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**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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CERTIFIES THAT:

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

Loja, March 17th , 2011.

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ABSTRACT

The theme of this research done in order to achieve the Bachelor´s Degree in Teaching English as a Foreign Language is a descriptive analysis of anglicisms used in Ecuadorian magazines. Its general objective is to research on the linguistic phenomenon of anglicisms used in Ecuadorian magazines.

This research has been developed in Quito, Ecuador. The sample of the investigation has been chosen from six national magazines published in Ecuador, which have been divided into 3 groups of two magazines each group. The categories of magazines mentioned before were, cultural magazines, scholarly magazines and general interest magazines.

The research´s population got a number of 336 anglicisms collected from the six magazines, which have been the main source, where data was collected. The sample has been defined by the selection of 30 anglicisms, the most used and representative of the population in order to analyze them.

The method used in order to analyze the anglicisms was the qualitative and quantitative scientific method of analysis and collection of information. As a result from the research, I can mention that most of the anglicisms have been found in the scholarly magazines because they explain scientific themes trying to avoid translation of specialized terms in order to keep exactly their meaning used in written explanations.

As a general conclusion, anglicisms have influenced Spanish language in many ways that we will analyze along this work.

INTRODUCTION

This research has been developed in Quito, with the guide and approval of UTPL University as a project that must be developed as a requirement to achieve the Bachelor´s Degree in Teaching English as a Foreign Language. The researched theme is called descriptive analysis of anglicisms used in Ecuadorian magazines.

The importance of this study is determined by the influence of the anglicisms in the Spanish language that we have found in the written articles about many different topics in Spanish magazines. They have been adopted by Spanish speakers until the point that The royal Academy of Language (RAE) must adopt them because people use them in their everyday Spanish avoiding differences between the mixture of both languages in order to express things, preferring the use of anglicisms, which are words that don't belong to Spanish language, rather than translate them to the native language or use their equivalences in Spanish.

The purpose of this study is to carry out a descriptive and linguistic analysis of present written language in Ecuadorian magazines where we will focus on lexical terms regarded as anglicisms, in the form they are used in magazines. It is necessary to center this research from a descriptive point of view that allows us to get linguistic data in order to identify and analyze the anglicisms presently used in Ecuadorian magazines.

The general objective is to research on the linguistic phenomenon of anglicisms used in Ecuadorian magazines. It has specific objectives like 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 regarding syntactic, semantic, and morphological aspects, to establish which variable (cultural, scholarly, and general interest magazines) contains the highest number of anglicisms and finally to determine which anglicisms are mostly used.

Therefore, we will be using the qualitative and quantitative methods; we will also use the scientific method of analysis and collection of information. There were many resources that we have used in order to develop this thesis; we can mention some of them like cards, charts, dictionaries, books, internet, computer, paper, etc. The instruments used were cards and charts, and we used the note taking technique, in order to compile useful information to develop the thesis.

This research was developed with a sample of 30 anglicisms took from a population of 336 anglicisms chosen from six national published magazines related to three main variables which were cultural, scholarly and general interest magazines that have been analyzed for the research.

As a guide for the investigation we have read some previous research that has been done about this topic; it includes 10 studies developed by people that are interested in the influence of anglicisms in the Spanish language and

the analysis of the reasons that have determined their use and level of incidence in Spanish language.

There are many remarkable ideas that have come from these studies which can be used to document this research. For instance the one that María Isabel González Cruz has given us about the exaggerate use of unnecessary anglicisms in Spanish language mainly by young people, especially by men. Elena Burneo López mentioned us that migration is one of the most important factors of influence on the use of anglicisms because people learn English words in foreign countries and bring them to our country increasing their use and effects.

As language is involved in all kinds of artistic expressions, Trinidad Guzman has investigated the influence of English as a reflex of the dominating anglophone culture on the languages of the rest of the world mainly used in film magazines; the writer has found that there are some specific words that don't have equivalence in Spanish, so people can't translate these terms and have to use them as anglicisms, which affect the language use of the entire society.

Francisco Fernandez from the National University of Salta Argentina concluded that the use of anglicisms in Spanish language is generalized by people who live in different Spanish speaker places. He let us know that there are some differences between different forms to express the anglicisms, but those differences are not so deep.

José Oncins-Martínez has studied the developing of false friends in the use of anglicisms in Spanish language.

The use of anglicisms in publicity is widespread therefore César Martínez Verdesoto has done a research related with the English influence in written advertisement in Quito, he found out that there is a high level of prestige with English language at the time to make publicity in Quito's city, the use of anglicisms in advertisement make publicity more attractive for local people , it involves status and seems that if people choose the services offered in English , they are going to have better products or the best quality attention.

Other studies emphasize the origin of words; Fernando Repullés based his study on the similarities of Spanish and English languages regarding their Latin origins especially in the use of medical words employed in scholarly magazines, more particularly in medical magazines.

The research work and development of this thesis will be useful for those people who are interested in the study of Spanish language richness; all the morphological, syntactic and lexical development that it has suffered through its evolution along time.

One limiting fact to develop this research was the situation that there were not many cultural magazines to analyze, only the magazine La Casa from La Casa de la Cultura Ecuatoriana was considered as a good magazine to be

analyzed, other productions of this kind were only brochures or a small compilation of articles related to one theme, not a complete magazine. Besides, the mentioned magazine was only produced every three months which really reduces the variety of the analyzed population from which subsequently the sample was chosen.

One suggestion to improve this type of research will be the acceptance of other written material that possibly will be analyzed as source of cultural magazine in order to have other options of material that will enrich the study analysis.

METHODOLOGY

Anglicisms are English terms that have influenced our native language; causing morphological changes that are shown in Ecuadorian daily speech. Their effects are widespread through many sources such as songs, books, magazines, films, sports and some others.

This study wants to carry out a descriptive and linguistic analysis of written anglicisms in Ecuadorian Magazines. We have used the qualitative and quantitative scientific method of analysis.

This project must analyze information retrieved from national magazines published in Ecuador among the last trimester of 2009 to the third trimester of 2010; in order to delimit the population of the research three main variables have been taken as main source and basis for the analysis.

These variables are cultural magazines, scholarly magazines and general interest magazines; from the vast number of magazines that we can find in these categories we have to choose only two magazines for each group and develop the analysis.

Within these boundaries I have chosen the following magazines to be part of the population from which the sample was subsequently extracted:

- Cultural magazines: La Casa 67, Revista de la Casa de la Cultura Ecuatoriana Benjamín Carrión, No 3 2009 and La Casa 70, Revista de la Casa de la Cultura Ecuatoriana Benjamín Carrión, No 1   2010.

- Scholarly magazines: América Economía, Agosto 2010, No 056 and Gestión Economía y Sociedad, Agosto 2010, #193.

- General Interests magazines: Vistazo, Agosto 5, No 1031 and Hogar, Agosto 2010, No 552.

A population of 336 anglicisms mostly used by Ecuadorian people has been found from this research but the chosen sample was made only by the 30 most used anglicisms that form part of the group.

Some of the resources that I have used to develop this project were cards, charts, dictionaries, books, internet, computer, paper, etc. The instruments made with the information collected were cards and charts, besides I used the note taking technique, in order to compile useful information to develop the thesis.

The data tabulation was done with the use of charts which include data like name of the magazine, date of publication, anglicisms, examples, lexical category, word repetition number, heading and page number. This data give information from the most used anglicism, the function they are representing, if they are borrowings or loans, if they are accepted by RAE , anglicisms will be classified from the most numerous to the less used; it also shows the percentage of anglicism occupied in each kind of magazine.

DISSCUSSION

Literature Review

Since long time ago but especially after economic and politic globalization and facts like the fall of Berlin Wall or the end of international Communism , English language has experienced a great influence on other languages particularly in the case of Spanish language. A big amount of anglicisms, which are words or phrases borrowed from English into a foreign language, have become part of the Spanish daily speech.

English language represents the language of a dominant country around the world. For lots of Ecuadorian people the migration to North America have meant many changes in their life and their way of communication, for them to say words in English when they speak in Spanish might represent a different status and elegance, besides it shows their connection to modern life and opportunities .

Nowadays people can find anglicisms as part of Spanish daily use in every kind of information media and it is used by all age people, not only by young people, who like to sing songs in English, watch TV programs, read magazines, etc, but for elder people who use it for business, trade, job development, office work, etc. The massive use of anglicisms have turned out to be more and more popular in Spanish language to the point that it has

become necessary to make a specific study about their use and influence on our language.

To analyze the importance of anglicisms, there are several terms that are necessary to explain in order to understand much better the use of them, so the following work will introduce you to the use of anglicisms in Spanish language.

Linguistics

Some authors have defined Linguistics as the scientific study of language. According to Burneo (2007) is the study of the human language. However, the ways in which language can be studied are a complex issue. For De Saussure, linguistics is also the study of the manifestation of language and the social cultural influences that shape its development.

Still, Numberg (2003) goes further when he claims that linguistics deals with the study of all aspects of human language regarding the way in which speakers use their native language, and what they must know in order to use it in a communicative manner.

Linguistics is the science that studies languages for this purpose linguistics has been divided into several branches like morphology, semantics, pragmatics, phonology, and syntax.

Morphology

According to Burneo (2007) this branch of linguistics deals with the formation and structure of words. Thus, Morphology is in charge of the identification, analysis, combination and description of morphemes by using a set of word-formation principles.

Wikipedia (2010) mentioned that Morphology is the identification, analysis and description of the structure of words. It is clear that in most (if not all) languages, words can be related to other words by rules.

Semantics

This branch of linguistic is totally related with the meaning of words, and their use in sentences. The 100,000 entry edition, Webster's New World Dictionary of the American Language (1971) remarks that it is the branch of linguistics concerned with the nature, structure and especially, the development and changes of the meanings of words. The scientific study of the relations between signs, or symbols, and their meanings, and influence on human behavior.

Studying this branch of linguistics we can find many connotations concerned with word selection in order to express an idea, Burneo (2007) observed:

Semantics is a field of linguistics dealing with the study of meaning. Then it studies the signs, symbols and structures of meaning. Consequently, it is concerned with the meaning of morphological and syntactic units such as morphemes, words, phrases, clauses, sentences and any piece of discourse.(p.9)

Pragmatics

There is a clear explanation of this topic according to Wikipedia (2010) that states, Pragmatics is a subfield of linguistics which studies the ways in which context contributes to meaning. Pragmatics encompasses speech act theory, conversational implicature, talk in interaction and other approaches to language behavior in philosophy, sociology, and linguistics. It studies how the transmission of meaning depends not only on the linguistic knowledge of the speaker and listener, but also on the context of the utterance, knowledge about the status of those involved, the inferred intent of the speaker, and so on.

Burneo (2007) mentioned this branch of linguistics deals with the study of language use in communication. Pragmatics analyses the relationship between utterances and the social context in which they are produced. Thus, pragmatics is concerned with linking word or sentences meaning with speaker's meaning.

The context in which utterances are produced refer to any linguistic or social environment that might affect the actual interpretation of signs and expressions.

Pragmatics differs from semantics because the first one deals with the meaning analysis of words in specific settings and the diverse conceptions that a lexical term can have in agreement with the speaker's purpose. The second one is related mostly with the meaning of the words.

Phonology

It is the branch of linguistics that studies the sounds of words, since the phoneme is the smallest unit of sound in a word, phonology analyses the word formation by phonemes and their sounds.

"Phonology is the study of how sounds are organized and used in natural languages"(Roach,2009,p.1)

According to Burneo (2007) Phonology is a branch of linguistics that deals with speech sounds according to their production, composition, distribution and function within a language. In other words, Phonology studies the sounds of the language and describes the way sounds function within a given language.

Syntax

It is a subfield of linguistics directly related to the arrangement of words following a sequence, a specific order or rules necessary to join words together in order to form phrases, clauses and sentences. The sentence structure is the syntax of a language. The study of this set of constitutive rules to combine words into sentences is known as Syntax.

