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A DESCRIPTIVE ANALYSIS OF ANGLICISMS
USED IN ECUADORIAN MAGAZINES

Research done in order to achieve the
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AUTHOR:

ANDRADE VELASQUEZ MARJORIE ROXANA

ADVISOR:

ARIAS CORDOVA MARIA

CENTRO UNIVERSITARIO SANTO DOMINGO DE LOS TSACHILAS,

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CERTIFICATION

Doctora María Arias Córdova

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, March the 15th, 2011

DRA. MARIA ARIAS CÓRDOVA
THESIS ADVISOR

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

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DEDICATION

This study is dedicated to God all powerful for giving me life, intelligence, and force to live every day; to my family who has been my support in bad times, for their comprehension and all the love and support, to my daughters who have been my inspiration for achieving my degree.

MARJORIE

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Last, but no least, a special thanks goes to my dear father who is now with the Lord and lives in the loving memory of my heart; thanks dad, I love you.

MARJORIE

CONTENTS

ABSTRACT

The theme of this research is: "A descriptive analysis of anglicims in Ecuadorian magazines". This research took place in Santo Domingo de los Tsáchilas, Ecuador; it focuses on Ecuadorian magazines such as: Cultural, Scholarly and General Interest. The selected magazines that have been chosen are: "Los museos del Ecuador", "Ecuador Infinito", "Nuestro Mundo", "Criterios", "Vistazo" and "Hogar".

The information was tabulated and analyzed, in order to do this work the bibliographic method was used for gathering scientific material to work on the theoretical background, also the interpretation of the data collected through the field research was done by the qualitative and quantitative methods, that allowed the gathering and facilitated the process of the linguistic data, in order to identify and analyze the anglicims presently used in Ecuadorian Magazines; also the interpretation of the data collected through the field research was done by the qualitative and quantitative methods.

Besides, this research demonstrates that many times Anglicisms are a product of poor translation of printed or spoken language in English, and sometimes the opposite occurs; they were created by the absence of an appropriate word to translate a specific word or term.

Anglicims are used in technical language of science and engineering for the great contributions that English speakers do for research and development of new technologies. There appears to be an increase in Anglicims usage in realms such as technology and economics due to the major advances being made every day to improve the communication at global levels.

Introduction

The use of anglicisms in the Spanish written language in our country is a topic worth being investigated since it will provide us information about the way English is influencing our native language in terms of anglicims.

The purpose of this study is to carry out a descriptive and linguistic analysis of present written language in Ecuadorian magazines where we will focus on lexical terms regarded as anglicism, in the form they are used in magazines.

This research focuses specifically on the linguistic phenomenon of anglicims used in Ecuadorian magazines and the aim to identify the syntactic anglicims more commonly used in Ecuadorian magazines. This research is detailing a deep analysis of the anglicims found in Ecuadorian magazines regarding syntactic, semantic, and morphological aspects, and to establish which variable cultural, scholarly or general interest contained the highest number of anglicims and to determine which anglicims are mostly used.

Anglicisms are English words or expressions which are used or borrowed into a non-English language, and the use of anglicims in the Spanish written language in our country is a very important topic because languages are not stable. As people and the environment in which they live in change and develop, it is natural for language to become influenced, as well.

All the steps to carry out this work were carefully done using the qualitative and quantitative methods. Furthermore, in order to collect the data for the results 6 Ecuadorian magazines were used such as : "Los museos del Ecuador", "Ecuador Infinito", "Nuestro Mundo", "Criterios", "Vistazo" and "Hogar"; papers, computers, dictionaries, pencils, pens were the resource materials used for carrying out this work, this research was carried out in Santo Domingo de los Tsáchila, Ecuador.

The literature review was the result of the bibliographical research and served as scientific base to support and to analyze the obtained results through the investigation of field.

As a guide to develop scientific contents in an organized and sequential manner, the contents revised were the following: Linguistic, branches of linguistics like Morphology, Semantics, Pragmatics, Phonology and Syntax, Contact languages, Language Vice, Barbarism, Anglicism and Magazines, each theory, concept, principle or previous result of an investigation by another author, served to this analysis.

