UNIVERSIDAD TÉCNICA PARTICULAR DE LOJA
La Universidad Católica de Loja

ESCUELA DE CIENCIAS DE LA EDUCACIÓN
MENCIÓN INGLÉS

MODALIDAD ABIERTA Y A DISTANCIA

A descriptive analysis of anglicisms used in ecuadorian magazines

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

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Guayaquil 2012

CERTIFICATION

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CERTIFIES THAT:

This researcher work has been thoroughly revised by 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.

Date, Marzo, _____ 2012

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Abstract

This research refers to the use of anglicisms in Ecuadorian magazines. The massive number of anglicisms used in the Spanish language generates lexical interference between both English and Spanish. This research explains how the Spanish is constantly threatened because of English. It will provide us information about the way English is influencing in our native language in terms of anglicisms, through sintactic, semantic, and morphologic analysis.

Data were collected through Ecuadorian magazines, such as cultural magazines (magazines published by Casa de la Cultura, Scholarly magazines (technology, economics), and General Interest magazines (Vistazo magazines) in the city of Guayaquil. This study combines quantitative and qualitative methods as an instrument of data collection.

Through these results, it was found that there is an increased use of some English words in our country, as well as an exaggerated use of anglicisms, such as CD, Windows, internet, email, web software, laptop, among others.

As a conclusion, this research demonstrates that there is a high number of anglicisms found in Ecuadorian magazines especially in such areas of: fashion, culture, and technology.

Introduction

English Language has never been as powerful around the world as nowadays. As such a pervasive phenomenon, it has given rise to a number of studies. The use of new technology around the world and the use of English as a global language is having considerable influence in our culture and language. This has given us the opportunity to contribute to research about the way English Language is influencing in our native language in terms of the anglicisms.

The purpose of this study was to do a descriptive analysis of anglicisms used in Ecuadorian magazines. It was focused on lexical terms regarded as anglicisms, in the way they are used in magazines.

The general objective was to research the linguistics phenomenon of anglicisms used in Ecuadorian magazines.

The specific objectives were to identify the syntactic and lexical anglicisms more commonly used in Ecuadorian magazines, to make a deep analysis of the anglicisms found in Ecuadorian magazines. To establish which variable (cultural, scholarly, and general interest magazines) contains the highest numbers of anglicisms, and to determine which anglicisms are mostly used.

The importance of this study is to stimulate interest in our Spanish language, to describe and analyze the influence of the English language in Ecuadorian magazines, to recognize the importance of linguistic investigation and analysis, to understand the

way we speak, and to promote the importance of keeping our identity by recognizing our language, however, at the beginning of this research what really motivated me was to get my Bachelor's degree; so the topic awoke my interest and satisfaction in the research.

This research was possible thanks to the theoretical support on previous studies about contact languages, language vice, barbarisms, borrowings and loans, which were completely achieved through all the information gathered for the literature review.

The methods used in this research were qualitative and quantitative, where the data collected during the field research were analyzed, described, and compared, including techniques as reading (skimming and scanning), note-taking and instruments of evaluation as data collection forms where the information was registered in statistic tables; 10 anglicisms were selected by each variable, and were analyzed through the Merriam Webster Dictionary and the RAE.

For the basis of the field investigation, six national magazines were selected; cultural magazines (magazines published by Casa de la Cultura), scholarly magazines (PC magazines and Pacificard), and general interest magazines (Vistazo). This study was done in the city of Guayaquil.

Previous studies have been done on Spanish language magazines. To mention just a few of them, Pratt (1980) demonstrates in a pioneering study on Anglicisms in contemporary Peninsular Spanish, that the presence of English is felt at all the levels of the

system: orthographic, lexical, semantic, morphological and even syntactic. However, it is at the level of lexis that this phenomenon is greater and most noticeable.

The investigation about Anglicisms, 'Neutral Spanish', and Linguistic Diversity by Valente (2004), motivated to Spanish reprensatives to establish how is the Spanish language affected by Anglicisms, the Internet and the use of a standard "neutral" dialect in movies and television? How can linguistic unity and distinctly regional nuances both be preserved? Can one country assume responsibility for preserving the integrity of a language spoken by 400 million people around the world?.

Motivated by this questions I started this research which the principal beneficiary is "Universidad Técnica Particular de Loja", an institution that is interested in carrying out a linguistic investigation that is possible through the graduation programs of distance students who obtain their diploma as professionals in English Teaching.

This research provides evidences which show us the influence of English words in the Spanish language, and introduces the reader in the analysis of anglicisms found in Ecuadorian magazines.

Methodology

The most important of this project was a descriptive analysis of anglicisms in Ecuadorian magazines. The bibliographic and the field studies were used to carry out this research. The bibliographic investigation was taken from linguistic books, journals, dictionaries, previous studies about anglicisms, and the internet to develop scientific contents.

The field investigation was done through the variables proposed in this research such as cultural magazines (magazines published by Casa de la Cultura), scholarly magazines (science, technology, and economics) and general interest magazines (Vistazo, Vanidades, Estadio, etc.) chosen for this investigation. The magazines were used to find anglicisms that were tabulated and put into qualitative and quantitative tables. The qualitative tables collected important data, such as: magazine and date, anglicisms, example of the context where the anglicism was taken, lexical category, word repetition number, heading, page and author. Besides, the quantitative tables established the frequency and percentage of anglicisms per variable. The methods used in this research were qualitative and quantitative in order to analyze, describe and compare collected data.

The techniques applied to collect data were skimming and scanning, and note-taking for gathering first hand data. The instruments used were direct observation forms, cards, charts, calculator, and computer in order to develop this investigation.

The qualitative tabulation consisted on identifying each of the anglicisms for its subsequent organization and classification in the assigned formats, for each magazine.

In the quantitative tabulation, statistical data such as the frequency and percentage were used, for the total number of anglicisms used in magazines.

Then, three types of linguistics analyses were carried out: syntactic, semantic, and morphological. For these analyses 10 anglicisms from each magazine were chosen. In the linguistic analysis an etymological research was carried out, showing the origin and the word´s evolution. Then, a syntactical–semantically analysis was carried out, detailing the grammatical function of each word. Following, a morphological analysis was done; indicating the changes that word has had in Spanish. After that, it was analyzed if the word had an equivalent word in Spanish and it was stated if that anglicism either enriched or deteriorated our language.

DISCUSSION

Literature Review

The principal influence of this research project is concerned with a descriptive analysis of anglicisms in the Ecuadorian magazines. The study of anglicisms in Spanish has contributed a number of studies, especially, in the professional field.

The magazines that were analyzed are designed for the general public; as a consequence, they have a wide circulation.

The impact of lexical anglicisms in Spanish magazines by Guzmán (2002), says "Anglicisms are the new innovations in the Spanish language whose source is a foreign language ("extranjerismo"), English. Apart from the lexicon, phonology, morphology and syntax are subject to foreign influences, so that, in a wide sense, we could speak of syntactic, morphological, and phonological anglicisms as well".

Additionally, this part includes an explanation about linguistics, branches of linguistics, contact languages, language vice, barbarisms, borrowings and loans, and magazines definitions.

Linguistics

As Rymer (1992), says: "linguistics is arguably the most hotly contested property in the academic realm, it is soaked with the blood of poets, theologians, philosophers, philologists, psychologists, out of grammarians".

According to Harris (1993), Linguistics is the study of language structure and it is also concerned with the study of the relations between meaning and context, as well as, with the various ways to express meaning; also, Linguistics is concerned with the social or cultural influences that shape the development and the evaluation of human languages.

However, linguistics is defined as the language of the brain. How are we code, organize and give meaning through subjective experiences using the process of our five senses?

In other words, Linguistics is defined by De Saussure (1916), as the study of language, and as the study of the manifestations of human speech.

Branches of Linguistics

The grammar of a language has several components. These can be described as follows:

- The phonetics that governs of sounds.
- The morphology that governs the structure of words.
- The syntax, which governs the structures of sentences.
- The semantic that governs the meanings of word and sentences.

Morphology

Matthews (1991) describes morphology treating words as a combination of discrete meaningful units, namely, morphemes put together by concatenation. This is called a morpheme-based theory; alternatives are lexeme-based morphology and word-based morphology.

Lehmann (1976) notes that morphology is the study of meaningful forms themselves, their variation and how they come together to form words. It is concerned with the way that complex words are made up of simpler units called morphemes.

Wikipedia the free encyclopedia (2009) says: "Morphology is a sub discipline of linguistics that studies word structure. While words are generally accepted as being the smallest units of syntax, it is clear that in most (if not all) languages, words can be related to other words by rules". For example, any English speaker can see that the words dog, dogs and dog –catcher are closely related. English speakers can also recognize that these relations can be formulated as rules that can apply to many, many other pairs of words. Dog is dogs just as cat is to cats, or encyclopedia is to encyclopedias, dog are to dog-catcher as dish is to dishwasher. The rule in the first case is plural formation, in the second case, a transitive verb and a noun playing the role of its object can form a word.

Morphology is the branch of linguistics that studies such rules across and within languages.

Semantics

Semantics contrast with syntax because it is the study of the relationship between words and meaning.

As Saussure (1969) defines semantics is an approach to the understanding and description of the meaning of lexical items and grammatical construction. It begins with the uncontroversial assumption that in order to understand the meaning of words in a language we must first have knowledge of the conceptual structures, which provide the background and motivation for their existence in the language and for their use in discourse.

Wikipedia the free encyclopedia (2009) says that "semantics (Greek semantics, giving signs, significant, symptomatic, from sema, sign) refers to the aspects meaning that are expressed in a language, code, or other form of representation. Semantics is contrasted with two other aspects of meaningful expression, namely, the usual convention that calls a study or a theory by the name of its subject matter, semantics may also denote the theoretical study of meaning in systems of signs".

Pragmatics

Shaozhong(1970) defines pragmatics studies as how people comprehend and produce a communicative act or speech act in a concrete speech situation which is usually a conversation (hence conversation analysis). It distinguishes two intents or meanings in each utterance or communicative act of verbal communication. One

is the informative intent or the sentence meaning, and the other the communicative intent or speaker meaning.