Syntax: Lexical Categories (Parts of the speech)

Every word in a sentence has a purpose or a function that explains how this word behaves among others. According to Pulverness, Spratt, Williams, (2005):

> There are nine parts of the speech: nouns, verbs, adjectives, adverbs, determiners, prepositions, pronouns, conjunctions and exclamations.
>
> A part of the speech or word class describes the function a word or phrase has in a sentence. This controls how the word or phrase can operate and combine grammatically with other words. (p.5)

A useful definition of lexical category is the one that gives Burneo (2007), she says that:

A category is a set of elements that has essentially the same distribution, and that recurs as a structural unit in a variety of different sentence- positions and sentence types. There are two types of categories: Lexical categories.- that are word-based such as noun, verb, adjective, preposition, etc. These categories are represented by the vocabulary of a language and Phrasal categories. (p.17)

Contact Languages

The communication of ideas or feelings between people that don´t share the same native language is considered as a contact language. When people have to use any language to express a message in other that is not their native language is known as contact language. Kintana and Siemund (2008) mentioned:

A very naive view of language contact would probably hold that speakers take bundles of formal and functional properties, **semiotic** signs so to speak, from the relevant **contact language** and insert them into their own language. . . . A probably more realistic view held in language contact research is that whatever kind of material is transferred in a situation of language contact, this material necessarily

experiences some sort of modification through contact.(p.58)

Language Vice

It is known a system of sounds and symbols used in speech or written communication. It is used by men to express ideas, thoughts, feelings, etc inside a social group that identifies and decode the information. It is a way to interact with other people. According to Saville- Troike (2006) language vice refers:

> To verbal features (oral and written), to its function in communication, and to its unique human character.
>
> Languages are systematic: they consist of recurrent elements which occur in regular patterns of relationships.
>
> Languages are symbolic: the meanings of symbols in a language come through the tacit agreement of a group of speakers.
>
> Languages are social: Each language reflects the social requirements of the society that uses it, and there is no standard for judging whether one language is more effective for communication than another. (p.32)

Barbarism

The use of words and expressions incorrectly or in an unacceptable form in a language has been considered as barbarism. The expression ""youse" for "you""is one example of barbarism that has been found in (The 100,000 entry edition, Webster's New World Dictionary of the American Language, 1971,p.59.)

Anglicism

When a word is borrowed from the English language and it is frequently used in the native language, in our case the Spanish language it is considered as an anglicism. According to Dubois, Giacomo, Guespin, Marcellesi, Baptiste ,Mével(1983) All loan from American English is called anglicisms. In Spanish the incorporation of anglicisms begins in XVIII, with new words coming from the politics, sports, sciences and technical advances.

Borrowings and Loans

Words that are not found in a specific language must be borrowed from another. There are some words that don´t have a similar or equivalent in another language, so people have to use the words in the original language and those terms are considered as borrowing or loans from another language.

Holmes (2008) People borrow words from another language to express a concept or describe an object. Borrowed words are usually adapted to speaker's

first language. They are pronounced and used grammatically as if they were part of the speakers first language.

"A loan word is a word of one language adopted into another and naturalized" (The 100,000 entry edition, Webster's New World Dictionary of the American Language, 1971, p439)

One motivation for lexical borrowing and loan is the need of vocabulary and prestige. Most of the words borrowed from other language are related to technology, medicine, sports, and economy.

Magazines

A magazine is "A thin book published every week or month that has shiny, colorful, pages with articles and pictures a fashion/news magazine." (Cambridge Learner's Dictionary, 2007, p.431)

Wikipedia (2010) considers that <u>magazines</u>, periodicals, glossies or serials are <u>publications,</u> generally published on a regular schedule, containing a variety of <u>articles</u>, generally financed by <u>advertising</u>, by a purchase price, by pre-paid magazine <u>subscriptions</u>, or all three. Magazines can be distributed through the <u>mail</u>; through sales by <u>newsstands</u>, <u>bookstores</u> or other vendors; or through free distribution at selected pick up locations.

There are many different kind of magazines in the market, each one deals with specific topics, we can find scholarly, cultural, and general interests magazines. To give more detail, we can say that scholarly magazines are related to specific themes like medicine, technology, economy, etc; cultural magazines are related to art, music, theater, etc; and general interest magazines are related to sports, entertainment, beauty and health, etc.

People can choose from a big amount of magazines to have information and fun, as you can easily deduce the language used in all these kind of magazines is going to vary from formal to informal according to the treated theme and to the audience to whom it is directed.

The use of anglicisms in magazines.

From the previous work, we can conclude that there is a significant use of anglicisms in Spanish language in all kind of communication media, it has been happening since long time ago, but nowadays it has become an interesting issue to be studied in order to understand and explain their influence on the meaningful changes that are affecting the use of our native language.

People evidence that their use increase day by day, leaving aside words with the same meaning that belong to Spanish just because they are not fashion, they don´t sound elegant or belong to a dominant language country.

The use of anglicisms imply more than the simple use of foreign words, they reflect status, some level of cultural background, and the degree of crossover that a culture must suffer according to the tendencies of modern life influenced by the technological advances, globalization and people migration.

It turned out important to analyze some of the previous research that has been done about this theme; it will help us to comprehend the anglicisms effects on Spanish more clearly. On continuation I will provide a brief analysis about some cases that I have found about the research topic.

A research study has been done by María Isabel González Cruz (2003) about "Unnecessary use of anglicisms in the educated spoken language of Palmas of Gran Canaria". It was made in Palmas of Gran Canaria City, the sample was taken from a group of 12 educated informants of different age and sex, in my opinion she applied a deductive and statistical method that allowed her to determine that there was an exaggerate use of a big amount of unnecessary anglicisms in Spanish language mainly by young people, especially by men.

Another research related to the influence of anglicisms in business signs, banners and billboards, has been done by Elena Gabriela Burneo López, she used a field diagnostic – descriptive research and statistic analysis in Quito's signs, banners and billboards.

She got to the result that migration is one of the most important factors of influence on the use of anglicisms because people learn English words in foreign countries and bring them to our country.

People use these anglicisms in signs, billboards and banners to call the attention of their costumers specially of those who are foreigners and want to use the service.

Due to the insertion in the global market people must know at least two languages in order to participate in business and trade.

There are many people that agree to have words in English in their signs because they think people have the knowledge to understand the meanings, besides the Spanish meaning is not the same in English.

Burneo (2007) concludes that most business owners do not care about the linguistic aspects of English and Spanish. Their concern is to use Anglicisms to sell products or services and to get a lot of money.

A limitation identified by the author was that some people were not interested in the grammatical and orthographic form of their signs, billboards and banners, but in their efficiency to catch the public attention and advertise their products.

1. Following with the effect of anglicisms in Spanish forms of expression, Trinidad Guzman (2002) has written a study called "The impact of lexical anglicisms in Spanish film magazines: a case study across time".

Guzman investigates the influence of English as a reflex of the dominating anglophone culture on the languages of the rest of the world in the field of lexis than in any other areas of language. The analysis has been done with the application of analytical and descriptive methods on a sample of film magazines looking for lexical anglicisms in them.

As result the writer has found that there are some specific words that don't have equivalence in Spanish, so people can't translate these terms and have to use them as anglicisms.

One author conclusion about lexical anglicisms in film magazines tends to follow the changes undergone in a speech community on which official monitoring has a limited influence , it is a part of a general policy affecting the entire society.

There are many different countries where people speak Spanish as official language some of them located in South and Central America and one in Europe.

Spanish is a universal language but it has its own inflections and expressions according to the people and traditions where it is used. So Francisco Fernandez (2001) from the National University of Salta Argentina has developed his thesis about anglicisms in urban Spanish in Salta – Culturele and analyses the influence of anglicisms according to the place where the Spanish is used.

He has based his sample in a group of 111 surveys of people from different Spanish speaker places like Argentina, Spain, Uruguay, Ecuador, Cuba, Chile, Mexico, and Venezuela.

He used a deductive method and as a result he obtained that the use of anglicisms is not too different between Latin America, Spain and Argentina. He concluded that the use of anglicisms in Spanish language is generalized for people who live in different Spanish speaker places. He let us know that there are some differences between different forms to express the anglicisms, but those differences are not so deep.

One limitation of the study was the number of the surveys of the sample.

Among two different languages there are some words that can have similar form but different meaning those are called false friends, José Oncins-Martínez (2009) has done a research work named Thesis: Towards a Corpus – Based Analysis of Anglicisms in Spanish: A case of study.

He applied a deductive method, analyzing the word, dramatic/dramatically □ dramático(a)/dramáticamente , this paper aims to show some of the advantages of and the need for using corpora for exploring and assessing Anglicisms in contemporary Spanish.

In order to do this case study is presented: the adverb "dramáticamente", as it is taking on the new sense "espectacularmente" under the influence of English "dramatically". The presence of this adverb with this new sense in contemporary Spanish is explored and supported with the data found in CORDE and CREA, the two corpora of the Royal Spanish Academy. Since the paper also seeks to show in what ways the Spanish lexicon is being influenced by English, evidence from two major English corpora, the BNC and the COCA, will be used.

As a result he found out that "dramática(o)/mente / dramatic/ally" is a paradigmatic example of the type of semantic Anglicism generally known as false friend , since it is the superficial similarity of the two forms that may lead to misuse in Spanish.

One limitation of the study could be the analysis of just one case, but as conclusion the author remarks that this case study has used corpus evidence to support some of the suggestions made in the major studies on Anglicisms, and also to show how the influence of an English word can contribute to changes in the meaning of a cognate form in Spanish.

Analysis has revealed some of the limitations of the two corpora used. Obviously, the better the design of a corpus, the more useful it will be for scholars with an interest in this or other related areas of research.

It is interesting to mention that anglicisms can appear not only in written forms but in oral forms of communication, to appreciate this phenomenon two students of The Javeriana University of Colombia, Andrés Bedoya and Mauricio Casanova (2009)have done a research about Anglicisms influence on Spanish language and their effect on communication media nowadays and in the future. The relation between anglicisms and social facts of influence.

This study tries to determine the use of anglicisms by young people when they orally express, taking into account variables like age, gender and social status.

They applied observation and experimentation methods, on a sample of 20 students, 10 men and 10 women, between 17 and 23 years old.

As a result the study inform us that there was a small use of anglicisms in the oral expression of young people, it remained equal for men and women and people from lower social status used them more than people from higher social status.

The authors conclude that lexical anglicisms used in the oral expression of young students from the The Javeriana University were not so representative

in Spanish spoken language. The age, gender and social status didn't affect too deeply the studied sample. The authors couldn´t find big differences in the use of anglicisms produced by the fact of being man or woman or by the different age of the people tested, they even found interesting results related to the different social status because the higher social status wasn´t the one who speak more anglicisms, which could happen for their ability to be more in touch with foreign people or to visit foreign countries.

They consider that one limitation for their thesis might be the unequal number of people analyzed for each social status.

As we have evidenced in a previous thesis related to the use of anglicisms in signs, billboards and banners; there is a strong acceptation of English in the local community publicity.

This situation has been considered a research opportunity for César Mauricio Martínez Verdesoto (2005) who has done a thesis called English influence in written advertisement in Quito, linguistic and sociolinguistic analysis of lexical adoption. He made a field research in Quito's North and center areas with the application of observation and experimentation methods.

The main idea of his investigation was the study of the direct relation between anglicisms used in advertisement in any written communication media and the prestige that English language keeps in Quito's community.

The sample was taken from numerous advertises printed in different massive cultural media of Quito´s city like the family magazine, kitchen recipes in newspapers and advertising media, publicity in newspapers and written advertisement media, flyers and 25 local business.

He found out that there is a high level of prestige with English language at the time to make publicity in Quito's city, the use of anglicisms in advertisement make publicity more attractive for local people, it involves status and seems that if people choose the services offered in English, they are going to have better products or the best quality attention.

He concluded that as long as English language is totally accepted in local publicity, it must be necessary for local publicity agencies to give more attention to the grammatical and orthographic development of their advertisement, because they make errors that will be distributed in massive form causing a negative effect on people who have a poor knowledge of English or annoying people who really know how to write accurately.

A limitation to develop the interview about the theme with people related to the topic was the lack of desire from them to talk the reasons why they don't learn how to write their advertisement without errors.

The topic subject of our research is not so common to find in a thesis, but there are very good studies done about it in books and magazines that I

think that can count as a study, because they lead us to develop a clear and documented idea about our main interest -the anglicisms-.

