



UNIVERSIDAD TECNICA PARTICULAR DE LOJA

La Universidad Católica de Loja

ESCUELA DE CIENCIAS DE LA EDUCACIÓN
MENCIÓN INGLÉS

MODALIDAD ABIERTA Y A DISTANCIA

**A DESCRIPTIVE ANALYSIS OF ANGLICISMS
IN ECUADORIAN MAGAZINES**

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

AUTHOR:

CARRIÓN MOGROVEJO JAVIER FERNANDO

ADVISOR:

MGS. LIZALDES ESPINOSA ORLANDO

CENTRO UNIVERSITARIO LOJA

2010

CERTIFICATION

Mgs. Orlando Lizaldes Espinosa
Thesis Advisor

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, November 30, 2010

.....

THESIS ADVISOR

CONTRATO DE CESIÓN DE DERECHOS DE TESIS DE GRADO

Yo, Javier Fernando Carrión Mogrovejo, declaro ser autor del presente trabajo y eximo expresamente a la Universidad Técnica Particular de Loja y a sus representantes legales de posibles reclamos o acciones legales.

Adicionalmente declaro conocer y aceptar la disposición del Art. 67 del Estatuto Orgánico de la Universidad Técnica Particular de Loja que en su parte pertinente textualmente dice: “formar parte del patrimonio de la Universidad la propiedad intelectual de investigaciones, trabajos científicos o técnicos y tesis de grado que se realicen a través, o que el apoyo financiero, académico o institucional (operativo) de la Universidad”.

.....

AUTOR

AUTHORSHIP

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

Date: November 30, 2010

.....

Javier Carrión M.

DEDICATION

I dedicate this thesis with my heart and my love to my wife July and to my family who has always motivated me to achieve my goals and helped me with their absolute support in every moment that I needed them.

Javier Carrión M.

ACNOWLEDGMENTS

First, thanks to God for being our guide. Then our special and respectful acknowledgments to the Universidad Técnica Particular de Loja, to our teachers who have helped and supported us in our studies and our professional careers.

TABLE OF CONTENTS

CERTIFICATION.....	II
ACTA DE CESIÓN DE DERECHOS.....	III
AUTHORSHIP.....	IV
DEDICATION.....	V
ACKNOWLEDGEMENTS.....	VI
TABLE OF CONTENTS.....	VII
ABSTRACT	8
INTRODUCTION.....	9
METHODOLOGY.....	11
LITERATURE REVIEW.....	13
LINGUISTIC.....	13
BRANCHES OF LINGUISTIC.....	13
CONTACT LANGUAGE.....	17
LANGUAGE VICE.....	17
BARBARISMS.....	17
ANGLICISMS.....	18
MAGAZINE.....	19
RESULTS.....	25
DESCRIPTION, ANALYSIS, AND INTERPRETATION OF RESULTS	43
COMPARATIVE ANALYSIS.....	79
CONCLUSIONS.....	81
BIBLIOGRAPHY.....	83
ANNEX.....	86

ABSTRACT

This research is about the “DESCRIPTIVE ANALYSIS OF ANGLICISMS IN ECUADORIAN MAGAZINES.” This study is based in Ecuadorian magazines printed in 2010 to understand the actual influence of the Anglicisms in the Ecuadorian magazines. To achieve this study, I took into the variables such as: cultural magazine, scholarly magazine, and general interest magazine.

This research is a descriptive analysis, to gather the scientific material necessary for the theoretical frame, I have used the bibliographic method; and the Descriptive-analytic methods in order to do the descriptive and statistical analysis and the interpretation of the data gathered through the field research.

The strategies were: selection of Ecuadorian magazines printed in 2010, Anglicisms searching in the magazines, marking and researching if the words selected are or not an Anglicism through of a dictionary or Web.

This investigation has allowed to see that the Anglicisms found in the scripts, articles, reports, essays, and general data issued by journalists, reporters, editors, writers, and experts in science and technology influence a great deal in the Spanish language usage of the Ecuadorian readers. Consequently, it is possible to analyze the Anglicisms regarding to their morphological, syntactic and semantic aspects as well as their impact in the Ecuadorian culture.

INTRODUCTION

Magazines offer a lot of information about technology, culture, sports and entertainment, nowadays. There are a lot of terms that serve to report a determined aspect and give comprehension to paper. These Anglicisms can be found almost in all the magazines; therefore, the theme of this project is concerned with a descriptive analysis of Anglicisms in Ecuadorian magazines, I have chosen three types of magazines, cultural magazines, scholarly magazines and general interest magazines. The magazines can influence so much on the public and our language is suffering some linguistic alterations.

People consider Anglicisms as normal writing to communicate some news because are actual words. In fact, language seems to be very simple, since it is daily used as a single instrument of communication among ordinary people living in society.

However, language is a complex system. For this reason, it is important for the people to be aware of the use of correct Spanish expressions. In this study here explained, there are some aspects of importance to be taking into account for every magazine that we could read.

The data collected was analyzed and studied to achieve the Research on the linguistic phenomenon of Anglicisms used in Ecuadorian magazine. In fact, I have used linguistic theories and concepts of the theoretical frame through the direct observation of the use of language of the magazines and the impact that has suffered the reader. Also, this study, identifies the syntactic and lexical Anglicisms

more commonly used in the Spanish structures through the 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 magazine) contains the highest number of Anglicisms, and to determine which Anglicisms are mostly used.

The goal of this research is the mass media impact on our society, specially the magazine. Regarding to this aspect, I found magazines that have a lot of Anglicisms. For example the scholarly magazines that uses Anglicisms to explain: economics, computer science, electronics, etc. On the other hand, the cultural magazines have fewer Anglicisms because it is necessary to show the richness of our language.

METHODOLOGY

This study is based on the bibliographic method for gathering the scientific material necessary for supporting the theoretical frame; and the Descriptive-analytic methods in order to do the descriptive and statistical analysis and the interpretation of the data collected through the field research. Therefore, this research is qualitative and quantitative because it has a statistical component which includes statistical figures such as frequencies and percentages, to contrast the use of the Anglicisms in the magazines; which are the variables.

The Anglicisms were classified and tabulated into corresponding statistical charts to the three variables.

The research was done in the magazines “Suridea No.12” and “Mediodía No. 57” to the cultural field, the magazines “Encorto Circuito No.19” and “Gestión No.193” to the variable scholarly magazine, and for general interest the chosen magazines “Estadio No. 1612” and “TV y Novelas No.48.” They are six magazines printed in Ecuador that have a local diffusion and have a high number of readers among the ordinary and popular people even professional, students, researchers and other people related with the science.

The collection of the information for the theoretical frame was done by note-taking, paraphrasing and summarizing scientific data about language and papers about the Anglicisms in the Spanish realized for professionals that had finding these variations in the different mass media as the newspapers, magazine, radio or TV.

I did this research during some weeks. The Anglicisms are remarked in the cultural, scholarly and general interest magazines the possible Anglicism to check it if is or not. The source that supported this investigation was the electronic direction www.rae.es/rae.html.

I registered a total of 70 Anglicisms in the magazines and took notes of the Anglicisms in tables; I started the statistical process according to the charts suggested in the Thesis Project Tutoring (2010). This statistical analysis is made through statistical charts with frequencies and percentages for the variables cultural, scholarly, and general interest topics in the magazines, and there are also statistical charts for comparing and contrasting the three variables and also for comparing and contrasting the two means of communication.

Literature Review

The words that have English origin are called Anglicisms. They have become an ordinary tool of communication in our contemporary society. The influence of these terms is shown in the mass media, explaining situations of science, computer, technology, sports, etc. In this section there is a study about Anglicisms used in some magazines of scientific, variety and cultural journals.

To begin this study, it is necessary to review some concepts that help to understand about the matter.

Linguistics

It is defined as the natural process that has the language pertaining to structure such as phonetics, phonology, morphology, grammar, syntax, semantics, and pragmatics.

According to Funk (1998) "linguists today understand their job as that of description, their purpose being to describe how people use language, not to prescribe how they should use it. Linguists do not invent rules; they discover them."

Branches of linguistics

Linguistics is supported on four important branches which are Morphology, Semantics, Pragmatics, Phonology.

Morphology

It is the branch of Linguistics that studies word structures, especially in form.

To McGuigan (2010), “morphology is a field of linguistics focused on the study of the forms and formation of words in a language. A morpheme is the smallest indivisible unit of a language that retains meaning. The rules of morphology within a language tend to be relatively regular, so that if one sees the noun morphemes for the first time, one can deduce that it is likely related to the word morphemes.”

Semantics

It is the field that studies the meanings of words. The semantic aspect of any expression is its meaning as opposed to its form.

To Moore (2000), semantics is the study of meaning. It is a wide subject within the general study of language. “The comprehension of semantics is essential to the study of language acquisition (how language users acquire a sense of meaning, as speakers and writers, listeners and readers) and of language change (how meanings alter over time). It is important for understanding language in social contexts, as these are likely to affect meaning, and for understanding varieties of English and effects of style.” It is thus one of the most fundamental concepts in linguistics. The study of semantics includes the study of how meaning is constructed, interpreted, clarified, obscured, illustrated, simplified negotiated, contradicted and paraphrased.

Pragmatics

According to Keith (n.d) “pragmatics is all about the meanings between the lexis and the grammar and the phonology meanings are implied and the rules being followed are unspoken, unwritten ones.”

To Liu (n.d) it is a subfield of linguistics developed in the late 1970s, pragmatics studies how people comprehend and produce a communicative act or speech act in a concrete speech situation which is usually a conversation. It distinguishes two intents or meanings in each utterance or communicative act of verbal communication. One is the informative intent or the sentence meaning, and the other one is the communicative intent or speaker meaning.

According to Kasper (1997) the ability to comprehend and produce a communicative act is referred to as pragmatic competence, which often includes one's knowledge about the social distance, social status between the speakers involved, the cultural knowledge such as politeness, and the linguistic knowledge explicit and implicit.

Phonology

Phonology is the field that studies how sounds are controlled, organized and used in natural languages.

To Moore (2002), “phonology is the study of the sound system of languages”.

From Columbia Encyclopedia (2010), phonology studies the sound systems of languages. It is distinguished from phonetics, which is the study of the production, perception, and physical properties of speech sounds; phonology attempts to account for how they are combined, organized, and convey meaning in particular languages. Only a fraction of the sounds humans can articulate is found in any particular language. For example, English lacks the click sounds common to many languages of South Africa, while the sound *th* often poses problems for

people learning English. Also, a possible combination of sounds vary widely from language to language-the combination *kt* at the beginning of a word, for example, would be impossible in some languages but is unexceptional in Greek. In phonology, speech sounds are analyzed into phonemes, the smallest units of sound that can change the meaning of a word. A phoneme may have several allophones, related sounds that are distinct but do not change the meaning of a word when they are interchanged. In English, *l* at the beginning of a word and *l* after a vowel are pronounced differently, so that the *l* in *lit* and the *l* in *gold* are allophones of the phoneme *l*; in other languages the difference between the two sounds could change the meaning of a word and so be considered different phonemes.

Syntax

Basically, Syntax is the rules by which signs are combined to make statements. If you consider the words of a language to be its signs, then its syntax is the rules which put signs together to make statements, ask questions, and produce other utterances.

According to Wikipedia (2010), modern research in syntax attempts to describe languages in terms of such rules. Many professionals in this discipline attempt to find general rules that apply to all natural languages. The term syntax is also sometimes used to refer to the rules governing the behavior of mathematical systems, such as logic, artificial formal languages, and computer programming languages.

Contact Language

This occurs when there is interaction between two or more languages.

According to McArthur (1998) “is a simplified variety of language that develops in situations where most speakers have no common language, such as ports, trading posts, plantations, and colonial garrison towns. It generally retains features of the varieties that contribute to it, usually local vernaculars and one or more languages brought by traders, settlers, soldiers, and missionaries. It may also draw on universal strategies for communicating without a shared language.”

Language Vice

It is a deficiency or alteration that has a words or sentences when using the language in inadequate form.