Leech (1983) Sperber and Wilson (1986) say that "the ability to comprehend and produce a communicative act is referred to pragmatic competence".

Saussure (1969) makes a distinction in pragmatics between sentence meaning and speaker meaning. Sentence meaning is the literal meaning of the sentence, while the speaker meaning is the concept that the speaker is trying to convey. He states that, the ability to understand another speaker's intended meaning is called pragmatic competence.

Phonology

Kasper (1997) claims that it includes one's knowledge about the social distance, social status between the speakers involved, the cultural knowledge such as politeness, and the linguistic knowledge explicit and implicit.

Regarding Phonology, the Columbia Electronic Encyclopedia (2003) claims that it is known as the study of the sounds systems of languages. it is distinguished from phonetics, which is the study of the production, perception, and physical properties of speech sounds, phonology attempts to account for how they are combined, organized and convey meaning in particular languages.

Wikipedia the free encyclopedia (2009) mentions that (Greek phone = voice/sound and logos = word/speech) is a subfield of

linguistics closely associated with phonetics. Whereas phonetics is about the physical production and perception of sounds of speech, phonology describes the ways sounds function – within a give language or across languages. For example, /p/ and -/b/ in the English are distinctive units of sound (i,e., phonemes). We can tell this from minimal pairs such as "pin" and "bin", which mean different things, but differ only in one sound.

On the other hand, /p/ is often pronounced differently depending on its placement relative to other sounds or its position within a word, yet these different pronunciations are still considered to be the same phoneme. The /p/ id "pin" is for example aspirated (a feature which differentiates phonemes in languages like Thai and Quechua) while the very same phoneme is "spin" is not.

Syntax

According to, Burneo (2005) Syntax of the language are the setoff constitutive rules that speakers follow when they combine words into sentence, can be regarded as the core that links meaning with sounds and written symbols that form words.

Wikipedia the encyclopedia (2009) says that languages have rules. The rules of the language are called the grammar. The reason for these rules is that a person needs to be able to speak and indeterminately large number of sentences in a lifetime. The effort would be impossibly great if each sentence had to be learnt separately.

By learning the rules for connecting words it is possible to create and infinite number of sentences, all of which are meaningful to a person who knows the syntax. Thus it is possible to construct sentences that the speaker has never heard before. A finite number of rules facilitate an infinite number of sentences that can be simultaneously understood by both the speaker and the listener.

In order for this work with any degree of success, the rules have to be precise and have to be consistently adhered to. These rules cover such thing as the way words are constructed, the way the endings of words are changed according to context (inflection); the classification of words into parts of speech (nouns, verbs, pronouns, etc); the way parts of speech are connected together.

Lexical Categories

Fon (n.d) mentions that Lexical categories are classes of words groups together based on their morphological and syntactic properties, traditionally known as parts of speech.

Morphological frames position of a word with respect to the bound morphemes that can attach to it.

Syntactic frames position in which a word occurs relative to other classes of words in the same phrase.

Lexical categories have levels of description; the success of the data-driven approach in part-of-speech analysis may appear surprising. Where its principal categories are <u>noun</u>, <u>verb</u>, <u>adjective</u>, and <u>preposition</u>.

Contact Languages

Matras (2009) declares that language contact occurs when speakers of different languages interact and their languages influence each other, covering individual and societal multilingualism, the acquisition of two or more languages from birth, second-language acquisition in adulthood, language change, linguistic typology, language processing, and the structure of the language faculty. It explains the effects of multilingualism on society and language policy, as well as the consequences that long-term bilingualism within communities can have for the structure of languages. Drawing on the author's own first-hand observations of child and adult bilingualism.

According to, Holm & Sussane (2009) Contact has always been a normal part of the development of languages, from those of ancient empires, those of colonial expansion, and to those of our globalizing planet today. Pidgin and Creole studies have merged with the study of other language contact phenomena (adult second-language acquisition, bilingualism, bilingual mixed languages, language shift, partially restructured languages, language attrition, etc.) to form the flourishing field of contact linguistics.

Contact language is an important social- cultural evolution in many tongues, actually the linguistics is the result of language of contact, and these are bilingual mixtures through contact situations only two languages.

Language vice

Aiello G. (1985) says that Children and adolescents often make up languages of their own and some belong to secret societies. This is a creative endeavor similar to the other expressive arts and may reveal a secret inner life in the child and a special gift expressed in forms of language.

According to, Giddens (2004), globalization is defined as the intensification of worldwide social relations which link distant occurring many miles away, taking place in sociological circles relate to their overall approach to language teaching, and to their day to day practice. Including language vice, as well as to the cultural appropriacy of particular language.

According to, Burneo (2006) language vice can be understood as the factors that might alter the normal flux of verbal communication. Linguistic vice can be produced by inappropriate expressions, poorness of vocabulary, snobbism, or simple ignorance. There are classified in three groups:

Pragmatic vices affect meaning, and they occur along speech production when non-convention linguistic forms are used, misunderstanding. They are known as: Archaism and Neologism.

Archaism is the use of a form of speech or writing that is no longer current. This can either be done deliberately (to achieve a specific effect) or as part of specific jargon, for example, in Law or formula; for example, in religious formula.

A neologism is a word, term or phrase that has been recently created. Often to apply to new concepts, to synthesize pre-existing concepts, or to make older terminology sound more contemporary.

Acording to, Fernandez (1987) syntactic vice breaks or alters grammar structures affecting communication. Among them catachresis, solecisms, monotony, pleonasm, cacophony.

- Catachresis is the use of a word in a context that differs from its proper application.

- Solecismus is an element of speech or writing that is incorrect grammatically.

- Monotony is the uniformity or lack of variation in pitch, intonation, or inflection.

- Pleonasmus use of more words that is necessary semantically. Rhetorical repetition that is grammatically superfluous.

- Cacophony refers to the construction of sentences as unpleasant structures to the listerns.

From Wikipedia, the free encyclopedia (2011) semantics vice alters communication due to the inclusion of strange words and expressions, generally coming from other languages and cultures, where there are appropriate equivalents in the native language. They are amphibology, and barbarisms.

Amphibology is an ambiguous grammatical structure in a sentence. It means ambiguous or misunderstanding when a sentence

present semantic problem, places is give to double meanings or changed meanings that confuse the user.

In other words, language vice is a modern linguistic that speakers have different types of linguistic knowledge, including how to pronounce words, how to construct sentences and about meaning of individual word and sentences in which a person's linguistics abilities are based on knowledge that they have.

Barbarisms

From Wikipedia, the free encyclopedia (2009) Barbarism is a non-standard word, expression or pronunciation in a language. Particularly an error of morphology, while a solecism is an error of syntax. The term is used prescriptively in writing. With no accepted technical meaning in formal linguistics the term is little used by descriptive scientists.

As stated by the American Heritage Dictionary of the English Language (2000), the English word barbarism originally referred to incorrect use of language, but it is now used more generally to refer to ignorance or crudity in matters of taste, including verbal expression: The New Yorker would never tolerate such barbarisms.

There are, according to Donatus (1960), four types of barbarism: "addition, subtraction, changing and transposing of letters, syllables, tones and aspiration (i.e., breathing)." Isidore also says that the types of barbarism are four in both speaking and writing. "In written language it occurs in four ways: if someone adds

changes, transposes or removes a letter in a word or syllable, but in speech, barbarism can occur in length, intonation, aspiration and other ways that will follow.

In conclusion, the free dictionary (2011) defines barbarism is the use of a foreign tongue or of one's own tongue amiss or an offense purity of style or language, any form of speech contrary to the pure idioms of a particular language.

Anglicisms

Borrowings and loans

Görlach (1994), most languages of the world have been affected by the ex-pansion of English in the course of the past 100 years. The value of the English language can be illustrated by the big influence it has on so many other languages. This influence leads to the act of borrowing of (more or less) useful words from the English language and recording them in foreign languages, so-called loan words, or the case of words from the English language anglicisms. In linguistics, this straight process is referred to as direct or primary loaning like "Hot Dog" or "personal computer".

Borrowing can mean to receive (something) from somebody temporarily, expecting to return it. In language, the use of loanwords. In arithmetic, when a digit becomes smaller than limit and the deficiency is taken from the next digit to the left. In music, the use of borrowed chords.

Loanwords are words adopted by the speakers of one language from a different language (the source language). A loanword can also be called a borrowing. The abstract noun borrowing refers to the process of speakers adopting words from a source language into their native language. "Loan" and "borrowing" are of course metaphors, because there is no literal lending process. There is no transfer from one language to another, and no "returning" words to the source language. They simply come to be used by a speech community that speaks a different language from the one they originated in

Borrowings have been defined as the introduction of phonological, morphological, lexical, and syntactic items from one language or variety into another Crystal (1992).

Our language has different influence, for example many people have contact with English people and progressively become more familiar and gradually adopted to their characteristics in our language. This is a consequence of cultural contact between two language communities.

Magazines

Wikipedia the free encyclopedia (2010) expresses that magazines periodicals, glossies or serials are publications, generally published on a regular schedule, containing a variety of articles, generally financed by advertising, by a purchase price, by pre-paid magazine subscriptions, or all three. Magazines can be distributed

through mail; through sales by newsstands, bookstores or other vendors; or through free distribution at selected pick up locations.

About.com (2010) recognizes magazine as a periodical publication with articles, stories, or pictures on multiple subjects by multiple authors. It is available by subscription or from newsstands, often heavily supported by advertising.

A magazine is a periodical that usually contains a miscellaneous collection of articles, stories, poems, and pictures and is directed at the general reading public, usually weekly or monthly.

Merriam- Webster dictionary (2010) defines magazine as a literary usually noncommercial magazine that features works especially of writers who are not well-known.

In other words, magazines are collections of articles, with a lot of varieties, advertisements, news, events, commentaries, and stories, where readers are the principal objective. Magazines use special terminology in relation to business, academy, industry or general public. In Ecuador there are many magazines easy to read, with terminology that is sophisticated and technical, or simple language used. This research examines anglicisms in magazines with a small analysis of them.

