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**A DESCRIPTIVE ANALYSIS OF ANGLICISMS USED IN
ECUADORIAN NEWSPAPERS**

**Research done in order to achieve the
Bachelor's Degree in Teaching
English as a Foreign Language.**

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CERTIFICATION

Mgs. Paúl González

CERTIFIES THAT:

This research work has been thoroughly revised by the graduation committee. Therefore, authorizes the presentation of this thesis, which complies with all the norms and internal requirements of the Universidad Técnica Particular de Loja.

Loja, october 12th/2010

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AUTOR

AUTHORSHIP

The thoughts, ideas, opinions and the information obtained through this research are the only responsibility of the author.

October 2010.

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Sr. Galo B. Molina

AUTHOR

DEDICATION

To all my family who has always encouraged me to continue with the development of my work. In a very special way, I would like to dedicate this thesis to my children, to whom I stole their very special time to do my project, but they stimulate me a lot since the beginning of my studies and have always been a very significant source of inspiration.

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ABSTRACT

The research presented is about “A Descriptive Analysis of Anglicisms Used in Ecuadorian Newspapers” with the aim to become conscious of the change in the language used in newspapers regarding the expressions containing anglicisms, as well as to identify the influence of English in our country and the social factors that promote the language change. Finally, to become aware if the use of anglicisms is necessary in our speech.

This work was done in the San Juan Bosco County, in the Morona Santiago Province. The variables used were a national newspaper “El Universo” and a tabloid “El Extra”, during seven days, from Sunday October 11, 2009 to Saturday October 17, 2009, as a local newspaper “La Randimpa”, a weekly newspaper, with seven editions, from edition No 41, September 13-19, 2009 to edition No. 47, October 24-30, 2009, giving a total of fourteen newspapers and seven tabloids analyzed. The subvariables news, ads, reports, social pages, and sports sections were analyzed.

The methods used were bibliographic, analytical and descriptive, and techniques used were note-taking, direct observation, interviews and conversations, and the instruments were questionnaires, cards, charts, and newspapers.

The results indicate that anglicisms are getting into the language usage in newspapers. For example, the newspaper “El

Universo” has the highest quantity of anglicisms, and the Ads section is the one which uses more anglicisms.

In conclusion, some people are not conscious about this change in the language; most of them do not care about anglicisms and accept its use in the Spanish Language even though most of the expressions borrowed from foreign language are unnecessary because we have similar expressions in our language.

INTRODUCTION

The goal of this research was to do “A Descriptive Analysis of Anglicisms Used in Ecuadorian Newspapers”, that will provide us with information about the way English is influencing our native language through newspapers in terms of anglicisms.

There are some research related to anglicisms done by students from the Universidad Técnica Particular de Loja, such as “Barbarisms and Anglicisms in Ecuadorian Radio and TV Programs”, “Anglicisms in Banners, Billboards and Business Signs”, “Archaisms and Anglicisms in the Spanish Spoken in Ecuador”. However, the study of the use of anglicisms in the Ecuadorian newspapers has not been examined in our country; therefore, it is necessary to investigate this topic in order to gain a better insight on the written language use; moreover, I have my own interest in knowing which are the most common English words spreading as anglicisms in our language, and also, how people are assimilating this process.

To do this research, I used the bibliographic, analytical and descriptive methods, as well as note-taking and direct observation to gather first-hand data. Additionally, some interviews and conversations were carried out to get opinions from people. Questionnaires, cards and newspapers were also used.

To accomplish the first specific objective, to determine the level of influence of the English language on the linguistic expressions

used in Ecuadorian newspapers was determined by reading each section of the newspapers and tabloid, showing the uses of anglicisms in it.

With respect to the second specific objective, to identify syntactic and lexical anglicisms more commonly used in newspaper material in Ecuador, It was demonstrated in the charts, writing the context in which the words were found and identifying the anglicisms

In order to get the third specific objective, to do a deep analysis of the anglicisms found in Ecuadorian newspapers regarding etymological, syntactic-semantic and morphological aspects were very successful because I did a deep linguistic analysis to a great percentage of anglicisms.

To get the fourth specific objective, to determine the written sections of Ecuadorian newspapers in which anglicisms are mostly used, reading the newspapers, charts and the comparative analysis were the tools to acquire a 100% of this objective.

Finally, in the last specific objective, “to know the level of acceptance that Ecuadorians have in the use of anglicisms in newspapers”, it was demonstrated in the sociological analysis and in the conclusions, helped by the survey to frequent readers, journalists and linguists.

METHODOLOGY

To carry out the present research I applied the following scientific methodology.

The Bibliographic Method, for gathering the scientific material necessary for the theoretical background related to language, linguistics and its branches, language change, language vice, neologisms, barbarisms (anglicisms), foreign language interference, newspaper and tabloid, and previous studies. Some topics were found in the library of the “Universidad Estatal de Cuenca”, in the institute of language “Abraham Lincoln”, and in my own library in books provided by the Universidad Técnica Particular de Loja, and other themes I had to search on the Internet; notes-taking were used as techniques; cards and direct observation forms were the instruments.

The Analytical and Descriptive Methods were used to do the descriptive and statistical analysis, and the interpretation of the data. This research was done in the San Juan Bosco County, in the Morona Santiago Province. To select the sample of the variables, I got a national newspaper “El Universo”, and a tabloid “El Extra”, during seven days, from Sunday October 11, 2009 to Saturday October 17, 2009; as a local newspaper I selected “La Randimpa” with seven editions, from edition No. 41, September 13-19, 2009 to edition No. 47, October 24-30, 2009, this is a weekly newspaper because in our

province we do not have a newspaper with a daily edition. To find out the anglicisms I read all the newspapers, highlighted anglicisms found and wrote them in the top of the newspapers, then I checked if the words were anglicisms through the use of an English-English dictionary, and if the words were accepted by the Spanish Royal Academy of the Language, helped by a Spanish dictionary.

After selecting the words, I classified them into charts according to the subvariables proposed, written if they were found in the news, ads, reports, social pages and sports sections. The techniques used were direct observation, note-taking and the instruments were cards, charts, computer and the newspapers.

Furthermore, to obtain some of my specific objectives, and write the sociological analysis, I had to interview some people among them, a professional in literature, a person that works as a correspondent in the local newspaper, and five assiduous readers, three of them were from other cities because in my town we do not have a daily sale of newspapers, the only one available is the weekly “La Randimpa” and sometimes other newspapers.

The fact, to do my research I had to get the national newspapers and tabloid in the city of Gualaceo, in the Azuay province. The techniques used for this purpose were interviews and especially conversations, and the instruments were questionnaires.

The qualitative tabulation was done with the charts, writing the anglicisms, their context, the word repetition number in the article,

the title of the article and the date that they were wrote, written as just as they were found and classified according to their variables and subvariables in a chart for each one. To tabulate quantitatively, I wrote the anglicisms found in each subvariable and in one chart for each variable and got their frequency and percentage.

To do the linguistic analysis, first, I had to check if the word was accepted or not by the Spanish Royal Academy of the Language and find its etymology in an English-English dictionary. To do the semantic-syntactic analysis and its meaning in the Spanish context I supported my opinion in the theoretical background, similarly I do with the morphological analysis. The comparative analysis was about the anglicisms found in the subvariables, between the variables, between the Anglicism, and finally in a chart that shows us the total of anglicisms found in the research.

In the sociological analysis I gave my opinions supported by the interviews to people involved in this field, based on the context where anglicisms were found, and according to my opinion of the language change.

In conclusion, this research is done with the scientific methodology required, with responsibility, and especially the data reflects the true about the use of the anglicisms in Ecuadorian newspapers.

RESULTS

Chart One

Variable: National Newspaper “El Universo”

Subvariable: News

Anglicisms	Examples	Word repetition number	Title of the article	Date
Fans	Fans. Otro Correa se roba el show	1	Simpatizantes de Fabricio	Oct. 11/09
Show	Otro Correa se roba el show	1	Simpatizantes de Fabricio	Oct. 11/09
Bank performance	Bank performance es el nuevo estudio que presentó la consultora Ipsa.	1	IPSA con nuevo estudio que analiza a bancos	Oct. 11/09
DVD	Exhibirán productos como televisores LCD, Reproductores DVD , grifería	1	Misión de Taiwán llega por negocios	Oct. 11/09
LCD	Exhibirán productos como televisores LCD , Reproductores DVD, grifería	1	Misión de Taiwán llega por negocios	Oct. 11/09
Jean	Vestida con su jean , camisa mangas largas y sombrero de copa	1	Altoparlantes reproducirán los disparos durante rodeo	Oct. 11/09

web	Obras ha planificado Cedegé, Información de su sitio web	1	Antes del invierno el temor crece en las zonas rurales. Cifras inversiones	Oct. 11/09
express	Para que sigan matando, robando, violando o haciendo secuestro express	1	Jaime Nebot: en la lucha un solo puño, en la victoria un solo logro: progreso en libertad	Oct. 11/09
cheerleaders	Participó una veintena de planteles, bandas, cachiporrearas y grupos de cheerleaders	1	Samboyondón de fiesta por 189 años de libertad	Oct. 11/09
covers	Con temas propios y covers , el cubano Joel Alleguez	2	Guayaquil se llenó de buena salsa	Oct. 11/09
fans	La energía desplegada por Bunbury fue retribuida por sus fans	1	Concierto de rock del Español Bunbury extasió a los quiteños	Oct. 11/09
software	Porque el software está diseñado para países anglosajones	1	No todos los policías han logrado mejoras para sus vidas	Oct. 11/09

Express	Despertó interés por ser víctima de un secuestro express	1	Top 5 Frank Bonilla	Oct. 11/09
Tour	La compañía llamada Kapawi, ofrece tours desde 600 a 2000 dólares	1	Amazónicos exigirán autonomía en los diálogos con el gobierno	Oct. 12/09
gays	Marcha nacional por la igualdad a miles de activistas por los derechos de los gays	1	Obama ovacionado en marcha por gays	Oct. 12/09
software	Tiene un monitor donde un software reproduce el ambiente	1	Parque vial no cubre la demanda de pruebas	Oct. 12/09
web	En el sitio oficial web de Playboy	1	El top 5	Oct. 12/09
express	El aumento de secuestro express motivó el estado de excepción	5	29 denuncias de violación contra falsos taxistas indaga la fiscalía.	Oct. 12/09
kits	Entregarán a los moradores kits completos de limpieza bucal	1	Una brigada médica en la Isla Puná	Oct. 12/09