This is the case of Shared loans from Latin in modern magazines: English and Spanish similarities in medicine, written by Fernando Repullés, he based his study in the similarities of Spanish and English languages regarding their Latin origins, especially when these languages are used in specialized areas, as it is the case of medicine.

He displays historical and analytical methods to discover the origins and relation of English and Spanish languages in the use of medical words used in scholarly magazines, more particularly in medical magazines.

As a result and conclusion he mentioned that the accomplishment of the basic characteristics of those words were loanwords from Latin and the similarity of medical words in both meaning(scientific one) and origin (Latin) in Spanish and English are the result of several factors. He found a reduced number of medical loanwords in this field as a limitation in this study.

Another good book related with the main topic, was the one written by the Spanish writer Javier Medina, his book called "The anglicism in the nowadays Spanish, Spanish Language notebooks." He made a historical development of language influence and how the mixture of languages generated

a common language model that left local terms in order to improve general and universal terms.

He concludes that anglicisms expansion was produced by the influence of social and external facts like the two world wars, the fact that there were millions of Spanish speakers that migrate around the world, the fact that people wanted to learn in situ have influenced the propagation of the use of anglicisms in other countries that speak Spanish.

Along this document we have shown many different kinds of anglicisms and the study of Kotriva (2008) about Anglicisms used in sports contributes to the development of knowledge about the main topic.

This study is related to the influence of anglicisms on sports. It tries to determine that English language is one of the most powerful languages inside the modern language system. Two hundred sportive anglicisms taken from web pages from Spain press have been considered as the sample of the study and they have been analyzed with analytical and descriptive methods.

As a result of the study each anglicism has a different frequency of use in the Spanish language according to the settings in which they present. Some are more popular than others.

The author recommended finding Spanish words to replace the anglicisms that are unnecessary and if there is not an equivalent word he

believed that is the moment to create a new Spanish word able to represent the

meaning of the anglicism accurately.

RESULTS

Table One
Variable : Cultural magazine

Magazine and Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
La Casa 67 Revista de la Casa de la Cultura Ecuatoriana Benjamín Carrión. No 3 2009	gay	…,porque el dossier de la presente entrega está dedicado a lo **gay** y …	adjective	1	Editorial lo gay en el arte.	2
	performer	…,como cualquier otro artista o **performer**,…	noun	1		2
	marketing	…de la absurda importancia del **marketing** y …	noun	1	Ana María Iza La ternura tiene filo de navaja.	4
	hippismo	…; milita en el **hippismo** en tanto movimiento…	adjective	1	VAREA, el iluminado	13
	láser	…, recargando hasta la exaltación su sutileza(sabiduría), aguzada como un **láser**.	noun	1		15
	líder	… y **líder** de la agrupación …	noun	1	La parábola de Kurt.	28
	Pop	… o fusionar con otros estilos como el **pop** …	noun	2		28
		Con una propuesta	noun			

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		musical **pop** - punk, que contenía letras desgarradoras,…				
	punk	… o fusionar con otros estilos como el pop o el **punk**.	noun	4		28, 29
		Con una propuesta musical pop - **punk**, que contenía letras desgarradoras,…	noun			
		Toma lo energético y explícito del **punk** mezclado con una poesía lúgubre de vanguardia.	noun			
		Estos , con su sonido **punk** y garage llaman la atención del sello discográfico …	noun			
	under	…,lo que los convertía en un ícono dentro del circuito **under**,…	adjective	1		28
	rock	Con esta primicia el **rock** alternativo…	noun	6		28
		El **rock** alternativo como tal empezó a gestarse…	noun			
		…romper con la forma tradicional	noun			

		de hacer **rock** y atreverse a experimentar…				
		…,famoso en esta ciudad por promocionar el **rock** independiente.	noun			
		…,banda que causa revuelo en el circuito de **rock** de Seattle.	noun			
	fans	…, en la cual los **fans** pueden escoger lo que sea más de su agrado ,…	noun	1	La parábola de Kurt	29
	Gay	El arte **gay** , si así insistimos en llamarle,…	noun	8	Lo gay en el arte.	35, 36 39, 40 43
		Así que el arte **gay** o no heterosexual, no puede ser visto simplemente…	noun			
		El arte gay el que emerge de la búsqueda honesta y el compromiso de sus ejecutores,…	noun			
		Todo cuando ser **gay** en Latinoamérica aún es algo que …	noun			

		Ergo, para ser un escritor **gay** en Latinoamérica...	noun			
		,¿un texto **gay** ?,..	noun			
		, de un escritorsazo que resulto ser gay y que ...	noun			
		...de la exitosa milonga **gay** La Marshall.	noun			
	gays	Para estos individuos es como si los **gays** únicamente...	noun	3		39, 40 42.
		...,existen propuestas de tango abiertamente **gays**, ...	noun			
		Pero cuando hago memoria de escritores **gays** en la literatura universal ...	noun			
	performer	...,como cualquier otro artista o **performer**,...	noun	1		36
	full time	Pensamiento medieval **full time.**	adverb	1		39

	roles	...en el cual los **roles** hombre /mujer...	noun	3		42, 43
		...,espacios alternativos donde los **roles** del baile ya no tienen una definición...	noun			
		La propuesta es bailar el tango sin que los roles estén fijos al sexo de quienes lo bailan.	noun			
	rol	...,el **rol** del que guía y el guiado...	noun	1		43
	performances	..., realizan **perfomances** y videos.	noun	1	La sexualidad:una puesta en escena.	47
	full time	...,como dicen los gringos, **full time.**	adverb	1	Tres comidas con José Serrano.	57
	light	El periodismo en nuestro país es menos que la literatura **light**,...	adjective	1		60
	fútbol	..., como decía Borges ,que es el **fútbol**.	noun	1		60
	banners	...,despliegan los **banners** publicitarios y colocan ...	noun	1	La Dirección de Publicaciones de la Casa: Pescadora de lectores.	72
	stands	...publicitarios y colocan en los	noun	1		72

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	stands	**stands** un promedio…				
	stand	…,los bibliófilos se acercan al **stand**,…	noun	1		72

La Casa 70 Revista de la Casa de la Cultura Ecuatoriana Benjamín Carrión. No 1 2010	hippies	Pelos largos, **hippies** o beatniks,formas de negación…	noun	1	CARLOS CATASSE, el oficio de crear.	3
	beatniks	Pelos largos, hippies o **beatniks**, formas de negación…	noun	1	CARLOS CATASSE, el oficio de crear.	3
	land art	Me refiero al arte minimalista, al **land art** , al body art…	noun	1	Fernando López, el arte que no cesa.	11
	body art	Me refiero al arte minimalista, al land art , al **body art**…	noun	1		11
	performances	Me refiero al arte minimalista, al land art , al body art ,instalaciones , **performances**, proposiciones multimedia, conceptualismos …	noun	1		11
	Pop art	… a menor intensidad : el	noun	1	Mario Ronquillo,	22

		pop art (extravagancia no exenta de genialismo),			el pintor de una ciudad llamada Quito.	
	punk	…conciliando el clasicismo y lo popular; el **punk** y el rock de la nueva ola.	noun	1		22
	rock	…conciliando el clasicismo y lo popular; el punk y el **rock** de la nueva ola.	noun	1		22
	top model	…,podría ser como esa **top model** a la que no hay que…	noun	1	Edwin Ulloa y sus memorias de agua de fuego .	24
	rock	…,el reguetón ha ocupado el lugar del **rock**, …	noun	1		25
	performance	…,quienes realizan un incesante **performance** y …	noun	1	Temblor de la palabra.	30
	internet	El **internet** permite la …	noun	1	Poetry &Facebook	34
	web	Podemos encontrar páginas **web** donde el poema …	noun	2		34
		…que detenta una serie de páginas **web** donde coinciden,…	noun			

	blog	…hace algunos años , tiene un **blog** que,…	noun	1		34
	new-age	…, indigenismo milenarista, regodeos, **new-age**, …	noun	1		34
	fax	En la celda de un **fax**	noun	1	Tierra adentro	49
	full color	Desde enero del 2003 se imprimió a **full color**,…	adjective	1	Parece que fue ayer…	65
	gay	…,Se ha hablado de toros ,migración, piratería de productos culturales, lo **gay** en el arte,…	noun	1		65
	bond	…,por lo que se volvió al tradicional **bond**.	noun	1		66

Table Two
Variable : Scholarly magazines

Magazine and Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
América Economía Agosto	ranking	…la presencia de empresas ecuatorianas en el **ranking** de	noun	2	El verdadero crecimiento.	6

2010		las…				
No 056		…y descendieron en sus posiciones de **ranking**.	noun			
	boom	…en el protagonista de un gran **boom** económico.	verb	1	El milagro esperado de Santos.	8
	ránking	El **ránking** seleccionó a los 20 mejores…	noun	3	Consulta del doctor.	10
		,se elaboró el **ránking** con las instituciones que sí respondieron.	noun			
		Entendemos que como era la primera vez que se realizó el **ránking** muchas…	noun			
	commodities	…los buenos precios que tienen los **commodities** que exporta…	noun	1	Bajando el punto de cocción.	16
	home theater	…,especialmente en tecnologías de **home theater**,…	noun	1	La nueva vida de Polaroid	19
	surround	…, sistemas de sonido **surround** e internet TV.	noun	1		19
	internet	…, sistemas de sonido	noun	1		19

		surround e **internet** TV.				
	líder	...Brasil será el **líder** con tasas de crecimiento...	noun	1	Mamá, estoy aburrido.	22
	breakeven	...habrá alcanzado el **breakeven** se entusiasma...	noun	1	Cine por joystick.	22
	royalty	...ha abierto la discusión sobre el **royalty** que cobran...	noun	2	Todo tiene su precio	24
		Todo tiene su precio Royalty en los países mineros.	noun			
	dólares	... y obtener de 110 a 120 millones de **dólares** en ingresos.	noun	1	Regresé	24
	dólar	...cuyo valor nominal es de un **dólar**,...	noun	1	Pequeños accionistas.	25
	stand by	...y los pocos flujos de inversión extranjera continuaron en **stand by.**	adjectives	1	Infortunio laboral	28
	fútbol	El mundial de **fútbol** nos dio...	Noun	2	Un poco de economía mientras la pelota rodaba	30
		El mundial de **fútbol** habrá sido de muy poco consuelo	noun			

		...				
	gol	Tampoco el **gol** de Donovan a último minuto,...	noun	1		30
	dólar	...;el **dólar** se mantuvo muy fuerte...	noun	1		
	dolarización	...sin poner en riesgo la **dolarización**.	noun	1		
	ranking	Sin sorpresas llega para el Ecuador el **ranking** de las...	noun	4	Rostros ya conocidos.	74
		...son las únicas ecuatorianas dentro del **ranking** de las 500...	noun			
		...su ubicación dentro del **ranking** .	noun			
		...,que mantienen los 4 primeros puestos del **ranking** de América Economía.	noun			
	holding	"Y un **holding** que administre ambas".	noun	1		75
	commodity	...,sus ingresos provienen de la venta de un **commodity**,...	noun	1		76

	líder	… le han permitido a la estatal brasileña convertirse en el nuevo **líder** del ránking …	noun	1	Petrobras : bienvenida al primer lugar.	78
	ránking	… le han permitido a la estatal brasileña convertirse en el nuevo líder del **ránking**…	noun	1		78
	liderará	…,sino que **liderará** la lista por un buen tiempo.	verb	1		80
	fútbol	La vida y el **fútbol** te dan sorpresas.	noun	5	En el fútbol como en las organizaciones .	81
		…, se lo debo al **fútbol**".	noun			
		Esa frase -tan recordada durante los mundiales de **fútbol**-del filósofo…	noun			
		…(en el **fútbol**, en la educación, en las organizaciones)…	noun			
		Holanda no jugó un **fútbol** total pero su mecanización…	noun			

	versus	La razón **versus** la Cábala.	noun	1		81
	futbolística	…equipos que marcaran una identidad **futbolística** a la vez clara…	adjective	1		81
	récord	…batió su propio **récord** en el mercado …	noun	1	General Motors: sin reinventar la rueda.	82
	retail	…,experto en la industria del **retail** y quien trabajó…	noun	1	Wal-Mart:Y sigo siendo el rey.	84
	retailer	…para el mayor **retailer** del mundo.	noun	4		85
		El **retailer** estadounidense consolida su presencia…	noun			
		Esto fue algo que el **retailer** aprendió tras su…	noun			
		Tottus (cadena de supermercados del **retailer** chileno Falabella)…	noun			
	hard discount	…para adoptar el modelo **"hard discount"** …	noun	1		85
	ránking	Los países incluidos en el **ránking** son : Argentina,…	noun	7	Así hacemos las 500.	86