Mejía (n.d) says, “Vices are improper construction or use of the term inappropriately, which often can become difficult to interpret, giving rise to the original. In other, words the vices of speech are those drawing fouls spoiling the prose-Break the thread violate semantic-grammar”.

Barbarisms

They are linguistic construction that expresses an incorrect form language, making our expressions inadequate.

From Wikipedia (2010), barbarisms refer to a non-standard word, expression or pronunciation in a language, particularly an error of morphology. The term is used prescriptively in writing. With no

accepted technical meaning in formal linguistics the term is little used by descriptive scientists.

Anglicisms

Anglicisms are common words in languages such as: French, Spanish, Chinese, German, Polish, Portuguese, and Italian. There are some definitions given by experts and specialized books about it. According to Rivilla (2010) is a continual process and that it is very probable that we can find words that have not yet even been adapted to the Spanish, and perhaps will never be accepted by the Royal Academy of the Spanish Language. But by the fact of using them, we are required to be familiar with it and to interpret it correctly, attempting to replace it with its proper term in Spanish.” Also says that “Carreter, F. Lázaro (1968), as mentioned by, in a work carried out by Juan Gomez Capuz in the Group Val.Es.Co – University of Valencia on The Treaty of linguistics: It defines adoption of foreign words as a linguistic element that a language takes from others, while adapting it in their primitive form, either imitating or transforming it more or less.”

From Professor on line (2010), “The words which have no equivalent in Spanish (neologisms) are welcome and necessary purchases for the evolution of language, what is the import of objectionable words that replace existing words (even common) in our language. Scientific writing, like any other formal writing requires the correct use of language.”

From Wikipedia (2010) defines as words borrowed from English into another language; this phenomenon is shown especially in French and Spanish but considered by purist speakers of that language to be substandard or undesirable.

Borrowing and loans

It is a process where one language using a borrowing form of words, phrases or expressions to other language that absorbs this matters and use for understanding a situation when in a determinate language has not an adequate word.

Magazines

It is a printing publication that contains articles, stories, pictures, and other features, about the science, technology, sports, shows, culture, etc.

According to Wikipedia (2010), “magazines, periodicals, glossies or serials are publications, generally published on a regular schedule, containing a variety of articles. Magazines can be distributed through the mail, through sales by newsstands, bookstores or other vendors or through free distribution at selected pick up locations.”

Regarding Anglicisms, there are many researches of authors that are studying the effects of this borrowing in the Spanish-language, an example it is a study did in Ecuador, where deals a newspaper in Guayaquil that explains about the production of reality shows on TV or where the Anglicisms are used for realization and comprehension of the participants and the population or TV public. In this study, the author

talks about the technology used in other countries like The United States where some of these TV programs take a similar format.

A study done by Guzman (2002) explains the impact of lexical Anglicism, in Spanish film magazines where the use of words in the type of magazine analyzed the phenomenon of Anglicisms. In the first part, it says that it is difficult or impossible to find Spanish equivalents. This is particularly so in three cases: first, it says that “technical vocabulary: this category comprises a significant number of the total Anglicism found, since the adaptation of the original word for a foreign device, technique or procedure is the most frequent way to build up technical vocabularies. In Spain, film and television came from abroad, and, consequently, the Spanish lexicon had to adapt itself. The need for accuracy often leads to the direct introduction of the Anglicism, as in the case of traveling and blue-backing”.

According to the second part “ words denoting people, things, situations which simply do not exist in the Spanish world, and of which no translation would render the real meaning: for instance sheriff is one of the clearest cases and finally “ trade marks: legal regulations tend to be quite explicit as to the use of these names; some, on the other hand, have become extraordinarily popular, entering expressions like *soñar en Technicolor* (“to have dreams in Technicolor”): Eastmancolor, Panavisión, Cinemascope, Technicolor. ”

Diéguez, (n,d), has done a study about the Anglicisms in Spanish for the divulgation of scientific books in Chile , the author explains that there are many Anglicism in the books, specially from didactic books in

Chile. Regarding the linguistic structure, he has some result such as: 4,5 % Anglicism in books of medium school and has a relevant analysis, says that the Anglicisms have a very important role for understanding economic aspect, statistics , physics, etc.

Another study entitled “Anglicisms in Buenos Aires” was done by Tocaimaza (n,d), says “the attitude of acceptance of Anglicism, the results of my survey presented the following: When the participants were asked if they had ever heard these words, 96% of the all participants indicated that they had heard the words used. In the 16-30 years old group 93% indicated that they knew the meaning of those words, in the 31-45 years old group 90% indicated knowing their meaning. When splitting by gender, men indicated that they know 100% of the words, while women indicated knowing 82% of them. When asked if they would use these words themselves in conversation, men indicated approval by 77% and women only 37%. Those who responded negatively to the previous question indicated that they would not use any Anglicism because they don’t know how to speak English, or because they don’t care for the language. Those that indicated that they would use them stated they would do so only in spoken language. And the conclusion says that Anglicisms are constantly being incorporated into Argentina. They are accepted by the population and spreading by means of phonetic, morphological, and semantic adaptations. They are not only part of sports jargon but they are starting to be incorporated into other fields, such as entertainment, as seen in this research. Other

areas, such as the ones related to economics, and politics are still left to study.

Another study about the Anglicisms was realized by Delgado (2005) says “the Anglicisms in an article about the economic opinion, 45% more than in the section about international news and sports. The second place was for sports with 26%. An observation in small news about the spectacles are very frequent the Anglicism (Small magazine Viva). When it doesn’t use Anglicisms, the people cannot understand the context in the article for example the technology (laptop, compact disc, call center, etc.).

There are other researchers that explain the influence of the English especially in Spanish, some authors say that people often use Anglicisms in the ordinary conversation and they do not conceive that adopt a word or phrases from English. It is a natural and relaxing form of speaking. Valikova (2007) says that from second ward the people use often Anglicisms in common conversation especially from the USA.

To Pountain (n.d) “the influence of English on Spanish thus cannot be averted. But it might be more productive to regard it not as a necessary evil but as an actual benefit. Speaking now not of the indubitable practical benefits of convergence between English and Spanish, which we might regard as a “lowest common denominator” version of each language motivated by ease of mutual comprehensibility, so much as the effects of English influence on Spanish in its own right. He thinks that it is not out of place for an English speaker to suggest this, since English itself is in some ways the

mixed language par excellence, happily combining its Anglo-Saxon base with a Norman French overlay and a major input of Latin and Greek learned words, to say nothing of many borrowings from other foreign sources.

An important conclusion is “the influence of English on Spanish is great and is likely to remain so in the 21st century. On the other hand, it is extremely unlikely that a language with as bright and strong future as Spanish is going to be colonized by English to the extent of losing its fundamental structural properties. Spanish will change anyway and probably in directions which will not be inconsistent with English. Anglicisms indiscriminately, commentators and language planners might do better to recognize some of the benefits of English influence, both in terms of linguistic convergence and in terms of structural advantage and expressive enhancement, confident that the real excesses will probably be short-lived. This is of course the view of a historical linguist whose mother tongue has no legislative body, and who therefore is probably predisposed to the view that puristic objection will in any case not have much effect either on the linguistic creativity of the human mind or of its cheerful embracing of the exotic, whether it is because the exotic has advantages to offer or whether it is just for the thrill of doing it.”

A research done by Claramonte (n.d), talk about the spelling changes in the adaptation of the Anglicisms have little common with the process found in the pidgin and creoles. This language is normally used for oral communication.

The system consists in a simplified phonetic version spelling used in the superstratum language. The important of this paper is the dynamics present in the adaptation Spanish Anglicism and the parallels of such dynamics with the process operating in the pidgin languages.

Finally, Rollason (n.d) says, " Spain as in France, there is an official Academy that attempts to lay down usage, while there is also a long-established tradition of accepted Anglicism that precedes today's US-led free-market environment. Examples of older Anglicism are *el líder* (leader), *el boicot* (boycott) and *el mitin* (meeting, of the political kind) - all, it should be noted, orthographically modified. As with French again, some Anglicisms have entrenched themselves despite attempts to create home-grown alternatives: thus *el fútbol* (football; again with a modified spelling) has long since won out over the reverse *el balompié* (*balón* = ball; *pié* = foot - found in dictionaries but rarely used), although, conversely, for basketball the truncated Anglicism *el basquet*. In order to evaluate the impact of this process, it is here useful to make brief reference to certain theoretical perspectives."

RESULTS

Since this research is a descriptive analysis, I have obtained this first-hand data by means of direct observation, case study forms, and cards in as natural setting as possible.

For making a case study I have spent some months reading and searching magazines about the three variables raised. Therefore, I selected six different magazines to fit the requirements demanded in this research.

Through this field research I have got some Anglicisms and expression in the Ecuadorian magazines. Consequently, this research is within the field of Sociolinguistics due to the relationship existing between language of mass media and society. Therefore, I have been taking notes of the Anglicisms found in each one of the magazines in the following tables.

RESULTS

TABLE: One
VARIABLE: Cultural megazine

Magazine and Date	Anglicisms	Examples	Lexical Category	Word Repetition number	Heading	Page
Mediodía 57 Revista de Literatura y Arte Casa de la Cultura Ecuatoriana “Benjamín Carrión” Núcleo de Loja Febrero. 2010	buffet	...por entero a su buffet profesional...	noun	1	Angel F. Rojas se encuntra a sí mismo	41
	drill	Su calzon de drill kaki o crema...	noun	1	Feria	79
	internet	...En los últimos tiempos gracias al internet se ha logrado	noun	1	Eugenio Espejo	95
	hat	...los celebres panamá hat de nuestros alfareros...	noun	1	Las lecciones de Benjamín Carrión	131
	flash	...en Loja el primer flash electrónico	noun	1	Historia de la fotografía en Loja	182

Magazine and Date	Anglicisms	Examples	Lexical Category	Word Repetition number	Heading	Page
Suridea Casa de la Cultura Ecuatoriana “Benjamín Carrión” Núcleo de Loja No.12 Abril. 2010	poster	...que los acerque al ídolo: discos, posters , camisetas....	noun	1	Estereotipos musicales.	22
	stickers	... que los acerque al ídolo: discos, posters, camisetas, stickers	noun	1		
	sandwich	Los orígenes del sandwich	noun	3	Los orígenes del sandwich .	44
		...al cuarto conde de Sandwich, no hizo otra cosa que pensar en el juego...	noun			
		...nació el emparedado o sandwitch ...	noun			

Author: Javier Carrión M.