Top Model	La top model alemana Heidi Klum y su esposo	1	Heidi Klum y seal son padres por cuarta vez	Oct. 12/09
web	El pasado viernes, publica el sitio web la botana.com.	1	Heidi Klum y Seal son padres por cuarta vez	Oct. 12/09
Light	Teoría “ light ”. Desde que la crítica a la gente	1	Crítica de TV. Teoría “light”	Oct. 12/09
Boy scouts	Una revolución no se hace con lápiz, boinas y boy scouts	1	Julio Vizuite teme ser entregado	Oct. 13/09
Peeling	Quiromasajes, mesoterapia, Peeling , limpiezas faciales	1	Medicina alternativa	Oct. 13/09
software	Estos datos eran ingresados a un computador, a través de un software especial	1	Banda con nueva forma de clonar tarjetas de crédito	Oct. 13/09
skimming	Tenían un aparato, parecido al skimming , que usan otras bandas	1	Banda con nueva forma de clonar tarjetas de crédito	Oct. 13/09

web	En la página web de la presidencia no se publicaba el decreto	1	Indígenas definen a miembros de mesas	Oct. 14/09
chip	El teléfono de Andrea, debía tener chip y como es básico	1	134 Clientes interesados en migrar de operadora	Oct. 14/09
Web	Está en la página web de la Contraloría y detalla	1	Irregularidades se revelan en informe	Oct. 14/09
express	Los violadores que cometieron secuestro express fueron antes acusados	1	“Siete meses bastaron para evaluar que la reforma penal no funcionó”	Oct. 14/09
peeling	Mesoterapia, peeling y limpiezas faciales	1	Medicina alternativa	Oct. 14/09
express	Fue víctima de un secuestro express junto con su amigo	1	Secuestran y asaltan a dos hombres	Oct. 14/09
web	Señaló Alvarado, Según la web del periódico oficial El Ciudadano	1	No “cholear” a U. Católica piden maestros a Correa	Oct. 15/09
express	las bandas del crimen organizado, el sicariato y el secuestro express	1	AP se retracta y plantea reducir monto de robos de \$654 a 21.80	Oct. 15/09

peeling	Mesoterapia, peeling y limpiezas faciales	1	Medicina alternativa	Oct. 15/09
express	Un robo de celular y un secuestro express	1	Ministro de justicia se opone a nuevas reformas	Oct. 15/09
software	Cuál es la situación de las empresas ecuatorianas que desarrollan software	1	Lea mañana. Cual es la situación de las empresas ecuatorianas que desarrollan software	Oct. 16/09
laptops	Tabaré Vasquez entregó las últimas laptops modelo XO a niños de una escuela	2	En escuelas públicas todos tienen su laptop	Oct. 16/09
piercings	Implantes de pecho, piercings y perfiles en blanco y negro	1	Polémica por un escáner que “desnudó” a los pasajeros	Oct. 16/09
peeling	Mesoterapia, Peeling y limpiezas faciales	1	Medicina alternativa	Oct. 16/09
web	En su web invita al público a sufrir con su historia	1	José José no añora la fama	Oct. 16/09

reallity	Estuvo entre las finalistas de un reallity panameño de talentos	1	Panameño Makano trae su reggaetón romántico a la urbe	Oct. 16/09
software	La industria del software no creció lo esperado	10	La industria del software no alcanzará sus metas previstas	Oct. 17/09
web	La Dinse publicó en su página web un comunicado	1	Asambleísta denuncia irregularidades en DINSE	Oct. 17/09
web	La comisión en su web , señala que una de las primeras decisiones	1	SIP: la ley de comunicación oficial atenta a la democracia	Oct. 17/09
copyright	El producto cuenta ya con copyright en Estados Unidos y Ecuador	1	La Industria de software no alcanzará sus metas previstas	Oct. 17/09
express	Como víctima que he sido del secuestro express	1	Delincuencia sin leyes que la combatan	Oct. 17/09
spa	Para fomentar un spa en Angostura y conceder visa	1	La columna de Tomás del pelo	Oct. 17/09
laptop	A las personas que acudieron con sus laptops	1	Malecones en las Islas Galápagos con internet	Oct. 17/09

Lobby	Será en el lobby del centro cultural Simón Bolívar	1	Títeres en el centro cultural Simón Bolívar	Oct. 17/09
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Chart Two

Variable: National Newspaper “El Universo”

Subvariable: Ads

Anglicisms	Examples	Word repetition number	Title of the article	Date
notebooks	Proyecta la imagen profesional de tu negocio con la nueva línea de notebooks	1	HP. Probook en pro de hacer negocios con estilo porta. Blackberry curve.	Oct. 11/09
wifi	Nuevo blackBerry Curve 8520, ahora con wifi , trackpad, botones multimedia, cámara	1	Porta. Blackberry Curve	Oct. 11/09
trackpad	Nuevo blackBerry Curve 8520, ahora con wifi, trackpad , botones multimedia, cámara	1	Porta. Blackberry Curve	Oct. 11/09

staff	Se necesita staff de Venta para Islas y locales	1	CROCS	Oct. 11/09
mail	Enviar curriculum al mail crocs.ecuador@yahoo.es	1	CROCS	Oct. 11/09
web	Los interesados deberán ingresar a la pagina web	1	Ministerio del Ambiente Convocatoria	Oct. 11/09
CD	CD La historia con las voces de los personajes	2	Colección de oro audio libros Disney	Oct. 11/09
full	Vendo auto flamante, full equipo	42	Clasificados: casas autos	Oct. 11/09
DVD	Local DVD	4	Clasificados. Negocios	Oct. 11/09
premium	Línea premium	1	Clasificados. Cosmetología	Oct. 11/09
stikers	Gorras, stikers	1	Clasificados. Ropa	Oct. 11/09
Tour	Tour a Cuenca	2	Clasificados turismo	Oct. 11/09
laptop	Laptops desde \$375 + iva	5	Clasificados computación	Oct. 11/09

roof	Techo panorámico Vista roof	1	Ford. Edge 100% Americana	Oct. 12/09
web	Página web Edina.com.ec	1	EDINA la guía que guía	Oct. 12/09
On-line	Consulte por nuestro sistema de educación on-line	1	Universidad Espíritu santo	Oct. 12/09
DVD	Dvd , multilector y quemador	3	“Easy Compu” lo hace posible	Oct. 12/09
laptop	Mini Laptop a \$399.99	1	“Easy compu” lo hace posible	Oct. 12/09
full	Vendo auto Full equipo, flamante	32	Clasificados. Casas-autos	Oct. 12/09
laptop	Laptops desde \$ 375 + iva, nuevo	5	Clasificados. Computación	Oct. 12/09
DVD	Cursos DVD , radio, computadoras, monitores	1	Clasificados. Educación	Oct. 12/09
PC	Pc complete, monitor, teclado, \$339	1	ASCOMSA promoción!!	Oct. 12/09
mezzanine	Local con mezzanine , 220 m2	1	Clasificados. Locales comerciales	Oct. 13/09
full	Full equipo, impecable,	28	Clasificados. Casas, autos	Oct. 13/09

DVD	Conversion a DVD	1	Clasificados. Audio y video	Oct. 13/09
Small	Vestido de novia, talla small	1	Clasificados. ropa	Oct. 13/09
laptop	Laptops desde \$...	4	Clasificados. Computación	Oct. 13/09
target	La mejor opción para llegar a tu target	1	Pautas en El Universo	Oct. 13/09
web	Página web edina.com.ec	1	Edina. La guía que guía	Oct. 14/09
CD	Reproductor de CD con memoria de CD programable	2	Club de Lectores El Universo	Oct. 14/09
full	Excelentes condiciones, Full equipo	61	Clasificados Autos-casas	Oct. 14/09
DVD	Cámaras, DVD ,	3	Clasificados. Audio y Video	Oct. 14/09
Laptops	Laptops desde \$357 + iva, nuevo	7	Clasificados. Computación	Oct. 14/09
off	20% off San Marino * mal del sol	1	TOMMY HILFIGER	Oct. 14/09
web	Página web Edina.com.ec	1	Edina. La guía que guía	Oct. 15/09

Air bag	Dirección hidráulica, air bag , aire acondicionado	1	Nissan. Nuevos modelos 2010	Oct. 15/09
airbag	6 airbags , transmission manual de 6 marchas	1	Volkswagen. Nuevo Tiguan	Oct. 15/09
full	Full equipo, flamante, negociable	58	Clasificados. Casas, autos	Oct. 15/09
Sun roof	Todo electric, negro, sun roof , oportunidad	1	Clasificados. autos	Oct. 15/09
No frost	Refrigeradora no frost 200	1	Clasificados. Artículos	Oct. 15/09
laptop	Laptops desde \$357+iva, Nuevo	4	Clasificados. Computación	Oct. 15/09
new	Portátil new , de remate	1	Clasificados. computación	Oct. 15/09
DVD	Conversion a DVD	1	Clasificados. video	Oct. 15/09
off	20 % off San marino *Mall del sol	1	TOMMY HILFIGER	Oct. 15/09
No frost	Refrigeradora Durex, no frost , 13.2 pies	2	Gran liquidación. Créditos Económicos	Oct. 16

CD	Minicomponente Sony, CD , modelo...	3	Gran liquidación Créditos Económicos	Oct. 16/09
off	20 % off San Marino *Mall del sol	1	TOMMY HILFIGER	Oct. 16/09
full	Perfecto estado, Full equipo	57	Clasificados. Casas autos	Oct. 16/09
No frost	Refrigeradora no frost 200	1	Clasificados. Artículos	Oct. 16/09
laptop	Laptops desde \$357+iva nuevo	5	Clasificados. Computación	Oct. 16/09
small	Vestido de novia talla small	1	Clasificados. ropa	Oct. 16.09
DVD	conversión a DVD	4	Clasificados. video	Oct. 16/09
High Definition	Televisor LG 32" High Definition \$639	1	"Premium Tech"	Oct. 17/09
Mouse	Teclado, mouse , parlantes y audífonos	2	"Premium Tech"	Oct. 17/09
laptop	Gratis!! Por tu laptop: portafolio de cuero	1	Ofertas ADVANCE	Oct. 17/09

Off	20 % off San Marino *Mall del sol	1	TOMMY GILFIGER	Oct. 17/09
DVD	DVD multilector y quemador	3	“Easy comp”	Oct. 17/09
Flat panel	Intel 2.0 ghz. Monitor Flat panel , disco duro	4	“Easy Comp”	Oct. 17/09
laptop	Mini laptop \$399.99	1	“Easy Comp”	Oct. 17/09
full	Doble cabina. 4x4, Full equipo, negociable	47	Clasificados. Autos, casas	Oct. 17/09
laptop	Laptops desde \$ 357 + iva, Nuevo	5	Clasificados. Computadoras	Oct. 17/09
DVD	Conversion a DVD	5	Clasificados. Video	Oct. 17/09

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Chart Three

Variable: National Newspaper “El Universo”

Subvariable: Social Pages

Anglicisms	Examples	Word repetition number	Title of the article	Date
collage	Pequeños detalles que hacen este verdadero collage	1	Shungo, la música nacional desde el jazz	Oct. 11/09
Scat singing	De melodía nacional y encima un scat-singing en español	1	Shungo, la música nacional desde el jazz	Oct. 11/09
reality	Un grupo de jóvenes compiten en un reality	2	Programación de TV	Oct. 12/09
jeans	La castaña melena suelta, un par de jeans y camiseta	1	Protagonistas: crecimiento actoral. Penélope Cruz	Oct. 12/09
dip	Dip de atún, de pollo, de champiñones	4	Mousses fríos para servir con vegetales o panes	Oct. 13/09
Clic	Haz clic en el estilo de bolso que se parezca	1	El top 5. Simulación. Profesor Purse	Oct. 14/09

performance	Inauguró el artista Schubert Ganchozo con un performance	1	Juanita Córdova celebró a lo grande su trayectoria	Oct. 14/09
crossover	Nos gustaría hacer el famoso crossover	1	Reik promociona su nuevo sencillo “No Desaparecerá”	Oct. 14/09
Look	Cuando se hizo un look militar en 1958	1	Se subastará pelo de Elvis Presley	Oct. 14/09
hit	En los ochenta marcó un hit con <i>La Ley de los Ángeles</i>	1	Crítica de TV Creciendo en el bar	Oct. 15/09
Long play	Grabamos tres long play de 36 canciones	1	Alci Acosta. “Desde niño fui tímido”	Oct. 15/09
lobby	En el lobby del centro cultural	1	Orquesta de cámara y color en MAAC	Oct. 15/09
High definition	Con dos cámaras HDVX high definition	1	La “movida” guayaquileña en tv.	Oct. 15/09
software	Luis y Christian, quienes usan los software	1	La “movida” guayaquileña en TV	Oct. 15/09

represe	Se transmitirán los martes a las 14:30 y los sábados represe	1	La “movida” guayaquileña en tv	Oct. 15/09
covers	Los sonidos locales originales, nada de covers	1	La “movida” guayaquileña en tv	Oct. 15/09
lobby	Se realiza En el lobby del <i>Centro Cultural Simón Bolívar</i>	1	Agenda de fin de semana. exposición	Oct. 16/09
web	Asegura hoy la revista <i>OK Magazine</i> en su página web	1	Penélope Cruz en “Sexo en la ciudad”	Oct. 16/09
target	Parecen obviar el target adolescente para dirigirse	1	“ <i>El padrino del novio</i> ”, un filme para pasar un rato agradable	Oct. 16/09
jean	Viste en jean , camiseta y zapatos deportivos	1	Quince años cantando música latinoamericana	Oct. 16/09
piercings	Pelo largo, muy largo, y algunos piercings	1	Quince años cantando música latinoamericana	Oct. 16/09
Heavy rocker	Y algunos piercings que lo hacen lucir como un heavy rocker	1	Quince años cantando música latinoamericana	Oct. 16/09