Previous Studies

In 2006, González A. in a study about "Anglicismos en léxico disponible de la provincia de Cádiz España" chronological case of anglicisms and its intensive influence, the following aspects were mentioned:

From the quantitative point of view, Anglicisms represent a small contribution within the lexicon available (2.4%). therefore, for the level of language Spanish, this is not a threat because Spanish tends to maintain its purity.

The Spanish language will not disappear by angliscisms like other languages are doing. The Spanish language is "officially" ten centuries old; the English language fifteen. Both have received floods of foreign loans throughout their respective histories. Both have rejected and abandoned a lot of them, have adapted many, and with them, have incorporated foreign phonological, morphological and syntactic resources. Still, nobody will deny that both languages are still very much alive.

Qualitatively, the collected anglicisms came to our language from reality, such as (type, tennis, soccer, volleyball, disc jockey, internet, and so on). They tend to be fashion, as such a pervasive phenomenon.

Naranjo.C. (n, d) in his work on "Proyecto para el estudio del comportamiento del anglicismo léxico en los periódicos santiagueros entre 1900-1920" says that the influence of foreign cultures introduces linguistic phenomenon, as a principal cause of science of linguistics, it is an influence in the modern world.

One of the conclusions is that the diffusion of different cultures has caused the phenomenon of transculturation and its influence in the merger of these languages. There are many linguistic phenomena, they are daily appearing in different languages.

According to, Naranjo the lexicon of the English language has penetrated in almost all languages. It is considered as a threat to local languages and cultures, especially in less developed countries.

The influence of English is evident in the lexicon which can be observed in a large number of anglicisms. The media (especially print media) appears as one of the drivers that contribute to growth in the linguistic anglicisms community.

In a research about "Anglicismos usados en narraciones costarricenses", González. M. (2005), it is mentioned that the English language has a big influence in lexical language especially in Spanish, and its influence into sports, amusement and so on. The sports can be a source of anglicisms, because a lot of people in Costa Rica watch sport news, the narrator attracts the audience. The Spanish language incorporates lexically semantic and linguistic, giving the opportunity to investigate the English listened terms as:

(aut, escor, faol, net, referi and other words). We need to save our native language, The English lexical is an important category in the sport field, because the selection of 104 anglicisms, and the methodology has allowed a scientific study of the corpus. Finally this research gives the opportunity to develop a dictionary with different lexical, and it incorporates information about lexicographical words related to anglicisms.

In an article by Solis A. & Victoria. N (2000), entitled "Analysis Lingüistico de los Anglicismos en el Tecnolecto de la Informática", from the Peru University, it is mentioned that the English lexical contribution is very important in the field of sports. A total of 124 anglicisms were analyzed and the methodology has allowed to carry out a scientific study of the corpus.

The words loan from English are analyzed and classified in the language level: phonology, morphology, lexical, and semantic. This information can be used by lexicographers in the informatics technical dictionary. This analysis of loanwords is a contribution to the development of linguistics and the principal objective is to describe rules and analyze the anglicisms in the Spanish language. They conclude that "technological and scientific advances are always ahead in research, and we are forced to adopt technical language to name new inventions".

In an article about "Los extranjerismos en el léxico disponible de los estudiantes arangoneses" (2005) says that, once analyzed the

topics and concept, it is necessary to examine lexical studies about anglicisms in Hispanoamerica. This is a process of integrations of the phonic and grammar, it is complex, because, there are 220 words analyzed, where the researcher has to integrate orthography of different anglicisms according to lexicon, this is a contribution about the vocabulary of the arangoneses students, which allowed a reflection on the methodological field in order to facilitate the comparison of the new anglicisms. The researcher has a limitation because the field of anglicisms is very large.

Olivares, M (2009), in her work on "El anglicismo en el campo de la música de las revistas juveniles" says the "English language is a dominant international language.Therefore this study consists of an analysis of lexical variation of anglicisms.

Variants

a) Changes in morphological and graphemic

b) Phonological and morphological variations

c) Variations morphosyntactic

d) Variations in lexical, stylistic and sociolinguistic

There are many factors because a speaker chooses an angliscism, the reason could be the social group of the speaker, new music and fashion customs. The most of the reasons can be lexical innovation. The results confirm that youth magazines and specially music magazines are the principal influence of foreign language in the anglicisms.

The principal objective of magazines is to use persuasive and expressive language of the artist to convince readers. Through this study it is confirmed that there is no single language in our planet that has not had influence by the other languages.

Finally, this study provides an analysis of data where the principal influences of anglicisms are young people and it is a proof that the researcher needs to extend the field of investigation to another fields.

In 2002, Rodriguez M. Univera Las Palmas de Gran Canarias published a study on "syntactic Frequency Anglicisms in Spanish: An Empirical Study," says that a syntactic Anglicisms in the Spanish language happen frequently , especially when there is the influence of English Language.

The principal research of this study was the adjective in fixed position:

- The relationship with the noun.

- Order to form lexical unit (noun complex).

- Tend to focus on a particular order.

- Different meaning.

The research was done in 50 translated texts. The results show a considerable amount of anglicisms incorporated to our language. There are syntactic frequencies of English language now in most of the Spanish texts, it gives place to the internal evolution of the Spanish language.

This corpus has a limitation; it focuses on specific text, so it is necessary to provide that others researchers extend the research to other texts.

Navarro.F. (2002), in his article on "En pos de la verdadera causa de los anglicismos médicos" expresses that the English language has acquired great influence in the Spanish medical language, both in spelling and syntactic aspects as well as lexical ones. It is difficult to find a justification for the use of many anglicisms because our Spanish Language is a rich and exact language. The principal key words are: angliscisms, orthographic anglicisms, lexical anglicisms, and syntactic anglicisms.

This demonstrates that Spanish doctors use anglicisms because they read many English medical magazines. There are more reasons as ignorance, snobbery, and laziness. This study provides many factors why anglicisms are changing our language and should be analyzed.

In an article about Anglicisms, found on the Association of Computer Technicians (ATI) - on the Web - Marti, Alonso, 1994 says that "the Spanish language has been, down the times, a permeable membrane, through which different density words from other languages have filtered", to which Seco, Manuel adds, "If we had to get rid from our lexicon all that which we have taken from other languages, we would have to communicate by sign language".

In the article "El anglicismo léxico en el discurso económico de divulgación científica del español de Chile (2004) Diéguez. M". He says with his article the reports of the main results of an investigation concerning lexical anglicisms in the economic discourse in scientific news articles. The corpus was collected from different issues of Capital and Gestión magazines, published in Chile from 1997 to 2001. The research presents two steps of analysis, one qualitative (linguistics – descriptive and functional) and other quantitative. There were 327 lexical anglicisms analyzed. This research can be extend to other topics such as scientific, academic, journalistic, computer development, advertising, aviation, and so on. Only through a research of our language, the Spanish can be protected. The development of language policies will permit us at least be alert of the imminent presence of English in our Spanish language.

The phenomenon of the anglicisms arouses the interest of linguists from all over the world. In the case of Ecuador, the influence of the English language is very noticeable, so we have to pay attention. These analyzed studies were focused on the language used in newspapers and magazines as in the linguistics field in which the number of Anglicisms is very high. Today the English is the language that provides more loans into Spanish.

RESULTS

This investigation was carried out in Guayaquil, an important commercial city, which is located at the Coast of Ecuador.

Since the English language has been the universal language; it has become the language of communication, sciences, business, technology, music, television, sport and, so on. The spread of English has affected many languages.

The influence of English is a contribution to evaluate the positive or negative anglicisms diffusion.

There is a public perception of anglicisms around us. English language has acquired great influence in the Spanish language and the principal question is: Why do we use anglicisms? Which is the cause of the use of anglicisms? Through this investigation there is a descriptive analysis of anglicisms in magazines such as: Cultural magazines as "La casa (Revista de la casa de la Cultura Ecuatoriana Benjamin Carrion), Scholarly magazines (Estilo PACIFICARD and PC magazine en español) and, General interest magazines (Vistazo).

A meticulous investigation of data reveals the influence of anglicisms and their impact for the reader.

In this analysis, the tabulation of anglicisms is qualitative and quantitative. The results are presented in the following pages.

Qualitative Tabulation

Table one

Variable: Cultural Magazine

Magazine and date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
La Casa: Revista de la Casa de la Cultura Ecuatoria na 2009	Sprint	El Segundo premio recayó en **Sprint** final de Fatamorgana de Diana Palacios.	Noun	2	Primer Concurso Nacional Nacional de Minicuento.	10
	Street	Salgo del metro en Canal **Street.**	Noun	1	Nueva York, secreto	20
	movies	En voz urgente y marcada de acento oriental, murmura: **movies, movies** all new **movies.**	Noun	3		20
	CD writer	Es decir, cuando aparecen los CD **writer,** personas dedicadas a enriquecerse ilícitamente reproduciendo música Reproducirlo en un **CD Writer**.	Noun	2	Cofre corsario La carambola que dio en el ojo del parche.	24 40
	rock	Doblones de **rock.**	Noun	1	Cofre corsario	24
	Jazz and blue	Medallones de **jazz** and **blues.**	Noun	2		
	Internet, CD-ROM.	Así como la reproducción de textos de toda índole (**Internet, CD-ROM,** técnicas digitales de impresión, medios electromagnéticos, etc.)	Noun	2	Propuesta de la Casa para la Nueva Constitució n Política.	33
	rock	Si no puedes contra ellos úneteles parece haber sido el refrán que hace algunos días la banda inglesa de **rock** Radiohead	Noun	1	La carambola que dio en el ojo del parche	40
	web	Para difundir su trabajo, la página **web.**	Noun	1	La carambola que dio en el ojo del parche.	40

Magazine and date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
La Casa: Revista de la Casa de la Cultura Ecuatoriana 2010	Land art, body art.	Me refiero al arte minimalista, al **land art**, al **body art.**	Noun	2	Fernando López, el arte que no cesa	11
	Pop art	Lo que ocurrió en los sesenta y los ochenta fueron hechos secuenciales de mayor o menor intensidad: **pop art** (extravagancia no exenta de venialismo)	Noun	1	Mario Ronquillo el pintor de una ciudad llamada Quito.	22
	links	Otros **links** con la sociedad. El otro día pensaba que pueden servir de **links** entre los capítulos de una novela.	Noun	2	Edwin Ulloa y sus memorias de agua de fuego.	26

Author: Luis Rivera.