		El **ránking** no incluye bancos…	noun			
		…cada año un **ránking** especial …	noun			
		El orden del **ránking** es determinado …	noun			
		El **ránking** intenta uniformar…	noun			
		La información consignada en el **ránking** de empresas…	noun			
		…para construir el **ránking** fueron las propias empresas,…	noun			
	dólares	…determinado por el monto de las ventas netas en **dólares** a diciembre de 2009.	noun	3		86
		La conversión a **dólares** de los conceptos…	noun			
		Las variaciones anuales de ventas son nominales en dólares corrientes…				

	Word	Example	POS	Count	Notes	Page
	ítems	Por esto debe ponerse atención a la interpretación de **ítems** como utilidad,…	noun	1		86
	dólar	…valoración o depreciación de las monedas locales respecto al **dólar**,…	noun	1		86
	web	…fueron las propias empresas, sus sitios **web**,…	noun	1		86
	fútbol	…más de una vez le han preguntado por qué estudió Leyes si bien pudo dedicarse al **fútbol**.	noun	2	Por las buenas o por las malas.	94
		,bailar salsa, tener buen sexo y jugar **fútbol**.	noun			
	futbolista	…,sino también que es **futbolista**,…	noun	1		95
Gestión Economía y Sociedad. Agosto	rankings	…,en la que se publican los **rankings** de Gestión de las empresas…	noun	2	Aclaraciones a los rankings de Gestión	8
		Aclaraciones a los **rankings** de Gestión.	noun			

2010 #193	ranking	…y su atención a nuestro **ranking** anual.	noun	1		8
	internet	…los clientes prepago tendrán a su disposición **Internet** en sus celulares…	noun	2	Nuevo correo Movistar Nokia Prepago.	14
		A partir de ahora el correo electrónico, **Internet**, y redes sociales…	noun			
	dolarizando	…,que terminó **dolarizando** la economía.	adjective	1	Migrantes ecuatorianos vivir la crisis en tierras ajenas.	18
	boom	…y sostener el **boom** económico después de la guerra.	verb	1		20
	web	Según la página **web** de la Senami,…	noun	1		23
	dolarización	Por otro lado , la **dolarización** obliga a …	noun	1		24
	marketing	El furor de las marcas-país se debe a que esta estrategia de **marketing** esta ayudando…	noun	4	Países convertidos en marcas.	26,27
		Lo que la estrategia de **marketing** llamada marca-país…	noun			
		…,encargada de realizar trabajos de **marketing** cooperativo…	noun			
		…la necesidad de embarcarse en esta aventura del **marketing** .	noun			
	merchandinsing	…y a través de material de **merchandising** ,…	noun	1		27
	resorts	…,donde hay **resorts** como los que …	noun	1		28

	eslogan	...-un ícono y un **eslogan**-...	noun	1		29
	dribling	En este último **dribling** ,ya ni siquiera se guardaron las formas.	verb	1	La gobernanz a tambalea.	31
	web	...que se publicase en la página **web** la lista ...	noun	1		32
	gol	...,con un **gol** en contra y jugando los descuentos.	noun	1	Chile-Ecuador-Perú: Diplomacia a la carta.	35
	dolarización	...,cuando se adoptó el sistema de **dolarización** en el Ecuador,...	Noun	19	Un análisis sobre la dolarizació n, la bonanza y la crisis . Ganadores y perdedores de la última década.	38,3 9, 40,4 1
		...y los perdedores de la **dolarización** puede hacerse desde varios puntos de vista.	Noun			
		..., 24.260 empresas creadas bajo la **dolarización.**	Noun			
		...el período de la **dolarización**...	Noun			
		La dura realidad de la **dolarización** es que hay ...	Noun			
		...durante todo el período de **dolarización**, pues es el ...	Noun			
		...de los ganadores y perdedores de la **dolarización** ...	Noun			
		...los primeros años de la **dolarización**, entre...	Noun			
		...,que la rivalidad intensa que se generó después de la **dolarización** haya obligado...	Noun			

		…,están los grandes triunfadores de la **dolarización** .	Noun		
		…que brinda la **dolarización**, y como se verá,…	Noun		
		…le han sacado mayor provecho a la **dolarización** sean aquellas…	Noun		
		…,durante todo el período de **dolarización**, el sector…	Noun		
		Hay quienes dicen que la **dolarización** no ha sido buena para el Estado,…	Noun		
		…,la **dolarización** también es un buen "negocio" …	Noun		
		…creadas durante la **dolarización**.	Noun		
		…ha crecido durante todo el período de **dolarización**.	Noun		
		…que se habían beneficiado poco con la **dolarización**.	noun		
		…si le hubiese golpeado al Ecuador sin **dolarización**…	noun		
	boom	El **boom** de estas actividades se explica no solo …	verb	1	39
	commodities	…,los precios de todos los **commodities** agrícolas que exporta…	noun	1	40
	récords	…,viendo sus ventas rompían **récords** de ventas, …	noun	1	40
	dólar	…, el **dólar** de devalúo y la demanda mundial…	noun	1	40

	shock	Otros decían:"No hay crisis porque no hay **shock** tecnológico".	noun	1	Ética, economía política y crisis "Una crisis no va a cambiar la forma de hacer economía" dice Amitava Dutt	44
	dólar	…,quizás el **dólar** no siempre sea fuerte…	noun	1		45
	dólares	… porque sus activos están en **dólares**,…	noun	1		45
	overnight	…pues esta se relaciona con plazos **overnigh**t y en alguna …	adverb	1	Ni reservas ni líquidas ni disponibles	52
	reportos	…y en alguna ocasión los **reportos** llegaban hasta cinco días.	noun	3		53,54
		…o para realizar operaciones de reportos …	noun			
		¿Qué son las operaciones de reportos?	noun			
	dolarización	…los que contribuyeron en ese momento a sostener la **dolarización**.	noun	3		52,53
		Operar en **dolarización** , con una moneda que …	noun			
		…y confianza de que la **dolarización** está respaldada.	noun			
	dolarizado	En un país **dolarizado** la prudencia,…	adjective	1		52
	dólares	…o para realizar operaciones de reporto en **dólares** …	noun	1		53
	dolarización	Semanalmente el BCE confirmaba que mantenía la **dolarización**,…	noun	3	Analistas hablan de las	54-55

		…,automáticamente ponía en riesgo la **dolarización**.	noun		consecuen cias "la reforma ponía en riesgo la dolarizació n"	
		…del interés del BCE de sostener la **dolarización**?				
	dolarizada	…,tal como sucedía en una economía no dolarizada.	adjective	1		55
	dolarizó	Cuando se dolarizó la economía,…	noun	1	"La RILD debe orientar la líquidez a Inversión, a desarrollo.	55
	dolarización	Eso de que se pone en riesgo la **dolarización** es parte del …	noun	1		
	benchmarki ng	Compárese con sus competidores, haga "**benchmarking**".	verb	1	Sea agradecido con su competenci a más dura.	66
	gay	…el matrimonio **gay** y garantizó el derecho…	adjective	1	Caleidosco pio	67
	fútbol	Tres años antes de que arrancase el Mundial de **Fútbol** en…	noun	5	Adidas vs. Nike: una batalla mundial.	68,6 9 70
		…de espectadores que presenciaron el mundial de **fútbol** y un mercado…	noun			
		…,año en el cual se desarrollo el Mundial de **Fútbol** en …	noun			
		…de marcas deportivas se dará al aproximarse el Mundial de **Fútbol** 2014…	noun			
		…,la belleza del **fútbol** se esconde en su imprevibilidad.	noun			

	futbolísticos	…, y un mercado de accesorios **futbolísticos**	noun	3		68,69
		…,aparte de ser el evento **futbolístico** más importante del planeta,…	noun			
		…(que incluyen ventas de ropa y equipo **futbolístico** y de otros deportes)…	noun			
	internet	…,en la marca deportiva número uno en **Internet** en el mundo…	noun	3		69,70
		…o mercadeo de boca a boca por **Internet**, creciendo…	noun			
		…,fue lanzada específicamente por **Internet** y había …	noun			
	buzz marketing	… y también número uno en **buzz marketing** o mercadeo de boca a boca …	noun	1		69
	ambush marketing	…estrategia llamada **ambush marketing** o mercadeo de emboscada.	noun	1		70
	estándares	…,pero las medidas adoptadas por Nike han roto **estándares** y …	adjective	1		70
	sponsors	…,haciendo valer la apuesta de sus **sponsors.**	noun	1		70
	web	…y artículos aparecidos en centenares de páginas **web** …	noun	4	El socialismo del siglo XXI nunca podrá funcionar	72,76
		Dice que en muchos sitios **web** latinoamericanos …	noun			
		…en el sitio **web** de	noun			

		Rebelión…				
		…en cerca de otros 40 sitios **web** latinoamericanos…	noun			
	Internet	**Internet** ha transformado la vida de …	noun	13	Diez pautas para montar su negocio en la web.	80, 81, 82
		…de usuarios de **Internet** este mes,	noun			
		¿Es difícil hacer negocios en **Internet** y hacerlos sostenibles…	noun			
		…en Europa ni contar con la experiencia de muchos años. **Internet** no solo es un mundo …	noun			
		En **Internet** una idea es la base de cualquier …	noun			
		Internet es un canal con un alcance sin precedentes…	noun			
		…canalizada a través de **Internet** como plataforma…	noun			
		…,"plan de negocio **internet**",…	noun			
		…,por ejemplo, plan de negocio pizzería **internet**.	noun			
		La plataforma publicitaria más exitosa en **internet** es …	noun			
		…,aprovechando el alcance global de **Internet**,..	noun			
		…,aprovechando el alcance global de **Internet**,…	noun			
		…lo que la gente está buscando en **Internet** en	noun			

		distintas…				
		Si hay algo que diferencia a **Internet** de los demás…	noun			
	web	…y que podrían encontrar en la **web** su fuente…	noun	26		80, 81, 82
		…número de estudiantes empieza a aprovechar la **web** para su educación…	noun			
		…,pues hacer negocios en la **web** no consiste en…	noun			
		…un lindo sitio **web**, sino …	noun			
		…automáticamente las búsquedas por la **web**.	noun			
		…de productividad en línea más popular en la **web**,…	noun			
		…:el sitio **web** debe nacer.	noun			
		El diseño del sitio **web** es…	noun			
		…, se debe escoger una plataforma **web** flexible,…	noun			
		…que el sitio **web** crezca en tamaño y funciones…	noun			
		…para montar un sitio **web**,…	noun			
		…empresas de diseño y desarrollo **web**,…	noun			
		…que permite crear sitio **web** públicos…	noun			
		…dentro del sitio **web**,…	noun			
		…que los perjuicios que le ocasionen al sitio **web**.	noun			

		…a la monetización de blogs y sitios **web**,…	noun			
		…cantidad de sitios **web**?	noun			
		Aquí los buscadores **web**,…	noun			
		…que la optimización del sitio **web**…	noun			
		…,sitios de noticias y sitios **web** en general.	noun			
		…nueve de cada diez búsquedas en la **web** se hacen…	noun			
		…de las grandes ventajas de la **web**,…	noun			
		Con el sitio **web**, que es una de las bases del negocio…	noun			
		…y dé clic en la optimizador de sitios **web**.	noun			
		…y debilidades de un sitio **web**, a partir del …	noun			
		…y analizar el tráfico de su sitio **web** y tomar…	noun			
	rol	Se debe considerar cuál será el **rol** de la red para…	noun	1		81
	software	Invertir en **software** de productividad para editar…	noun	3		81
		..,instalar **software** y actualizaciones,…	noun			
		…directamente el sitio por medio de **software** comercial o gratuito.	noun			
	chats	…,realizar **chats**, audio y videoconferencias	verbs	1		81

	blogs	…,comercio electrónico,videos,foros,**blogs**,etc.	noun	3		81, 82
		…a la monetización de **blogs** y sitios…	noun			
		…tanto en buscadores como en **blogs**,…	noun			