TABLE: Two
VARIABLE: Scholarly magazines

Magazine and Date	Anglicisms	Examples	Lexical Category	Word Repetition number	Heading	Page
En Cortocircuito No.19 Feb. 2010	shunt	El shunt es una pieza de aluminio que sirve...	noun	4	Análisis del Roe en una antena Yagi-Uda	7
		...estará unido por el dipolo por medio del shunt ...				9
		...al dipolo por un shunt de 3cm				9
		La posición del shunt sobre..				10
	microstrip	Como antenas microstrip tienen su uso....	noun	1	Diseño y Simulación de antenas Microsinta.	12
	stripline	...de la aparición de la stripline .	noun	1		
	array	...en el parche asimétrico el array .	noun	2		13
		..el array tiene una separación de 5mm				14
	Internet	...conexión a Interner , compartir red...	noun	1	Simulación del estándar 802.11a y	15

	script	Para la elaboración del script ...	noun	2	802.11b en NS2.34	15
		Este script genera un archivo...				17
	software	...mediante el uso del software podemos simular el de magnitud de las señales ...	noun	1	Diseño y simulación de antenas omnidireccionales para 2.4GHz	18
	máster	...la consola puede ser configurada para que trabaje como máster en la red...	noun	1		
	password	...el password es otra ventaja de seguridad...	noun	1	Descripción e implementación de tecnología BPL	23

Magazine and Date	Anglicisms	Examples	Lexical Category	Word Repetition number	Heading	Page
En Cortocircuito No.19 Feb. 2010	chip	...en sí mismo un solo chip de computadora.	noun	1	Desarrollo de rutinas para micro controladores aplicados a prototipos de robótica.	27
	bluetooth	...un dispositivo móvil que posea bluetooth...	noun	3	Diseño e implementación de un sistema de control orientado a domótica aplicado a tecnología bluetooth.	31
		...utilizando tecnología bluetooth..				32
		...rastrea todos los dispositivos bluetooth...				34
	software	El software necesario para el manejo...	noun	1		33
	laptop	...estará configurada en una laptop.	noun	1		
	kit	...se usa un kit básico de alarma...	noun	1	Desarrollo de módulos de control remoto vía RF usando micros cont.	37

Magazine and Date	Anglicisms	Examples	Lexical Category	Word Repetition number	Heading	Page
En Cortocircuito No.19 Feb. 2010	datalogger	Un datalogger es un dispositivo...	noun	3	Diseño e implementación de un datalogger usando tecnología de memoria fl.	39
		El datalogger diseñado consta de...				41
		Un registrador de datos datalogger con tecnología de memoria flash..				42
	Microblaze	...usando un microblaze para mejorar la señal..	noun	1	Diseño e implementación de un microprocesador utilizando FPGAS aplicando microblaze.	43
	bits	...es un procesador de 32 bits ...	noun	2		45
		Los bits que ocupan..				
	kit	Kit de desarrollo de ...	noun	1		
	keypard	...para el escaneo del keypard se estará	noun	1	Diseño e implementación de un de un sistema de seguridad con envío de alertas por medio de correo electrónico.	46
	string	...el valor entero del string .	noun	1		

Magazine and Date	Anglicisms	Examples	Lexical Category	Word Repetition number	Heading	Page
En Cortocircuito No.19 Feb. 2010	parking	Tiene un parking de llamadas..	noun	1	Implementación de una PBX Con ASTERISK	52
	E mail	...la voz del e mail , sala de conferencias,..	noun	1		
	swith	...es un swith ..	noun	1		
	network	La ventana network configurada...	adjetive	1		
	Enter	...presionamos enter	noun	1		53
	Softphone	..ya que es un softphone que soporta este protocolo...	noun	1		55
	displays	...es así que en los cuatro displays de siete segmentos...	noun	1	Buses del sistema de 8 bits.	68
	chat	..a diferencia que el chat es...	noun	1	Chat vía bluetooth infrarojo	73

Magazine and Date	Anglicisms	Examples	Lexical Category	Word Repetition number	Heading	Page
Gestión No.193 Julio 2010	bunker	Los subsidios al diesel y bunker ...	noun	1	Cuantioso crédito chino y proyecto Coca con reparos	8
	Bar	...Como si se tratara de la administración de un Bar ...	noun	1	Empleo talón de Aquiles en el modelo socialista	16
	ranking	...imponer el mejor ranking . Sin embargo...	noun	1	El buen vivir un lugar de crecimiento económico	19
	ship or pay	Sistema mundial de ship or pay , por el cual...	noun	1	OCP una obra que beneficia al Ecuador.	41
	Balanced scorecard	...el llamado balanced scorecard . Este sistema	noun	3	Cada vez es más urgente medir el desempeño empresarial	42
		...del sistema balanced scorecard se evalúan ...				43
		El balanced scorecard en el tablero.....				43

Magazine and Date	post	..la evaluación del ex post del proyecto...	adjetive	1	Financiar infraestructura local	52
	Anglicisms	Examples	Lexical Category	Word Repetition number	Heading	Page
Gestión No.193 Julio 2010	think tank	...de acuerdo al think tank Corporación Rand, las reformas ...	adjetive	1	EEUU, Obahama una reforma histórica	56
	souvenirsartesanal de souvenirs a base de la cabuya...	noun	1	Capital semilla impulsa negocios innovadores	58
	Delicatessen	Delicatessen Mama Miche es una empresa que brinda...	noun	3		60
		...hongos secos de pino. Delicatessen Mama sigue mante...				
		...hotes, delicatesen y el sector industrial...				
	premium	...de calidad de la cerveza premium y..	adjetive	1		

Magazine and Date	Anglicisms	Examples	Lexical Category	Word Repetition number	Heading	Page
Gestión No.193 Julio 2010	charter	...cuatro vuelos charter los invitados...	adjective	1	Nos contaron que...	78
	boys scouts	...al grupo de boys scouts (amigos de la infancia del presi....)	noun	1		

Author: Javier Carrión M.

TABLE: Three

VARIABLE: General interest magazine

Magazine and Date	Anglicisms	Examples	Lexical Category	Word Repetition number	Heading	Page
TV y Novelas Jun. 2010	crack	...el ex crack argentino. "El otro día escuché que si salíamos campeones será gracias a los jugadores..."	noun	1	Dalma Maradona prefiere que su papá no se entr..	7
	refresh	...tonificación y refresh facial pueden ayudar a mantener tu imagen renovada. Si tu mantienes un trabajo en exteriores...	noun	1	Te presentamos su rutina de belleza	8
	reality	...una de sus fortalezas en el reality de fama o Drama fue conocer de cerca el trabajo de formación...	noun	1	Tony Corral.	17
	casting	...y me presente al casting para aspirar a un lugar dentro del programa...	noun	1		
	Champions league	..Todos los partidos del mundial, UEFA	noun	1	La gran pasión de Dante	19

		Champions league , los sigo apasionadamente, soy un ferviente seguidor del Barcelona FC				
	Córner	...porque dimos ventaja a la salida del córner y sus rápidos delanteros nos dejaron sin poder de reacciòn...	noun	1	¡Al final del final!	30
	look	...Cambio de look de ...	noun	1	No se necesita ser adulto para triunfar	31
	hooligans	...la seleccioòn inglesa fue alentada por sus hinchas llamados en la cancha de hooligans , que por su comportamiento la policía siempre...	noun	1	Al fin juntos	34
	exel	...y su computadora siempre tiene abierto el exel donde elabora sus estadísticas, cronogramas ...	noun	1	Jamás abandona su ...	40

Magazine and Date	Anglicisms	Examples	Lexical Category	Word Repetition number	Heading	Page
Estadio Jun. 2010	Black stars	...un tercio de los black stars actuales provienen, de barrios pobres de la gran ciudad..	noun	1	Los black stars enloquecen a toda África	4
	boomerang	Como si fuese el efecto boomerang ...	adjective	1	Bombardeo alemán	8
	panzers	...y les abre esperanzas a los panzers que esperan...	noun	1		
	pitbull	El término pitbull es usado para..	noun	3	El pitbull de la roja	18
		...ante Honduras el pitbull mostró que...				18
		...no quería que me dijeran pitbull ...				19
	ratting	También existía el ratting ..	noun	1		18
	Bull baiting	...denominado como : bull baiting el cual...	noun	1		18
	scratch	...el director técnico del scratch ...	noun	1	A Dunga lo que es de Dunga	20

Magazine and Date	Anglicisms	Examples	Lexical Category	Word Repetition number	Heading	Page
Estadio Jun. 2010	living	...podría estar en el living de mi casa...	noun	1	Me siento tocado por Dios	27
	plus	...al lado de Messi es un plus ...	noun	1		
	cracks	...paraíso de los cracks argentinos..	noun	1	Las decepciones del mundial	28
	apartheid	...una nación sin apartheid ...	noun	2	Los townships	39
		..el cerco heredado del apartheid ...				
	townships	Los township son los lugares que estaban reservados para los negros, se constyruyeron en la periferie de las ciudades	noun	1		
	safety	...tras el safety ve como cada uno de sus compañeros logaron embarcarse a una nueva aventura futbolística.	noun	1	El joven maravilla, el pillo y el gentleman.	45

	gentleman	...y el gentleman por su parte no perdió ninguna de las oportunidades para darse a conocer	noun	1		
--	-----------	---	------	---	--	--

Author: Javier Carrión M.

Table: Four
The most frequent Anglicisms

shunt	4
array	2
script	2
bluetooth	3
kit	2
datalogger	3
bits	2
Balanced scorecard	3
Delicatessen	3
pitbull	3
apartheid	2
TOTAL: 11 Anglicisms	29

Author: Javier Carrión M

Table: Five
Comparison between variables.

Anglicisms	Variable	f			
	Cultural magazine	8	20,5		
	Scholarly magazine	39	100		
	General interest magazine	23	59		
	Total	70			

Author: Javier Carrión M

DESCRIPTION, ANALYSIS, AND INTERPRETATION OF RESULTS

The community is always influenced by the mass media. Obviously, the language variation on the speech community depends on certain categories, such as social class, ethnic group, age, sex, occupation, function, and style. Therefore, the mass media uses a variety of combinations of factors in speech in order to attract the public's attention.

According to the sociologist Stanley Lieberman (n,d), "the media drives all kinds of language changes. People notice buzzwords when others use them, and know their source. They then adapt them as prototypes for other changes in language" Throughout my personal observation, I have found out that this fact is true. Unfortunately, this kind of influence is negative in our society, because our language is not studied, and the people feel comfortable using Anglicisms to communicative competence.

For the analysis I have chosen 10 words for each variable where I have done the linguistic analysis. This process has some aspects such as: qualitative analyses that involve a syntactic and semantic study, a morphologic analysis; and a comparative analysis.

For the first variable about cultural magazines, I have chosen 10 words more common and I realized the respective analysis:

Drill

According to RAE, it is an Anglicism. It is a word that means an instrument with an edged or pointed end for making holes in hard substances by revolving or by a succession of blows; also : a machine for operating such an instrument or the act or exercise of training soldiers in marching and in executing prescribed movements with a weapon. But also it can be a durable cotton twilled fabric. This word was known by first time in 1743.

According Wikipedia (2010) “Drill is stout durable cotton fabric with a strong bias (diagonal) in the weave. It can be used unbleached, although it is more often bleached, or dyed.

The most common use of drill in uniforms and casual wear is in the form of khaki. Strictly speaking, khaki is a tan color, and the word comes from the Hindi "khak", meaning the color of dust. Troops of the British Empire during its occupation of India wore uniforms of a white cotton drill. During the 1840s it was discovered that dying this drill to a tan closely matching the color of the dusty surroundings resulted in an effective camouflage. The fabric soon became a popular material for military uniforms, and, in the United States following World War II, as veterans returned to college campuses, it became popular in casual dress as well.”

The morphologic has a change it is the letter l : Example:

Dril...Spanish

Drill...English

In the paragraph this word has the function of a noun; its written form is as it follows:

“.....Se cubren los hombros flacos con el poncho de algodón café claro. Su calzón es de *dril* kaki o crema. Los pies aún conservan el polvo....”

The author uses this word to explain about durable pants that the indigenous have.

Internet

According to RAE, it isn't an Anglicism. It is a word that means an electronic communication network that connects computer networks and organizational computer facilities around the world.

In English, internet, according Wikipedia (2010) “it is a global system of interconnected computer networks that use the standard Internet Protocol Suite (TCP/IP) to serve billions of users worldwide. It is a network of networks that consists of millions of private, public, academic, business, and government networks, of local to global scope, that are linked by a broad array of electronic and optical networking technologies. The Internet carries a vast range of information resources and services, such as the inter-linked hypertext documents of the World Wide Web (www) and the infrastructure to support electronic mail.

In Spanish the meaning is similar to English. This concept explains the same characteristics that in technology used by professionals of computational science.

The morphologic doesn't have any change in Spanish and English you can write similarly.

Example:

Internet...Spanish

Internet...English

In the paragraph studied this word has the function of a noun; its written form is as it follows:

“En la Habana, en los en los últimos tiempos gracias al *internet* se ha logrado levantar algunos trabajos. Un tercer aspecto que llamó mi atención...”

The author explains advantages that have the informatics to diffuse paper and researches.

Rol

According to RAE, it is an Anglicism. It is a word that means a character assigned or assumed (had to take on the role of both father and mother), can be also a socially expected behavior pattern usually determined by an individual's status in a particular society. This word was known by first time in 1605.