Table two
Variable: Scholarly magazine

Magazine and date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
PC Magazine en Español 2010	bits	Hemos tenido controladores y 64 **bits** desde 2003en Window XP.	Noun	2	Window 7 vs El gran debate.	5
	software	Se trata de un gran avance en **software.**	Noun	2		
	Hardware and software	A medida como el **hardware** y el **software**.	Noun	1		
	Windows	En la barra de **Windows,** es preciso fijar el archivo dentro de la aplicación	Noun	6		
	click	Luego hay que entrar y darle un **clic** a la Jumplist.	Noun	2		6
	Expose	Tenemos **Expose** para ayudarte a ver un escritorio desconocido.	Noun	2		
	Stacks	Tenemos la vista **Stacks.**	Noun	1		
	Dock	Los iconos son más grandes en el **Dock.**	Noun	5		

	tile	Dale un clic a dock **tile**.	Adj.	1		
	Intances y overlays	Utilizar todos los **intances y overlays** con controles de verdad.	Noun	1		
	Snap y Shape	Como Acero **Snap** y **Shape**	Noun	1		
	netbooks	Por el lado positivo, 7 se ejecutará muy bien en esas **netbooks**.	Noun	1		
	web	Soy de la idea de que la colectividad a la **web** debe considerarse un vehículo de cultura e información.	Noun	1	Nación conectada.	8
	Internet	Desde hace años el gobierno tiene proyectos de **Internet** vía el tendido eléctrico y vía satelital.	Noun	2		
		Busca cosas constantemente en **Internet.**			Lamento improductivo	11
	software	Es que ahora el **software** es capaz de realizar funciones mediante el uso de procesador gráfico. Los virus y los gusanos son en especial dañinos porque ambos son tipos de **software** que poseen una conducta programada.	Noun	5	La nueva era para los GPU. 6 riesgos al tener empelados conectados.	10 65
	Chip	Cyberlink también han apoyado el uso de este **chip.**	Noun	1	La nueva era para los GPU.	10
	Photoshop	Los artistas gráficos que ocupan **Photoshop** pueden mostrar auténticos aumentos.	Noun	1	Lamento improductivo	11
	posts	Ahora los desperdicia escribiendo **posts**.	Noun	1		
	smartphones	Está en los **smartphones**	Noun	1		
	web	La **web** ha surgido como un modo en que los individuos tomen riendas del asunto.	Noun	1	Doctor Nube	12

	Internet	Para quienes sienten que **Internet** abre sus expedientes a miradas fisgonas.	Noun	1		
	netbook	Apenas si puedo creer lo que veo en la liviana **netbook**.	Noun	1	¡QuieroWiMaxahora!	13
	web	Solo para navegar sitios **web** simples.	Noun	1		
	online	Los subcoreanos aprecian el acceso veloz **online.**	Noun	1		
	laptops	Ocupará 4G con su **laptops.**	Noun	1		
	gadgets	Incluso en los **gadgets** que vi en Corea del Sur.	Noun	3	¿Un mundo sin Apple?	17
	web	O el navegador web móvil.	Noun	1		
	flip phones	También los subcoreanos les encanta los **flipphones**	Noun	3		
	Windows	Vi que la gente usaba reproductores **Windows CE**multimedias de pantalla grande.	Noun	2		
	minilaptops	Parecidas a **minilaptos**de teclado minúsculos.	Noun	1		
	iPod	La nomenclatura **iPod** en los EU hizo cosas estupendas	Noun	3		
	reality	El profesor de IBM participa en el **reality.**		2	Supervivencia geek	18
	Internet	Los proveedores de servicio de **Internet**	Noun	2	La verdad sobre la banda ancha	18
	laptop	Es la **laptop** empresarial más ligera, con todo y la unidad óptica interna.	Noun	3	LENOVO THINKPAD T400S(MULTITOUCH)	20
	Fire Wire	Sin **FireWire** ni ranura adicional para tarjetas	Noun	1		
	Simple tap	Abres, Simple tap.	Noun	2		
	windows	Un avance emocionante para los sistemas **Windows.**	Noun	1	Touch siempre la misma canción	
	Software	En cuanto al nuevo **software**.	Noun	1		22

	touch	Aunque el **touch**es un mejor reproductor de pantalla táctil.	Noun	4	El Zune compite con el apple.	
	System insight	**Systeminsight** muestra un cronograma interactivo.	Noun	1	Norton aumenta supoder.	25
	web	Apoyada en la **web.**	Noun	2		
	suit	La **suite** saco una calificación de 8.0	Noun	1		
	malware	**Malware**creanumero sasproblemas	Noun	6		
	tablet	Las**tablets**son y aun serán productos diseñados para cierto grupo de **persona.**	Noun	4	La Tablet multitáctil de Fujitsu.	26
	web	La página web.	Noun	1		
	flipear	**Flipear** es un raro verbo que cada vez se escucha con más frecuencia.	Noun	3	A flipear: Es momento de dejar tu celular para grabar video verdadero	29
	touch	Aunqueipod **touch**	Noun	2	El nuevo nano está mejor que nunca.	30
	red	Separan una red WI_FI en dos.	Noun	5	¿Quées Guest Access?	35
	Laptop	Es un estándar para asegurar tu **laptop.**	Noun	3		
	Software and hardware	Tanto en el software como en el hardware.	Noun	1		
	Windows mobile 6.5	**Windows mobil 6.5** es una renovada cosmética	Noun	12	Actualiza a Win Mobile 6.5	36
	Jump list	Abreuna **jump list.**	Noun	1		
	Explorer	El nuevo aspecto del buen **Explorer** te parezca más marcada	Noun	5	Aprovecha laslibrerías	38
	Windows 7	**Windows 7** ofrece un sistema llamado favorites.	Noun	9		
	folder	Dale clic a include **folder.**	Noun	2		
	Music	La biblioteca **Music** contiene ligas a los archivos.	Noun	5		
	bits	Y mayor acceso a la memoria con 32 **bits.**	Noun	2		
	Network Manager	Ahora ya no necesitamos decir	Noun	3	Un mejor Network	59

		Network Manager.			Manager	
Pacificard 2010	Jet-set	Trancos, una ex villa de pescadores, se ha convertido en un escape de moda para el **jet- set** no solo de los brasileños.	Noun	1	Una playa para gente chip.	12
	Paradise	Un plato de pasta con camarones puede extraviarse en le club de playa **paradise.**	Noun	2		
	Hot dog	Cuando hablamos de mostaza lo primero que viene a nuestra mente es un **hotdog** o una hamburguesa.	noun	1	El agradable sabor de la mostaza.	28
	workout	En Kallpa por ejemplo los clientes llegan a las instalaciones y revisan en la pizarra cuál va a ser el calentamiento y la rutina del día denominado **workout of theday**.	noun	3	Crossfit en Ecuador	38
	Beauty drops	Por ello, han lanzado la Collection**Beautypro ps**. En pieza de bisutería fluida.	Noun	1	Swarovski Bisutería mágica.	44
	online	Se puededescargar**onlin e.**	Noun	1	Reggatón por el mundial	50
	hobby	Isaac esoge a sus alumnos, solo los que realmente quieren ser magos y no solo hallar un **hobby.**	Noun	1	Maestros de magos	55
	Marketing	Raúl García se graduó de Marketing.	Noun	2		
	software	Viene con su **software** de eficiencia.	Noun	1	El nuevo Audi	72
	Excellent	**Excellent** del centro comercial Mall del Sol.	Noun	1	Sponsor oficial	74
	web	Les recomiendo que ingrese a esta **web.**	Noun	2	Pacificard y su presencia en medios virtuales	86

Author: Luis Rivera.

Table Three
Variable: General interest magazine

Magazine and date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
Vistazo N° 998 March 10th 2009	Drag Queen	La constitución de la revolución ciudadana ha resultado una **DragQueen**	Noun	1	Travestismo	8
	Chef	Los grandes **chef** las llaman platos canallas.	Noun	1		
	rating	En nombre del **rating** cualquier atisbo de reflexión.	Noun	1	Los medios, el lenguaje y las alformbras	9
	Spot cover	Critican su cadena televisiva "Logros" y el **spot** con el **cover**	Noun	1	Sube y Baja	10
	holding	Des hace varios años en el **holding** de uno de de los mayores grupos económicos del país. Más de una página web en Internet cuestiona su descubrimiento.	Noun	2	Cae un importador.	22
	web	Actualmente Corporación Quezada se muestra en un sitio **web** a través de 10 empresas. Es decir, que con sólo entrar en la página **web** y con el número de cedula se puede imprimir la documentación.	Noun	2	Más de 30 años de Crecimiento. MediciaBiomagnética Ciudadanos de verdad....verdad.	23 48 125
	Tropic	Lideró a los comuneros que buscaron a **Tropic**para fortalecer la red de amigos	Noun	3	Turismo Huaorani	41, 42
	blog	Fue gracias una publicación del **blog** Theconsumerist que salieron los cambios recientes.	Noun	3	¿Quién es el dueño de los perfiles?	50
	cyber	**Cyber**-protestaefectiva	Adjective	1		
	email	También está el envío de tareas escolares por **emial** o mensaje de texto.	Noun	1	Se encienden los celulares	56

