to educational resources, transcending geographical barriers among learners from diverse cultures across the globe.	Socio-economic disparities among culturally diverse individuals, leading to unequal access to digital resources, including gadgets like mobile phones, laptops and tablets alongside internet connectivity, exacerbate inequalities in English teaching.
Diverse Multimedia Resources: Digital platforms offer a wide range of multimedia resources, including interactive lessons and virtual realities, enhancing learner engagement and participation.	Technological dependence and internet connectivity cripple English teaching due to technical failures, cyber threats, and disruptions in the learning process.



Table 6:(b) A Summary of Opportunities and Challenges Facing English Teaching to Enhance Cultural Sensitivity

Opportunities for Enhancing Cultural Sensitivity	Challenges in English Education on Digital Platforms
<p>Digital platforms enable personalization of English teaching, meeting individual preferences to improve proficiency levels, comprehension and engagement.</p> <p>Global Cooperation and Collaboration among culturally diverse persons spark innovation and new approaches to teaching English and enforcing cultural diversity.</p>	<p>The proliferation of digital content poses challenges to quality control and credibility, enhancing misinformation.</p> <p>Lack of digital literacy skills, based on socio-economic barriers, hinders successful engagement with digital platforms.</p>

## 8. CONCLUSION

In the contemporary world, English education and digital media emerge as new ways of enhancing cultural sensitivity. The fundamental concepts surrounding these approaches regard the large number of English speakers, increasing internet penetration and heavy presence of individuals on digital platforms. Currently, even the mainstream educational programs take the digital approaches through online discussion, podcasts and lectures. This makes digital education, based on English education, an effective measure of addressing cultural insensitivity, stereotypes and discrimination in the Hu Xiang region. The present study found that English education and digital media are strategic for expanding cultural sensitivity through expanding knowledge, skills and acquaintance with diverse cultural values, traditions and perspectives. Intercultural communication and interactions, presentation of key cultural values, traditions and perspectives, alongside integration of fundamental cross-cultural themes stand out as new approaches to expanding cultural sensitivity in the digital media. These approaches opened a window for opportunities for enhancing cultural sensitivity and challenges.

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