Table Three
Variable: General interest magazines

Magazine and Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
Vistazo Agosto 5 No 1031	stakeholders	…con entrevistas individuales y grupos focales a todos sus **stakeholders** o grupos de interés.	noun	3	Responsabilidad Social en acería del Ecuador.	16
		Un aspecto reconocido por todos los **stakeholders** de…	noun			
		… valoradas en alto grado por los **stakeholders** …	noun			
	benchmarking	El resultado del análisis (**benchmarking**	verb	1		16

		)demuestra que hay varias políticas y procedimientos similares…				
	líder	Una de las tareas que como líder de la UNASUR debía realizar está incompleta.	noun	1	Tarea incumplida	21
	web	Las profesiones más demandadas en el 2010 no existían en el 2004 : comunicador para la **web**,…	noun	1	La riqueza es gloriosa	24
	internet	Ni siquiera uno de cada 10 ecuatorianos puede acceder al **Internet.**	noun	2		24
		Los costos de **Internet** del país están…	noun			
	e-mails	…,no se vislumbraba que se enviarían anualmente 165 mil millones de **e-mails** y…	noun	1		24
	boicoteada	…de que la sesión fuera **boicoteada.**	verb	1	El contragolpe	28

	boicotearon	Quienes **boicotearon** esa reunión fueron sus mismos coidearios,...	verb	1		29
	miniboom	Cuando se inauguró el **miniboom** petrolero ...	noun	1		30
	Internet	..., y la conectividad que permite el acceso a **Internet.**	noun	1	Energías limpias	35
	flashes	Huyendo de los **flashes** de fotógrafos...	noun	1	Matrimonio	40
	show	Un **show** que sería ridículo...	noun	1	Maldición desde la tumba	44
	compost	...son transformadas en **compost,**...	noun	1	Fundas lógicas en Galapágos.	60
	marketing	...y la de ella en **marketing** para la creación de...	noun	1	Carro limpio sin agua.	62
	laptops	...el catálogo incluye billeteras, porta **laptops** y ...	noun	1	Fui valla en otra vida.	64
	folders	... y **folders** que combinan lona y caucho.	noun	1		64
	jeans	...y 70 dólares y **jeans** de marca ...	noun	1	El reestreno como alternativa.	69

	boom	…pues el **"boom"** migratorio ha traido …	verb	1	Vilcabamba, meca de la vida verde.	82
	greenwashing	Una empresa está en riesgo de practicar **greenwashing** si enfatiza …	noun	4	Tras la pinta ecológica.	108
		…,y es una autoridad en **greenwashing** (lavado verde),…	noun			
		…,¿es esto greenwhasing?	noun			
		…¿Cómo puede el **greenwashing** dañar la imagen …	noun			
	hobby	Para mi no es un **hobby** nunca lo ha sido.	noun	2	Sharon Cortéz. En cuerpo y agua.	113
		…el modelado no es un **hobby**,…	noun			
	blogs	Paralelamente encontró en el nacimiento de los **blogs** una gran pasión,…	noun	12	Gurú del hipertexto	116
		…,la red de **blogs** en español más …	noun			
		"Los **blogs** cambiarán su negocio"…	noun			

		...como una red de blogs comerciales.	noun		
		...Eduardo les creará sus **blogs** y que...	noun		
		Era el año 2007.Diez **blogs**.	noun		
		"Estaba haciendo dinero con todos los **blogs**...	noun		
		...,fundador de la red de **blogs** comerciales...	noun		
		Para entonces la red de **blogs** seguía...	noun		
		...y México , 15 **blogs**, una directora...	noun		
		...la presencia de los **blogs** rompe...	noun		
		...ni eran unos **blogs** comerciales...	noun		
	blogger	Su rol de **blogger** , hasta entonces ,...	noun	5	116
		Veinte **bloggers**. Dos millones...	noun		

		...,una directora de contenidos,70 **bloggers** internacionale s y ...	noun			
		Y es que todo **blogger** de Hipertextual...	noun			
		"Queríamos hacer un blog grupal y yo encontré **blogger**...	noun			
	startup	Para entonces la red de blogs seguía siendo un **startup**,...	noun	1		117
	software	...datos por contraseña y un **software** especial...	noun	1	Escriba en digital	124
	look	...,con un **look** que le hizo verse...	noun	1	Miss Universo entre nosotros.	139
	nicknames	Sus **nicknames** son más conocidos que sus nombres.	noun	1	Embajadores 2.0	140

Hogar Agosto 2010 No 552	tops	...colección que incluye **tops**,...	Noun	1	Britney y la moda.	12
	jeans	...colección que incluye tops, abrigos, **jeans,**	Noun	1		12

		zapatos,…				
	fútbol	…supuesto romance con el jugador de **fútbol** del club …	Noun	1	Perfume musical	12
	futbolista	…la artista y el **futbolista** coincidieron …	Noun	1		12
	fútbol	…con el club de **fútbol** inglés Chelsea …	Noun	1	De la moda al fútbol	18
	futbolista	…, mi novio **futbolista** de aquel entonces…	Noun	1	El Pichurrito	26
	liderazgo	El primero de una serie de libros orientados a desarrollar el **liderazgo**	Noun	1	Ayúdele a la gente a pelear.	30
	styling	Productos de **styling:** según el corte de pelo,…	Noun	1	En cabello	30
	jean	…el ingreso de personas que visten **jean**.	Noun	1	En un restaurante ojo con los modales.	32
	Top model	La **top model** rusa…	Noun	1	Longchamp Practicidad y glamour	48
	cóctel	…,ideal para un **cóctel.**	Noun	1		49

	looks	…para complementar **looks** que van desde…	Noun	1	Super trendy	58
	print	…clásicas del animal **print** como…	adjective	1		60
	fashion	…que luzcas radiante y **fashion** en …	adjective	1	Plus size	62
	leggins	Una sola manga y **leggins** de textura de textura…	Noun	1		62
	look	…que ayuden a acentuar el **look.**	Noun	1		63
	short	…combinar con falda, **short** o …	Noun	1		65
	print	…combinación de colores tierra con elementos en animal **print**.	adjective	1		64
	jumpsuit	El **jumpsuit** sigue de moda.	Noun	1		66
	trendy	…debes lucir impecable y **trendy.**	adjective	1	Con el paso de las horas.	81
	look	,este **look** es sumamente…	Noun	1		81
	jean	Nada mejor que un **jean** "todoterreno" para acompañarte…	Noun	2		81,82

		Una blusa ligera, un **jean** capri y…	Noun			
	Happy hour	Y con ellos un "**happy hour**"…	Noun	1		83
	boom	Las rayas oblicuas siguen siendo un **boom**…	adjective	1	Hombres con estilo	85
	blazer	…con rayas, **blazer** azul,…	Noun	1		85
	must	…y de cuadros son un **must.**	Noun	1		85
	fashion	…un toque **fashion** …	adjective	1	Descanso con estilo.	90
	puff	…a juego con el **puff** y la …	Noun	1		90
	stress	…,la raza e, inclusive, el **stress**.	Noun	1	Cara a cara con el acné.	113
	rol	"Muchas dicen 'quiero ser amiga de mi hija',pero el **rol** que hay que cumplir es el de madre.	Noun	2	Madres vs hijas.	116
		…,quien añade que ese **rol** es el que da seguridad, …	noun			
	relax	…el único medio de **relax** y…	Verb	1	Alcoholexia: enemiga mortal	125
	fitness	Los soberanos de Jordania	adjective	2	Orgullosos	159

		hicieron entrega del premio **fitness** a varios jóvenes entre esos a sus hijas.			padres.
		…,con la medalla de los premios fitness,	adjective		

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Table Four
The Most Frequent Anglicisms (in all variables)

Anglicisms	Word repetition number
web	36
dolarización	28
internet	23
fútbol	17
blogs	15
ránking	11
gay	11
rock	8
ranking	7
marketing	6
dólares	6
punk	5
boom	5
dólar	5
blogger	5
retail	4
software	4
greenwashing	4
líder	4
rol	4
gays	3
roles	3
reportos	3
futbolísticos	3

stakeholders	3
futbolista	3
look	3
jean	3
performer	2
pop	2
full time	2
performances	2
top model	2
commodities	2
royalty	2
gol	2
rankings	2
benchmarking	2
jeans	2
hobby	2
fashion	2
print	2
fitness	2
hippismo	1
láser	1
under	1
fans	1
light	1
banners	1
stands	1

stand	1
hippies	1
beatniks	1
land art	1
body art	1
pop art	1
performance	1
blog	1
new- age	1
fax	1
full color	1
bond	1
home theater	1
surround	1
breakeven	1
stand by	1
holding	1
commodity	1
liderará	1
versus	1
futbolística	1
récord	1
retailer	1
hard discount	1
items	1
dolarizando	1

merchandising	1
resorts	1
eslogan	1
dribling	1
récords	1
shock	1
overnight	1
dolarizado	1
dolarizada	1
dolarizó	1
buzz marketing	1
ambush marketing	1
estándares	1
sponsors	1
chats	1
e-mails	1
boicoteada	1
boicotearon	1
miniboom	1
Flashes	1
Show	1
compost	1
Laptops	1
Folders	1
Startup	1
nicknames	1

Tops	1
Styling	1
Cóctel	1
Looks	1
Leggings	1
Short	1
jumpsuit	1
Trendy	1
Happy hour	1
Blazer	1
Must	1
Puff	1
Stress	1
Relax	1

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Table Five
Comparison between variables

Anglicisms	Variable	f	%
	Cultural magazines	64	19,04
	Scholarly magazines	189	56,25
	General interest magazines	83	24,70
	Total	336	100 %

Author: Saskia Pamela Hidalgo Durán.

DESCRIPTION, ANALYSIS, AND INTERPRETATION OF RESULTS

In order to see the impact that anglicisms have on the Spanish language the following section will analyze the syntactic, semantic and morphological changes of the 30 most used terms found in the three variables collected.

The qualitative analysis includes a morphological analysis which explains if the term has changed its form during its adoption into the Spanish language, most of the terms have been adopted by the RAE (Royal Academy of Language), due to its currently use in the Spanish language , they are considered borrowings then. There are other cases in which the anglicisms haven´t been accepted by the RAE and in this situation people keep using them so they become loans from the English language.

There is also the semantic – syntactic analysis which includes the lexical category and explanation of the function that the word is having in the analyzed example, it is also followed by the denotation of the word in the analyzed context in both languages.

It is important to mention if the anglicism has a equivalent word in the Spanish language, or if it has replaced a Spanish term, and also if it has been accepted by the RAE.

Gay

This word comes from the Middle English, from Anglo- French gai, of Germanic origin, first known use in 14th century. In this example it is working as a noun.

Example:

"Hacemos memoria, porque el dossier de la presente entrega está dedicado a lo *gay* y su vínculo con el arte,..."

According to Merriam Webster Dictionary (2010) *gay means homosexual, related to, or used by homosexuals.* The Diccionario de la Real Academia de la Lengua Española (DRAE) (2010) gives the definition of the analyzed word as *hombre homosexual o perteneciente o relativo a la homosexualidad*.

Spanish language has adopted this term with its common use through the time, so it is considered as a borrowing, and it hadn´t changed its form with the transition. In my opinion the adoption of this term by the RAE hasn't enriched the Spanish language because Spanish Language has already had one specific word that expresses correctly that meaning, and using the anglicism *gay* only apart Spanish speakers from the accurate use of their Language.

Performer

The word analyzed can't be found in the DRAE, because it hasn´t been accepted yet. According to Merriam Webster Dictionary (2010) it is original from the Middle English, from Anglo-French parfurmer, from par-, per- thoroughly (from Latin per-) +furnir to complete – more at furnish , first known use in 14th century.