	zoom	El **zoom** óptico es de 5 aumentos.	Noun	1	Nuevas cámaras	59
	glamour	En la historia de reinado y **glamour** también hay un pero.	Noun	1	Verónica decide vivir	60
	look	Acostumbrados a verla con un **look** por demás provocativo.	Adj.	1	Mas modosita	70
	ranking	En el **ranking** de la librería. MrBooks lidera la lista de los más vendidos. En el **ranking** de 2008	Noun	2	Duelo de bestSellers. Todo para uno	72 / 95
	couriers	Este logo en sus aviones y sobres tipos **couriers** respectivamente.	Noun	1	Unahuella que trasciende	95
	pins	como peluche, agendas, **pins** y otros objetos.	Noun	1		
	software	Hace seguimiento en los sectores de Consultoría y **Software.** Desde software pasado por asesoráis y consultarías en contabilidad.	Noun	5	Los ases bajo la manga. Ecuador al mundo	103 / 116
	Saba cook	Con la marca **Saba Cook**.	Noun	1	Con sabor exótico	114
	online	Además**online.**	Adj.	1	Ciudadanos de verdad… verdad	125
Vistazo N° 996 February 19th 2009	hacker	El 3 de febrero del 2009, Chris Pager un **hacker** de San Francisco, Estados Unidos instalo un lector de radiofrecuencias.	Noun	1	Cédulas con rastreador.	20
	laptop	Lo conecto en la **laptop** y salio a las calles.	Noun	1		
	hardware	Pero dijo también que con un **hardware** más potente se podría leer hasta kilómetro y medio.	Noun	1		
	ranking	Según el **ranking** del EAV Ecuador, coca cola es el lidera en personalidades nacionales.	adjective	1	Coca cola a la cabeza	36
	Stands	En esos días, se realizará la IX edición de Expo	Noun	1	Hecho en Atuntaqui.	38

			Atuntaquique contará con 120 **stands** de exhibición de confecciones textiles, artesanía y platos típicos.				
	display	Este **display** llega con la promesa de de que podremos ver las películas en formato original.	Noun	1	Masparecido al cine.	50
	laptop	Posiblemente, podría incorporarse no solo en nuestras **laptop** sino también en teléfonos celulares.	Noun	1	Id porlasvenas.	51
	glamour	El estilista poco a poco, va desvelando a una mujer hermosa y llena de **glamour** con porte de reina.	Adj.	1	El nuevo día de Ana María	52
	Flash	A pesar de ello, a la hora de encender el **flash** la reina de la provocación de las locuras de de cordura vuelve hacer la misma.	Noun	1	Con el mundo al revés.	57
	reality	De hecho durante los tres meses que duró el **reality**ensayaba entre cinco y seis horas.	Noun	2	La Ana Gabrielecuatoriana.	58
	casting	Luego del **casting,** de entre cuatro imitadoras	Noun.	1		
	rankings	El IDE considerado nuevamente en los **rankings** de Revista Americana Económica entre las escuelas con los mejores programa de maestría.	Noun	1	IDE Business School entre los mejores escuela de negocios de América Latina.	73
	camping	En ella se desarrolla un turismo más de selva y montaña, artesanía, caminatas cabalgatas, cascadas, **camping** en el bosque primario.	Noun	1	Fragmentos de la ruta del sol	90

Author: Luis Rivera

Quantitative Tabulation

Table four
The most Frequent Anglicisms

Anglicisms	Word repetitionnumber
Software	15
Web	12
Windows mobiles 6.5	12
Windows 7	9
Laptops	9
Windows	9
Internet	5
Malware	6
Touch	6
Dock	5
Red	5
Explorer	5
Music	5
Reality	4
Bits	4
Tablet	4
Movies	3
Gadgets	3
Flip phones	3
Ipod	3
Flipear	3
Network	3
Workout	3
Tropic	3
Blog	3
Sprint	2
CD writer	2
Rock	2

Jazz and blue	2
Land art, body art	2
Links	2
Clic	2
Expose	2
Netbooks	2
Online	3
Simple tap	2
Hardware	2
Folder	2
Paradise	2
Marketing	2
Holding	2
Glamour	2
Ranking	4
Internet, CD-ROM	2
Street	1
Pop art	1
Stacks	1
Tile	1
Intances y overlays	1
Snap y shape	1
Chip	1
Photoshop	1
Posts	1
Smartphones	1
Minilaptops	1
Fire wire	1
System insight	1
Suit	1
Jump list	1
Jet-set	1

Hot dog	1
Beauty drops	1
Hobby	1
Excellent	1
Drag Queen	1
Chef	1
Rating	1
Spot cover	1
Cyber	1
Email	1
Zoom	1
Look	1
Couriers	1
Pins	1
Saba cook	1
Hacker	1
Hardware	1
Stands	1
Display	1
Flash	1
Casting	1
Camping	1
Total	219

Author: Luis Rivera

Table Five
Comparison between variables

	Variable	f	%
	Cultural magazines	20	9
Anglicisms	Scholarly magazines	155	71
	General interest magazines	44	20
	Total	**219**	**100**

Author: Luis Rivera S.

Description, Analysis, and Interpretation of Results

This section presents a description, analysis, and interpretation of anglicisms which were found in Ecuadorian magazines. These were chosen from cultural, scholarly, and general interest magazines.

A linguistic study related to the semantic, syntactic and morphological analysis of each anglicisms selected by variables was done.

To finish the analysis, a conclusion will be reached on whether or not there is equivalence for each word, if the Anglicism has been replaced by a Spanish word, if it has been incorporated in the Royal Academic of Spanish language registries, and if the particular word enriches or deteriorates the Spanish language.

Variable: Cultural magazines

Web

Syntactically, speaking the word "web" is used as a noun and a verb in both languages, English and Spanish. A noun is one of the parts of speech, and a grammatical category. The word "web" was found as part of a paragraph in La casa magazine, in an article entitled "La carambola que dio en el ojo del parche".In the following phrase, noun is printed in *bold*:

"Les recomiendo que ingrese a esta **web**"

The use of the word web reveals technology (Internet) as a part of the communication. In the magazine article the word was found as a noun. Web is a set of documents connected by hypertext links available on the Internet; in accordance to the semantic denotation, it has the same meaning, the Semantic connotation does not change.

It has not had any change from a morphological point of view. In the Spanish language, this word has its equivalent, which is: "red informática". The Royal Academy of the Spanish Language (RAE) defines this word as a web page. It concludes that, although this word is used very frequently in the magazine articles, it should not be used, since it has an equivalent term in Spanish. There are a great number of people that do not understand the meaning of this English word; therefore, it can be seen as a deterioration of the Spanish language.

Sprint

Syntactically speaking the word "sprint" is used as a noun and as a verb in both languages, English and Spanish. According to the Webster dictionary, sprint is a verb that means run or go at top speed especially for a short distance. As a noun this term is the act of sprinting. Semantically, it is the same in both languages; at least on the internet it is interlinked documents. The word sprint was found in an article entitled

"El Segundo premio recayó en **Sprint** final de Fatamorgana de Diana Palacios".

This article talks about a little national tale competition which uses this word as a nickname related to a writer.

There is no change in the morphological analysis. In addition, this word does not have equivalence in Spanish, therefore, its use is not justified because it is a word that does not exist in our language and it impoverishes our lexicon.

CD

Syntactically in English and Spanish this word is used as a noun in both languages, English and Spanish. According to the Webster dictionary, "CD" is an acronym that means a small optical disk usually containing recorded music or computer data. Semantically, it does not present any changes. The acronym CD was found as a part of a paragraph in an article entitled "Cofre Corsario". In the following phrase, this word is printed in bold:

"cuando aparecen los **CD** writer"

The magazine article refers to the increasing of compact disks. Morphologically, there is no change. This word does not have an equivalent. RAE recognizes the term CD as compact disc. The English term is often used but if you do not understand or know its meaning, then it can be confusing.

People could speak this word as in Spanish should be, but they prefer to spell it as in English. This word impoverishes the language.

Writer

Syntactically in English and Spanish this word is used as a noun. Semantically, it does not present any changes.The word "writer" was found in an article entitled "Cofre Corsario".In the following phrase, This word is printed in bold:

"Cuando aparecen los CD **writer**"

The article refers to the technological change and its new ways to listen music. The word writer refers to an author, one who writes. Morphologically speaking this word comes from the word write. The word writer is comprised of two meaning units, the base write, and the inclusion of –er, which conveys the meaning of a person that writes.

RAE does not recognize the word "writer" as a part of Spanish language, its equivalent in Spanish would be "escritor"; it therefore, impoverishes the language due to the fact that the complete meaning is lost in the translation.

Rock

Syntactically in English and Spanish this word is used as a noun or as a verb. According to the Webster dictionary "rock" is a noun as a popular music usually played on electronic amplifier instruments and characterized by a persistent heavily accented beat, repetition of simple phrases, and often country, folk, and blues elements, as a verb move (someone or something) back and forth or

from side to side. Semantically, it does not present any changes. The word "rock" was found in an article entitled Cofre Corsario. In the following phrase, this word is printed in bold:

"doblones de **rock"**

The article refers to the different types of music and rhythms that you hear in the media. Morphologically, there is no change.

The RAE defined rock as a music genre marked rhythm, derived from a mixture of different styles of American folk it is popular since the 1950's, its equivalent in Spanish would be "roca"; it therefore, impoverishes the language.

Jazz

Syntactically in English and Spanish this word is used as a noun or as a verb. According to Audio English.net, "jazz" is a noun that means a genre of popular music that originated in New Orleans around 1900 and developed through increasingly complex styles, as a verb play something in the style of jazz. Semantically, it does not present any changes. This term was found in an article entitled "Cofre corsario", in the following phrase:

"Medallones de **jazz** and blues".

The article refers to the different types of music and rhythms that you hear in the media. Morphologically, there is no change. The REA recognizes the word "jazz" as a genre of music derived from

African-American orband specializes in the execution of this genre of music.This word does not have an equivalent in Spanish. It therefore does not enrich the language.

blues

Syntactically, speaking the word blue is used as an adjective, or as a noun in both languages, English and Spanish. According to the Oxford dictionary, "blue" is an adjective that means a colour intermediate between green and violet, as noun is a pigment or dye color blue. The word "blue" was found as part of a paragraph in La casa magazine, in an article entitled "Cofre corsario",in the following phrase:

"Medallones de jazz and **blues"**

The article refers to the different types of music and rhythms that you hear in the media, especially a concert. In terms to its morphology, there are no changes as when it is pluralized it is done according to the English grammatical rules; this word has its equivalent, which is: azul.