According Wikipedia (2010) “is the representation of a person in a narrative or dramatic work of art (such as a novel, play, or film). Derived from the ancient Greek word *kharaktêr* (χαρακτήρ), the earliest use in English, in this sense, dates from the Restoration, although it became widely used after its appearance in *Tom Jones* in 1749. From this, the sense of “a part played by an actor” developed. Character, particularly when enacted by an actor in the theatre or cinema, involves “the illusion of being a human person.” Since the end of the 18th century, the phrase “in character” has been used to describe an effective

impersonation by an actor. Since the 19th century, the art of creating characters, as practiced by actors or writers, has been called characterization.”

The morphologic has a change in the letter e : Example:

Rol...Spanish

Role...English

In the paragraph this word has the function of a noun; its written form is as it follows:

“.....Loja jugó un rol protagónico en la gestación de esta corriente y Manuel Monteros a esa...”

The author uses this word to explain that Loja city was a important center of people to the liberty.

Hat

It is a word that means a covering for the head usually having a shaped crown and brim.

From Wikipedia (2010) say that hat “it is a hat is a head covering. It may be worn for protection against the elements, for ceremonial or religious reasons, for safety, or as a fashion accessory. In the past, hats were an indicator of social status. In the military, they may denote rank and regiment.

In Spanish the meaning is similar to English, but usually it is not an Anglicism. The morphologic does not have any change for Spanish and in English you can write in the same way.

Hat...Spanish

Hat...English

In the paragraph this word has the function of a noun; its written form is as it follows:

“.....con los sombreros de paja toquilla, los celebres panamá *hat* de nuestros alfareros, y tejedores de casimires de Otavalo.....”

The author tells about the style of hats that were used by the alfareros group in old times, when Eloy Alfaro was a great leader in Ecuador.

Flash

According to RAE, it is an Anglicism. It is a word that can mean: used of flowing water, to break forth in or like a sudden flame or flare, to appear suddenly (an idea flashes into her mind), to move with great speed (the days flash by). This word was known by first time in 13th century.

Wikipedia (2010) says that “a flash is a device used in photography producing a flash of artificial light (typically 1/1000 to 1/200 of a second) at a color temperature of about 5500 K to help illuminate a scene. A major purpose of a flash is to illuminate a dark scene. Other uses are capturing quickly moving objects or changing the quality of light. Flash refers either to the flash of light itself or to the electronic flash unit discharging the light. Most flash units as of 2009 are electronic, having evolved from single-use flashbulbs and flammable powders. Modern cameras often activate flash units automatically.”

The morphologic doesn't have change in Spanish and English you can write similarly.

Example:

Flash....Spanish

Flash....English

In the paragraph this word has the function of a noun; its written form is as it follows:

“..Trae a Loja el primer *flash* electrónico, la primera máquina Polaroid, y el primer laboratorio tecnificado de fotografía a”

The author uses flash to explain the first camera in Loja had an electronic flash and did perfect pictures in old times in our city.

Póster

According to RAE, it is an English Voice. It is a word that can mean an opaque watercolor paint with a gum- or glue-size binder sold usually in jars called also poster paint. This word was known by first time in 1925.

In Spanish say Wikipedia (2010) that “A poster is any piece of printed paper designed to be attached to a wall or vertical surface. Typically posters include both textual and graphic elements, although a poster may be either wholly graphical or wholly text. Posters are designed to be both eye-catching and convey information. Posters may be used for many purposes. They are a frequent tool of advertisers (particularly of events, musicians and films), propagandists, protestors and other groups trying to communicate a message. Posters are also used for reproductions of artwork, particularly famous works, and are generally low-cost compared to original artwork. Another type of poster

is the educational poster, which may be about a particular subject for educational purposes.”

This word has suffered a morphologic change. It is the stress in Spanish in the letter o.

Example:

Póster...Spanish

Poster...English

In the paragraph this word has the function of a noun, we found:

“.....que los acerque al ídolo: discos, pósters, camisetas....”

The author uses poster to mention souvenirs that the youth usually have when they fans of a certain musician, dancer, actor, etc.

Sticker

According to RAE, it is an Anglicism. It is a word that mean one that pierces with a point or a slip of paper with adhesive back that can be fastened to a surface. This word was known by first time in 15th century.

For Wikimedia (2010) “A Sticker is a type of a label. Often it is a piece of paper or plastic, sticky on one side, and usually with some pattern on the other. They can come in many different shapes and sizes (usually colourful) and are put on things such as lunchboxes, in children's rooms, on paper, lockers, notebooks and so on. Some people also choose to collect stickers and trade them with friends.

Stickers are very widely used when an object requires identification with a word or idea. Brand stickers may be attached to products to identify these products as coming from a certain company.

They may also be used to describe characteristics of the products that would not be obvious from simple examination. A Label dispenser is often used as a convenient way to separate the sticky label from its liner or backing tape.”

The morphologic form of this word does not have a change neither in Spanish or English

Example:

Sticker...Spanish

Sticker ...English

In the paragraph this word has the function of a noun; its written form is as it follows:

“.....que los acerque al ídolo: discos, pósters, camisetas, stickers....”

The author uses sticker to explain about a souvenir that usually the youth have when they are fans of a musician, dancer, actor, etc.

Sándwich

According to RAE, it is an Anglicism. It is a word that can mean: two or more slices of bread or a split roll having a filling in between or something resembling a sandwich; especially composite structural material consisting of layers often of high-strength facings bonded to a low strength central core. This word was known by first time in 1762.

For Wikimedia (2010), “A sandwich is a food item, often consisting of two or more slices of bread with one or more fillings between them, or one slice of bread with a topping or toppings, commonly called an open sandwich. Sandwiches are a widely popular type of lunch food, typically

taken to work or school, or picnics to be eaten as part of a packed lunch. They generally contain a combination of salad vegetables, meat, cheese, and a variety of sauces. The bread can be used as it is, or it can be coated with any condiments to enhance flavor and texture. They are widely sold in restaurants and cafés.

About the etymology, the first written usage of the English word appeared in Edward Gibbon's journal, in longhand, referring to "bits of cold meat" as a Sandwich. It was named after John Montagu, 4th Earl of Sandwich, an 18th-century English aristocrat, although he was neither the inventor nor sustainer of the food. It is said that he ordered his valet to bring him meat tucked between two pieces of bread, and because Montagu also happened to be the Fourth Earl of Sandwich, others began to order "the same as Sandwich!". It is said that Lord Sandwich was fond of this form of food because it allowed him to continue playing cards, particularly cribbage, while eating without getting his cards greasy from eating meat with his bare hands.

The rumor in its familiar form appeared in Pierre-Jean Grosley's *Londres* (Neichatel, 1770), translated as *A Tour to London* 1772; Grosley's impressions had been formed during a year in London, 1765. The sober alternative is provided by Sandwich's biographer, N. A. M. Rodger, who suggests Sandwich's commitments to the navy, to politics and the arts mean the first sandwich was more likely to have been consumed at his desk."

Its morphology has a change, it is the stress in Spanish in the letter a.

Example:

Sándwich...Spanish

Sandwich...English

In the paragraph this word has the function of a noun; its written form is as it follows:

“Los orígenes del sándwich

....cuarto conde de Sándwich...

.....nació el emparedado o sándwich...”

The author talks about the sandwich's history, he tells which the sandwich's origins.

For the second variable about scholarly magazines I choose the 10 more commons words and I did the respective analysis:

Fútbol

According to RAE, it is an Anglicism. It is a word that mean: 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. This word, was known in 15th century.

According to Wikimedia (2010), “The game is played on a rectangular field of grass or green artificial turf, with a goal in the middle of each of the short ends. The object of the game is to score by driving the ball into the opposing goal. In general play, the goalkeepers are the only players allowed to touch the ball with their hands or arms, while the field players typically use their feet to kick the ball into position, occasionally using their torso or head to intercept a ball in

midair. The team that scores the most goals by the end of the match wins. If the score is tied at the end of the game, either a draw is declared or the game goes into extra time and/or a penalty shootout, depending on the format of the competition..”

It is morphologic form has some changes:

Example:

Fútbol...Spanish

Football...English

In the paragraph this word has the function of a noun; its written form is as it follows:

“se tala la superficie equivalente a una cancha de fútbol de bosque, mientras se reforesta una hectárea.. ”

The author talks about football field as a comparison to explain that forests with a few trees because there is a global problem.

Blog

According to RAE, it isn't an Anglicism. It is a word that means: a Web site that contains an online personal journal with reflections, comments, and often hyperlinks provided by the writer; also: the contents of such a site. This word, was known in 1999.

For Wikimedia (2010), “A blog (a blend of the term web log) is a type of website or part of a website. Blogs are usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order. Blog can also be used as a verb, meaning to maintain or add content to a blog.

Most blogs are interactive, allowing visitors to leave comments and even message each other via widgets on the blogs and it is this interactivity that distinguishes them from other static websites.”

The morphologic has not change, Spanish and English is similar.

Example:

Blog...Spanish

Blog...English

In the paragraph this word has the function of a noun; its written form is as it follows:

“Adaptado del *blog* de la Unión Europea del año 2009 en el cálculo de ahorro de carbono”

The author talks about of a chart that is referred from de European Union about of pollution in countries such as Germany, England, etc.

Record

According to RAE, it is an Anglicism. It is a word that can mean 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 (a good academic record, a liberal voting record), a collection of related items of information (as in a database) treated as a unit. This word was known by first time in 14th century.

For Wikimedia (2010), “In the United States the form World's Record was formerly more common. The term World Best was also briefly in use.[citation needed] The latter term is still used in athletics (track and field) to describe performances not recognized as an official

world record: either because the event is a non-qualifying event (e.g. the 150 m run or individual events in a decathlon), or because it does not fulfill other criteria of an otherwise qualifying event (e.g. the Great North Run half-marathon, which has an excessive downhill gradient).”

The morphology of this word has suffered in Spanish a change; it is the stress on Spanish in the letter e.

Example:

Récord...Spanish

Record...English

In the paragraph this word has the function of a noun; its written form is as it follows:

“Empezó escribiendo y rompiendo su propio récord de palabras por minuto...”

The author talks about a man that wrote very quickly sentences.

For the second variable about scholarly magazines I choose the 10 more commons words and I realized the analysis as follows:

Shunt

According to RAE, it is not an Anglicism. It is a word that means: to turn off to one side, to switch (as a train) from one track to another, to provide with or divert by means of an electrical shunt, to divert (blood) from one part to another by a surgical shunt.

This word has origin in Middle English, to move suddenly, turn away, evades, perhaps from past participle of shonen, was known in 13th century

For Wikimedia (2010), “shunt” in the context of electrical engineering. For other uses, see Shunt (disambiguation). In electronics, a shunt is a device which allows electric current to pass around another point in the circuit. The term is also widely used in photovoltaics to describe an unwanted short circuit between the front and back surface contacts of a solar cell, usually caused by wafer damage.”

The morphology of this word doesn’t have a change. In Spanish and English it is the same word

Example:

Shunt...Spanish

Shunt...English

In the paragraph this word has the function of a noun; its written form is as it follows:

“El shunt es una pieza de aluminio que sirve...

.....estará unido por el dipolo por medio del shunt.....

.....al dipolo por un shunt de 3cm...

La posición del shunt sobre... ”

The author talks about a shunt that is a piece that is used to join two electronic parts.

Software

It is an Anglicism from RAE. The meaning is: the entire set of programs, procedures, and related documentation associated with a system and especially a computer system; specifically: computer programs. This word was used in 1958 for first time.

For Wikimedia (2010), “Computer software, or just software, is the collection of computer programs and related data that provide the instructions telling a computer what to do. The term was coined to contrast to the old term hardware (meaning physical devices). In contrast to hardware, software is intangible, meaning it "cannot be touched". Software is also sometimes used in a more narrow sense, meaning application software only. Sometimes the term includes data that has not traditionally been associated with computers, such as film, tapes, and records.

The morphology of this word doesn't have any change, Spanish and English is similar

Example:

Software...Spanish

Software...English

In the paragraph this word has the function of a noun; its written form is as it follows:

“Mediante el uso del software...”

The author talks about software as a tool to develop an application in computer science.