DVD	<i>Celebrando 55 años de historia</i> grabado en vivo junto a un DVD	1	Papo Lucca, el “Piano man” de la salsa y el latin jazz	Oct. 17/09
web	Sitio en la web ofrecerá canciones	1	Sitio en la web ofrecerá canciones por \$ 5	Oct. 17/09
web	Su propia Red social en la web	1	Animales tienen ahora su propia red social en la web	Oct. 17/09

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Chart Four

Variable: National Newspaper “El Universo”

Subvariable: Reports

Anglicisms	Examples	Word repetition number	Title of the article	Date
Hardware	Servicios ambientales, metalmecánica hardware	1	Walter Spurrier. Qué política industrial?	Oct. 11/09
software	Metalmecánica hardware, software	1	Walter Spurrier. Qué política industrial?	Oct. 11/09
Laptop	Se me llevaron mi computadora laptop	1	Cartas de lectores. Lo que vale la seguridad	Oct. 11/09

Wash and wear	Para que su pasado se limpie totalmente. Wash and wear	1	Francisco Febres Cordero. Lecciones	Oct. 11/09
web	A través del sitio web de cierta telefonía móvil	1	Cartas de lectores. Lo que vale la seguridad	Oct. 11/09
engagement	La noción de engagement esta tomando importancia	12	Tecnología. De la interactividad al “engagement”	Oct. 11/09
online	Contemplando el futuro de la publicidad online a cinco años plazo	2	Tecnología. De la interactividad al “engagement”	Oct. 11/09
e-mail	El me envió un e-mail diciéndome	1	Guayaquileña en “bici” lleva el correo a Ede	Oct. 12/09
software	Gracias a un software de alta seguridad	1	Hay retraso en la expedición de records policiales	Oct. 13/09
hardware	Las ventas del hardware sufrieron una caída del volumen	1	El mundo de los pixeles tambalea	Oct. 14/09
mouse	Microsoft ha creado cinco prototipos de mouses llamados mouse 2.0	3	Microsoft desarrolla mouse que detecta movimiento	Oct. 14/09

slim	Pantalla slim , que en la actualidad cuesta la mitad	1	El mundo de los pixeles tambalea	Oct. 14/09
round	La maquinaria gobiernista estará lista para un nuevo round	1	Manuel Ignacio Gómez Lecaro. Ninguno de los tres	Oct. 15/09
Call center	Hasta se saben de memoria las señoras del call center	1	Sin teléfono en Machala	Oct. 16/09
performance	El equipo no daba para una performance superior	1	Alfonso Oramas Gross. Salazón	Oct. 17/09

Author: Galo B. Molina

Chart Five

Variable: Tabloid “El Universo”

Subvariable: Sports

Anglicisms	Examples	Word repetition number	Title of the article	Date
innings	New York ganó a Mellizos 4-3 en once innings	2	Teixeira, héroe de Yankees	Oct. 11/09

playoffs	Ventaja de 2-0 en primera ronda de playoffs	1	Teixeira, héroe de Yakees	Oct. 11/09
web	Según la página web del tenista tricolor	1	Nicolás Lapentti jugará la final de la copa Petrobras	Oct. 11/09
Ranking	Que ocupan los primeros lugares del ranking nacional	1	50 ciclistas competirán en el Downhill urbano	Oct. 11/09
downhill	Descendieron las escalinatas en el downhill urbano	2	50 ciclistas competirán en el downhill urbano	Oct. 11/09
playoffs	Los Ángeles esperan rival en playoffs	2	¡Dodgers barren!	Oct. 12/09
cross	si hubiera recibido un cross a la mandíbula	1	El fútbol, expresión inigualable.	Oct. 12/09
innings	Padilla lanzó blanqueada de siete innings	1	Dodgers, al final de la Liga Americana	Oct. 12/09 hits
hits	El mexicano bateó seis hits	2	Dodgers, al final de la Liga Americana	Oct. 12/09

downhill	Descendieron las escalinatas en el downhill urbano	2	Emociones en el cerro Santa Ana	Oct. 13/09
innings	Quien trabajó eficientement e seis y un tercio de innings	1	Los Yankees y angelinos se medirán desde este viernes	Oct. 13/09
hits	En los que diseminó cuatro hits y una carrera	1	Los Yankees y angelinos se medirán desde este fin de semana	Oct. 13/09
web	Piratean la página web de Maradona	1	Piratean la página web de Maradona	Oct. 13/09
hacker	Pero le ganamos en la red se burló el hacker	1	Piratean la página web de Maradona	Oct. 13/09
inning	El abridor dominicano Ubaldo en el mismo primer inning	2	Filis eliminaron a Rockies y ahora esperan a Dodgers	Oct. 14/09
playoffs	De esta primera ronda de playoffs	1	Filis eliminaron a Rockies y ahora esperan a Dodgers	Oct. 14/09

playoff	El playoff del viejo circuito	1	Filis vs. Dodgers	Oct. 14/09
Playoff	El playoff por el banderín de la liga nacional	1	Yankees vs. Angelinos	Oct. 14/09
pitcher	Han revelado oficialmente quién será el pitcher	1	Dodgers y Filis en un duelo por revancha	Oct. 15/09
playoffs	Que habían sido los primeros clasificados a playoffs	1	Las series de campeonato de las Grandes Ligas	Oct. 15/09
hits	Sumó 6 hits , entre ellos dos jonrones	1	Las series de campeonato de las grandes ligas	Oct. 15/09
playoff	Sacan ventaja en el inicio del playoff	1	Filis sacan ventaja en el inicio del “playoff”	Oct. 17/09
inning	Tomó ventaja 1-0 en el segundo inning	2	Filis sacan ventaja en el inicio del playoff	Oct. 17/09
Hits	Permitió cuatro carreras limpias y ocho hits	1	Filis sacan ventaja en el inicio del playoff	Oct. 17/09

Author: Galo B. Molina

Chart Six

Variable: Local Newspaper “La Randimpa”

Subvariable: News

Anglicisms	Examples	Word repetition number	Title of the article	Date
Ranking	Establece un ranking entre la educación privada y la pública	1	Paro de UNE: por educación de excelente calidad	Sep. 20-26/09
Spray	Tratamiento con sustitutivos de la nicotina (TSN) chicles, spray , parches y comprimidos	1	Tabaquismo	Sep. 20-26/09
set	Realizó una entrevista desde el set de la radio 100.1	1	Se realizó un taller de capacitación sobre ética periodística	Sep. 26-Oct. 2/09
web	La Randimpa se prepara para tener su propia página web	2	Estamos preparándonos para la web	Oct. 10-16/09
Sheriff	La portavoz del sheriff del condado, Eloise Campanella	1	Aterriza el globo de Colorado sin el niño dentro	Oct. 17-23/09

reallity	El reallity que ha programado Amazonía Televisión	2	Reallity de TV crea expectativa	Oct. 24-30/09
web	La página web del SRI registra que su actividad económica	1	El SRI abrió una investigación tributaria a cuentas de INVERMUN	Oct. 24-30/09

Author: Galo B. Molina

Chart Seven

Variable: Local Newspaper “La Randimpa”

Subvariable: Ads

Anglicisms	Examples	Word repetition number	Title of the article	Date
xxxxxxx	xxxxxxxxxxx	x	xxxxxxxxxxx	xxxxxxx

Author: Galo B. Molina

Chart Eight

Variable: Local Newspaper “La Randimpa”

Subvariable: Social Pages

Anglicisms	Examples	Word repetition number	Title of the article	Date
tips	Algunos tips de cómo hacerlo	1	Cuidado de la piel	Sept. 13-19/09
tips	Tips terapéuticos	1	Tips terapéuticos	Oct. 10-16/09
tips	Tips terapéuticos	1	Tips terapéuticos	Oct. 17-23/09
tips	Tips terapéuticos	1	Tips terapéuticos	Oct. 24-30/09

Author: Galo B. Molina

Chart Nine

Variable: Local Newspaper “La Randimpa”

Subvariable: Reports

Anglicisms	Examples	Word repetition number	Title of the article	Date
stikers	Stikers vehículos mal estacionados	1	Comando provincial de Morona Santiago. Boletín de prensa	Sept. 13-19/09

stikers	Stikers vehículos mal estacionados	1	Comando provincial de Morona Santiago. Boletín de prensa	Sept. 26 – Oct. 02/09
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Author: Galo B. Molina

Chart Ten

Variable: Local Newspaper “La Randimpa”

Subvariable: Sports

Anglicisms	Examples	Word repetition number	Title of the article	Date
set	Pichincha ganó sin problemas el primer set	6	Guayas se llevó el título en voleibol	Sep. 20-26/09
Match	La superioridad del cuadro sucuense se notó desde el principio del match	1	El Sucúa triunfó en La Troncal	Sep. 20-26/09

Chart Eleven

Variable: Tabloid “El Extra”

Subvariable: News

Anglicisms	Examples	Word repetition number	Title of the article	Date
Fans	Abriéndose paso entre las decenas de fans y representantes de medios de comunicación	1	Guayaquil celebró al ritmo de la buena música	Oct. 11/09
Fans	Cientos de fans lucharon por ingresar	1	Gilberto Santa Rosa todo un éxito!	Oct. 11/09
Gay	Gay estrangulado en plena “chupa”	1	¡Gay estrangulado en plena “chupa” en los Dos Puentes!	Oct. 13/09
laptop	Se llevó mil dólares en efectivo, una computadora laptop y unas joyas	1	Ex empleado resentido asaltó una chifa	Oct. 15/09
By pass	Debían dirigirse al by pass de Quinindé-Quito	1	¡Siete fueron los cadáveres en la matanza nocturna!	Oct. 17/09
brother	Tranquilo brotherdividimos y nos salvamos	1	Memo el canillita	Oct. 17/09

Author: Galo B. Molina

Chart Twelve

Variable: Tabloid “El Extra”