The RAE makes no reference to this word. It does not enrich the language because it has its equivalent in Spanish.

Pop

Syntactically speaking, the word "pop" is used as a noun and as a verb in English language, but in Spanish it is used as a noun.

According to the Webster dictionary "pop" as noun is a sharp explosive sound, as a verb is to strike or knock sharply: hit

The word "pop" was found as part of a paragraph in La casa magazine in an article entitled "Mario Ronquillo el pintor de una ciudad llamada Quito", in the following phrase:

"Hechos secuenciales de mayor a menor intensidad:el **pop** art"

This article refers to the great versatile artists of our times, one of the most important artists of pop art was Andy Warhol. It has the same meaning in agreement with the semantic denotation, and it is used in the same context. Morphologically speaking, this word does not change in Spanish. This word does not have an equivalent in Spanish language.

The REA recognizes "pop" as an artistic movement of American origin which is inspired by the more immediate aspects of the consumer society. It does not enrich the language because it has its equivalent in Spanish.

art

Syntactically speaking the word "art" is used as a noun in both languages English and Spanish. According to the Webster dictionary, "art" as noun is a skill acquired by experience, study, or observation.

The word art was found as part of a paragraph in La casa magazine, in an article entitled Mario Ronquillo el pintor de una ciudad llamada Quito, in the following phrase:

"Hechos secuenciales de mayor a menor intensidad:el pop **art"**

This article focuses its attention on contemporary art. Morphologically speaking, in Spanish this word does not change. In the Spanish language, this word has its equivalent, which is: "arte". The RAE does not give a definition about this word. Referring to the Webster dictionary, "pop art" is an art in which commonplace objects (as road signs, hamburgers, comic strips, or soup cans) are used as subject matter and are often physically incorporated in the work. There is no justification for using it. It does not enrich the language.

Street

Syntactically this word is used as a noun, and additionally as an adjective in English. Semantically the noun has the same meaning. According to the Webster dictionary, "street" as noun is a thorough fare especially in a city, town, or village that is wider than an alley or lane and that usually includes sidewalks. The word "street" was found as part of a paragraph in La casa magazine, in an article entitled "New York secreto". In the following phrase, the word is in bold*:*

"Salgo del metro en canal **Street"**

This article focuses its attention on life in New York City. Morphologically speaking, in Spanish this word does not change. In the Spanish language, this word has its equivalent, which is: "calle". The RAE does not give a definition,therefore, its use is not justified as

it is a word that does not exist in our language and it impoverishes our lexicon.

Land

Syntactically speaking the word "land" is used as a noun and as a verb in English language. According to the Webster dictionary, "land" as noun is the solid part of the surface of the earth; also: a corresponding part of a celestial body (as the moon), as a verb it is a set or put on shore from a ship: disembark. The word "land" was found as part of a paragraph in La casa magazine, "Fernando Lopez, el que no cesa". In the following phrase, this word is printed in bold*:*

"Me refiero al arte minimalista al **land** art, al body art"

This is article focuses its attention on artistic movement that uses minimal and basic elements, such as pure colors, simple shapes, natural and simple language, and so on. Morphologically speaking, in Spanish this word does not change; this word has its equivalent, which is: "posar". The RAE does not give it a definition, therefore, its use is not justified as it is a word that does not exist in our language and it impoverishes our lexicon.

Body

Syntactically speaking, the word "body" is used as a noun and a verb in both languages, English and Spanish. According to the Webster dictionary, "body" as noun is the main part of a plant or

animal body especially as distinguished from limbs and head : trunk, as a verb is to give form or shape to.

The word "body" was found as part of a paragraph in La casa magazine, "Fernando Lopez, el que no cesa". In the following phrase, this word is printed in bold:

"Me refiero al arte minimalista al landart, al **body** art"

This article is focused on human couples as a contemporary art. Morphologically it does not have any change as its name keeps its original form. In the Spanish language, this word has its equivalent, which is: "cuerpo". The RAE does not admit this word in its pages.

Smith (2003) defines "land art" as a form of art which involves using physical landscapes to create art, and body art. It is art made on, with, or consisting of, the human body. The most common forms of body art are tattoos and body piercings, body painting, so on.

These words as anglicisms tend to be short and express modernism, which are perceived as being fashionable. There is no need to use a foreign word if we have an equivalent word, mostly because the majority of people do not know their meaning. Therefore, this word impoverishes the Spanish language.

Link

Syntactically speaking, the word "link" is used as a noun and asa verb in both languages, English and Spanish. According to the

Webster dictionary, "link" as noun is a connecting structure. As a verb it is to couple or connect. The word "link" was found as part of a paragraph La casa magazine, in an article entitled "Edwin Ulloa y susmemorias de agua de fuego". In the following phrase, the word is printed in bold*:*

"Otros **links** con la sociedad"

This article is focused on the literature of the actual society. Semantically it has the same meaning and it has not had any changes in its morphology. RAE does not recognize the word "link" as a part of Spanish language, its equivalent in Spanish would be "enlace"; therefore, it impoverishes the language because the complete meaning is lost in the translation.

Movies

Syntactically speaking, the word "movie" is used as a noun in both languages, English and Spanish. According to the Webster dictionary, "movie" as noun is a series of pictures projected on a screen in rapid succession with objects shown in successive positions slightly changed as to produce the optical effect of a continuous picture in which the objects move. The word "movie" was found as part of a paragraph in La casa magazine in an article entitled "New York, secreto". In the following phrase, the word is printed in bold*:*

"Acento oriental murmura: **movies**"

This article is focused on activities that people find on the street in New York City. Semantically it has the same meaning and it has not had any changes in its morphology. DREA does not recognize the word movie as a part of Spanish language, its equivalent in Spanish would be "película". Patently, there is no need to use a foreign word if we have an equivalent word. Therefore, this word impoverishes the Spanish language.

Variable: Scholarly magazines

Hardware

Syntactically speaking, the word "hard" is used as a noun in both languages, English and Spanish. According to the Webster dictionary, "hard" as noun means not easily yielding to pressure. And the word "ware" referes to things that are made from a particular material or that are designed for a particular use.The combination of these words form a compound word that refers to objects that you can actually touch, like disks, disk drives, display screens, keyboards, printers, boards, and chips.

The word hardware was found as part of a paragraph in PC casa magazine, in an article entitled "Window 7 vs el gran debate". In the following phrase, the word is printed in bold*:*

"A medida como el **hardware** y el software"

This article is focused on the debate of the best operating systems of two companies.The Semantic connotation does not change as noun. Morphologically it does not have any change.

The Royal Academy of the Language defines hardware as all the components that make up the material on a computer, its equivalent in Spanishwould be "equipos". The used of this word tends to impoverish our language.

Software

Syntactically speaking, the word "soft" is used as a noun in both languages, English and Spanish. According to the Webster dictionary "soft" as noun is a soft object, material, or part, and the word "ware" refers to things that are made from a particular material or that are designed for a particular use. The combination of these words form a compound word that refers to the entire set of programs, procedures, and related documentation associated with a system and especially a computer system; specifically computer programs.

The word "software" was found as part of a paragraph in PC casa magazine, in an article entitled "Window 7 vs el gran debate". In the following phrase, the word is printed in bold:

"A medida como el hardware y el **software"**

This article is focused on the debate of the best operating systems of two companies. The Semantic connotation does not change as noun. Morphologically it has not changed.The Royal Academy of the Language defines "software" as a set of programs, instructions and rules to perform certain tasks on a computer, its

equivalent in Spanish would be "programas". This word tends to impoverish our language.

Chip

Syntactically speaking, the word "chip" is used as a noun in both languages, English and Spanish. According to the Webster dictionary, "chip" as noun is a small usually thin and flat piece (as of wood or stone) cut, struck, or flaked off. The word chip was found as part of a paragraph in PC casa magazine, in an article entitled "la nueva era para los GPU". In the following phrase, the word is printed in bold:

"También han apoyado el uso del **chip"**

This article is focused on the graphic process of the computer; semantically it has the same meaning. Morphologically speaking does not have change. RAE recognizes the word "chip" as a small integrated circuit that performs many functions in computers and electronic devices, its equivalent in Spanish would be "ficha";but the word most frequently used should be "circuito integrado", therefore, it impoverishes the language because the complete meaning is lost in the translation.

Window

Syntactically speaking, the word "window" is used as a noun in both languages, English and Spanish. According to the Webster

dictionary "window" as noun is an opening especially in the wall of a building for admission of light and air that is usually closed by casements or sashes containing transparent material (as glass) and capable of being opened and shut. The word "window" was found as part of a paragraph in PC casa magazine, in an article entitled "Un mundo sin Apple". In the following phrase, the word is printed in bold:

"Vi que la gente usaba reproductores **Window"**

This article is focused on the multitasking operating graphic system, developed by Microsoft Corporation. The semantic connotation does not change. Morphologically it does not has change.

This word has its equivalent as "ventana" in Spanish.The Royal Spanish Academy does not recognize this word as a part of vocabulary, therefore, it impoverishes the language because the complete meaning is lost in the translation.

Laptop

Syntactically, speaking the word "lap" is used as a noun and as a verb in both languages, English and Spanish. According to the Webster dictionary, "lap" as noun is a loose overlapping or hanging panel or flap especially of a garment, and the word "top" as a fitted, integral, or attached part or unit serving as an upper piece, lid, or covering. The combination of these words form a compound word "laptop" that refer to a portable microcomputer having its main

components (as processor, keyboard, and display screen) integrated into a single unit capable of battery-powered operation. The word "laptop" was found as part of a paragraph in PC casa magazine, in an article entitled "¿Quées Guess Acess?" In the following phrase, the word is printed in bold:

"Es un estándar para asegurar tu **laptop"**

This article is focused on the protection of computers. The semantic connotation does not change as a noun or a verb. Morphologically it does not change, this word has its equivalent, which is: "computadora portátil", but it is a common expression that people say "laptop". The Royal Academy of the Spanish Language (RAE) does not recognize the word "laptop"; this word impoverishes our language.