Máster

It is an Anglicism from RAE. The meaning is: a male teacher or a person holding an academic degree higher than a bachelor's but lower than a doctor's, often capitalized: a revered religious leader, a worker or artisan qualified to teach apprentices or an artist, performer, or player of consummate skill: a great figure of the past (as in science or art)

whose work serves as a model or ideal. Also can be a master mechanism or device.

This word comes from Old English *magister* & Anglo-French *meistre*, both from Latin *magister*; akin to Latin *magnus* large — more at much. First known use is before 12th century.

For Wikipedia (2010), “A master's degree is an academic degree granted to individuals who have undergone study demonstrating a mastery or high-order overview of a specific field of study or area of professional practice. Within the area studied, graduates possess advanced knowledge of a specialized body of theoretical and applied topics; high order skills in analysis, critical evaluation and/or professional application; and the ability to solve complex problems and think rigorously and independently.

In some languages, a master's degree is called a *magister*, and *magister* or a cognate can also be used for a person who has the degree. There are various degrees of the same level, such as engineer's degrees, which have different names for historical reasons. See List of master's degrees.

There has recently been an increase in programs leading to these degrees in the United States; more than twice as many such degrees are now awarded as compared to the 1970s. In Europe, there has been a standardization of conditions to deliver the master's degrees and most countries present degrees in all disciplines.”

The morphologic form has a change, in Spanish has stress in “a” while that in English “a” is without stress.

Example:

Máster...Spanish

Master...English

In the paragraph this word has the function of a noun; its written form is as it follows:

“...ser configurados para que trabaje como máster...”

The author talks about computers science where a component is configured to work as a main center or mechanism where can develop some functions.

Password

It is a word that isn't an Anglicism. The meaning is: something that enables one to pass or gain admission: as a spoken word or phrase required passing by a guard or a sequence of characters required for access to a computer system. This word was used and known in 1799.

According Wikipedia (2010), “A password is a secret word or string of characters that is used for authentication, to prove identity or gain access to a resource (example: an access code is a type of password). The password should be kept secret from those not allowed access.

The use of passwords is known to be ancient. Sentries would challenge those wishing to enter an area or approaching it to supply a password or watchword. Sentries would only allow a person or group to pass if they knew the password. In modern times, user names and passwords are commonly used by people during a log in process that

controls access to protected computer operating systems, mobile phones, cable TV decoders, automated teller machines (ATMs), etc. A typical computer user may require passwords for many purposes: logging in to computer accounts, retrieving e-mail from servers, accessing programs, databases, networks, web sites, and even reading the morning newspaper online.

The morphology of this word does not have changes. In Spanish as in English the spellings is the same.

Example:

Password...Spanish

Password...English

In the paragraph this word has the function of a noun; its written form is as it follows:

“.....el password es.....”

The author talks about a secret word in order to access to a computational service.

Chip

It is an Anglicism from RAE. The meaning is: a small usually thin and flat piece (as of wood or stone) cut, struck, or flaked off or specially potato chip , french fry , a small cone-shaped bit of food often used for baking (chocolate chips).

In electronic is a small wafer of semiconductor material that forms the base for an integrated circuit. This word has origin in Middle English; akin to Old English –cippian. It was known in 14th century.

According Wikipedia (2010), “In electronics, an integrated circuit (also known as IC, microcircuit, microchip, silicon chip, or chip) is a miniaturized electronic circuit (consisting mainly of semiconductor devices, as well as passive components) that has been manufactured in the surface of a thin substrate of semiconductor material. Integrated circuits are used in almost all electronic equipment in use today and have revolutionized the world of electronics. Computers, cellular phones, and other digital appliances are now inextricable parts of the structure of modern societies, made possible by the low cost of production of integrated circuits.”

The morphology doesn't have any changes, in Spanish as in English the spellings is the same.

Example:

Chip...Spanish

Chip...English

In the paragraph this word has the function of a noun; its written form is as it follows:

“.....en sí mismo un solo chip de computadora.....”

The author talks about an electronic component inside a computer used to do informatics functions.

Bluetooth

It is a word that isn't an Anglicism. The meaning isn't in the dictionary, is a modern term in computational science.

According Wikipedia (2010), “is an open wireless technology standard for exchanging data over short distances (using short

wavelength radio transmissions) from fixed and mobile devices, creating personal area networks (PANs) with high levels of security. Created by telecoms vendor Ericsson in 1994, it was originally conceived as a wireless alternative to RS-232 data cables. It can connect several devices, overcoming problems of synchronization. Today Bluetooth is managed by the Bluetooth Special Interest Group.”

The morphology doesn't have any changes, in Spanish as in English the spellings is the same.

Example:

Bluetooth...Spanish

Bluetooth ...English

In the paragraph this word has the function of a noun; its written form is as it follows:

“...un dispositivo móvil que posea bluetooth.....”

“...utilizando tecnología bluetooth...”

“....rastrea todos los dispositivos bluetooth...”

The author talks about electronic technology that is used for of data transmission between laptops or another electronics component.

Laptop

It is a word that isn't an Anglicism. The meaning is: of a size and design that makes operation and use on one's lap convenient. This word was used in 1984.

From Wikipedia (2010), “is a personal computer designed for mobile use that is small and lights enough for a person to rest on their lap. A laptop integrates most of the typical components of a desktop

computer, including a display, a keyboard, a pointing device (a touchpad, also known as a trackpad, and/or a pointing stick) and speakers into a single unit. A laptop is powered by mains electricity via an AC adapter, and can be used away from an outlet using a rechargeable battery. A laptop battery in new condition typically stores enough energy to run the laptop for three to five hours, depending on the computer usage, configuration and power management settings.”

The morphologic, in Spanish as in English the spellings is the same.

Example:

Laptop...Spanish

Laptop ...English

In the paragraph this word has the function of a noun; its written form is as it follows:

“.....estará configurada en una laptop.....”

The author talks about a computational program that is configured to do actions on a computer.

Kit

It is an Anglicism from RAE. The meaning is a collection of articles usually for personal use, a set of tools or implements, a set of parts to be assembled or worked up, a packaged collection of related material (a convention kit). This word has origin in Middle English; it was known in 14th century.

From Wikipedia (2010), kit is “ a set of parts from which the whole or a part of an item or piece of equipment can be built, as in kit car, electronic kit, plastic model kit, etc.”

The morphologic hasn't changes, in Spanish as in English, the spellings is idem.

Example:

kit...Spanish

kit....English

In the paragraph this word has the function of a noun; its written form is as it follows:

“...se usa un kit básico de alarma...”

The author talks about a set of parts to security, used to do applications in a computational program that is configured on line.

E mail

It is a word that isn't an Anglicism. The meaning is: system for transmitting messages electronically (as between computers on a network). Another concept is messages sent and received electronically through an e-mail system. The first know use of this word was in 1982.

From Wikipedia (2010), “Electronic mail, commonly called email or e-mail, is a method of exchanging digital messages across the Internet or other computer networks. Originally, email was transmitted directly from one user to another computer. This required both computers to be online at the same time, a la instant messenger. Today's email systems are based on a store-and-forward model. Email servers accept, forward, deliver and store messages. Users no longer

need be online simultaneously and need only connect briefly, typically to an email server, for as long as it takes to send or receive messages.”

The morphologic doesn't have any hasn't changes, in Spanish as in English, the spellings is the same.

Example:

E mail...Spanish

E mail...English

In the paragraph this word has the function of a noun; its written form is as it follows:

“.....la voz del e mail, sala de conferencias,.....”

The author talks about a mail sent with new technology, where you can listen to the message or simply read it.

Chárter

It is an Anglicism from RAE. The meaning is: relating to, or being a travel arrangement in which transportation (as a bus or plane) is hired by and for one specific group of people (a charter flight). The first know use of this word was in 1922.

Wikipedia (2010) says, “A charter airline, also sometimes referred to as an air taxi, operates aircraft on a charter basis, that is flights that take place outside normal schedules, by a hiring arrangement with a particular customer. These flights are often more expensive, but allow the customer the convenience of flying at a more suitable time. Most scheduled airline companies also operate charter flights but are not considered or classified as charter airlines.

In the context of mass tourism, charter flights have acquired the more specific meaning of a flight whose sole function is to transport holidaymakers to tourist destinations. Such charter flights are contrasted with scheduled flights, but they do in fact operate to regular, published schedules. However, tickets are not sold directly by the charter airline to the passengers, but by holiday companies who have chartered the flight (sometimes in a consortium with other companies).

Although charter airlines typically carry passengers who have booked individually or as small groups to beach resorts, historic towns, or cities where a cruise ship is awaiting them, sometimes an aircraft will be chartered by a single group such as members of a company, a sports team, or the military.”

The morphologic form of this word has suffered a change, in Spanish has stress in “a” while that in English “a” is without stress.

Example:

Chárter...Spanish

Charter...English

In the paragraph this word has the function of an adjective; its written form is as it follows:

“.....cuatro vuelos chárter, los invitados.....”

The author talks about of an airline service to bring guests to a ceremony.

For the third variable about general interest magazine I choose the 10 more common words and I did the analysis as follows:

Crack

It is an Anglicism from RAE. The meaning is of superior excellence or ability (a crack marksman). The first known use of this word was in 1793.

In sports and other activities, the word refers to someone with exceptional qualities in a given field.

The morphology hasn't changed, in Spanish as in English, the spellings are identical.

Example:

Crack...Spanish

Crack...English

In the paragraph this word has the function of an adjective; its written form is as it follows:

“.....el ex crack argentino es.....”

The author talks about an Argentinean sportsman that was a great soccer player and currently the coach of the Argentinean soccer team.

Reality

It isn't an Anglicism. The meaning is: a real event, entity, or state of affairs (his dream became a reality) or the totality of real things and events (trying to escape from reality). Another meaning is television programming that features videos of actual occurrences (as a police chase, stunt, or natural disaster) —often used attributively (reality TV). The first known use of this word was in 1550.

For Wikipedia reality is “Reality television is a genre of television programming that presents purportedly unscripted dramatic or humorous situations, documents actual events, and usually features ordinary people instead of professional actors. The genre has existed in some form or another since the early years of television (primarily with game shows), but has expanded significantly since the series Big Brother first aired in 1999. Programs in the reality television genre are commonly called "reality shows" and often are produced in series. Documentaries and nonfictional programming such as news and sports shows are usually not classified as reality shows.”

The morphologic doesn't have hasn't changes, in Spanish as in English, the spellings is the same.

Example:

Reality...Spanish

Reality...English

In the paragraph this word has the function of a noun; its written form is as it follows:

“.....una de sus fortalezas en el reality de fama o drama.....”

The author talks about of a TV Program realized by TC television in Ecuador, where the young sing and dance to performance skills.

Casting

It is an Anglicism from RAE. The meaning is the throwing of a fishing line by means of a rod and reel, also the assignment of parts

and duties to actors or performers. The first known use of this word was 14th century.

According Wikipedia (2010) “the casting process sometimes involves a series of auditions before a casting panel, composed of individuals such as the producer, director and/or choreographer. In the early stages of the process, performers often may present prepared audition pieces such as monologues or songs. Later stages may involve groups of actors attempting material from the work under consideration in various combinations; the Casting Director considers both the talent of the individual actors and the chemistry of their combination.

Depending on the prestige of the role, casting calls may go out to the public at large (typical for community theatre), to professional and semi-professional local actors (for supporting roles in theatre and film) or to specifically selected actors (for leading roles, especially in films).”

The morphologic form doesn't have any changes, in Spanish as in English, the spellings the same.

Example:

Casting...Spanish

Casting...English

In the paragraph this word has the function of a noun; its written form is as it follows:

“...y me presente al casting...”

The author talks about an interview where an actor tells about his actual job.

Córner

It is an Anglicism from RAE. The meaning is the area of a playing field or court near the intersection of the sideline and the goal line or baseline, also can be the point where converging lines, edges, or sides meet. The first known use of this word was 13th century.

According Wikipedia (2010) "In sports such as football (soccer) or boxing, corner may refer to a person or position (cornerman). In ice hockey, the rink does not have any corners. It is an oval and therefore cannot have a corner.