The beneficiaries of this study will be the Universidad Técnica Particular de Loja whose interest in carrying out a linguistic investigation is being possible through the different graduation programs, and its distance students who require a research study in order to complete their program and obtain their Bachelor degree as teachers of English as a Foreign Language.

This study will form part exclusively of the patrimony of the university, and their students, to future scientific or technical research and thesis of degree that be carried out through this study.

Moreover, it is also important to present the limitations that we faced during this process. Some limitations that I encountered were the lack of time I had available with my husband on a project in Santo Domingo and I was teaching English in my home, to prepare some students for their school exams, I have four children and kept me busy with their everyday routines.

Te second limitation was that it was very difficult to find the proper and complete previous investigations needed to carry out my research. Santo Domingo does not have sufficient libraries or universities libraries, so it was necessary to travel to Quito to find the necessary materials.

Finally it is important to emphasize that all the specific objectives were achieved at 80%.

Indeed, regarding to the first objective "To identify the syntactic anglicims more commonly used in Ecuadorian magazines". It was possible to obtain some magazines and identify the lexical. The lexicon was classified from the point of view of its historical origin and extent of use according to the language of origin, and from the point of view function: Lexical and functional categories.

According to the second objective "To make a deep analysis of the anglicisms found in Ecuadorian magazines regarding syntactic,

semantic, and morphological aspects", it was possible to do a syntactic analysis, analyzing the words, and determining its grammatical structure. In the semantic analysis detailing its the meaning, that humans use language to express.

According to the morphological analysis; changes or adaptations were identified in the term once transfered into the Spanish language or the identification, and description of the structure in the words.

In relation to the third objective "To establish which variable (cultural, scholarly, and general interest magazines) contains the hightest number of anglicims. After reading all the magazines I found that general interest magazines have the hightest number of anglicims because those magazines as the category suggests, come with general interest stories, culture, science, technology, economics, topics that are suited for everyone of every age that they are loved by people because of the universal appeal they have.

And finally in regards to the last objective, "To determine which anglicims are mostly used", after reading each magazine I found that Virtually all sections of the media feature Anglicisms: the so-called women's magazines are terms such as shorts, jeans, gloss, lifting, celebrity, mall, blue jeans, happy hour and shopping. In regards to sports, aglicisms have more presence when used in direct proportion to the foreign origen of the sport.

In areas such as technology we see the following examples: burnout syndrome (syndrome of burned worker), Bluetooth (device wireless data transmission) blog (Web journal). These terms relate to computers and technology.

The study of Angicisms is very important; the amount of English words in the Spanish language has increased and especially since magazines play an important role in our society.

I want to point out the importance of the Anglicisms in the future because nowadays anglicims are increasing in areas like media, literature, music and theatre, but also politics, sports and economy because they have a very high influence on the growing use of English words in Spanish language.

METHODOLOGY

After reading the topic, a deep bibliographical investigation was done using some books, magazines, dictionaries and the internet; interesting definitions about linguistics and its branches were chosen from the mentioned resources.

I selected the most relevant and related information to the subject and included it in some index cards doing one index card for each subject and each study, when the information was collected, all the gathered material was used to build the theoretical background.

Once it was finished, the field research was organized. The first step was to select six magazines; the variables proposed for this research were Cultural, Scholarly and General Interest magazines, to get the sample to analyze.

This investigation was done over a period of five weeks through many different activities to find the nine scientific contents of Linguistic and its branches which include ten studies about Anglicism from these linguistic studies there were 30 anglicims that were investigated and analyzed.

In the first week all the obtained material was carefully analyzed and classified into qualitative and quantitative charts using the grammar structure and lexicon where the "Results" section was created, with all this information, the second part of the discussion section was done.