Jet-set

Syntactically, speaking the word "jet" is used as a noun and as a verb in both languages, English and Spanish. According to the Webster dictionary, "jet" is as a noun that means a compact velvet-black coal that takes a good polish and is often used for jewelry and the word "set" means a number of things of the same kind that belong or are used together. The combination of these words form a compound word "jet-set" that refer to an international social group of wealthy individuals who frequent fashionable resorts. The word "jet-set" was found as part of a paragraph in Pacificard magazine, in an

article entitled "Una playa paragente chic". In the following phrase, the word is printed in bold:

"En un escape de moda para el **jet set"**

This article is focused on rich and famous people and how they can enjoy. The semantic connotation does not change as a noun or a verb. Morphologically speaking, in Spanish this word does   not change, this word has not its equivalent in Spanish. RAE recognizes the word "jet-set" as an international social class, rich and ostentatious, therefore, it impoverishes the language because the complete meaning is lost in the translation.

Hot dog

Syntactically speaking, the word "hot" is used as a noun, and as a verb, or an adjective in both languages, English and Spanish. According to the Webster dictionary, "hot" as noun means one that is hot (as a hot meal or a horse just after a workout), and the word "dog" as a canid; especially: a highly variable domestic mammal (Canis familiaris) closely related to the gray wolf. The combination of theses word form a compound word that refers to food that is a piece of bread containing a sausage meat with dressings. The word "hot dog" was found as part of a paragraph in Pacificard magazine, in an article entitled "El agradable sabor de la mostaza". In the following phrase, the word is printed in bold:

"Lo primero que viene a la mente es un **hotdog"**

This article is based on junk food that we find on the street. Semantically, this word does not change as a noun. Morphologically does not change, its equivalent in Spanish would be "perro caliente"; RAE does not recognize this word "hot dog". Therefore, it impoverishes the language because the complete meaning is lost in the translation.

Workout

Syntactically speaking, the word "work" is used as a noun, a verb, or an adjective in both languages, English and Spanish.

According to the Webster dictionary, "work" as a noun means an activity in which one exerts strength or faculties to do or perform something, and the word "out" is used as an adverb and a verb and the Webster dictionary defines "out" as a direction away from the inside or center went out into the garden.The combination of these words form a compound word that refer to a practice or exercise to test or improve one's fitness for athletic competition, ability, or performance. The word "workout" was found as part of a paragraph in Pacificard magazine, in an article entitled "Crossfit: corto e intense". In the following phrase, the word is printed in bold:

La rutina del día denominada **workout**

This article is based on cross fit; it is a combined weight lifting, sprinting, and gymnastics. Semantically, its meaning is different

when we separate them, it can be used in different contexts. Morphologically does not change, its equivalent in Spanish would be "ejercitarse"; RAE does not recognize this word workout. Therefore, it impoverishes the language because the complete meaning is lost in the translation.

Hobby

Syntactically speaking, the word "hobby" is used as a noun in both languages, English and Spanish. According to the Webster dictionary, "hobby" means a pursuit outside one's regular occupation engaged in especially for relaxation.

The word "hobby" was found as part of a paragraph in Pacificard magazine, in an article entitled "Maestros de magos". In the following phrase, the word is printed in bold:

"Y no solo hallar un **hobby"**

This article is based on the world of magic. Semantically, this word does not change. Morphologically it has not changed, its equivalent in Spanish would be "afición"; RAE recognize "hobby" as a pastime, entertainment that is commonly practiced in leisure time, the use of this anglicism is not justified, it impoverishes the language.

Clic

Syntactically this word is used as a noun or a verb in both languages. According to the Webster dictionary, "clic" as a verb is to

select especially in a computer interface by pressing a button on a control device (as a mouse).The word "clic" was found as part of a paragraph in PC magazine, in an article entitled "El gran debate". In the following phrase, the word is printed in bold:

"Hay que entrar y dar un **clic"**

This article is based on new program of computer. Semantically speaking the word "clic" is the pushing of a button on a computer mouse. Morphologically clic is an English voice; it has a change in Spanish language as "click". The Royal Spanish Academy recognizes the word clic. this word neither impoverishes nor enriches our language.

Netbook

 Semantically this word is used as a noun as well as a verb in both language Spanish and English.The Webster dictionary defines "net" as a noun that means a device for catching fish, birds, or insects and the word "book" is defines as a set of written sheets of skin or paper or tablets of wood or ivory.

The combination of these words form a compound word that refers to a small portable computer designed primarily for wireless Internet access. The word "netbook" was found as part of a paragraph in PC magazine, in an article entitled "¡Quiero WiMax ahora!". In the following phrase, the word is printed in bold:

"Apenas si puedo creer lo que veo en la **netbook"**

This article is based on the high speed of Korean computers. Semantically speaking, the word "netbook" does not change. Morphologically it does not change,it has notan equivalent in Spanish. DRAE does not recognize "netbook", the use of this anglicism is not justified, and it impoverishes the language.

Variable: General Interest magazine

Rating

Syntactically speaking, the word "rating" is formed from the noun "rat". It can also be used as a verb while in Spanish it is only used as a noun. According to the Webster dictionary "rating" as a noun is an estimate of the percentage of the public listening to or viewing a particular radio or television program.

The word "rating" was found as part of a paragraph in Vistazo magazine, in an article entitled "Los medios, el lenguaje y las alfombras". In the following phrase, the word is printed in bold:

"En nombre del **rating"**

This article is based on the management of the media where people accept or no accept the radio and television programs. Semantically speaking the word "rating" does not change. Morphology speaking, it has added the suffix "ing". The equivalent in Spanish is "clasificación". DRAE does not recognize "rating", the use of this anglicism is not justified, and itimpoverishes the language.

Blog

Syntactically speaking the word blog is used as a noun in both languages, English and Spanish. According to the Webster dictionary, "blog" is a web site that contains an online personal journal with reflections, comments, and often hyperlinks provided by the writer; also : the contents of such a site.

The word "blog" was found as part of a paragraph in Vistazo magazine, in an article entitled "¿Quienes el dueño de los perfiles?" In the following phrase, the word is printed in bold:

"Fue gracias una publicación del **blog"**

This article is based on the change of social network. Semantically speaking the word blog does not change. Morphologically speaking the word "blog" does not have change, it has not equivalent in Spanish. The DRAE does not include it in its pages; this word neither impoverishes nor enriches our language.

Email

Syntactically speaking this word is used as a noun in both languages, and additionally as a verb in English. According to the Webster dictionary, "email" means a system for transmitting messages electronically (as between computers on a network).

The word "email" was found as part of a paragraph in Vistazo magazine, in an article entitled "Se encienden los celulares? In the following phrase, the word is printed in bold:

"También está el envío de tareas escolares por **email"**

This article is based on the use of technology in education. Semantically speaking, the word email does not change; morphologically, the word "email" does not have any change in Spanish. The equivalent in Spanish is "correo electrónico".

The RAE does not recognize this word. The use of this anglicism is not justified; therefore, it impoverishes the language.

Zoom

Syntactically, it can be used as a noun and as a verb but in Spanish it is used as a noun. According to the Webster dictionary "zoom" is an act or process of zooming; especially: a sharp upward movement. The word "zoom" was found as part of a paragraph in Vistazo magazine, in an article entitled "Nuevas camaras". In the following phrase, this word is printed in bold:

"El **zoom** óptico es de 5 aumentos"

This article is based on new digital cameras and its technical characteristics. Semantically speaking, the word zoom does not change. Morphologically, this word has been modified with "oo" by "u" letter in Spanish. The equivalent in Spanish can be "zumbido" or "subida vertical". The Royal Spanish Academy defines "zoom" as a lens (as of a camera or projector) in which the image size can be varied continuously while the image remains in focus, this word impoverishes our language and lexical.

Courier

Syntactically speaking this word is used as a noun in Spanish and English language. According to the Webster dictionary "courier" as a noun, it is a member of a diplomatic service entrusted with bearing messages. The word "courier" was as part of a paragraph in Vistazo magazine, in an article entitled "Una huella que trasciende". In the following phrase, this word is printed in bold:

"Este logo en sus aviones y sobres tipos **couriers**"

This article is based on the promotion of new products of Ecuador. Semantically speaking the word "courier" does not change. Morphologically, it has not changed, the word "courier" tends to be short and express modernism, its equivalent in Spanish would be "mensajero". Patently, there is no need to use a foreign word if we have and equivalent. The DRAE does not recognize the word "courier". The equivalent in Spanish can be "mensajero" this word "courier" is a Gallicism and its origin is from French, therefore, it impoverishes our language.

Ranking

Syntactically speaking, it is formed from the verb "rank". It can also be used as a noun, as a verb or an adjective, while in Spanish it is only used as a noun. According to the Webster dictionary, "ranking" means comparison of an investment's performance to others over a given time period. The word "ranking" was found as part

of a paragraph in Vistazo magazine, In an article entitled "Todos para uno". In the following phrase, the word is printed in bold:

"El **ranking** del 2008"

This article is based on the position of Ecuadorian products. Semantically speaking, the word ranking its meaning does not change in both languages, the grammatical uses will depend on the context. Morphologically speaking, this word has added the suffix "ing"; its equivalent can be "clasificación or rango". The Royal Spanish Academy defines "ranking" as a categorization from higher to lower, useful to establish value judgments; its use in Spanish is not justified and this impoverishes our lexicon.

Flash

Syntactically speaking, this word is used as a noun, as verb and as an adjective in Spanish and English languages. According to the Webster dictionary "flash" as a noun is a sudden burst of light. As a verb it means to move with great speed and as an adejective it means relating to, or characteristic of flashy people or things. The word "flash" was found as part of a paragraph in Vistazo magazine, in an article entitled "Con el mundo al revés". In the following phrase, this word is printed in bold:

"A la hora de encenderse el **flash**"

This article is based on the experience of the Ecuadorian artist. Semantically speaking, the word flash does not change.