Subvariable: ads

Anglicisms	Examples	Word repetition number	Title of the article	Date
stereo	FM stereo	1	Punto rojo	Oct. 11/09
Night club	Vendo de oportunidad night club	1	Bienes raíces venden	Oct. 11.09
full	Full equipo negociable	2	Venden vehículos	Oct. 11/09
DVD	Bar. dvd	2	hoteles	Oct. 11/09
web	Diseño portales web	1	Profesionales “diseños”	Oct. 11/09
full	Cabinas telefónicas Full equipadas	1	Telecomunicaciones cabinas	Oct. 11/09
small	Vendo vestido de novia talla small	2	Ropa y accesorios	Oct. 11/09
Chat	Sexy chat mensajea al 1112	1	Zona picante	Oct. 11/09
hot	Llama 24 horas super hot	3	Zona picante	Oct. 11/09

laptop	Conéctate con mayor potencia a tu laptop	1	Comandato “Usala ya”	Oct. 12/09
web	Desde la web de Banco del Austro	1	Porta	Oct. 12/09
stress	Siempre pensé que era stress	1	Sexualidad. Descubrimiento que prolonga la erección	Oct. 12/09
Night club	Vendo de oportunidad night club	1	Bienes raíces venden	Oct. 12/09
full	Full equipo poco recorrido	4	Vehículos venden	Oct. 12/09
DVD	Baño privado, Bar, dvd	2	hoteles	Oct. 12/09
Sex shop	Tiendas sex shop	1	Zona picante	Oct. 12/09
hot	Ornella hot 100% real	5	Zona picante	Oct. 12/09
Chat	Chat caliente	3	Zona picante	Oct. 12/09
escort	Modelos escort y escoltas de lujo	1	Zona picante	Oct. 12/09
blister	Exija en su respective blister	1	Zona picante	Oct. 12/09

spray	Spray \$ 20	2	Zona picante	Oct. 12/09
web	Página web Edina.com.ec	1	Edina La guía que guía	Oct. 13/09
play	Ponle play a tu diversión	1	Play land park	Oct. 13/09
Night club	De oportunidad night club	1	Bienes raíces venden	Oct. 13/09
full	Full equipo, negociables	3	Vehículos venden	Oct. 13.09
full	Instalamos cabinas Full equipadas	1	Telecomunicaciones cabinas	Oct. 13/09
Sex shop	Tiendas sex shop	1	Zona picannte	Oct. 13/09
DVD	Bar, dvd	2	hoteles	Oct. 13/09
hot	!hot! envía video 2667	2	Zona picante	Oct. 13/09
spray	Spray , cremas	1	Zona picante	Oct. 13/09
web	Página web Edina.com.ec	1	Edina. La guía que guía	Oct. 14/09
light	Leche chocolatada light	1	La Vida Toni Te queda bien	Oct. 14/09
stereo	FM stereo	1	Punto rojo	Oct. 14/09
Night club	Vendo de oportunidad night club	1	Bienes raíces venden	Oct. 14/09

full	Full equipo, negociable	2	Vehículos venden	Oct. 14/09
Call center	Call center medio tiempo	1	Empleos solicitan	Oct. 14/09
status	Estilistas profesionales, necesita status	1	Empleos solicitan	Oct. 14.09
stress	Termomasaje stress columna artritis	1	Negocios venden	Oct. 14.09
full	Cyber Full equipado	1	Telecomunicaciones cabinas	Oct, 14/09
Sex shop	Tiendas sex shop	1	Zona picante	Oct. 14/09
hot	!hot! 100% real	3	Zona picante	Oct. 14/09
chat	Chat caliente en vivo	2	Zona picante	Oct. 14/09
DVD	Bar, DVD	2	Hoteles	Oct. 14/09
web	Página web Edina.com.ec	1	Edina La guía que guía	Oct. 15/09
play	Ponle play a tu diversión	1	Play Land Park	Oct. 15/09
kit	Llévate 1 kit	1	CREDIPICA te invita la primera ronda	Oct. 15/09

Night club	De oportunidad night club	1	Bienes raíces venden	Oct. 15/09
full	Full equipo	4	Vehículos venden	Oct. 15/09
mezzanine	Clemente ballén mezzanine	1	Domésticos solicitan	Oct. 15/09
DVD	Bar, DVD	2	Hoteles	Oct. 15/09
hot	!hot! 100% real	3	Zona picante	Oct. 15/09
Sex shop	Tienda sex shop	1	Zona picante	Oct. 15/09
chat	Sexy chat	2	Zona picante	Oct. 15/09
escort	Modelos escort	1	Zona picante	Oct. 15/09
Night club	Vendo de oportunidad night club	1	Bienes raíces venden	Oct. 16/09
full	Full equipo negociable	2	Vehículos venden	Oct. 16/09
status	Estilistas profesionales, necesita status	1	Empleos solicitan	Oct. 16/09
restaurant	Bar restaurant	1	Negocios venden	Oct. 16/09
Sex shop	Tienda sex shop	1	Zona picante	Oct. 16/09

chat	Chat en vivo y real	2	Zona picante	Oct. 16/09
DVD	Bar, DVD	2	hoteles	Oct. 16/09
Sex fantasy	Sex fantasy	1	Zona picante	Oct. 16/09
hot	!hot! 100% real	3	Zona picante	Oct 16/09
Night club	Vendo de oportunidad night club	1	Bienes raíces venden	Oct. 16/09
full	Full equipo	1	Vehículos venden	Oct 17/09
Sex shop	Tienda sex shop	1	Zona picante	Oct. 17/09
chat	Sexy chat	2	Zona picante	Oct. 17/09
hot	!hot! 100% real	2	Zona picante	Oct. 17/09
DVD	Bar, DVD	2	hoteles	Oct. 17/09

Author: Galo B. Molina

Chart Thirteen

Variable: Tabloid “El Extra”

Subvariable: Social pages

Anglicisms	Examples	Word repetition number	Title of the article	Date
film	Film ecuatoriano ganador del Cenit	1	“Los Canallas” en estreno	Oct. 15/09
gays	Matrimonio simbólico entre gays ecuatorianos	4	Celos y cachos divorciaron a gays manabitas	Oct. 16/09
rating	El rating de las tardes	1	El verdugo	Oct. 16/09
grilles	Bares. Grilles , moteles	1	El verdugo	Oct. 16/09
piercings	Ganchos, piercings en vivo	1	Un show siniestro	Oct. 17/09
Sketchs	Sketchs cómicos, concursos, bingo	1	La caravana más regalona De Extra y Brahma llega al suburbio	Oct. 17/09
Top model	Geraldine Neumman, Top model argentina	3	Conquer, un evento de alta costura	Oct. 17/09

Author: Galo B. Molina

Chart Fourteen

Variable: Tabloid “El Extra”

Subvariable: Reports

Anglicisms	Examples	Word repetition number	Title of the article	Date
terminator	Se convirtió en un terminator	1	“La confesión” de un sicario”	Oct. 11/09
pedicure	Los instrumentos del pedicure	1	Mitos y mentiras sobre el VIH y el SIDA	Oct. 12/09
manicure	Manicure o intervención quirúrgica	1	Mitos y mentiras sobre el VIH y el SIDA	Oct. 12/09

Author: Galo B. Molina

Chart Fifteen

Variable: Tabloid “El Extra”

Subvariable: Sports

Anglicisms	Examples	Word repetition number	Title of the article	Date
playoff	Los juegos del playoff	2	Comienzan los playoff en futsal	Oct. 12/09
playoff	Playoff en senior A y B	2	Playoff en senior A y B	Oct. 13.09
e-mails	Seguirán enviando e-mails	1	Extra sapada	Oct. 14/09
playoff	Senior A en sus playoff	1	Agrupación Gavica vapuleó a Economistas	Oct. 15/09

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Chart Sixteen

Variable: National Newspaper “El Universo”

Anglicisms	Section	f	%
	News	26	27.08
	Ads	27	28.13
	Social pages	21	21.88
	Reports	13	13.54
	Sports	9	9.37
	Total	96	100%

Author: Galo B. Molina

Chart Seventeen

Variable: Local Newspaper “La Randimpa”

Anglicisms	Section	f	%
	News	6	60
	Ads	0	0
	Social pages	1	10
	Reports	1	10
	Sports	2	20
	Total	10	100 %

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Chart Eighteen

Variable: Tabloid “El Extra”

Anglicisms	Section	f	%
	News	5	12.82
	Ads	22	56.41
	Social pages	7	17.95
	Reports	3	7.69
	Sports	2	5.13
	Total	39	100%

Author: Galo B. Molina

Chart nineteen

THE MOST FREQUENT ANGLICISMS

Anglicisms	No. of times that repeat the word
FULL	346
LAPTOP	44
DVD	41
WEB	28
HOT	21
SOFTWARE	17
PLAYOFF	13
EXPRESS	12
CHAT	12
ENGAGEMENT	12
INNINGS	8
CD	7
SET	7
NIGHT CLUB	7
HIT	6
SEX SHOP	6
GAY	6
MOUSE	5
REALLITY	5
FANS	4
DOWNHILL	4
OFF	4
SPRAY	4
FLAT PANEL	4
PEELING	4
SMALL	4
DIP	4
NO FROST	4
TOP MODEL	4
TIPS	4
TOUR	3
JEANS	3
COVERS	3
ONLINE	3
PIERCINGS	3

LOBBY	3
STIKERS	3
KIT	2
AIRBAG	2
TARGET	2
HARDWARE	2
STATUS	2
LIGHT	2
PLAY	2
ESCORT	2
MEZZANINE	2
PERFORMANCE	2
E-MAIL	2
ESCORT	2
STRESS	2
STEREO	2
RANKING	2
CALL CENTER	2
HIGH DEFINITION	2
PEDICURE	1
WASH AND WEAR	1
SLIM	1
FILM	1
RATING	1
SKETCH	1
MANICURE	1
CHIP	1
TERMINATOR	1
GRILLES	1
BROTHER	1
BY PASS	1
HEAVY ROCKER	1
CROSS	1
HACKER	1
PITCHER	1
REPRESSE	1
CROSSOVER	1
CLIC	1
LONG PLAY	1
TRACKPAD	1
COLLAGE	1

SCAT SINGING	1
SUN ROOF	1
NEW	1
PC	1
ROOF	1
PREMIUM	1
MAIL	1
STAFF	1
WIFI	1
NOTEBOOKS	1
COPYRIGHT	1
SPA	1
SKIMMING	1
CHEERLEADER	1
LCD	1
BANK PERFORMANCE	1
SHOW	1
BOY SCOUT	1
LOOK	1
ROUND	1
SHERIFF	1
MATCH	1
BLISTER	1
RESTAURANT	1
SEX FANTASY	1
TOTAL:	101

Author: Galo B. Molina

DISCUSSION

In this chapter I state, first, the theoretical background or the literature on which this study is based. Second, a description and analysis of results divided in a linguistic analysis that includes an etymological, syntactic-semantic, and morphological analysis. Then, a comparative and sociological analysis. Finally, the conclusions drawn in the research.

Theoretical Background

As the intention is to carry out a descriptive, linguistic and social analysis of anglicisms used in Ecuadorian newspapers, the present topics are related to the language and its fields of study that will help in my research work.

Language

As Language is a broad term related to signs, symbols, speech, words and grammar used by people to communicate, followed we can find definitions that will illustrate this concept. According to Michael Dobrovlsky and William O' Grady, cited in Burneo (2008) say that "Language is a system of communication, a medium of thought, a vehicle for literary expression, and a factor of nation building", moreover, Espinoza (2005) says that "Language is a complex system used for human communication, based on a small number of arbitrary vocal symbols and sound units which combine, according to

certain rules, into large and more complex structures with semantic content”; in addition Rosario Burneo (2009) say that “Language is a social, cultural and psychological phenomenon that serves the purpose of communication among human beings”, again, Burneo (2008) says that “Language is a system composed of sounds, symbols, meanings and structures that enables human beings to communicate with others in order to express ideas, feelings, intentions and like, by means of a structured arrangement of sounds into utterances, or their written representation into observable units as morphemes, words, phrases and clauses”. Burneo (2009) say that “Language is a mental phenomenon, a body of knowledge about sounds, meanings and structures, which resides in the minds of speakers”. Finally we can conclude with the following definition, “Language is the use by human beings of voice sounds, and often written symbols representing these sounds in organized combinations and patterns in order to express and communicate thoughts and feelings” (The American Heritage Dictionary of the English language 1012).

Linguistics

Linguistics is the scientific study of language trying to answer questions about language, concerned with the dynamic evolution of language. To understand better this concept, followed we have some definitions, for example, De Saussure, cited in Burneo (2008) says that “Linguistics is also the study of the manifestations of language

and the social and cultural influences that shape its development”, similarly, Nunberg Still, cited in Burneo (2008) says that “Linguistics deals with the study of all aspects of human language regarding the way in which speakers use their native language, and what they must know in order to use it in a communicative manner”. Because linguistics is the study of human language, or as Martines (1966) says “...the scientific study of human language”, it has to deal with a broad subject area focusing on different issues such as sounds, word formations, structures, meanings, and the relation between language and social context; moreover, there is an important topical division between the study of language structure (grammar) and the study of meaning (semantics and pragmatics), Grammar encompasses morphology, syntax and phonology. But, there are other fields than linguistics study including evolutionary linguistics, historical linguistics, sociolinguistics, psycholinguistics, neurolinguistics, language acquisition, discourse analysis, semiotics, literary theory, psychology, pathology, speech-language, informatics, computer science, philosophy, biology, human anatomy, neuroscience, sociology, anthropology, and acoustics.