A corner is also used in geography, such as the Four Corners Monument in the United States, marking the corner of state boundary lines. In most fighting video games, the edge of the stage is referred to as the "corner," because much like a corner in a wall, it is typically a disadvantageous position, which allows for more combination attacks and makes escaping offensive pressure significantly more difficult."

The morphologic form of this word has suffered a change, in Spanish has stress in "o" while that in English "o" is without stress.

Example:

Córner...Spanish

Corner...English

In the paragraph this word has the function of a noun; its written form is as it follows:

".....porque dimos ventaja a la salida del córner y el otro equipo... .."

The author talks about of a soccer game where a team lost in the last minute.

Look

It is an Anglicism from RAE. The meaning is the act of looking or physical appearance; especially attractive physical appearance usually used in plural. The first know use of this word was in 13th century.

According Wikipedia (2010) “Variations in the physical appearance of humans, known as human looks, are believed by anthropologists to be an important factor in the development of personality and social relations, in particular, physical attractiveness. Humans are acutely sensitive to variations in physical appearance, some theorize for reasons of evolution. Some differences in human appearance are genetic, others are the result of age or disease, and many are the result of personal adornment.

Some people have traditionally linked some differences in personal appearance such as skeletal shape with race, such as pragmatism or elongated stride. Different cultures place different degrees of emphasis on physical appearance and its importance to social status and other phenomena.”

The morphologic form doesn't have any changes, in Spanish as in English, the spellings the same.

Example:

Look...Spanish

Look...English

In the paragraph this word has the function of a noun; its written form is as it follows:

“.....Cambió de look de”

The author talks about a woman that changed her appearance and how her look is very fine.

Hooligans

It is an Anglicism from RAE. The meaning is a British Fan violent and aggressive.

The origin can be perhaps from Patrick Hooligan in 1898 Irish hoodlum in Southwark, London. The first know use of this word was in 1898.

According Wikipedia (2010), “refers to unruly, destructive, aggressive and bullying behavior. Such behavior is commonly associated with sports fans, particularly supporters of association football and university sports. The term can also apply to general rowdy behavior and vandalism, often under the influence of alcohol and or drugs.”

The morphologic form doesn't have any changes, in Spanish as in English, the spellings the same.

Example:

Hooligans...Spanish

Hooligans...English

In the paragraph this word has the function of a noun; its written form is as it follows:

“.....en la cancha de hooligans, por el.....”

The author talks about a soccer game, where many fans go to the stadium with painted faces and make trouble between fans and the policemen.

Búmeran

It is an Anglicism from RAE. The meaning is a bent or angular throwing club typically flat on one side and rounded on the other so that it soars or curves in flight; especially : one designed to return near the thrower or an act or utterance that backfires on its originator. The first known use of this word was in 1825.

According Wikipedia (2010) “is a flying tool with a curved shape used as a weapon or for sport. Although it is usually thought of as a wooden device, modern boomerangs used for sport are often made from carbon fibre-reinforced plastics or other high-tech materials. Historically, boomerang-like devices have also been made from bones. Boomerangs come in many shapes and sizes depending on their geographic or tribal origins and intended function. The most recognizable type is the returning boomerang, which is a throwing stick that travels in an elliptical path and returns to its point of origin when thrown correctly.”

This word has suffered a morphologic change; in Spanish has different spelling from English.

Example:

Búmeran ...Spanish

Boomerang ...English

In the paragraph this word has the function of a noun; its written form is as it follows:

“.....Como si fuese el efecto búmeran.....”

The author talks about an action that somebody did and returns in against her or himself.

Rating

It isn't an Anglicism. The meaning is a classification according to grade; specifically : a military or naval specialist classification, an estimate of an individual's or business's credit and responsibility or an estimate of the percentage of the public listening to or viewing a particular radio or television program. The first know use of this word was in 1702.

According Wikipedia (2010) “A rating is the evaluation or assessment of something, in terms of quality (as with a critic rating a novel), quantity (as with an athlete being rated by his or her statistics), or some combination of both.

The morphologic form doesn't have any changes, in Spanish as in English, the spellings the same.

Example:

Rating ...Spanish

Rating ...English

In the paragraph this word has the function of a noun; its written form is as it follows:

“.....También existía el rating.....”

The author talks about a percentage of public that watch a TV program.

Scratch

It isn't an Anglicism. The meaning is the sound made by scratching, the starting line in a race. A test of courage, poultry feed (as mixed grains) scattered on the litter or ground especially to induce birds to exercise —called also scratch feed. The first known use of this word was in 1586.

According Wikipedia (2010) "Scratching is a DJ or turntablist technique used to produce distinctive sounds by moving a vinyl record back and forth on a turntable while optionally manipulating the crossfader on a DJ mixer. While scratching is most commonly associated with hip hop music (citation needed), since the 1990s, it has been used in some styles of pop and nu metal. Within hip hop culture, scratching is one of the measures of a DJ's skills (citation needed), and there are many scratching competitions. In recorded hip-hop songs, scratched hooks often use portions of different rap songs."

But also can mean other aspects such as in informatics that is a language program, a music group, or Brazil soccer team.

The morphologic form doesn't have any changes, in Spanish as in English, the spellings the same.

Example:

Scratch ...Spanish

Scratch ...English

In the paragraph this word has the function of a noun; its written form is as it follows:

“.....el director técnico del Scratch...”

The author talks about a Brazil Soccer team and the possibility that it has in South Africa 2010 to win the competition.

Gentleman

It is an Anglicism from RAE. The meaning is a man of any social class or condition —often used in a courteous reference (show this gentleman to a seat) or usually in the plural in address (ladies and gentlemen). This word has origin in Middle English “gentilman”. It was known in 12th century.

According to Wikipedia (2010) “The term gentleman (from Latin *gentilis*, belonging to a race or “gens”, and “man”, cognate with the French word *gentilhomme*, the Spanish *hombre gentil* and the Italian *gentil uomo* or *gentiluomo*), in its original and strict signification, denoted a man of good family, analogous to the Latin *generosus* (its invariable translation in English-Latin documents). In this sense the word equates with the French *gentilhomme* (nobleman), which latter term was in Great Britain long confined to the peerage. The term “gentry” (from the Old French *genterise* for *gentelise*) has much of the social class significance of the French *noblesse* or of the German *Adel*, but without the strict technical requirements of those traditions (such as quarters of nobility).”

The morphologic form doesn’t have any changes, in Spanish as in English, the spellings the same.

Example:

Gentleman ...Spanish

Gentleman ...English

In the paragraph this word has the function of a noun; its written form is as it follows:

“.....y el gentleman ...”

The author talks about a man that is noble and has a very good social position.

This analysis shows that many Anglicisms are used in Ecuadorian magazines to explain general interest, culture, science, sports, entertainment, etc. and that we can understand, also are words that we use unconsciously in a conversation. In my opinion, I think that the Anglicisms help to understand concept, aspects, characteristics, about some matters, especially of technology, because they are terms used from countries that have high levels in technology and it is possible that our language doesn't have an equivalent in meaning. On the other hand, the Anglicisms replace Spanish words and induce to forget words that can be important to develop our writing. It is important to know that the use of Anglicisms help us to comprehension but its abuse may damage our language. Consequently, the Spanish language will lose purity.

Comparative Analysis

The theme of this project is concerned with the Anglicisms in Ecuadorian Magazines. Consequently, it is extremely important to analyze the influence exerted by media on language of ordinary people, especially in the magazine.

The aspects to analyze are based on the frequency in that the Anglicisms are used in the Ecuadorian magazine, and shows which magazine uses more Anglicisms.

Based on the results of the table 1, I can see that there are some Anglicisms more common than others. Below I show a list of the Anglicisms more frequent:

Anglicisms	Variable	f		
	Cultural magazine	8	20,5	
	Scholarly magazine	39	100	
	General interest magazine	23	59	
	Total	70		

Table 1: Comparison between of variables.

According to the table 1, the variable that has the most Anglicisms is scholarly magazine because it was studied an electronic magazine where there are many themes that talk about computational science and the articles use word such as Bluetooth, shunt, e-mail, etc. that are for comprehension in the context of technology. Also, I found that the variable that has the least Anglicism is the cultural magazine because has some respect for the Spanish, the writer is more purist and avoid Anglicisms in the articles.

Regarding to general interest has a considerable number of Anglicisms especially the TV y Novelas magazine because its talks about the showbiz. This matter has concepts of fashion, health, beauty, travels, etc. where the writers explain a report with Anglicisms to have a current style.

CONCLUSIONS

- In this study, I found around 70 Anglicisms. However some Anglicisms are repeated in the paragraph, therefore there is a total of 81 Anglicisms. As a consequence, Ecuadorian magazines contain a considerable influence of English in their expressions.
- The statistical data shows a high influence of Anglicisms in Scholarly Magazines. The most used words are: shunt, E-mail, Internet, due that the case of study was a technological magazine called “En cortocircuito” which explains electronic situations using Anglicisms.
- The cultural magazine shows a low percentage of Anglicisms in the data collected. Moreover, those magazines have correct Spanish structures. Therefore, Anglicisms are very restricted in cultural articles.
- The majority of Anglicisms studied in this research, despite of coming from the Old English are words that nowadays have a high level of importance to explain issues such as: technology, sports, entertainment, news and culture in the Spanish language.
- Due to the technological development in the world, especially in the United States, the etymological origin

of words such as: Internet, Bluetooth, software, shunt, e mail, etc. it is not more than one hundred years. This affects to other countries as ours that use Anglicisms to refer to technological aspects.

- All the material researched has Anglicism to study a determinate theme. However, some can be replaced by an equivalent in Spanish. On the other hand, there are some situations that are necessary to use Anglicisms to give a better comprehension to a study.

BIBLIOGRAPHY

- Anderson, C. (2009). *The Importance of Email in Your Business*. Retrieved August. 30, 2010. <http://ezinearticles.com> .
- Berg, N. (2007). *The Importance of Posters in Public Life*. Retrieved August. 30, 2010. <http://www.planetizen.com/node/3384>
- Claramonte, M.(n.d). *Pidgin traits in the adaptation process of Spanish Anglicism*. Retrieved April 28, 2010, from <http://dialnet.uniroja.es>
- Columbia Encyclopedia. (2010). *Phonology*. Retrieved July 01, 2010, from www.encyclopedia.com/topic/phonology.aspx
- Delgado, A. (2005). *Los Anglismos en la prensa escrita Costarricense*. Retrieved April 28, 2010, from www.Latindex.ucr.ac.cr.
- Diéguez, M. (n,d). *Análisis Contrastivo del Anglismo léxico en el discurso económico semiespecializado y de divulgación científica del Español en Chile*. Retrieved April 28, 2010, from www.onomazein.net/pdf.
- Erichsen, G. (2005, June 14). *Anglicism in Spanish*. Retrieved April 28, 2010, from [http://spanish.about.com/anglicisms-in-spanish .htm](http://spanish.about.com/anglicisms-in-spanish.htm)
- Funk, R. (1998). *Understanding English Grammar*. Retrieved May 12, 2010, from www.unizar.es

- Githinji, F.(2008). *Tree Chat Rooms And Video Chats Changing The Face Of Online Dating*. Retrieved. August. 30, 2010.
<http://ezinearticles.com/?Tree-Chat-Rooms-And-Video-Chats-Changing-The-Face-Of-Online-Dating&id=1180451>
- Guzman, T. (2002, May 15). *The impact of lexical Anglicism in Spanish film magazines*. from
http://www.let.leidenuniv.nl/hsl_shl/anglicisms.
- McArthur, T. (1998). *Sociolinguistic*. Retrieved. May 09, 2010.
 from <http://www.encyclopedia.com/doc/1029-Sociolinguistic.html>
- McGuigan, B. (2010). *What is the morphology?* Retrieved July 01, 2010, from <http://www.wisegEEK.com/what-is-morphology.htm>.
- Mejía, P. (n.d). *Vicios de dicción*. Retrieved. May 12, 2010 from
<http://www.scribd.com/doc/2600262/Vicios-de-Diccion>
- Moore, A. (2002). *Phonology - the study of speech sounds*. Retrieved May 11, 2010, from <http://www.teachit.co.uk/armoore/lang/phonology.htm>
- Personal Growth, (2010). *The Importance of Physical Appearance*. Retrieved. August. 30, 2010. <http://www.about-personal-growth.com/appearance.html>
- Pountain, C. (n.d). *Spanish and English in the 21st century*. Retrieved April 28, 2010, from http://:webpace-qmul_ac.uk.