Morphologically, it has not changed. The equivalent in Spanish is "destellar" or "pasar como un rayo". The Royal Spanish Academy recognizes "flash" as give off light or be lighted in sudden or intermittent bursts. This term impoverishes our lexicon.

Casting

Semantically speaking, this word is formed from the verb "cast". It can also be used as a noun, verb and adjective, while in Spanish it is only used as a noun. According to the Webster dictionary "casting" is an assignment of parts and duties to actors or performers. The word "casting" was found as part of a paragraph in Vistazo magazine, in an article entitled "La Ana Gabriel Ecuatoriana". In the following phrase, this word is printed in bold:

"Luego del **casting"**

This article is based on competition of famous artists. Semantically speaking the word casting does not change. Morphologically this word has added the suffix "ing". The equivalent in Spanish is "audición". The Royal Spanish Academy recognizes "casting" as the act or process of choosing actors to play the various roles in a theatrical production, motion picture, etc. This word impoverishes the Spanish language.

Online

Semantically speaking this word is formed from a preposition "on". It can also be used as an adverb and as an adjective and the word line can be used as a verb and as a noun. According to the

Webster dictionary online as an adjective is a computer network, or the Internet connected by computers.The word "online" was found as part of a paragraph in Vistazo magazine, in an article entitled "Ciudadanos de verdad, verdad". In the following phrase, this word is printed in bold:

"Además, **online** se puede imprimir"

This article is based on the use of network as a part of information. Semantically speaking the word "online" does not change. Morphologically it has not changed. The equivalent in Spanish is "en línea". The Real Spanish Academy does not recognize the word "online". This word does not enrich the language because it has its equivalent in Spanish.

Stand

Semantically speaking this word can be used as a noun and as a verb. According to the Webster dictionary "stand" as a noun is a small often open-air structure for a small retail business a vegetable *stand,* a hot dog *stand.* The word stand was found as part of a paragraph in Vistazo magazine, in an article entitled "Hecho en Atuntaqui". In the following phrase, the word is printed in bold:

"La expo que constará con 120 **stands"**

This article is based on exhibition of clothes, handicrafts and typical dishes. Semantically speaking, the word "stand" does not change. Morphologically it has not changed. The equivalent in Spanish is"pabellón, puesto o caseta". The Royal Spanish Academy

says stand is an installation within market or fair, for the exhibition and sale of products. The word impoverishes Spanish.

To conclude with this section of the linguistics analysis, many of these anglicisms are a multifaceted phenomenon, because various anglicisms require careful consideration. They belong to new realities that have been introduced in the Spanish world. The principal problem of the anglicisms is its translation into Spanish. Many of them have equivalent words in Spanish so there is no justification in using this foreign word, as this again is undervaluing the Spanish language, and then it impoverishes the Spanish.

Comparative Analysis

This study was carried out on the basis of the frequency or number of anglicisms found in six different magazines (cultural magazines, scholarly magazines and general magazines) to ensure an unbiased corpus.

The comparative analysis was carried out on the total of 219 anglicisms in each sub-variable (qualitative and quantitative). First, the anglicisms were identified in different sections of the magazines, then; the anglicisms were accepted, and selected. The next step was the correct quantification.

The data obtained through this investigation demonstrate the level of use of Anglicisms, maintaining a high frequency of Anglicisms

in academic journals with 71%, next togeneral magazines with 20% and9%cultural magazines.

In the variable (Scholarly magazines) there are a total of 155 anglicisms (71%). It is essential to mention that the greatest number of anglicisms were software, suit, window, hardware, internet, marketing, laptop, and web, amongst others.

In the variable (General interest magazines) there are a total of 44 anglicisms (20%), it is worth mentioning here that the greatest numbers of anglicisms were cyber, internet, rating, holding, zoom, ranking, display, couriers and web, among others. The total number of anglicisms in this variable was 44.

In the variable (Cultural magazines) there are a total of 20 anglicisms (9%). The most frequent number of anglicisms observed here were the words sprint, club, movies, pop art, show, web, link, CD writer. The total number of anglicisms in this variable was 20.

Through statistical charts, it is possible to know how common is the use of anglicisms in magazines and it can be kept by means as a tool of creativeness how linguistic variation and systematic means of communicating can be observed in our usage of Spanish.

The difference in words between the ads of "Scholarly magazines" and "General interest magazines" is insignificant, but they equally contribute to this sub-variable having the greatest number of anglicisms. The most frequent anglicisms in this section were hardware, software, internet, email, blog, laptop and on line.

One can only deduce that the magazines use these terms because they think that they give their ads an "edge" and foreigners are interested in them. In our country we can even read phrases like "necesito mi hardware" and "tienes e-mail" or "estas en el internet".

The lowest number of anglicisms was in the variable (cultural magazines), it sounds contradictory that it should not have anglicisms because the principal information in this magazine is cultural, but the influence of anglicisms has a big power. This affects the communication and it is a proof that journalists have not control over anglicisms. The words used here were: internet, show, jazz, and web, among others.

Through these charts, it is possible to know common is the use of anglicisms in our daily communicative encounters. This case is clear evidence that people tend to select a different style of opinions, attitudes and ideas, the possible reason of these results is the economic and political globalization, and we are facing an intensive use of foreign terminology, as cyber, PC, MP3, CD, and so on. Where the publicity is a thinking model transmitted together with the dominant language.

The use of statistical charts allow us to evaluate the data obtained and demonstrate that there subsists relationship between the language of marketing and general population.

Francisco Jesus Fernandez´s research on the "Anglicisms in Salta´s urban Spanish" (Argentina), says that this is an undeniable

reality and invites all those who study the language to adopt a position, as time goes by; this is not only those economic manifestations but also the cultural ones (music, art, and the increase in usage of massive communications; radio, press, television, cell phones and internet), that support the expansion of the English language in Latin America.

On the other hand, the development of multimedia has redefined communication, integrating spoken language, written language and visual. According to what was observed, in the statistical charts, the use of anglicism has a big impact.

The high level of anglicisms used is quite worrying, especially considering the fact that most of the foreign words used have their equivalents in Spanish. Their use is consequently not justified.

In this country Ecuador, the origin of diffusion of these words is, in a certain manner, acceptance by the majority of us, and it is encouraged by media, we accept and remember that the media is read by thousands of people. If the journalists know that they are setting an example to many, why do they then do this? One could deduce that it is a lack of government control, social and aim to impress the reader.

The use of anglicisms is due to gradations of script. Journalists create a sense of intimacy and spontaneity, when they include their comments as writer.

It found more use of anglicisms in scholarly magazines, because, the journalists use frequency words that belong to technologycal field on the Anglo- American culture, although, such impossibility Spanish equivalents, such as sticks, hackers, couriers, sprint, so on. The frequency uses of anglicisms reflect Anglo-American culture.

In conclusion, with a greater diffusion of English as a second language, it is difficult to predict a diminution of anglicisms, which are represented in the different domains and they respond to various conditioning factors, as technical terminology, which make them attractive to their users, in order to integrate into a new culture.

Conclusions

- This research confirms that there is a significant influence of the English language in the lexis used in scholarly magazines, cultural magazines, and general interest magazines. This is an evidence that anglicisms require careful consideration.

- The statistical data in this research show that the written magazines are an influential medium for the spread of anglicisms in our country.

- The greatest numbers of anglicisms were found in the ads section with a total of 155 anglicisms. The words most frequently appear in articles related with technology, fashion, health and pleasure. These include: full, on line, marketing, internet, pop art, suit, sexy, show, strip, hot, courier, spray so on.

- Anglicisms are more frequently used in scholarly magazines (technology and economics), it could be due to the fact that journalists use words that belong to technology and economy from American influence, with the difficulty of finding Spanish equivalents.

- Language changes and the influence of English in Spanish will change over the time. are an unavoidable language resource to which we have to get accustomed because language reflects the identity of a culture.

- Journalists tend to use more anglicisms because they perform in professional fields and they even have more access to the information and technological changes.

- According to the etymological origin, it can be concluded that most of Anglicisms come from either Old English or Old French.

- The results of this study towards anglicisms in Spanish magazines depend on the social and geographical standards of the speakers, because the principal objective of magazine's editors is to catch the attention of prospective customers.

- Anglicisms emit their modernness, trendiness and affiliation to the English-speaking world or to the cultures of America or Britain, which are perceived as being fashionable.

- Anglicims in the Spanish language have resulted in semantic poverty which has deteriorated our language. This is because not all new anglicisms, which are constantly being introduced into the receiving languages, acquire permanent status in vocabulary.

- Research needs to concentrate on the analysis and compilation of dictionaries of anglicisms and dictionaries of foreign terms, because, English has become the language of communication, sciences, business, technology, aviation, music, and television.

- A language is alive and anglicisms are often deeply encrusted in the language. There is an urgent in our country to promote

and save the enrichment of vocabulary so that they do not become obsolete.

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Annexes

Bibliographic information

Item	Information	Form N°1
Research questions or hypothesis		
Subjects or participants		
Setting or places		
Methods		
Results		
Author's/ authors conclusion and recommendation		
Limitation identified by the author		
Relevance to your proposed topics		

Qualitative Tabulation

Table one
Variable: Cultural Magazine

Magazine and date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page

Author: Luis Rivera.

Table two
Variable: Scholarly magazine

Magazine and date	Anglicisms	Examples	Lexical Category	Word repetitionnumber	Heading	Page

Author: Luis Rivera.

Table Three
Variable: General interest magazine

Magazine and date	Anglicisms	Examples	Lexical Category	Word repetitionnumber	Heading	Page

Author: Luis Rivera

Quantitative Tabulation

Table four
The most Frequent Anglicisms

Anglicisms	Word repetitionnumber

Author: Luis Rivera

Table Five
Comparison between variables

	Variable	f	%
	Total		

Author: Luis Rivera S.