Branches of Linguistics

Linguistics concerns itself with describing and explaining the nature of human language. For example, there are several branches and fields, but for our study we are going to describe these ones: morphology, semantics, syntax, pragmatics, and phonology. These

branches can be distinguished from each other due to their concentration on specific aspects of the language.

Morphology

This branch of linguistics deals with the formation and structure of words. For instance, morphology deals with the identification, analysis, combination and description of morphemes by using a set of word-formation principles. They govern both the phonological and the morphological structures of words, so the morphological structure refers to the many possible combinations of morphemes (prefixes, roots and suffixes) to make words. Some words might consist of a single morpheme, that have a root and no prefixes or suffixes attached to them. However, there are other words, which are more complex because they contain prefixes or suffixes attached to the root morpheme to form new words. Furthermore, morphemes might be free or bound. A free morpheme is meaningful on its own, which means that it does not need to be joined to another morpheme to have meaning. On the contrary, bound morphemes need to be linked to other morpheme to have meaning.

Semantics

Semantics deals with the study of meaning. Thus it studies the signs, symbols and structures of meaning. Consequently, it has to deal with the meaning of morphological and syntactic units such as morphemes, words, phrases, clauses, sentences and any piece of

discourse. There are two types of meaning: *word meaning*, known as denotation and refers to the central denotation that an entry has in the dictionary, and *speakers meaning* known as connotation and refers to what a speaker intends to convey when he/she uses the language in communication. Therefore, denotation refers to the semantic meaning of words, also called dictionary meanings; while connotation focuses on the other suggested meaning that words might express when used in context, it is also known as speaker's meaning.

Syntax

It is a branch of linguistics that studies the principles and rules that govern the way words are joined together to form phrases, clauses and sentences. As the Concise Oxford Dictionary of Linguistics, cited in Burneo (2008) says "Syntax is the study of the grammatical relations between words and other units within a sentence". Syntax refers to the structure of sentences and rules that govern the correctness of a sentence; English, like all languages, has patterns for sentences, they are composed of morphemes, but scientific meaning is more the sum of the meaning of the morphemes. We don't have to confuse with grammar, because it looks at whether or not a sentence conforms to a standard, while syntax refers to the rules that make sentences; therefore, learning the syntax of a language is a dynamic process in which progress is made toward grammatical accuracy.

Pragmatics

This branch of linguistics deals with the study of language used in communication. It analyzes the relationship between utterances and the social context in which they are produced. For instance, pragmatics is concerned with linking word or sentence meaning with speaker's meaning. The context in which utterances are produced refers to any linguistic or social environment that might affect the actual interpretation of signs and expressions. The distinction that we refer in semantics between sentence meaning and speaker's meaning is crucial for pragmatics too.

Phonology

According to “English Phonology” a guide text by Espinoza (2005) “Phonology is a science, branch of linguistics, which studies the speech sounds in general according to their production, composition, distribution and function within the language”, while the Wikipedia cites it as “the study of sounds (or signs) as discrete, abstract elements in the speaker's mind that distinguish meaning”. (Wikipedia). For this purpose phonology requires the help of two branches: phonetics and phonemics. *Phonemics* is a science which studies the speech sounds from the viewpoint of their distribution and function within the language, while *Phonetics* is a descriptive science which studies the speech sounds from the physiological and physical viewpoint; it is subdivided into three branches: a) Acoustic

phonetics which studies the speech sounds as a physical event in the atmosphere and is of interest to communications engineers. b) Auditory phonetics which studies the perception of speech sounds by the hearer and is of interest to psychologists, neurologists. c) articulatory phonetics which studies the production of speech sounds in the vocal tract and is the branch of most interest to language teachers.

Morphological procedures

As Diaz-Rico & Weed (1995) say, “morphology is the study of the meaning units in a language”, and Spanish, as all languages, has vocabulary which has been adapted to the expressive needs of its speakers, which constantly change within the world we live. Words disappear as the archaisms do, or new ones appear as neologisms. There are different procedures for creating new words: morphological, lexical-semantic and phonetic-graphics. Here, we are going to describe the morphological procedures that are: the derivation, the composition and parasynthesis of words.

Derivation

It consists in forming new words by adding affixes (either suffixes or prefixes) to the nuclear morpheme or lexeme, e.g. cooker, player. (Some grammarians reserve the name derives only for words that add a suffix to the root, and prefix to call that add a prefix).

Composition

Is forming new words by adding two different lexemes (which may be lexical or grammatical), identified as such by the speaker, which may happen regardless, or by the union of two previously existing words, e.g. frogman. The main procedures by which compound words are formed are: a) By juxtaposition of words, with or without a hyphen. b) By sum direct words (sometimes with some modification of the first element) forming a single graphics unit. c) By addition of a Greek or Latin prefix to Spanish word. d) By addition of a prefix and a Greek or Latin suffixed form.

Parasynthesis

This is a special case of composition and derivation. We can distinguish two cases: a) Compound parasynthesis, if they incur in solidarity, the composition and derivation to form a new word, (lex + lex + suffix), without existing in the language neither the compound alone nor the derivative itself. b) Derivatives parasynthesis, words formed by the join action of a prefix and a suffix that act on the lexical base (without existing in the language only with prefix or suffix only), the coordination is always (prefix+ lexeme + suffix).

Historical Linguistics

Historical linguistics studies the history and evolution of languages through the comparative method. Thus, the aim of historical linguistics is to classify languages into families descending

from common ancestor. Historical linguistics involves comparison of elements in different languages to detect possible cognates in order to be able to construct how languages have changed throughout time, for this purpose it recurs to the etymology, the study of single words. Historical linguistics, also called diachronic linguistics is different from synchronic linguistics, in that it studies language in a given moment in time without regarding its previous stages, while diachronic linguistics studies the language change, this has five main concerns:

- ❖ To describe and account for observed changes in particular languages.
- ❖ To reconstruct the pre-history of languages and determine their relatedness, grouping them into language families (comparative linguistics)
- ❖ To develop general theories about how and why language changes.
- ❖ To describe the history of speech communities.
- ❖ To study the history of words, i.e. Etymology. (Wikipedia)

The modern field of linguistics dates from the beginning of the 19th century and grew out of the earlier discipline of philology, the study of ancient texts and documents, which goes back to antiquity. At first, it was comparative linguistics and mainly concerned with establishing languages families and the reconstruction of prehistory's languages using the comparative method and internal reconstruction.

Now, comparative linguistics is only a part of a more broadly conceived discipline of historical linguistics, (Wikipedia). Universities in the USA the historical perspectives is sometimes out of fashion, the shift to a synchronic perspective started with Saussure and became predominant in western linguistics with Noam Chomsky's emphasis on the study of the synchronic and universal aspects of language.

Language Change

That language change over time is very easy to demonstrate, but we can talk about *speaker innovation* as a more accurate description than language change. Speakers innovate, sometimes spontaneously, but more often by imitating speakers from other communities. If their innovations are adopted by others and diffused through their local community and beyond into other communities, then, linguistic change is the result. But, there are different opinions about this topic, for example, for Sturtevant (1963) "Since language is a purely conventional affair, maintained and handed down by imitation, change in language must come from one of two sources: in the model, that is in the speech of the person, the spread of the innovation to other speakers may be called a secondary change", while Holmes (2008) says that "language varies in three major ways which are interestingly interrelated- over time, in physical space, and socially". All language change has its origins in variation, most obviously in vocabulary and pronunciation; many of these changes

will be ephemeral, but some will persist and become incorporated into the standard dialect. But there are also many examples of vernacular pronunciations, especially slangs, which have spread throughout speech communities.

How do changes spread?

Many linguists have used the metaphor of waves. In any speech community different sets of waves intersect. We belong simultaneously to a particular age group, region, and social group that interact with another group spreading the change from group to group. But, change spreads from one style to another (more formal to more casual), or from word to word; here the sound change occurs first in one word, and then later in another, and so on.

Reasons for language change.

A group with most social status tends to introduce changes into a speech community from neighboring communities. Lower-class speakers are more influential in spreading less conscious linguistic changes; they often adopt speech forms to express solidarity, rather than status or prestige. In addition, differences in women's and men's speech are another source of variation which can result in linguistic change. Men more often introduce vernacular changes, while women tend to be associated with changes towards both prestige and vernacular; nevertheless, there are countries where

women do not play any role in public social life, like in Iran and India, where they are not involved in linguistic innovation.

Interaction and language change. Interaction and contact between people is crucial in providing the channels for linguistic change. It generally progresses most slowly in tightly knit communities which have little contact with the outside world. For example, Icelandic has altered relatively little; by contrast, English has changed radically. Linguists believe that linguistic changes spread through the social networks of individuals. One person is rarely adequate as the only source of a linguistic change, although a face to face contact is crucial. The influence of the media helps enormously in the speed of the change. Therefore, language change often operates within clear limits. It involves considering the influence of a wide range of social factors, a physical space and over time.

Language vice

Language can be viewed as a communication tool. If we agree on this, then we assume that language is likely to be used more or less skill, with varying degrees of success; therefore, we also recognize that it is possible to make mistakes when handling the instruments. As mistakes are known as language vice, so those “are ways of construction or use of the wrong vocabulary that could obstruct the correct interpretation of a text”. There are many ways to classify language vice, for example, according to Berta Fernandez,

there is only one group and describes 25 vices or lack of language. Salvador Carreño classifies the language vices into three groups: pragmatics vices, syntactic vices and semantic vices. The lack of language has traditionally been classified into two broad categories: vices of speech and vices of construction. Vices of speech consists of the misuse of a word in itself, without regard to its relations with the words of context, while vices of construction refers to all these misuses of the words considered in their relation to other words in the same phrase or sentence; these vices are called language vices and include:

Slang: it is called slang to any lack of training pronunciation of words, usually committed by people with little education or no knowledge of the educated norms.

Fillers: the habit of systematically and unconsciously repeating a word, phrase or sentence.

Neologism: abuse of words or idioms with new or recent in a language.

Cacophony: a combination or union of inharmonious sounds and unpleasant to the ear.

Ambiguity: the lack of clarity sentence with double interpretation or understanding.

Archaism: phrase or word outdated, they are voices that language has been throwing over its history.

Barbarism: It is the fault that is committed to pronounce or spell a word. The barbarisms are also called anglicisms, germanisms, etc, as derived.

Monotony or lexical poverty: consists of repeat and excessive use of the same words to express different ideas and for which there are more precise words.

Pleonasm or redundancy: it is the presence of unnecessary words to the meaning of the phrase or sentence.

Neologisms

Neologisms are created by combining existing words or by giving words new and unique suffixes or prefixes. It also can be created through abbreviation or acronym, by intentionally rhyming with existing words or simply through playing with sounds. Neologisms often become popular through mimetic, by way of mass media, the internet, and word of mouth, including academic discourse in many fields renowned for their use of distinctive jargon, and often become accepted parts of the language. Sometimes, however, they disappear from common use just as readily as they appear. Acceptance by the public is the most important factor for a neologism to continue as a part of the language. When a word or phrase is no longer new, it is no longer a neologism. Neologisms may take decades to become old

however. For instance, a neologism is a newly coined word that may be in the process of entering common use, but has not yet been accepted into mainstream language. We don't have to confuse neologism with protologism, a new word created in the hope that it will become accepted, it may be no more than suggestion of a word that might be used, whereas a neologism is a word that has been used. Moreover, neologisms are not necessarily protologisms since they may arise rapidly and unintentionally.