Rivilla, C. (2010). *The Art Globalized teaching Language*. Retrieved April 28, 2010, from <http://www.scribd.com/doc/40336287/Anglicisms>

Rollason, C.(n.d). *Language Borrowings in a Context of Unequal Systems: Anglicism in French and Spanish*. Retrieved April 28, 2010, from www.seikilos.com.ar

Tocaimaza, C. (n.d). *Anglicism in Buenos Aires Spanish*. Retrieved April 28, 2010, from http://orca.byu.edu/Journals/2003%20Final%20reports/_hum/tocaimaza.pdf

Valikova, H. (2007). *El Anglicismo en la lengua Española*. Retrieved April 28, 2010, from http://is.muni.cz/th/145734/ff_b/bakalarska_diplomova_prace.pdf

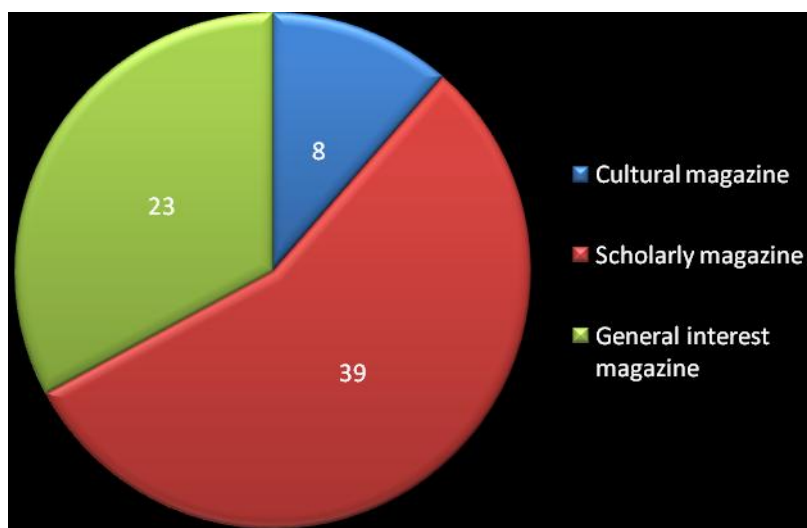
Walker, J. (2007). *Importance of the Internet*. Retrieved August 28, 2010. http://www.tibetangeeks.com/using_tech/importance/importance_of_internet.html

Wikipedia. (2010). *Syntax*. Retrieved. May 12, 2010. from <http://en.wikipedia.org/wiki/Syntax>

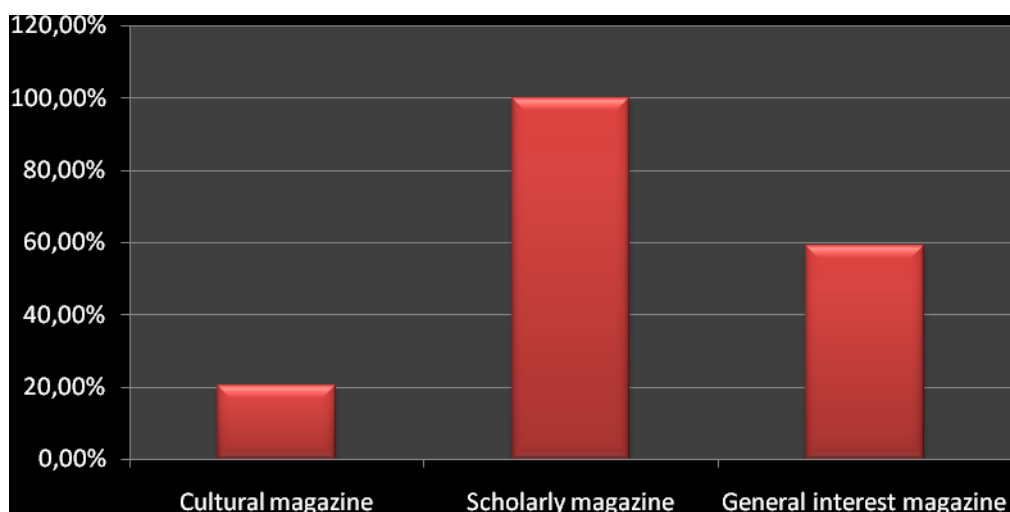
Winburn, R. (2010). *The Importance Of Bluetooth Technology*. Retrieved August.28, 2010. <http://internetbasedbusinessarticles.com/17893/the-importance-of-bluetooth-technology/>

ANNEXES

ANNEX 1



Graphic 1: Frequencies between of variables



Graphic 2: Percentage between by variables



vigenta (1-0), ni en la goleada (4-1) a Chile del Sur, pero entró a 14 minutos del final del partido ante Grecia y puso el gol definitivo (1-2) que continuó a su país como el grupo A.

"Hago me due jugarle la vida, matate, diez minutos. No lo podía defraudar", dijo antes, emocionado hasta las lágrimas, Palermo, quien además es goleador histórico de Juniors con 220 anotaciones. Agradeció a Dios: "No tengo palabras para agradecer no solo por esto sino por estar acá en un mundo de figuras como este. Yo, la verdad, posstar en el living de mi casa, discutiendo con los de Carlos, de Sebastián".

Un plus de ánimo

Alz por la campaña perfecta de su país en la primera fase, Palermo se siente privilegiado de jugar al lado de Lionel Messi, el mejor futbolista del mundo en la actualidad. "Se puso muy contento festejando un gol justo eso, el gol es lo único que le falta en el mundial, porque está demostrando que es el mejor del mundo. Igual, él estaba muy feliz por el regalo que le dio Diego de hacerlo en un mundo como este jugando al lado de Messi, un plus".

"No sé si es el destino, la vida. Haber hecho este gol a los 36 años, que quede en la historia de los mundiales, es soñado. Aproveché la única que tuve. Tengo la ayuda del angelito que está arriba".

"No sé si es el destino, la vida... Haber hecho este gol a los 36 años, que quede en la historia de los mundiales, es soñado... Aproveché la única que tuve... Tengo la ayuda del angelito que está arriba, je".

Palermo, el que fue vetado en la selección, el

que se lesionó y siempre volvió con goles decisivos, el que se convirtió en el goleador histórico del club más popular de Argentina, hoy escribe su primera gran historia de gloria con la selección de su país nada menos que un mundial. A los 36 años: "Me siento tocado por Dios", dice.

Ese bien podría ser el título de su película

ABRAZO DEL ALMA. En abril de este año, Palermo se había convertido en goleador histórico de Boca Juniors; por eso Maradona lo convocó para jugar en Sudáfrica 2010. El abrazo de ambos tras el triunfo ante Grecia.



El goleador más viejo

Con su gol a Grecia, Martín Palermo se convirtió en el jugador con mayor edad en convertir con la camiseta argentina en la historia de los mundiales. Ese récord le pertenecía justamente a Diego Maradona, quien tenía 33 años, siete meses y 21 días cuando le hizo el gol a Grecia en el Mundial Estados Unidos 1994. El 22 junio de 2010, el "Loco" cumplió 36 años, siete meses y 14 días. Así se convirtió en el jugador más veterano que anota en un Mundial para Argentina.

MATADOR. Palermo había ingresado a los 34 del segundo tiempo y a los 43 anotó el segundo y definitivo gol de Argentina para imponerse sobre Grecia.

MEGA
Tecatech®
Desde 1980
a nivel nacional
ERTAS AUTOMÁTICAS

30 años
de servicio
y calidad

Marantec
TECNOLOGÍA ALEMANA

Multimarcas

SALA DE EXHIBICIÓN Y VENTAS: Santa Lucía E1-105 entre Av. 10 de Agosto y Av. 6 de Diciembre (Sector 56 Norte)
Telfs.: 2480313 - 2481234 - Telefax: (593-2) 2477903 - Cels.: 095604031 - Movi / 091930607 - Porta - Quito-Ecuador

E-mail: gerencia@mecatech.com.ec

Web: www.mecatech.com.ec



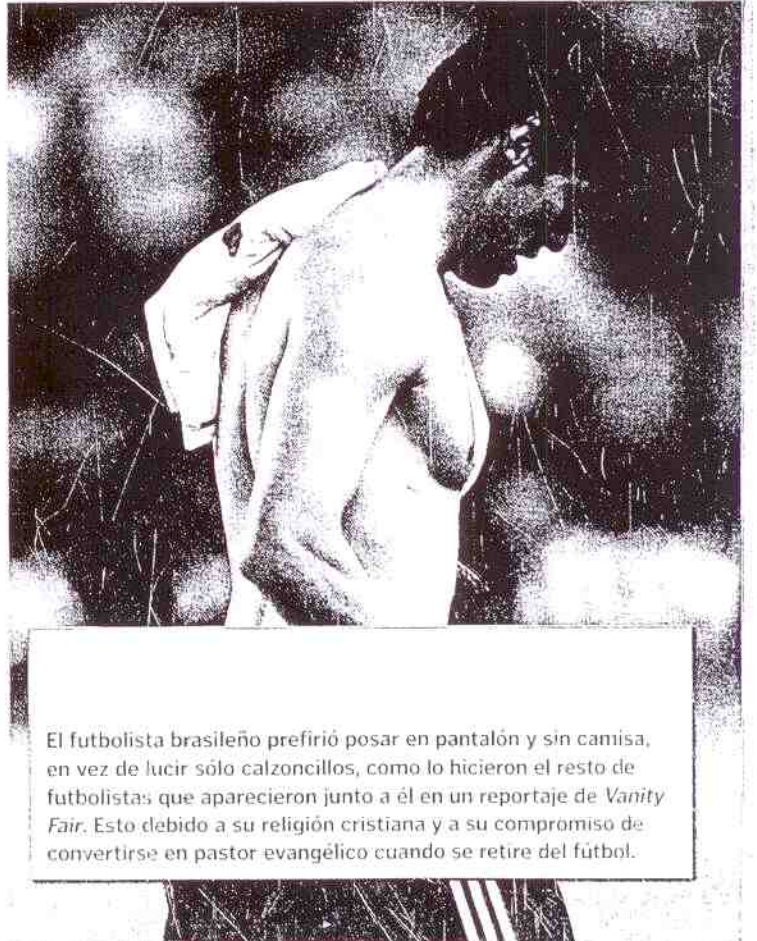
La hija de Diego Armando Maradona, asegura que preferiría a su padre en casa en lugar de ser técnico de la selección de Argentina, debido a las críticas que le hacen al ex "crack" argentino. "El otro día escuché que si salimos campeones será gracias a los jugadores y si nos va mal será culpa de Maradona. ¡Qué injusto!", indicó.



El delantero brasileño es la nueva adquisición de esta red social para comentar el Mundial de Sudáfrica y compite con el seleccionador brasileño Dunga, quien hace lo mismo con otra compañía. "Como comentarista, seré exactamente cómo me gustaría que sean conmigo", indicó Ronaldo.



Adidas lanzó una campaña en donde las dos estrellas del FC Barcelona, se enfrentan por el título del "Rey de la Velocidad", vistiendo las camisetas de sus respectivos países. En el anuncio se puede apreciar como ambos buscan llevar a su selección hacia la victoria y para ello destacan los botines F50 adizero de la marca.