Merriam Webster Dictionary determines the word *performer* as a noun, we don´t have directly the meaning of performer, but we can get the meaning of the word *perform* which is the root word for many other words that come from this one like "*performer, performance, performances, performable, performability, etc.*" This is a word that Spanish language uses many times in different situations that is the case of *performance and performances*, which have been used in other parts of the magazines. So inferring the meaning from the root, we can say that *performer* is *the person who carries out an action or pattern of behavior.*

The example of the magazine is the following:

"…, el arte gay debe ser entendido como una expresión legítima de seres con conductas sexuales alternativas, que, como cualquier otro artista o *performer*, busca una redefinición del cuerpo,…"

This anglicism is considered as a loan because it hasn´t been accepted by the RAE yet, but I think that its use in the example is unnecessary , as the writer mentions its equivalent word in Spanish the same moment that he is presenting the anglicism in order to make clear the concept of *performer* for the readers, so far away from enriching Spanish language with the use of this term , he had to look for a similar Spanish word to avoid confusion between the people that is reading the article.

Marketing

According to the DRAE (2010) *marketing* means "mercadotecnia", this term comes from an English voice which turns it into an anglicism in the Spanish language; accepted by the Real Academia de la Lengua (RAE).

According to Merriam Webster Dictionary (2010) the word m*arketing* is originated as a derivation from the word market which comes from the Middle English; akin to old Saxon markat market place.

Marketing is a word that functions as a singular noun and according to Merriam Webster Dictionary (2010) it means *the act of selling or purchasing in a market*, it has been used for the first time in 1561.

The following example showed all the characteristics that have been explained before in the precedent paragraphs.

Example:

"Su poesía ha sido víctima de la absurda importancia del *marketing* y de la envidia y arrogancia de algunos poetas,…"

There is one observation that is important to remark, it is related to the fact that in some cases the word *marketing* can be combined with other terms like   *buzz marketing* or *ambush marketing*, to give more detailed information related to marketing, in the case of *bush marketing* it means *mercadeo de boca a boca* and in the case of *ambush marketing* it means *mercadeo de emboscada*.

The word marketing has been considered as a borrowing; this word doesn't present any morphological changes and it doesn't have plural form. Even though people can use the word *mercadotecnia* in Spanish most of them prefer to use the term *marketing* because they have the thought that is a fashion way to express the same idea or because they feel they will show their knowledge of English language including Anglo-terms within the Spanish Language, they even look for the way they can mix the anglicism marketing in order to create new expressions and uses for this word in Spanish language so they can validate its use, but people don't take into account that when they do something like that , it is not only that Spanish speakers lose accuracy in the use of their language, they also make Spanish language lose its relevance in front of the other language , which is not the dominant language for the writer and the readers. So as far as I'm concern it doesn´t enrich Spanish Language, the use of it only makes Spanish language loses its importance as a language facing the international context.

Líder

This word is an anglicism that has suffered some changes from its original form, which is the word leader, a word that comes from the verb to lead. It is a world original from Middle English leden, from old English laedan. First known use before 12th century.

This is the example found in the magazine:

"En abril se conmemoró el tercer lustro de la desaparición del vocalista, guitarrista y *líder* de la agrupación Nirvana, Kurt Cobain."

In the example the word *líder* is functioning as a singular noun, this word keeps the same meaning as in English; however, its form has been modified since in Spanish the vowels "e" and "a" have been replaced by the vowel "i" to match the English pronunciation. Furthermore, it has a stress mark over the same morpheme best known as a *tilde* to fit the graphemic rules of Spanish.

The word leader in Spanish must be written "líder", this is the form in which the "Real Academia de la Lengua" RAE has accepted this anglicism, that came from the English language. This word is considered to be a borrowing.

According to the DRAE (2010) the word *líder* means *persona a la que un grupo sigue, reconociéndola como jefe u orientadora.* Its meaning by the Merriam Webster Dictionary (2010) is *a person who leads as conductor or guide.* As an anglicism, this word has changed from "*leader*" in English language to "*líder*" in Spanish language, it is an integrated word from a foreign language, its orthography has been adapted for the receiving language.

In my opinion when people who speaks Spanish language use the word *líder*, they probably don't know that it is an anglicism because it has suffered important changes from the original word *leader* in order to be part of the Spanish language, it has a common daily use in our language and due to the

changes it has suffered it has lost its identity to the English Language and people use it as they were using any other Spanish term. I don´t think that this term enriches Spanish vocabulary, but people has been accustomed to use it , the way they don´t feel they are giving relevance to another language.

Web

This is a very used anglicism in Spanish language, mainly related to the computer world and its uses. Particularly in this example, the word *web* is related to the mentioned topic.

Example:

"Podemos encontrar páginas *web* donde el poema a la mamá convive con textos de…"

The DRAE (2010) gives the following meaning *red informática*, the Merriam Webster Dictionary (2010) gives us the following meaning, *a fabric on a loom or in process of being removed from a loom.* Also give concepts related to nature and spiders world.

The intended meaning was found in the Cambridge Dictionary (2010) which presents us the word web with capital letter *"Web"* in order to find the meaning according to the text, which was *the system of connected documents on the Internet, which often contain colour pictures, video and sound, and which can be searched for information about a particular subject.*

The word *web* functions as a singular noun in this example. This term keeps the same meaning and form as in English. However, the only morphological change found is the word not written with an uppercase as in its language of origin. In Spanish only the first word of a sentence or a proper nouns begins with an uppercase letter. The RAE has accepted this term, what makes this word a borrowing. According to Merriam Webster Dictionary (2010) it comes from the Middle English, from Old English, akin to old Norse verify web, Old English wefan to weave. First known use before 12th century.

I think that this term has been accepted by the RAE, even though the Spanish language has the necessary words *red informática* to express this concept, because it is easier for people to use just one word *Web*, to explain the same meaning, I also believe that this word has an international acceptation not only in our language, also in other languages as a result of media globalization. I don´t think it enriches our language with its use, but its use is related to international codes to handle computers world and all subjects related to them.

Internet

This is one of the most used anglicism , it was repeated many times in all of the different types of magazines, it is original from the English language , from the words inter(which means between) and the word net (which means network or electronic web). First known used in 1985.

Example:

"El *internet* permite la circulación de contenidos literarios en tiempo real, inaugurando relaciones y vínculos de manera casi inmediata."

In the previous example the word *internet* is functioning as a singular noun, there is not plural form or use of this word neither in English nor in Spanish.

According to the DRAE (2010) *internet* means *red informática mundial, descentralizada, formada por la conexión directa entre computadoras u ordenadores mediante un protocolo especial de comunicación.*

According to Merriam Webster Dictionary (2010) it means *an electronic communications network that connects computer networks and organizational computer facilities around the world.*

This is an anglicism that doesn't have any morphological changes and its meaning remain the same for both languages; the only evident difference is the uppercase "I" that is used in English to refer to this word. In Spanish language only proper names and the first word of a sentence use an uppercase, which is not the case of this term. This term is considered as a borrowing.

I don´t think it enriches our language with its use, but its use is related to computers world and mass media communication, I also believe that this

word has an international acceptation not only in our language, also in other languages as a result of media globalization.

Fútbol

This anglicism is related to sports, and people mostly used and find it in sportive magazines, but it is very popular so people can find it in any kind of magazines and articles.

In the following example the word *fútbol* is functioning as a noun.

"…, se reduce a ponderar a cantantes de moda y esa amable estupidez, como decía Borges, que es el *fútbol*."

The origin of this word comes from the English language due to the combination of the words foot and ball, it has suffered some changes in its adoption process to the Spanish Language as an anglicism, it has changed its orthography in order to write the word in Spanish as it sounds in English, in English the term is *football* and in Spanish it has changed to *fútbol*.

The word *football* has changed the double "oo" instead of a "u" because in Spanish language doesn't exist the sound of double vowels. Besides the morpheme "a" was replaced by the morpheme "o" to suit the Spanish pronunciation rules. The morpheme "l" was omitted too, because a double "ll" at the end of a Spanish word doesn't have a sound. This word also has stress mark according to the Spanish graphemic rules. It is considered as a borrowing

According to Merriam Webster Dictionary (2010) the term *football* means *any of several games played between two teams on a usually rectangular field having goalposts or goals at each end and whose object is to get the ball over a goal line, into a goal, or between goalposts by running, passing, or kicking as.*

The DRAE (2010) mentions that *fútbol* is *Juego entre dos equipos de once jugadores cada uno, cuya finalidad es hacer entrar un balón por una portería conforme a reglas determinadas, de las que la más característica es que no puede ser tocado con las manos ni con los brazos.*

I think the use of this word doesn't enrich the Spanish vocabulary, but its use is very common, what is unusual is to listen the expression *balón- pie* which would be the logical way in which Spanish speakers must express the name of this sport, although the term fútbol has become very popular and accepted not only between Spanish speakers but also within the international community, its use is supported and justified by the popularity of this sport, which is original from the United Kingdom, England where it was developed and according to this development all the expressions that were born with it.

Rol

The word *rol* is an anglicism that has changed in its process to be accepted by the RAE. Merriam Webster Dictionary (2010) mentions that this word has its origin in the Middle English *role,* from Anglo – French roule. First known use in the 1605.

In English language the word is *role* and in Spanish language after some changes it is *rol*, because Spanish language doesn't have silent morphemes like in English, that is the reason why the silent morpheme "e" at the end of the word was omitted, in this particular example the author of the article is using the anglicism *rol* as a noun. This term is considered as a borrowing.

Example:

"En todas estas parejas, el *rol* del que guía y el guiado pueden cambiar en cualquier momento."

According to the Merriam Webster Dictionary (2010) the word *role* means *a character assigned or assumed, or a part played by an actor or a singer.*

The DRAE (2010)   recognizes the word *rol* as *papel o función que algo o alguien cumple.*

In my opinion the term *rol as* an anglicism doesn't enrich the Spanish vocabulary and it has suffered changes in its process of adoption by the Spanish language that made it lose its identity to the original language which it comes from.

Rock

This anglicism is related to a very famous style of music that arose in the U.S. in the mid-1950s and became the dominant form of popular music in the world.

In this example the word *rock* has been analyzed as noun.

Example:

"…y su irrupción fracturada de los cánones musicales; Los Beatles y Los Stone conciliando el clasicismo y lo popular; el punk y el *rock* de la nueva ola."

According to the DRAE (2010) the word *rock* means *género musical de ritmo muy marcado, derivado de una mezcla de diversos estilos del folclore estadounidense, y popularizado desde la década de 1950.*

According to the Merriam Webster Dictionary (2010) the word *rock* means *popular music usually played on electronically amplified instruments and characterized by a persistent heavily accented beat, repetition of simple phrases, and often county, folk, and blues elements.*

This word remains the same for both languages, it hasn´t suffered changes during its adoption to the Spanish language; it has become a very popular anglicism mostly used in musical expressions and events related to this topic. It is considered as a borrowing.

I think the term rock doesn´t enrich the Spanish Language , but it is commonly used in music world to identify a very popular musical gender , I think people should do an effort to use their own language in an accurate way in order to keep its pureness and relevance to protect it from disappearing or change its essence.

Hippies

This is a word that comes from the English language; it has appeared for the first time in 1965, as a result of a countercultural movement that rejected the mores of mainstream American life. This movement was originated during 1960s to 1970s.

In this example it is used as a plural noun, it can be also used as an adjective to define the qualities or conditions of a person.

Example:

"Pelos largos, *hippies* o beatniks, formas de negación…"

According to the DRAE (2010) the word *hippie* means *partidario o simpatizante de este movimiento, o que adopta alguna de las actividades que le son propias.*

According to the Merriam Webster Dictionary (2010) its meaning is *a usually young person who rejects the mores of established society (as by dressing unconventionally or favoring communal living) and advocates a non violent ethic.*

This word remains the same in its morphological and semantically form for both languages, it hasn´t suffered changes during its adoption to the Spanish language; it is considered as a borrowing.

In my opinion the term *hippies* doesn't enrich Spanish language because each language must use its own terms to express meanings, besides the fact that people accept so easily the use of other terms restrict the development of our own language, because adopting foreign terms, cuts the need of investigation and the research of new words that can feed our language and allows people to feel comfortable with the intrusion of words that don't belong to us.