Evolution of neologisms

Newly-created words entering a language tend to pass through the following stages:

- ❖ Unstable- extremely new, being proposed, or being used only by a small subculture.
- ❖ Diffused- having reached a significant frequency of use, yet not having gained widespread acceptance.
- ❖ Stable- having become recognizable, gaining acceptance.
- ❖ Dated- entering formal linguistic acceptance and, even may have passed into becoming a cliché
- ❖ Passé- when a neologism becomes so culturally dated that a use of it is avoided because its user is seen as a stigma.

According to Oxford English Dictionary cited by Wikipedia.org, the term neologism was first used in print in 1772. Furthermore, the other sources of neologisms are science, science fiction, literature

more generally, politics, corporate branding, design, popular culture, commerce and advertising, linguistics, and others, such as nonce words(words coined and used only for a particular occasion, usually for a special literary effect)

Barbarisms: Anglicisms

An Anglicism “is a word borrowed from English into another language” (Wikipedia, consulted on Nov-04-2009) or as Trinidad Guzmán (2005) says “an anglicism is, therefore, a “neologism”, that is to say, an innovation in the Spanish language whose source is a foreign language (extranjerismo), i.e. English”. The Anglicism can be divided into four types: (absoluteastronomy, consulted on Nov-04-2009)

a) Direct phonetic imitation. Computer jargon is generally full of direct phonetic imitation, furthermore, other jargons with anglicisms are: pop music, gaming, and fashion, automobile and to some extent, scientific jargon. Direct imitation is not as common, but there are examples, such as the word sexy (seksy) pronounced with a y unlike English (seksi).

b) Lexical calques. Take an English expression, like *killer application*, which does mean “an application that kills” just as in English. You will need to know the equivalent English term to understand this.

c) Grammatical calques. Some speakers, especially those in frequent contact with the English language have created grammatical calques

of the English “you-impersonal” that utilizes the second person pronoun “you”, like in “you can’t live if you don’t eat”. In this sentence, the word “you” doesn’t refer explicitly to the listener, but signifies a general statement; then, you will need to understand that it is an Anglicism, or you can be offended by the commanding (“you there”!) tone produced.

d) Contamination of orthography. An English orthographical convention is that compound words are written separately, whereas in other countries compound words are written together, using a hyphen with acronyms and numbers. Another orthographical convention is that English words tend to be written as the originals + a frequentative.

Even though anglicisms are considered substandard or undesirable (as a form of language contamination) for some purists, “anglicisms crop up in areas where not expected”.

Foreign Language Interference

Language interference (also known as linguistic interference, cross-linguistic interference or transfer) is the effect of a language learner’s first language on their production of the language they are learning. According to Berthold et al (1997) interference may be viewed as the transference of elements of one language to another at various levels including phonological, grammatical, lexical and orthographical.

Phonological interference.- These are items including foreign accent such as stress, rhyme, intonation and speech sounds from the first language.

Grammatical interference.- This is defined as the first language influencing the second in terms of word order, use of pronouns and determinants, tense and mood.

Lexical interference.- Provides for the borrowing of words from one language and converting them to sound more natural in another.

Orthographic interference.- Includes the spelling of one language altering another. Language interference is most often discussed as a source of errors (negative transfer), although where the relevant feature of both languages is the same, it results in correct language production (positive transfer). The bigger the differences between the two languages, the more negative the effects of interference are likely to be. Interference is most commonly discussed in the context of English as Second Language (ESL) teaching, but it will inevitably occur in any situation where someone has an imperfect command of a second language.

a) Mechanism. Interference may be conscious or unconscious. Conscious, is when the students may guess because he or she has not learned or has forgotten the correct usage, while unconsciously, is when the student may not consider that the features of the language may differ, or he/she may know the correct rules but is

insufficiently skilled to put them into practice, and so far back on the example of his/her first language.

b) Multiple Acquired language. Interference can also take place between acquired languages: an English learner of French and Spanish, for example, may mistakenly assume that a particular feature of one language applies also to the other.

c) Engrish. Language interference produces distinctive forms of learner English, depending on the speaker's first language. Some examples are: Spanglish (Spanish), Chinglish (Chinese), etc.

d) Positive transfer. The positive aspects of language interference are less often discussed, but they can be very important. Generally the process will be more positive the closer the two languages are, and the more the learner is aware of the relationship between the two languages. This approach has the disadvantage that it makes the learner more subject to the influence of false friends.

e) Wider effects. Language interference in immigrant communities can break out of those communities and affect the native-speaking population.

Newspapers and Tabloid

According to The American Heritage Dictionary of the English Language (2006) Newspaper is "a publication usually issued daily or

weekly, containing current news, editorials, features articles, and usually advertising”. Wikipedia is more explicit and says that

“A newspaper is a publication containing news, information, and advertising. General-interest newspapers often feature articles related to political events, crime, business, art/entertainment, society and sports. Most traditional papers also feature an editorial page containing columns that express the personal opinions of writers. Supplementary sections may contain advertising, comics, and coupons. Newspapers are more often published on a daily or weekly basis, and they usually focus on one particular geographic area where most of their readers live. Despite recent setbacks in circulation and profits, newspapers are still the most iconic outlet for news and other types of written journalism. Features in a newspaper may include:

- *Editorial opinions, criticism, persuasion, entertainment and op-eds.
- * Obituaries.
- * Comic stripes and other entertainment, such as crosswords, Sudoku and horoscopes.
- * Weather news and forecasts.
- * Advice, gossip, food, and other columns.
- * Critical reviews of movies, plays, restaurants, etc.
- * Classified ads.
- * Display ads”.

Tabloid

This is an industry term for a smaller newspaper format per spread, that focus on local-interest stories and entertainment; or to a newspaper that tends to sensationalize, emphasize, exaggerate or sensational crime stories, gossip columns repeating scandalous and innuendos about the deeply personal lives of celebrities and sport stars, and other so-called “junk food news” or junk mail. As the term tabloid has become synonymous with down-market newspapers in some areas, some small format papers which claim a higher standard of journalism refer to themselves as compact newspapers. This kind of newspaper format is popular in the United Kingdom where its page dimensions are 43 cm. x 28 cm. like the “Daily Mail”. (Wikipedia, consulted on Nov-08-2009) On the other hand, The Shorter Oxford English Dictionary on Historical principles (1975) says that tabloid is “a newspaper of small format which gives its news in a concentrate form”

Previous Studies

There are some researches on the topic related to anglicisms done, for example by at-students of the Universidad Técnica Particular de Loja among them can be mentioned “Barbarisms and Anglicisms in Ecuadorian Radio and TV programs”, “Anglicisms in Banners, billboards and business Signs”, “Archaisms and Anglicisms in the Spanish Spoken In Ecuador” others such as “The impact of

lexical anglicisms in Spanish film magazines: a case study across time”, by Trinidad Guzmán González, or “Anglicisms, barbarisms, neologisms y –falsos amigos- en el language informático” by Pedro José Sampedro, However, as study of the use of anglicisms in newspapers has not been done in our country.

Description and Analysis of Results

This section contains three kinds of analysis that will help me in the achievement of my specific objectives. First, a linguistic analysis, that is qualitative, and related to etymology, syntax-semantics and morphology of the anglicisms. Second, a comparative analysis, that is quantitative and is realized between the subvariables, and between the variables. Finally, a sociological analysis was carried out. This analysis sums up the different opinions about anglicisms, its impact on our language, our society, and especially its acceptance or rejection in our speech

Linguistic Analysis

In the linguistic analysis I will attempt to do an etymological analysis which deals with the origin and evolution of the word and if this word is accepted by the Spanish Royal Academy of Language. Furthermore, with the syntactic-semantic analysis I will determine the grammatical function and its meaning in English and specially its meaning in the Spanish context in which they appear. With the morphological analysis, I will determine if the word has any change from their origin to the Spanish written form. The analyzed words which will be presented are those with the most frequent anglicisms, but other ones that I think have a great impact in communication, similarly, also will be analyzed in the order that they appear in the results chart, according to the variables and subvariables.

VARIABLE: National Newspaper (El Universo)

SUBVARIABLE: News

Show

This word is accepted by the Spanish Royal Academy of Language and comes from Middle English *shewen*, *showen*, from Old English *sceawian* to look, look at, see; akin to Old High German *scouwon* to look, look at.

Its function is as a verb or as a noun, for example “*otro Correa se roba el **show***” In this context this word effectively is accomplishing the function of a noun, even though in other situations it can appear as a verb. In English show means “to present as a public spectacle” and in Spanish means “mostrar, enseñar, aparecer, espectáculo”

This term does not have any morphological change because in the Spanish context the word is written as the English form.

Jeans

This word is not accepted by the Spanish Royal Academy of Language. The word jeans is short for jean fustian, from Middle English *gene genoa*, and appeared in 1577.

It can function as a biographical name, as a plural noun like in blue jeans and as a noun. In the following context “*vestía con su **jean**, camisa mangas largas y sombrero de copa*” the word is accomplishing the function of a noun.

In English jeans as a noun means “a durable twilled cotton cloth used specially for sportswear and work-clothes usually used in plural”, in Spanish means “pantalones vaqueros o pantalones de mezclilla”.

This word has a morphological change because the English form is used in plural, *jeans* and in the Spanish context we find written in singular form, *jean*.

Express

This word is not accepted by the Spanish Royal Academy of Language and comes from Middle English, from Anglo-French *expres*, from Latin *expressus*, past participle of *exprimere* to press out, express, from *ex-* + *primere* to press.

Its function can be as an adjective, a noun, a transitive verb, or as an adverb, in the following context: “*robando, violando o hacienda secuestro **express***”. This word is functioning as an adjective. In English express means “adapted or suitable for travel at high speed”, and in Spanish means “urgente, rápido, expresar”.

The word does not have any morphological change because in the Spanish context is written as the English form.

Software

This is a compound word and is accepted by the Spanish Royal Academy of Language, it is formed by the words “*soft*” and “*ware*”. The word soft can function as an adjective, an adverb, or as a noun, comes from Middle English, from Old English *Softe*, as an adjective

means "pleasing or agreeable to the senses". The word ware can function as an adjective, a transitive verb or as a noun, comes from Middle English, from Old English *ware*, and as a noun means "manufactured articles, products of art or craft, or farm produce". The word software comes from 1958.

This word functions as a noun like in the following example "*porque el **software** está diseñado para países Anglosajones*". In English software means "entire set of computer programs", and in Spanish we don't have an exact definition and meaning and it is used to say "conjunto de programas, instrucciones y reglas informáticas para ejecutar ciertas tareas en una computadora".

This word does not have morphological changes because in the Spanish context the word is written as the English form.

Tour

This word is accepted by the Spanish Royal Academy of Language and comes from Middle English, from Anglo-French *tur*, *tourn* turning, circuit, journey.

It can function as a verb or as a noun. In the following context "*la compañía llamada Kapawi ofrece **tours** desde 600 a 2000 dólares*" this word is accomplishing the function of a noun. In English tour means "a journey for business, pleasure, or education often involving a series of stops and ending at the starting point", in Spanish means "paseo, excursión".

The word does not have any morphological change because in the Spanish context is written as the English form.

Laptop

This is a compound word and is not accepted by the Spanish Royal Academy of Language. It comes from the words “*lap*” and “*top*”. The word “*lap*” that can function as a noun, or as a verb; comes from Middle English *lappe*, and as a noun means “a loose overlapping or hanging panel or flap especially of a garment”. The word “*top*” that can function as a verb, an adjective, or as a noun; comes from Middle English, from Old English; akin to Old High German *zopf*, and as a noun means “the higher point, level, or part of something”.