In the second week a meticulous investigative analysis was done for each anglicim, and it was carried out, taking into account the grammatical and lexical aspects of the anglicims, such as the syntactic and semantic analysis, detailing the grammatical function of words and their meaning in the context found. And finally a morphological analysis was done including changes or adaptations that each term suffered in Spanish.

The interpretation and analysis of the results were done in the fourth week. Conclusions were based on the general and specific objectives laid out in the guide provided by the university.

This investigation was done with the application of the descriptive and analytic methods. The qualitative tabulation was done based on repetitive anglicims and the qualitative tabulation based on percentages.

The descriptive method helped me to explain and classify the kind of the anglicims of each variable, whereas the analytical method consists of the analysis of each anglicism. For the statistical process of tabulation I employed various tables that the university provided for us. To classify each variable in the qualitative tabulation, I started with the variable General Interest   magazine.

DISCUSSION

This section has great importance, it is considered as the core of this research. It encloses the theoretical background with many important theories and definitions from some authors about linguistic and its branches, contact languages, language vice, barbarisms, anglicims, borrowings and loans, magazines.

Then, there is a description and analysis of results in which each variable and indicator will be deeply discussed and analyzed.

Finally, conclusions will end this part by giving the most important findings of this investigation.

Literature Review

My intention with this work is to do a study on the factors that increase the existence of anglicisms in our tongue, and this content focuses on the relevance on the study of anglicisms, for this I believe it is convenient to begin giving a brief definition of "anglicisms".

An anglicism is a word or idiom that is recognizably English in its form spelling, pronunciation, morphology, or at least one of the three, but is accepted as an item in the vocabulary of the receptor language.

Some words from different sources have been integrated into the language vocabulary throughout the history of Spanish.   These

sources are called "lexicons" and these are divided into Americanisms, indigenous voices, neologisms, archaisms, and strangers.

At the end of the 20th century, English was the language with the greatest influence in the world. It can be told that English acts as "lingua franca" in numerous acts of the everyday life of extensive sectors of the population that are seen conditioned to the use of a tongue that functions like a vehicle of habitual communication.

One of the characteristics in the Spanish language is the flow of loans originating in the English or anglicisms which is a complex process of the contact of tongues, of a mechanism of transculturation that passes the limits that imposes the defense of a tongue set against the penetration of terms and structures of another.

We know that the impressive technological revolution of our days brings new concepts that require the creation of new words, what occurs when we do not arrange in Spanish of the word to name a new concept, a new product or object, we have some cases as jeans, casete, CD Rom, scanner, hardware, software. Then the loan turns out to be indispensable. On the other hand, if we recognize that great part of the technological and scientific development proceeds the foreigner, we will understand better the need to be worth of terminology originating in the outside. For all it exposed, seems reasonable to tolerate certain anglicisms necessary and inevitable for the communication, the use of foreign voices enriches our tongue in

all the senses, always and that be utilized of an adequate way and without abusing them.   In this section, I'm going to include some content outline and some previous studies about the researched topic that are very important to understand this important topic.

Linguistics

Sapir (1921,p.1) says "Speech is so familiar a feature of daily life that we rarely pause to define it" . It seems as natural to man as walking, an only less so than breathing.

To have a better comprehension of the concept of Linguistics I am going to provide some deep and important definitions, we found in the Random House Webster's College Dictionary (2006) which says: "Linguistics is the science of language".

A concept that extends the previous one comes from Wikipedia. It states that "Linguistics is the scientific study of natural language, encompassing a number of sub-fields. An important topical division is between the study of language structure (grammar) and the study of meaning (semantics)."

Briscoe (2002,p.23) says "...talking about the evolution of human language we can see how human communication differs from the communication system used by other species, so distinguishing human language from other forms of communication, the attention is focused on the evolution of syntax because other species seem to have no means of combining simple signals with each other to form more complex meanings".

Branches of Linguistics: Morphology, Semantics, Pragmatics, Phonology and Syntax.