Ranking

According to the Merriam Webster Dictionary (2010) this word comes from the Middle English, from Old English ranc. First known use in the 13th century.

In this example, it is used as a singular noun and its meaning as a noun in the Cambridge Dictionary (2010) is *a rank or level*.

Example:

"Durante cuatro años consecutivos la presencia de empresas ecuatorianas en el *ranking* de las mayores de América Latina se ha mantenido constante."

According to the DRAE (2010) the word *ranking* means *clasificación de mayor a menor, útil para establecer criterios de valoración.*

This anglicism hasn´t changed and it has been adopted into the Spanish language with the same form as in English. So it must be considered as a

borrowing. But it is important to mention that some writers of Spanish articles have made an error when they used the word *ranking* with accent like   " *ránking*", because this presentation of the word hasn't been accepted by the RAE and appear there as a misunderstood word.

Particularly the word ranking , is a word that has troubles in its adoption to the Spanish language because as I mentioned before it produces confusion in its writing for Spanish people, they even use an accent that is not admitted by that RAE, because writers don't check the way it must be used at the moment they are going to use it, taking into account that it is a word that its origin doesn´t belong to Spanish language; that will constitute   one more reason not to be accepted by people in their daily use.

In my opinion people should get accustomed to write with terms that belong to the language they are using otherwise is not only that those words are no enriching the Spanish language but also writers who use them are collaborating to destroy the accuracy of the language.

Dolarización

The word *dolarización* is an anglicism adopted by the RAE into the Spanish language after it has suffered some changes from its original word; it comes from the English language, first used in 1982.

Dolarización is a word that comes from the word *dollar* that has changed into *dóla*r as it has been adopted by the Spanish language. In this case the word

dólar functions as a root, and there are many other words that are derivated from this word like "*dolarización, dolarizado, dólares,etc*".

The word dolarización belongs to the Spanish language as an accepted anglicism which origin came from English language with the word *dollarization.*

This anglicism has changed the double "ll" morpheme, into the use of only one "l" ; the morpheme "t" to "c" and a stress mark on the morpheme "o"in order to fit with the orthographic rules of the Spanish language. It is considered as a borrowing.

Example:

"Por otro lado, la *dolarización* obliga a la economía ecuatoriana a mantener un flujo monetario externo permanentemente."

In the example analyzed the word *dolarización* functions as noun, according to the DRAE (2010) it means *acción y efecto de dolarizarse*, according to Merriam Webster Dictionary (2010) its meaning is *the adoption of the United States dollar as a country's official national currency.*

I think that the word *dolarización* is totally related to the monetary system that has been adopted by this country ten years ago, it is a word that has suffered lots of changes, in order to fit into the Spanish language, but it hasn't lost its direct relation with its origin word dollarization, as soon as you see the term you can easily imagine where it came from. Nevertheless it is important to

mention that in my opinion every anglicism used in Spanish language is a conquer from another language to win presence in our language in this case it is an unavoidable term because it is highly used mainly to express monetary issues, but it doesn't mean it enriches our vocabulary.

Eslogan

The word *eslogan* is a Spanish variation of the original word *slogan* in English; it has changed according to the way it sounds in Spanish. The DRAE (2010) remarks that this word comes from the English language and from the Scottish Gaelic sluagh-ghairm which means "shout of war".

The DRAE (2010) uses the word eslogan to mention *fórmula breve y original, utilizada para publicidad, propaganda política, etc* and according to the Merriam Webster Dictionary (2010) it means *a brief attention – getting phrase used in advertising or promotion.*

Example:

"…, que no apunta tan sólo a crear una marca – un ícono y un *eslogan* – sino algo mucho más complejo: un conjunto de símbolos que sinteticen de varias maneras…"

In this case for the analyzed example, the word *eslogan* has been used as a noun.

The term eslogan has changed in its way to be adapted into the Spanish language, to fit into the orthographic rules and pronunciation the morpheme "e" was added to the beginning of the word. This term is considered a borrowing.

I think that the word eslogan doesn't enrich the Spanish vocabulary because Spanish speakers have other words that can use to express the same which have their origin in our language, it is important for Spanish language to reduce the presence of anglicisms into our written articles to give more opportunity to our own language to develop and be practiced by people.

Boom

Boom is an anglicism that keeps the same form for English and Spanish languages. It is a borrowing for Spanish language. According to Merriam Webster Dictionary (2010) this is a word that comes from the Middle English bomben which first known use was in the 15th century.

Example:

"… y la enorme cantidad de recursos no explotados pueden llevar a una Colombia estable, segura y democrática y convertirse en el protagonista de un gran *boom* económico."

This example uses the word *boom* as a noun, according to the Merriam Webster Dictionary (2010) the meaning is *a rapid widespread expansion of economic activity*. The DRAE (2010) tell us that is *éxito o auge repentino de algo.*

In my opinion the use of this anglicism reduces the opportunity to develop and practice Spanish language, that is the reason why think its use doesn't enrich our language.

Gol

The word *gol* is an anglicism that has suffered some changes along its adoption to the Spanish language, in English the word must be written as goal, in Spanish the morpheme "a" has been dropped in order to fit with the Spanish sound of the word. Both words keep the same meaning in both languages. According to the Merriam Webster Dictionary (2010) it comes from the Middle English *gol* boundary limit. First known use in 1531.

Example:

"Tampoco el *gol* de Donovan a último minuto, habrá alegrado a los 9,7% de desempleados en Estados Unidos.

The DRAE (2010) mentions its meaning as *en el fútbol y otros deportes, entrada del balón en la portería.* In this example the word gol is used as a noun. For the Merriam Webster Dictionary (2010) it means *an area or object toward which*

players in various games attempt to advance a ball or puck and usually through or into which it must go score points. It is a borrowing for the Spanish language.

I consider that this anglicism is wide used because its direct relation with football as a sport, but for me it doesn't enrich the Spanish vocabulary because we have the word *anotación* which is a perfect equivalent to this anglicism in Spanish language and people continue using the term *gol* , reducing with this use the possibility to develop an accurate use of our own language.

Récord

According to Merriam Webster Dictionary (2010) this word has its origin in the Middle English, literally to recall, from Anglo – French recorder. First known use in the 14th century.

This anglicism has been adopted in Spanish with a stress mark on the letter e like *récord* to fit into Spanish orthographic rules, in the example the word functions as a noun, in the DRAE (2010) the meaning is *resultado máximo o mínimo* .

Example:

"De hecho, en 2009 GM batió su propio *récord* en el mercado brasileño al vender cerca de 600.000 unidades".

The English meaning stated in the Merriam Webster Dictionary (2010) is *a body of known or recorded facts about something   or someone especially with reference to a particular sphere of activity that often forms a discernible pattern.*

This anglicism is considered as a borrowing by the RAE, but in my opinion it doesn't enrich Spanish Language because if people use it, they will lose the ability to use our own words and Spanish Language has a very rich vocabulary to be used.

Estándares

According to the DRAE (2010) the word found is *estándar* , the Spanish formation of the plural of this word is *estándares*, which is presented in this example as a noun; its meaning is *tipo, modelo, patrón, nivel.*

Example:

"Por lo alcanzado, Adidas es el ganador de la Guerra de este mundial, pero las medidas adoptadas por Nike han roto *estándares* y paradigmas mundiales."

The Merriam Webster Dictionary (2010) mentions the original word as *standard,* and its meaning is *something set up and established by authority as a rule for the measure of quantity, weight, extent, value or quantity*.

The word *standard* comes from the Middle English, from Anglo – French standard banner. First known use: 12th century.

The term standard has suffered some changes to be part of Spanish language, it added the morpheme "e" at the beginning of the word to fit into the Spanish pronunciation, the suffix "ares" to make the plural form of the noun and the morpheme "a" uses a stress mark to allow the development of Spanish orthographic rules. This term is a borrowing for the Spanish language and as far as I am concern its doesn't enrich Spanish vocabulary because its use reduces the opportunities to practice the use of terms with the same meaning that belong to our own language.

Software

According to the DRAE (2010) this word comes from an English voice, which first use was in 1958, and its meaning is *conjunto de programas, instrucciones y reglas informáticas para ejecutar ciertas tareas en una computadora.*

The analyzed example in this case has the use of this word as a singular noun:

"Invertir en *software* de productividad para editar…"

This word is mostly related with the computers world, in the Merriam Webster Dictionary (2010) it means *the entire set of programs, procedures, and related documentation associated with a system, and specially a computer system; specifically: computer programs.*

This word has the same morphological form, meaning and pronunciation in both languages.

Software is considered a borrowing and I believe that the use of this borrowings from another languages must remain restricted in order to protect our own language from intruders that will keep people apart from their origin and give more importance to other kind of language, but in despite of that this word is highly used specially in the computer world and all the stuff related to that I think that with the fastest technology development around the world is unavoidable the fact that this word has a massive use not only in our language but in an international way, it must represent a concept around the world. I think that this borrowings don't enrich Spanish language, I think their use make Spanish speakers and writers to lose their identity and roots.

Stakeholders

This anglicism hasn't been accepted by the RAE, even though it is used in Spanish language, but it hasn't been adopted yet maybe because it isn't commonly used, just for specific themes.

The following example uses it as a noun:

"…validando su diagnóstico corporativo con entrevistas individuales y grupos focales a todos sus *stakeholders* o grupos de interés."

According to the Merriam Webster Dictionary (2010) this word comes from Middle English, from the Old English staca. First known use in 1708. The connotation of this word is one who is involved in or affected by a course of action. This term is considered as a loan.

A loan must be used by another language because there is not equivalent word in its own language , but I disagree with that option , I think that if there is a new word that is needed to be used in Spanish language and it doesn't have equivalence , it is the perfect occasion to let linguists and people who study our language to develop a new term that expresses the concept in our language and not allow people the use of other term in a widespread way because within the pass of few time it will acquire the category of a borrowing , reducing the opportunity to our language to enrich its vocabulary and develop new research.

Benchmarking

This word hasn't been accepted by the RAE, so people can't find it in the DRAE, but it has been used as an anglicism, especially in scholar magazines.

In the example analyzed the word *benchmarking* has been used as a gerund:

"El resultado del análisis (*benchmarking*) demuestra que hay varias políticas y procedimientos similares…"

According to the Merriam Webster Dictionary (2010) this word comes from the original word benchmark which means *to study as a competitor's product or business practices in order to improve the performance of one's own company. This term is considered as loan.*

A loan must be used by another language because there is not equivalent word in its own language , but I disagree with that option , I think that if there is a new word that is needed to be used in Spanish language and it doesn't have equivalence , it is the perfect occasion to let linguists and people who study our language to develop a new term that expresses the concept in our language and not allow people the use of other term in a widespread way because within the pass of few time it will acquire the category of a borrowing , reducing the opportunity to our language to enrich its vocabulary and develop new research.

Flashes

This is an anglicism accepted by the RAE and the Merriam Webster Dictionary (2010) says that it comes from the Middle English flaschen, of imitative origin. First known used in 13th century.

It keeps its use as an English voice in the Spanish language. The analyzed word *flashes* are the plural of the main word *flash,* in the example it is used as a noun.

There are not morphological and semantical changes for this anglicism, it keeps the same form for English and Spanish and it is considered a borrowing.

Example:

"Huyendo de los *flashes* de fotógrafos…"

The DRAE (2010) explains its meaning as *aparato que, mediante un destello, da la luz precisa para hacer una fotografía instantánea.*

According to Merriam Webster Dictionary (2010) the connotation is *a sudden and often brilliant burst.*

The denotation and pronunciation in both cases keep the same for both languages.

I consider that it's very common to listen the word flashes used in our daily lexicon, but it doesn't mean that it enriches our vocabulary; it means that a equivalent Spanish word is forgotten and left into the oblivion.

Jeans

This is one of the most common anglicism used in Spanish language it keeps its English voice and pronunciation as in English use, but it hasn't been accepted by the RAE , and people can't find it in the DRAE. It must be considered as a loan.

The example shows us that the word *jeans is* used as a noun:

"…y una opción interesante: vestidos de fiesta entre 30 y 70 dólares y *jeans* de marca a 14 dólares."