The word laptop is introduced in the English vocabulary in 1984, and can function as a noun and as an adjective for example “*Tabaré Vasquez entregó las últimas **laptops** modelo XO a niños de una escuela*”. Here, the word is accomplishing the function of a noun. In English laptop means “a portable computer that is so small and light that you can use it on your lap”, and in Spanish means “computadora portátil”. The word laptop has a semantic change with a connotation meaning because the speaker intends to convey significance from its original, maybe this change happens by its physical appearance, flat and folding.

This word does not have morphological changes because in the Spanish context the word is written as the English form.

Piercings

This word is not accepted by the Spanish Royal Academy of Language and comes from 1989.

It functions as a noun like in the following example “*implantes de pecho, **piercings** y perfiles en blanco y negro*”. In English piercings means “the practice or an instance of adorning the body with jewelry or ornamentation that penetrates the flesh”, and in Spanish means “objetos que adornan el cuerpo”.

This word does not have morphological changes because in the Spanish context the word is written as the English form

VARIABLE: National Newspaper (El Universo)

SUBVARIABLE: Adds

Full

The word full is not accepted by the Spanish Royal Academy of Language and comes from Middle English, from Old English; akin to Old High German *fol* full, Latin *plenus* full.

This word can function as a verb, a noun, an adverb, and as an adjective, for example “*vendo auto flamante, **full** equipo*”. In this context, the word is accomplishing the function as an adjective. In English full as an adjective means “whole or complete, containing as much or as many as possible or normal”, and in Spanish means “lleno, completo”.

This word does not have any morphological change because in the Spanish context we find written as the English form.

Small

This word is not accepted by the Spanish Royal Academy of Language and comes from Middle English *smal*, from Old English *smael*; akin to Old High German *smal* *small*

It can function as an adjective, an adverb and as a noun for example, “*vendo vestido de novia talla **small***”. In this context, the word is accomplishing the function as an adjective. In English *small* means “having comparatively little size or slight dimensions”, and in Spanish means “pequeño”.

This word does not have morphological changes because in the Spanish context we find written as the English form.

VARIABLE: National newspaper (El Universo)

SUBVARIABLE: Reports

Mouse

This word is not accepted by the Spanish Royal Academy of Language and comes from Middle English, from Old English *mus*; akin to Old High German *mus* *mouse*.

It can function as a verb or as a noun. In the following context “*Microsoft ha creado cinco prototipos de **mouses** llamados **mouse** 2.0*”, this word is functioning like a noun.

In English, in this context, mouse means “a small mobile manual device that controls movement of the cursor and selection of functions on a computer display”, and in Spanish means “ratón”. The word mouse has a semantic change with a connotation meaning because the speaker intends to convey significance from its original, maybe this change happens by its physical appearance, but this connotation occur In English first and than in Spanish.

This word does not have a morphological change in the singular form as we can see in the example, but in the plural form has a morphological change because the word is written in plural just adding –s “*mouses*” but the plural form of mouse is mice.

VARIABLE: National newspaper (El Universo)

SUBVARIABLE: Sports

Innings

This is a compound word and is not accepted by the Spanish Royal Academy of Language. It comes from the words “*in*” and “*ing*”. The word “*in*” can function as a preposition, an adverb, an adjective, a noun, prefix, and noun suffix, comes from Middle English, from Old English; akin to Old German *in*, and as an adverb means “to or toward some destination or particular place”. The word “*ing*”, can functions as a noun suffix, verb or adjective suffix, as a noun and as a transitive verb, comes from Middle English, from Old English –*ung*. As a noun suffix means “action or process”.

The word *inning* comes from 1735. Its function is as a noun like in the following example “*New York ganó a Mellizos 4-3 en once **innings***” In English *innings* means “a baseball’s team turn at bat ending with the third out”, and in Spanish means “*entrada*”.

This word does not have morphological changes because in the Spanish context the word is written as the English form.

Playoffs

This is a compound word and is not accepted by the Spanish Royal Academy of Language. It is formed by the words “*play*” and “*off*”. The word “*play*” can function as a noun or as a verb, comes from before 12th Century and as an intransitive verb means “to engage in sport or recreation”. The word “*off*” can function as an adverb, a preposition, or as an adjective, comes from Middle English *of*, and as an adverb means “from a place or position”.

The word *playoff* comes from 1606, and can function as a noun or as a transitive verb. In the following example “*ventaja de 2-0 en la primera ronda de **playoffs***” the word is accomplishing the function of a transitive verb. In English *playoffs* means “to set in opposition for one’s gain”, and in Spanish has a similar meaning and means “*desempate*”.

This word does not have morphological changes because in the Spanish context the word is written as the English form.

Downhill

This is a compound word, and is not accepted by the Spanish Royal Academy of Language. It is formed by the words “*down*” and “*hill*”. The word “down” can function as an adverb, a preposition or as a verb. This word comes from 1562 and as a transitive verb means “To cause to go or come down”. The word “*hill*” can function as a noun, a transitive verb, and even as a biographical name, comes from Middle English, from Old English *hyll*, and as a noun means “a usually rounded natural elevation of land lower than a mountain”.

The word downhill comes from the Middle English, can function as an adverb, a noun and as an adjective, in the following context “*descendieron las escalinatas en el **downhill** urbano*”. This word functions as an adverb. In English “downhill” means “toward the bottom of a hill”, and in Spanish has a similar meaning and means “descenso, cuesta abajo”.

This word does not have morphological changes because in the Spanish context the word is written as the English form

VARIABLE: Local newspaper (La randimpa)

SUBVARIABLE: News

Ranking

This word is accepted by the Spanish Royal Academy of language and comes from 1847.

It can function as a verb or as an adjective. In the following example “*establece un **ranking** entre la educación privada y la pública*”, the word is accomplishing the function of an adjective. In English “ranking” means “having a high position” and in Spanish means “rango, posición”.

This word does not have any morphological change because in the Spanish context the word is written as the English form

Spray

This word is not accepted by the Spanish Royal Academy of Language and comes from the Middle English *spray*.

It functions as a verb or as a noun, in the following example “*tratamiento con sustitutivos de la nicotina (TSN) chicles, inhalador, **spray**, parches y comprimidos*”, the word is accomplishing the function of a noun.

In English “spray” means “a device (as an atomizer or sprayer) by which a spray is dispersed or applied”, and in Spanish has a similar meaning, “atomizador o pulverizador”.

This word does not have any morphological change because in the Spanish context the word is written as the English form.

Set

This word is not accepted by the Spanish Royal Academy of Language and comes from the Middle English *setten*, from Old English *settan*.

It can function as a verb, as an adjective and as a noun like in the following example “*realizó una entrevista desde el **set** de la radio 100.1* “. In this context the word is accomplishing the function of a noun. In English “set” as a noun means “the stage or scenery”, and in Spanish as a noun means “oficina”.

This word does not have morphological changes because in the Spanish context the word is written as the English form

Sheriff

The word sheriff is accepted by the Spanish Royal Academy of Language and comes from Middle English *shirreve*.

Its function is as a noun as we can see in the following context “*la portavoz del **sheriff** del condado, Eloise Campanella*”. In English “sheriff” means “an important official of a county charged primarily with judicial duties, and in Spanish has a similar meaning, “Comisario o Jefe Político”.

This word does not have morphological changes because in the Spanish context the word is written as the English form.

Reality

This word is not accepted by the Spanish Royal Academy of Language and comes from 1550.

Its function is as a noun like in the following context “*el **reallity** que ha programado “Amazonía Televisión” denominado el reto de la semana*” In English “reality” means “television programming that

features videos of actual occurrences”, and in Spanish means “espectáculo televisivo”.

This word has a morphological change suffering a direct phonetic imitation, because in English this word is written with one l like reality, whereas in the Spanish context we find it with double l, reallity.

Web

This word is not accepted by the Spanish Royal Academy of Language and comes from Middle English, from Old English; akin to Old Norse *vefr*.

It functions as a verb or as a noun. In the following context “*la página **web** del SRI registra que su actividad económica*” the word is accomplishing the function of a noun. In English “web” means “a network of silken thread spun specially by the larvae of various insects and usually serving as a nest or shelter”, in Spanish means “red”.

This word has a semantic change because people are using the word web, short for website; a word that comes from 1992 and means “a group of www pages usually containing hyperlinks to each other and made available online by an individual, company, educational institution, government, or organization”. The speaker intends to convey a suggested meaning used in the global cybernetic communication.

This word does not have a morphological change because in the Spanish context the word is written as the English form.

VARIABLE: Local newspaper (La randimpa)

SUBVARIABLE: Reports

Stikers

This word is not accepted by the Spanish Royal Academy of Language and comes from 1967

It functions as a noun, like in the following example “***stikers*** *vehículos mal estacionados*“ In English “sticker” means “a strip of adhesive paper or plastic bearing a printed message and designed to be stuck on a vehicle’s bumper”, and in Spanish has a similar meaning and means “etiqueta adhesiva”.

This word has a morphological change suffering a direct phonetic imitation because the English form is with the letter c like sticker, but in the Spanish context we find without the letter c, stiker just as the word is pronounced.

VARIABLE: Local newspaper (La randimpa)

SUBVARIABLE: Sports

Match

This word is not accepted by the Spanish Royal Academy of Language and comes from Middle English *macche*, from Old English *gemaecca* mate, equal.

It can function as a verb or as a noun; in the following context, "*la superioridad del cuadro sucuense se notó desde el principio del **match***". This word is accomplishing the function of a noun. In English "match" means "a contest between two or more parties (a soccer match) completed when one player or side wins a specific number of sets or games", and in Spanish means "juego, partido".

This word does not have morphological changes because in the Spanish context the word is written as the English form.

VARIABLE: Tabloid (El Extra)

SUBVARIABLE: News

Fans

This word is accepted by the Spanish Royal Academy of Language and comes from 1682, probably short for fanatic.

It can function as a noun or as an adverb. In the following example "*abriéndose paso entre las decenas de **fans** y representantes de medios de comunicación*", the word is accomplishing the function of a noun. In English fan means "an enthusiastic devotee (as a sport or performing art) usually as a spectacle", and in Spanish means "fanático, admirador o seguidor".

This word does not have any morphological change because in the Spanish context the word is written as the English form.

Brother

This word is not accepted by the Spanish Royal Academy of language, and comes from Middle English, from Old English *brothor*.

It functions as a noun like in the following context “*tranquilo **brother**...dividimos y nos salvamos*”. In English “brother” means “a male who has the same parents as another or one parent in common with another”, in Spanish means “hermano”, but in this context the word is suffering a semantic change because the author intends to convey a suggested speaker meaning used to express amigo,

It does not suffer a morphological change because in the Spanish context the word is written as the English form.

VARIABLE: Tabloid (El Extra)

SUBVARIABLE: Adds

Night Club

This is a compound word and is not accepted by the Spanish Royal Academy of Language. It comes from the words “*night*” and “*club*”. The word “*night*” that can function as a noun or as an adjective. This word comes from Middle English, from Old English *niht*, and as a noun means “the time from dusk to dawn when no sunlight is visible”.

The word “*club*” can function as a noun and as a verb, and comes from Middle English *clubbe*, and as a noun means “a group

identified by some common object usually jointly supported and meeting periodically”.

The word “night club” is introduced in the English vocabulary in 1894, and functions as a noun like in the following context “*vendo de oportunidad **night club***”. In English, this word means “a place of entertainment open at night usually serving food and liquor and providing music and space for dancing and often having a floor show”; in Spanish means “centro de diversion nocturna”.

This word does not have morphological changes because in the Spanish context the word is written as the English form.

Hot

This word is not accepted by the Spanish Royal Academy of Language and comes from Middle English, from Old English *hat*.

It can function as an adjective, an adverb, a noun and as a transitive verb. In the following context “*llama 24 horas super **hot***” the word is accomplishing the function of an adjective. In English “hot” means “sexually excited or receptive”, and in Spanish in this context means “excitada”.

This word does not have a morphological change because in the Spanish context the word is written as the English form.

Stress

This word is not accepted by the Spanish Royal Academy of Language and comes from Middle English *stresse* stress, distress, short for *destresse*.