The Columbia Encyclopedia in its sixth edition shows us an interesting concept about branches of linguistics which it says" linguistics, scientific study of language, covering the structure (morphology and syntax, grammar), sounds (phonology), and meaning (semantics), as well as the history of the relations of languages to each other and the cultural place of language in human behavior".

Morphology

It is considered as the study of the structure and form of words; as follows, I am going to expand this knowledge taking into account the following definitions.

According to (Arnoff & Kirsten, 2005,p.1) "Morphology is the study of words structures, the claim that words have structure might come as a surprise because normally speakers think of words as indivisible units of meaning due to the fact that many words are morphologically simple."

According to the Boeree (2003,p.3), Morphology is the study of morphemes, and they are words, word stems, and affixes, basically the unit of language one up from phonemes, in their morphology that we most clearly see the differences between languages that are isolating such as Chinese, Indonesian, ones that are agglutinating such as Turkish, Finnish, and ones that are inflexional such as

Russian, Latin, Arabic. Isolating languages use grammatical morphemes that are separate words. Agglutinating languages use grammatical morphemes in the form of attached syllables called affixes. Inflexional languages may go one step further and actually change the word at the phonemic level to express grammatical morphemes.

All languages are really mixed systems, English for example, uses all three methods, to make the future tense of a verb, we use the particle will "I will see you"; to make the past tense, we usually use the affix -ed (I changed it); but in many words, we change the word for the past "I see it becomes I saw it". Looking at nouns, sometimes we make the plural with a particle "three head of cattle", sometimes with an affix "three cats", and sometimes by changing the word "three men". But, because we still use a lot of non-syllable affixes (such as -ed, usually pronounced as d or t, and -s, usually pronounced as s or z, dependeing on context), English is still considered an inflexional language by most linguists.

Semantics

Semantics is a branch of linguistics which deals with the meaning of words, Saeed (1997,p.3) says "Semantics is the study of meaning communicated, one of the insights of modern linguistic is that speakers of a language have different types of linguistic knowledge, including how to pronounce words, how to construct

sentences, and about the meaning of individual words and sentences."

Moreover, Richard Nordquist (2009,p.5) in the article "Semantics" states that the word semantics comes "from the Greek, "sign" " and also defines it as : "The field of linguistics concerned with the study of meaning in language"

Burneo (2007, p.9) said Semantics studies symbols, signs and structures of meaning, and it deals with the meaning of morphological and syntactic units like sentences, words, phrases, morphemes, clauses and discourse.

Pragmatics

This branch of linguistics is concerned with the study of the language use in a social context. "Dictionary.com" states that pragmatics is "the analysis of language in terms of the situational context within which utterances are made, including the knowledge and beliefs of the speaker and the relation between speaker and listener." And Wikipedia extends: "Pragmatics is the study of the ability of natural language speakers to communicate more than that which is explicitly stated. The ability to understand another speaker's intended meaning is called pragmatic competence". Besides, Kamil Wisniewski (2007, p.10) explain that: "Pragmatics is the study of meaning of words, phrases and full sentences, but unlike semantics which deals with the objective meanings of words that can be found in dictionaries, pragmatics is more concerned with the meaning that

words in fact convey when they are used, or with intended speaker meaning as it is sometimes referred to.."

Syntax

Syntax is another important branch of linguistic; it refers to the study of sentence formation. The Dictionary.com states that "Syntax is the study of the rules whereby words or other elements of sentences structure are combined to form grammatical sentences.

Burneo (2007, p.9) said that Syntax studies the principles rules necessary to construct phrases, clauses, and sentences, the Syntax of a language is the set of constitutive rules that speakers follow when they combine words into sentences..

Syntax is taken to be the study of the combinatorial properties of words and their parts, and semantics to be the study of meaning so pragmatics is the study of language usage.

Jaworski & Coupland (1999, p.16) says "...studying the effects of the speaker`s utterances on the listener derived from Austin´s view of language as a form of action", he observed that by saying something we not only communicate ideas, but may also transform the reality.

Phonology

The word phonology brings to mind the sounds of words and how they are produce. It is probably the most important aspect that makes English seem difficult for learners of this language.