This is an anglicism that comes from English language; this kind of anglicism is relative new because it has been expressed in 1901 for the first time. According to Merriam Webster Dictionary (2010) its denotation is *pants usually made of blue denim.*

A loan must be used by another language because there is not equivalent word in its own language , but I disagree with that option , I think that if there is a new word that is needed to be used in Spanish language and it doesn't have equivalence , it is the perfect occasion to let linguists and people who study our language to develop a new term that expresses the concept in our language and not allow people the use of other term in a widespread way because within the pass of few time it will acquire the category of a borrowing , reducing the opportunity to our language to enrich its vocabulary and develop new research.

Greenwashing

This anglicism hasn't been accepted by the RAE, it is considered as a loan, even though it is used in Spanish language to show the little benefits that a corporation does in order to help nature conservation, while it hides the important environmental activities that it must implement due to get the nature conservation goal.

Example:

"Una empresa está en riesgo de practicar *greenwashing* si enfatiza demasiado los beneficios de los pequeños pasos que da a favor de la conservación, mientras esconde las grandes mejoras en gestión ambiental que aún necesita implementar."

This anglicism is functioning as a noun in the previous example and according to the Merriam Webster Dictionary (2010) its denotation is related with *the expression of environmentalist concerns especially as a cover for products, policies or activities*.

The word *greenwashing* is formed by the combination of green (environmentalist) +brainwashing. First known used in1989.

Greenwashing is considered as a loan for Spanish Language and it hasn´t had a widespread use yet, so I consider that its use shouldn't grow and people in charge of language issues must look for a Spanish equivalent before its use become very representative, in order to feed our own language rather than easily accept terms from other languages, showing lack of interest into keep our own Spanish language alive by making it grow and develop with new challenges.

Hobby

This anglicism has been adopted by the RAE and in the DRAE (2010) the connotation of the word is *pasatiempo, entretenimiento que se practica habitualmente en los ratos de ocio.*

The following is the analyzed example:

"Para mí no es un *hobby* nunca lo ha sido."

In this example the word *hobby* is functioning as a noun, according to Merriam Webster Dictionary (2010) this anglicism comes from the *expression hobby horse which is a wooden or wickerwork toy made to be ridden just like a real horse which was sometimes called a hobby.* From this came the *expression "to ride one's hobby-horse", meaning "to follow a favorite pastime", and in turn, hobby in the modern sense of recreation.* First known used in 1816.

Its denotation is *a pursuit outside one's regular occupation engaged in especially for relaxation.*

This anglicism remains the same for both languages; it keeps its written form, pronunciation and meaning.

This term is considered as a borrowing for the RAE and it is very popular among people choices to express with this word, but I don't think that this word has been enrichment for the Spanish vocabulary because I believe Spanish writers have Spanish vocabulary options to use in their articles, to express the ideas they want.

Blogs

This is an anglicism main related to ways of communication by internet, it is also used as weblog because it comes from the voices web(internet web)+log(log), it is a diary but written for the interested people in internet.

This anglicism hasn't been accepted by RAE, the use of it has become popular by the use of internet as a way of communication. According to Merriam Webster Dictionary it is related to the word weblog and it has been used for the first time in 1999.

The following is the example analyzed :

"Paralelamente encontró en el nacimiento de los *blogs* una gran pasión,…"

The anglicism *blogs* in this case is functioning as a noun and according to Merriam Webster Dictionary its meaning is *a web site that contains an on line personal journal with reflections, comments, and often hyperlinks provided by the writer; also: the contents of such a site.*

This anglicism is quite new, but it is very popular due to its use in the web by the people around the world. I think that the adoption of this term in the future by the RAE won't be a good option; I think that it's better to develop a new Spanish word that has the equivalent meaning in Spanish, because a thing like that will determine an enrichment in our vocabulary.

Cóctel

This anglicism has been accepted by the RAE, so it must be considered as a borrowing, but if you look for it in the DRAE it has changed its form from *cocktail* (English) to *cóctel* (Spanish), the Spanish pronunciation of the word has influenced into its change. The morphological analysis states that some changes have been made to suit the Spanish graphemic rules, in Spanish the morphemes "a" and "i" have been replaced by the morpheme "e" to keep the same pronunciation as in English. The morpheme k has also been dropped because the combination of ck morphemes doesn't exist in Spanish. The new term *cóctel* has a stress mark on the "o" morpheme to fit into Spanish orthographic rules. But its meaning and use remains the same in both languages. *Cóctel* is a word that has been used as a singular noun in the example.

Example:

"Una versión más pequeña del clásico Gatsby con cadena y piel de leopardo , ideal para un *cóctel*."

The word *cóctel* comes from the English voice *cocktail* , which is formed by cock +tail ; original word comes from the French coq. First known use 1806.

According to Merriam Webster Dictionary (2010) the word *cocktail* means *an iced drink of wine or distilled liquor mixed with flavoring ingredients.*

The DRAE (2010) has the following meaning for the word *cóctel* as

bebida compuesta de una mezcla de licores a la que se añaden por lo común .

The term cóctel has suffered lots of changes in order to fit into Spanish language, in my opinion instead of being through all those changes, people would use its equivalent in Spanish language in order to increase the use of Spanish Language.

Fashion

This anglicism hasn´t been accepted by the RAE, it is original from English and according to the Merriam Webster Dictionary (2010) it comes from the middle English facioun, from Anglo –French facum, from Latin faction. First known use in 14th century.

In this example it has been used as an adjective.

Example:

"…que luzcas radiante y *fashion* en …"

Its meaning defined by the Merriam Webster Dictionary (2010) is *the make or form of something.*

In the Spanish language it is used *to express someone or something that is modern and used in the actual time.*

It is considered as a loan, but it doesn't enrich Spanish Language because its use displaces the use of Spanish vocabulary and it is the opportunity to increase Spanish Language vocabulary.

Stress

The anglicism *stress* is used in Spanish with the word *estrés,* both of them have the same meaning, it has changed its form by the Spanish pronunciation, because in Spanish you write exactly the way you pronounce the word.

The RAE has accepted the word and in the DRAE (2010) the meaning of the word *estrés* is *tensión provocada por situaciones agobiantes que originan reacciones psicosomáticas o transtornos psicológicos.*

The following example has the anglicism *stress* functioning as a noun:

"...,la raza e, inclusive, el *stress.*"

According to Merriam Webster Dictionary (2010) it comes from the Middle English stresse stress, distress, short for destresse; first known use in 14th century. It means *a state resulting from a stress; especially: one of bodily or mental tension resulting from factors that tend to alter an existent equilibrium.*

This word is considered as a borrowing; in my opinion this word doesn't enrich the Spanish language because Spanish language has its own words to express the same meaning.

Relax

According to Merriam Webster Dictionary (2010) this word comes from Middle English, from latin relaxare . First Known Use 15th century.

In the following example the anglicism *relax* has been used as an adjective

Example:

"…el único medio de *relax* y…"

This anglicism has been accepted by the RAE, so the DRAE (2010) gives the following connotation for this word *relajamiento físico o psíquico producido por ejercicios adecuados o por comodidad, bienestar o cualquier otra causa.*

The Merriam Webster Dictionary mentions as a denotation *to make less tense or rigid.*

This anglicism hasn't suffered changes during its adoption into the Spanish language it has kept its structure , meaning and use in both languages.

It is considered as a loan, but it doesn't enrich Spanish Language because its use displaces the use of Spanish vocabulary and it is the opportunity to increase Spanish Language vocabulary.

Fitness

This anglicism hasn´t been accepted by the RAE, people can´t find it in the DRAE, but it is quite used in everyday activities especially those related to gymnastics, sports and modeling.

In the following example the word *fitness* is working as a noun:

"Los soberanos de Jordania hicieron entrega del premio *fitness* a varios jóvenes entre esos a sus hijas."

According to Merriam Webster Dictionary (2010) this anglicism has been used for the first time in 1580. The word *fitness* means *the quality or state of being fit.* In the Spanish Language the meaning and use of this word remains the same as in English. It is considered as a loan, but it doesn't enrich Spanish Language because its use displaces the use of Spanish vocabulary and it is the opportunity to increase Spanish Language vocabulary.

COMPARATIVE ANALYSIS

This comparative analysis is important because it allows us to determine the influence of anglicisms in the different environments that they have been analyzed.

The anglicisms most frequently used in the analyzed magazines were web, dolarización, internet, fútbol, blogs, gay, rock, ranking, marketing and punk; these words are the most significant because they have a widespread use, people use them as they were original from the Spanish language, all of them have been accepted by the RAE.

The magazines which have the greatest amount of anglicisms were the scholarly magazines with 56,25% and 189 anglicisms this happens because these kind of magazines present and explain specific articles related to different kinds of science, lots of times people can´t accept a translation or equivalent word, because it doesn't mean the same in a determined situation and this is the reason why they rather like to use anglicisms.

The variable with a medium incidence of influence was the general interest magazines with 24,70% and 83 anglicisms, this happens because in this kind of magazines there are not too many scholarly articles which use specialized vocabulary, they have a mayor number of articles directed to young people and informal articles for teenagers, finally we have the cultural magazines, they have the lowest rate of anglicisms which was the 19,04% and

64 anglicisms, only the ones that are really the most used, because they review their content very carefully and avoid as much as possible the use of anglicisms due to their mission of keeping the Spanish language through the articles they present, this fact happens because this kind of cultural magazines must have their language formal and accurate in order to reach educated readers.

CONCLUSIONS

➤ The syntactic and lexical anglicisms more commonly used in Ecuadorian magazines used as sample of this research are *web, dolarización, internet, fútbol, blogs, gay, rock, ranking, marketing and punk.*

These anglicisms are the most frequently used, because they can fit in many different kinds of articles published by magazines. They are not for the exclusive use of a specific group of people or they aren´t related only with a specific type of activity.

➤ A big number of anglicisms have been adopted by the RAE, they have their own accepted Spanish meaning and lexical category as the way they function and they are presented as words which origin come from English.

➤ Some of the accepted anglicisms that people can find in the DRAE have suffered various morphological changes in their written form in order to fit into Spanish orthographic rules. For instance the anglicism goal in English language and gol in Spanish language, in this word the morpheme "a" is dropped to fit into Spanish language, a similar case happens with the word football that changes the double morpheme "oo" by "u", drops one morpheme "l"

at the end of a word and uses a stress mark called "tilde" to fit into Spanish language.

➤ The use of anglicisms also try to establish a certain kind of status in people that use them, this is the reason why more and more people try to use them in their daily speech until the point that they have become extremely known and popular, leaving aside the expressions of our own native language that is so rich and meaningful.

➤ According to the data recollected from the magazines analyzed, the highest number of anglicisms are found in the scholarly magazines that have 189 anglicisms which corresponds to the 56,25% of anglicisms of the sample. This happens because the authors of the articles mustn´t translate the terms in order to keep their status and credibility.

➤ Anglicisms have a massive presence in articles mainly related to technology, medicine, sports, economy and internet, they are necessary in this kind of articles due to the lack of equivalent words in the Spanish language, some of them present as loans which are the terms that haven't been accepted yet by the RAE for example fashion, blog, etc; and some of them like borrowings that have suffered changes in order to be part of Spanish language for

example fútbol, cóctel, etc; showing the influence of English terms into Spanish lexicon.

➤ The anglicisms founded in the research can be divided into different lexical category; nouns with 89,58% , adjectives with 5,95%, verbs with 3,57% and adverbs with 0,89%. The biggest sample of anglicisms was found in the lexical category: nouns. according to the facts they represent the most used terms as anglicisms.

➤ Even though many anglicisms are not accepted by the RAE , they are frequently used, for instance fitness and fashion ;that are examples of this case.

➤ In my opinion the anglicisms divided into loans and borrowings haven´t enriched the Spanish Language, because they displace our own use of vocabulary and replace it for English words, besides this use of terms reduce the opportunities to develop and practice of Spanish Language, Spanish writers and speakers lose their identity with their own language, because they give more importance to terms that come from English Language than the same terms that Spanish people have in their vocabulary , in this way they make Spanish language to lose relevance as a Language.

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