El futbolista brasileño prefirió posar en pantalón y sin camisa, en vez de lucir sólo calzoncillos, como lo hicieron el resto de futbolistas que aparecieron junto a él en un reportaje de *Vanity Fair*. Esto debido a su religión cristiana y a su compromiso de convertirse en pastor evangélico cuando se retire del fútbol.

itinerantes en Zamora y en Quito; pasa a Guayaquil, donde se desempeña como fotógrafo de la Fuerza Aérea. Es reportero gráfico de algunos diarios. Trae a Loja el primer flash electrónico, la primera máquina «polaroid» y el primer laboratorio tecnificado de fotografía a color.³³

Luis Loaiza Gonzáles trabajó de manera ininterrumpida desde 1951 hasta su fallecimiento, ocurrido en el año 2006. Fue periodista gráfico de diversos diarios y revistas locales, nacionales e internacionales; algunas instituciones lo nombraron su fotógrafo oficial. Fue miembro de varias organizaciones gremiales, en las que ocupó importantes dignidades. Su trabajo fue reconocido por diversas instituciones, destacándose la condecoración realizada por la «Unión Nacional de Periodistas», en mérito a sus cincuenta años de labor. Su laboratorio fotográfico continúa atendiendo en la actualidad, a cargo de su hijo Jorge Luis Loaiza³⁴.

El arte fotográfico tuvo también su expresión popular. Hacia mediados del siglo XX, los llamados fotógrafos de parque ofrecían sus servicios en improvisados estudios al interior de su cámara de fuelle o de manga, directamente en la plaza pública; este oficio era a menudo transhumante, ya que los fotógrafos acostumbraban a viajar a los diversos pueblos de la provincia para tomar fotografías en dichos eventos.



Srta. Rosa E. Hidalgo, por S. Mendieta, en Gonzanamá.³⁵

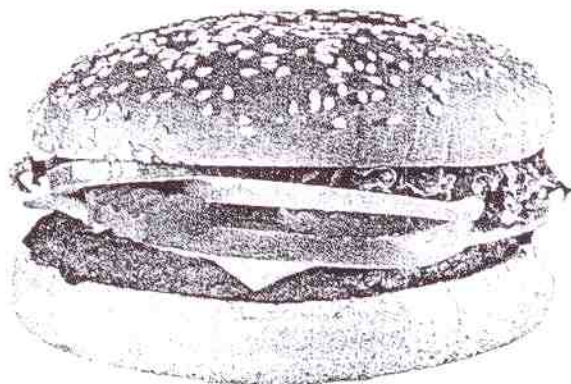
La tecnología empleada por el fotógrafo de parque no deja negativo de recuerdo, pues utiliza directamente el papel fotográfico sensibilizado. Se conservan pocos recuerdos de este arte popular «Pret-a-Porter» que añadía la imagen de transeúntes y enamorados sobre viñetas prefabricadas. Pese a que la nitidez y calidad dejaban qué desear, este tipo de imágenes poseían la ventaja de ser entregadas casi instantáneamente, despliegue de eficiencia y rapidez con el que no podían competir los estudios profesionales.

Entre los fotógrafos de parque, se cita a Gerardo y José Pilco, Angel Casierra, Washington Orbe, Segundo Muicela, Amado Benavides, entre otros que brindaron imágenes de Loja y su pro-

Los orígenes del sandwich

Desde muy temprana edad, James Joseph Montagnu, cuarto conde de Sandwich (1718-1792), no hizo otra cosa que pensar en el juego. Afirman sus pocos biógrafos que apenas con cuatro añitos ideó una singular baraja para esquilmar las mesadas de sus cándidos compañeritos. Ojos sagaces y pícaros, dedos prodigiosos, mechones rubios y pecas, ya desde niño anunciaban su singular talante de tahúr predestinado. Su mamá, gorda como una bola, golosa como ella sola, cuando era la hora de almorzar, decía a su inquieto niño: «James Josephsíttoo, ya venga a cómeer», pero el niño estaba tan entretenido en el juego que se olvidaba de comer. «Este chiquitito con sus naípecitos me va a matar», decía su mamacita, gorda como una bola, paciente como ella sola.

James Joseph creció, sus mechones se oscurecieron y su travieso aire infantil dio paso a la fría estampa del noblete envanecido. Ya no le gustaba que le llamasen James Josephsíttoo, sino lord Montagnu. Su título nobiliario fue el almíbar para las jóvenes vírgenes que soñaban con conquistarlo, pero él estaba tan entretenido en el juego que se olvidaba hasta de comer. Una de sus noviecitas, la baronesa de Essex, rica como un canapé, deliciosa como un tentempié, ansiosa de seducirlo le decía muy quedito: «Venid esta noche a verme, y tendréis lo que ayer queríais»; pero lord Montagnu seguía tan entretenido en el juego que se olvidaba hasta de comer.



Su madre, gorda como una bola, solícita como ella sola, preocupada de que su jovencito estuviera perdiendo peso, decidió enviarle el almuerzo al lugar donde se encerraba con el resto de tahúres; pero el lánguido condecito, por no soltar la baraja, dejaba de lado las carnes, no tocaba las hortalizas y sólo se comía volando un ligero cacho de pan. Su leal y consciente madre, gorda como una bola, benévola como ella sola, optó por no enviarle legumbres, mucho menos hortalizas, y sólo le acomodó una hogaza de pan y un grueso trozo de carne; pero el enviciado lord —que en ese rato se estaba jugando las exóticas islas Hawai, llamadas hasta ese entonces islas Sandwich—, por no soltar las barajas, apenas si tocó el pan. Dulce, blanda y gordita, la sufrida madrecita, viendo a su hijo más ético, le envió la próxima vez el pan cortado en rodajas y metido entre las rodajas un suave trozo de carne, y constató con sorpresa que el conde se lo había comido todo. Así fue como la condesa empezó a mandarle el pan en rebanadas y entre rebanada y rebanada la buena lonja de carne, con su eventual lechuguilla y quizá algún tomatito, con tal que su condecito lo comiera de un solo bocado. Más tarde le añadió la mayonesa y el emparedado quedó tan rico que ni James Joseph pudo ya rechazarlo. Los tahúres celebraron la inventiva jugando el doble de horas, ya que ello les permitía alimentarse sin dejar el juego de lado, y así fue como nació el emparedado, o sándwich, que el malagradecido James Joseph se arrogó como invento suyo, cuando fue su mamacita quien en realidad lo inventó.

Por L. Salvador J.

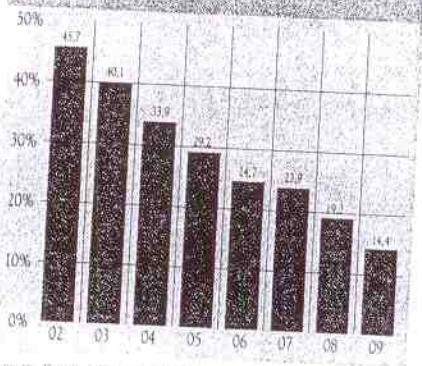
happiness) como medida del progreso. Se mide ya el "índice de la felicidad" y entre 143 países, Ecuador está en el puesto 25 (Cuadro 2), mientras los países desarrollados tienen un mal desempeño, pues, según esa metodología, son menos felices. Dado que el ranking del Ecuador es bueno medido por este índice y no tan bueno medido por el crecimiento del PIB, no sorprende que se quiera imponer el mejor ranking. Sin embargo, es innegable que cuando el PIB crece, se favorecen las condiciones de bienestar de las poblaciones, y cuando el PIB decrece, como sucede en las crisis, las condiciones de bienestar empeoran.

LA DEUDA EXTERNA BAJÓ ... PERO POCOS LE PRESTAN AL ECUADOR

Del dicho. La deuda pública en bonos global fue declarada ilegítima, por haber sido contraída en la larga noche neoliberal y utilizada para financiar el pago de otra deuda ilegítima y las privatizaciones y, por lo tanto, el gobierno no la paga. El FMI y el BM han sido mencionados como los organismos representantes de la política neoliberal practicada por los Gobiernos anteriores, por lo cual se cancelaron lasudas con ellos y se expulsó al representante del Banco Mundial.

Al hecho. En noviembre de 2008 el gobierno dejó que el país cayera técnicamente en moratoria de los bonos 2012 030. Los bonos 2015 se siguieron emitiendo, sin mayor explicación de por qué resultan legítimos. La moratoria de deuda por razones políticas y no por ineficiencia fascinó a los seguidores del socialismo del siglo XXI, logró usos y puntos arriba en las encuestas de opinión para el Gobierno. Se terminó realizando una recompra de estos bonos de 2009, prepagándolos, tras lo cual la relación deuda externa/PIB bajó al 16% del PIB —en teoría— sin contar el endeudamiento con PetroChina, ni el Eximbank para el proyecto

GRÁFICO 7
LA DEUDA EXTERNA PÚBLICA/PIB
SE HA REDUCIDO PERO LA DEUDA INTERNA
CRECIÓ



FUENTE: BANCO CENTRAL DEL ECUADOR

Coca Codo (Gráfico 7). Pero para el financiamiento del presupuesto fiscal de 2009 y 2010 se cerraron las fuentes internacionales de financiamiento: el Gobierno no ha podido acudir al mercado internacional con emisiones de bonos, como lo han hecho exitosamente los países vecinos Colombia y Perú; el país no opera con crédito del FMI y del BM sino solamente con el BID y la CAF. A pesar de ello, recibió y gastó una transferencia del FMI por \$ 345 millones en derechos especiales de giro, depositados para aliviar la balanza de pagos de los países miembros. El Gobierno ha tenido que reemplazar sus fuentes externas de financiamiento por fuentes internas, incrementando el endeudamiento interno: masivamente con el IESS (\$ 3.072 millones en bonos); ha recurrido al uso de recursos de la RILD (no autorizados por ley) y busca una reforma a la Ley de Régimen Monetario para utilizar más recursos de la RILD como crédito productivo; ha tenido que endeudarse al 7,25% de interés y con pago en petróleo al contratar un crédito por \$ 1.000 millones con PetroChina en 2009, incluso contra la ley que prohíbe el endeudamiento externo comprometiéndolo al petróleo como pago. El último crédito contratado —aunque aún no se desembolse— es el de \$ 1.682,74 con Eximbank de China para el proyecto Coca Codo Sinclair (CCS). El riesgo país elevado complicó las tasas que ahora consigue el país en el mercado; muestra de ello es la tasa obtenida para el crédito

del proyecto CCS, que pudo haber sido menor con crédito multilateral. Mientras tanto, los países vecinos tienen grado de inversión, como Perú, o apuntan a ello, como Colombia, que en mayo de 2010 colocó \$ 800 millones en bonos de alta seguridad de pago. El manejo de la deuda externa ha limitado el financiamiento del fisco.

LOS PRINCIPALES PROYECTOS

EL BANCO DEL SUR AÚN NO DA CRÉDITO

Del dicho. El Gobierno, con algunos aliados fuera, plantea la que llama nueva arquitectura financiera regional (NAFR), en contraposición a una vieja arquitectura de las políticas de la "larga noche neoliberal" representada por el FMI y el Banco Mundial. En contraposición proponen un "enfoque no comercial ni economicista", como lo explica el historiador Eric Toussaint,² creando como alternativa "... el Fondo Monetario del Sur y el Banco del Sur... que deben garantizar el ejercicio efectivo de los derechos humanos". O como planteaba el canciller de Venezuela, Nicolás Maduro: "El Banco del Sur es una alternativa fuerte... ellos [los países desarrollados] nos pagan 2 ó 3 puntos por nuestro dinero y nos cobran 8% a 10% por prestárnoslo. Nos saquean".

El 3 de mayo de 2007, en la llamada Declaración de Quito, el presidente Rafael Correa, junto con los ministros de Economía de Argentina, Bolivia, Brasil, Paraguay, Venezuela y Ecuador, definieron los lineamientos generales de la NAFR: 1. Crear el Banco del Sur como banca de desarrollo; 2. Crear un Fondo Monetario del Sur, y 3. Desarrollar un

² Toussaint y Maduro, citados en Aching Guzmán, C.: "Banco del Sur una respuesta adecuada de América Latina a la especulación financiera", en *Observatorio de la Economía Latinoamericana* N° 80, junio 2007. Texto completo en: www.cunimed.net/cunimed/colat/la