It functions as a noun like in the following example “*siempre pensé que era el **stress***”. In English “stress” as a noun means “a physical, chemical, or emotional factor that causes bodily or mental tension and may be a factor in disease causation”, and in Spanish in this context means “tension, estrés”.

This word does not have any morphological change because in the Spanish context the word is written as the English form.

Chat

This word is not accepted by the Spanish Royal Academy of Language and comes from Middle English *chatten*, short for *chatteren*.

It functions as a verb or as a noun. In the following example “***chat** caliente*”, the word is accomplishing the functions as an intransitive verb. In English “chat” means “to take part in an online discussion in a chat room”, and in Spanish means “charla cibernética”.

This word does not have morphological changes because in the Spanish context the word is written as the English form.

Light

This word is accepted by the Spanish Royal Academy of Language and comes from Middle English, from Old English *leoht*.

It can function as a noun, an adjective or as a verb. In the following context “*leche chocolatada **light***” the word is accomplishing

the function of an adjective. In English “light” means “having little weight, no heavy”, in Spanish means “suave, ligero”.

This word does not have morphological changes because in the Spanish context the word appears as the English form.

Gay

This word is accepted by the Spanish Royal Academy of language and comes from 1953.

It functions as a noun like in the following example “*matrimonio simbólico entre **gays** ecuatorianos*”. In English gay means “homosexual, especially a male”, and in Spanish means like in English, “homosexual”.

This word does not have morphological changes because the word is written as the English form.

VARIABLE: Tabloid /El Extra)

SUBVARIABLE: Sports

E-mail

This is a compound word and is not accepted by the Spanish Royal Academy of Language. It is formed by the words “*electronic*” and “*mail*”. The word “*electronic*” can function as an adjective and as a noun, comes from 1902 and as an adjective means “of, relating to, or utilizing devices constructed or working by methods or principles of electronic”. The word “*mail*” can function as a noun and as a transitive verb; comes from Middle English *male*, *maille*, from Old

English *mal* agreement, pay, and as a noun means “letters, cards, and packages sent through a post office.

The word “E-mail” comes from 1982, and can function as a noun, like in the following context “*seguirán enviando **e-mails***”. In English “e-mail” means “a means or system for transmitting messages electronically” and in Spanish has a similar meaning and means “correo electrónico”.

This word has a morphological change because e-mail is short for electronic mail, but the morphological change is in the English language first, then in the Spanish language.

Comparative Analysis

The comparative analysis will be divided into four sections. In the first analysis I will do a comparison between the subvariables: news, ads, social pages, reports, and sports in each variable.

In the second section, I will do a comparative analysis between the variables that include a national newspaper (El Universo), a local newspaper (La Randimpa), and a tabloid (El Extra).

Next, I will do an analysis to the Anglicisms found in the Ecuadorian newspapers that I have selected. Also, I will present a summarized chart with the total of anglicisms with all the variables and subvariables. Finally, in each analysis, I will give my own opinion about the causes or reasons for the results.

The first analysis is between the subvariables in the national newspaper “El Universo”. As we can see, within the news section we find 26 anglicisms, in the ads section we find 27 anglicisms, social pages have 26 anglicisms, in the reports section we find 13 anglicisms and within the sports section we find 9 anglicisms. These data shows us that the most quantity of anglicisms are in the ads section, I think that it is because this section is related to new technology, and the anglicisms found are related to this field, moreover, ads are written by common people, not by a journalist, it demonstrates us that people are using anglicisms in their language.

In the second variable, the local newspaper “La Randimpa”, there are 6 anglicisms within the news section, 1 anglicism in the

social pages and reports section, 2 anglicisms in the sports section, and in the ads section we do not encounter any Anglicism. These data shows us that the most quantity of anglicisms are in the news section, I think it is because the national or international news that they write about, are generally taken from internet and written just as they appear, including anglicisms, moreover, this newspaper does not have an ads section, and they are rarely found.

With respect to the third variable, a tabloid “El Extra”, we can see that within the ads section there are the largest quantity of anglicisms, with 22 in it, in the social pages section we find 7 anglicisms, in the news section we find 5 anglicisms, 3 anglicisms in the reports section and finally, in the sports section 2 anglicisms. Like in the national newspaper, the most quantity of anglicisms are in the ads section. As we know, this tabloid has a national coverage, and as I said in the first analysis, common people write the ads, this demonstrates that they are using anglicisms in their daily speech.

The second Analysis I will do is between the variables, that examines the quantity of anglicisms found in the national newspaper “El Universo”, the local newspaper “La Randimpa”, and the tabloid “El Extra”. If we look at the charts 16, 17, and 18, we can find that the numerical difference is high. In the national newspaper I found 96 anglicisms; on the other hand, in the local newspaper I found 10 anglicisms, and finally in the tabloid I found 39 anglicisms.

To do this analysis, I want to stress that between the variables there are a big difference according to the physical space or size in each newspaper. The first variable, “El Universo”, representing 65.56%, has 3 sections with 34 or 36 pages from Tuesday to Friday; also, on Monday has 4 sections with 38 pages, including a small supplement of sports. Similarly, on Saturday it has 4 sections with 60 pages including a supplement, and finally on Sunday has 5 sections with 142 pages; in addition, this newspaper has a size of 56x32 cm.

On the contrary, in the second place is the tabloid “El Extra” representing 27.81% with 28 pages all week and its pages dimensions are 33x28 cm. even less than a real tabloid has.

Finally, the local newspaper “La Randimpa” with 6.62%, although this is not a tabloid, but physically has similar dimensions, 29x42 cm, and with 16 pages in it.

Therefore, more size and more pages mean more information, more opportunities to write an Anglicism; on the contrary, the local newspaper and the tabloid have less information, thus fewer anglicisms. Also, we can see a big difference in the number of anglicisms between the local newspaper and the tabloid, difference marked by the high number of anglicisms in the ads section in the tabloid, and they are related to technology, where more anglicisms are used. In other words, the difference in the size and in the

number of the pages and in the subvariables influence in the number of anglicisms found in the newspaper.

The third analysis I will do is to the anglicisms. The most frequent Anglicism, is the word “Full” which is repeated 346 times in advertisements, and I think this is because there are a lot of pages devoted to ads and also because this word is largely accepted in the Spanish language.

In addition, other anglicisms with a high frequency, such as laptop, web, software, etc, are in the ads section and are related to technology and global communication, a topic very close connected with the spread of the English language, resulting in anglicisms in other countries including Ecuador.

Similarly, we have a considerable quantity of anglicisms related to sports such as playoff, innings, downhill, etc, a topic that has been increasing fans, and require the anglicisms. Also, with a low percentage in its frequency but with a high quantity of anglicisms, that had been accepted in the Spanish context such as jeans, fans, tour, etc even though some ones are not accepted by the Spanish Royal Academy of language, and others that are gaining space such as mail, laptop, power, etc. Therefore, global communication is the principal factor in the variation of language in Ecuadorian newspapers.

Finally. I will present a summarized chart with the total of anglicisms with all variables and subvariables.

Section	National Newspaper	Local Newspaper	Tabloid	TOTAL
News	26	6	5	37
Ads	27	0	22	49
Social Pages	21	1	7	29
Sports	13	1	3	17
Reports	9	2	2	13
TOTAL	96	10	39	145

In this chart we can see that the highest percentage of anglicisms are within the subvariable ads, even though there is none in the local newspaper, and if we do a review of the chart results, the anglicisms are related to technology and global communication.

Similarly, we have a large percentage in the section news, especially in “El Universo” that has a national coverage and as I wrote before, there are a lot of pages devoted to news. On the other hand, in the last position is the subvariable reports, that has a little space for this topic, and as we can confirm reading a newspaper (or a tabloid) the section news and ads have the largest area, while reports and sports have the least.

Sociological Analysis

In this analysis, I pretend to clarify the acceptance or rejection in reference to the use of anglicisms in Ecuadorian newspapers, its impact in the society in relation with our cultural identity and especially to determine if the use of anglicisms enriches or weakens our communication and language.

As we can see in the results, there are a lot of anglicisms used in the Ecuadorian newspapers. More anglicisms are used in national newspaper, less anglicisms are found in the local, anglicisms are also present in the tabloid with big semantic changes in the tabloid, but they are gaining space in our speech. People interviewed like newspaper readers and journalists, think that anglicisms are gaining space in our speech because English is the Standard language in business, scientific and technical information, and in global communication.

Some people such as the linguists and the elderly people interviewed reject its use, but most people, especially young and common people do not care about it. Like many people, I think that English is spreading out across the world because the world turn around commercial values and by global communication that forces everybody to have a pattern of communication that includes the use of anglicisms. Similarly, the fact that the use of anglicisms affects our cultural identity is right, but every person wants to be a winner,

wants to be in the winner team, the humankind is like that, and that team speaks English.

Also, we know that Ecuador has a lot of migrants in the United States of America, and when they come back, they bring their customs, culture, and language which are rapidly spreading, even in the smallest village, and, of course, in the newspapers too.

Finally, regarding the use of anglicisms in our language, I think that some words like “software” help us in our speech because we do not have an equivalent in Spanish. On the contrary, although some may think that these words weakens our language, the world changes, people change and the language changes, just as our own language borrows from another one.

Anglicisms are gaining space and the English language is being introduced into our language. Phrases found in the national newspaper “El Universo”, in the same sample used for this analysis, such as the following, demonstrate this fact: “**all you can eat**” ads section, Oct, 11/09, “**Drive your way**” ads section, Oct. 14/09, “**Bath center & more, bathroom, kitchen, home**” ads section Oct. 17/09.

I can conclude that the use of anglicisms in the Ecuadorian newspapers reflect that our society is changing and will continue changing, including our language.

Conclusions

In total, 21 newspapers (local, national and tabloid papers, 7 continuous days) were scrutinized for all English words, which were then classified based on which section of the newspaper they were found (i.e., Ads, Sports, News, etc.) Next, multiple dictionaries were consulted in order to determine whether or not the word was an Anglicism, accepted in the Spanish language and morphological changes (if any), and its grammatical function. With these resulting data, an analytical comparison was completed, examining which sections accepted Anglicism's were found, and basic statistical computed.

Below, the conclusions of this research are presented:

- The ads section in the newspapers is where anglicisms are most frequently used.
- The highest quantities of anglicisms used in the Ecuadorian newspapers are in the national newspaper "El Universo"
- Most of the anglicisms found have an unnecessary use because we have a similar term in the Spanish language.
- 73.34% of the anglicisms analyzed do not have syntactic-semantic or morphological changes.
- The word "Full" is the most commonly used in newspapers material in Ecuador.

- The lowest quantity of anglicisms are found in the local newspaper “La Randimpa”
- Based on the surveys conducted with frequent readers and linguists, I conclude that most people accept the use of anglicisms in the Spanish language.
- In the ads section in the local newspaper “La Randimpa”, not a single Anglicism is used.
- Except in the ads section in the local newspaper “La Randimpa”, in every section in all others newspapers examined, anglicisms are found, demonstrating that English language is being introduced in Ecuadorian language.
- The sports sections are where anglicisms are lastly used.
- Anglicisms are affecting our cultural identity, changing our language, but are gaining space in our speech, in every field of our lives, and of course, in Ecuadorian newspapers.

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ANNEXES

Annexe 1

Anglicisms	Examples	Word repetition number	Title of the article	Date

Author:

Annexe 2

Anglicisms	Section	f	%
	News		
	Ads		
	Social pages		
	Sports		
	Reports		
	Total		

Author:.....

Annexe 3

Anglicisms	Word Repetition Number
TOTAL	

Author:

Annexe 4

section	National Newspaper	Local newspaper	Tabloid	TOTAL
News				
Ads				
Social pages				
Sports				
Reports				
TOTAL				

Annexe 5

[illegible]

Annexe 6

[illegible]