Random House (2006, p.96) says that "Phonology is the study of the distribution and patterning of speech sound in a language and of the tacit rules governing pronunciation".

Camilo Espinoza (2005, p,16) says that the most universal experience all of us have of language is Speaking it and Hearing it. Phonology is the science which studies the speech sounds in general and it has two areas: Phonetics and Phonemics. Phonetics refers to articulation and production of sounds, and Phonemics refers to the function and distribution of sounds.

Every language has particular sounds, and each language has sounds divided in two groups: vocals and consonants.

Phonology and Syntax

Inkelas (1990, p.362). The syntax and phonology interface has been viewed mainly from the perspective of syntactic influences on phonological rules. The most universal experience all of us have of language is speaking it and hearing it, Espinoza (2005, p.35) we know that most writing systems do not conform exactly to the sounds people make in speaking, so it is easy to appreciate the need for some accurate method of describing and transcribing the language sounds.

Syntax: Lexical Categories

Chomsky (1975, p.34) says "Syntax is very important because it is the study of some rules for constructing sentences in natural languages."

Heindinger (1984, p.237) suggested that lexical categories are word-based such as noun, verb, adjective, preposition, etc. These categories are represented by the vocabulary of a language.

Syntax is a set of rules speakers follow to combine words into sentences, focusing on the structure of the language, forming the combination of lexical and phrasal categories when they are combined to have meaningful patterns.

To construct clauses in English and in any other language it follows a hierarchical structure, the clauses are formed of phrases or sentences that they are small structures.

Sentences are constructions formed by smaller syntactic unit called constituents, and sentences have two major constituents' noun phrase and verb phrase.

Contact Languages

A contact language is any language which is created through contact between two or more existing languages. This may occur when people who share no native language need to communicate, or simply when a language of one group becomes used for wider communication with other groups, often with significant changes to its grammar as a result. Such languages are one type of *lingua franca*, a general term meaning a language used for widespread communication.

Wikipedia, saids Language contact occurs when two or more languages or varieties interact. The study of language contact is called contact linguistics.

Language Vice

Paredes (2005, p.168) says "we call vices of language to the words or to the linguistic wrong constructions, the vices but common are the barbarisms, the solecisms, cacophony and the amphibology."

(Maqueo 2005, p.85) suggested that the vices of language are forms of construction of employment of vocabulary inadequate, which can complicate the interpretation correct of a writing.

Language Vices are divided in three groups: pragmatic, syntactic, and semantic.

According to Salvador Carreño (2009, p.35) language vices are "factors that after the normal flow in the communicative verbal experience".

Barbarism

Barbarisms are all words taken from a foreign source, which have been established in a short period of time, without taking into account the characteristics of the language, for example: ranking-rango.

Todd & Hancock (1986, p.45) Barbarism is a term used to condemn words formed from or even cognate with words with the same function but of superior status, so I could see that barbarism

indicates a misuse of language, but also indicates culturally lacking and they are not the same of anglicism.

Barbarisms are a common phenomenon, producing the lexical increase by ways that dimish the purity of the language, and they are words that are used wrongly because in Spanish there are appropriated words; for instance , "abstracto", "balance" and "bibidi", these barbarisms are used inappropriately in the Spanish lexicon: "resúmen" (abstract);"saldo"(balance);"camiseta"(bividi).

Alfaro (1970, p.201) said that barbarisms are rude, offensive, noisy words that mean strange lexical voices used by ignorant people. They are generally created by phonetic Spanish construction of English words, for example: "parquear": parking; "guachiman" : a security man; "acrede" intentionally: "aeropuerto": place for the traffic of airplanes; "basketball" ball play.

Anglicims

The Royal Academy Dictionary of Spanish Language said that anglicims is: Turn or way English language is spoken, and the use of words of English terms in different languages.

Gorlach (2003,p.1) says "... an anglicism is a word or idiom that is recognizably English in its form spelling, pronunciation, morphology, or at least one of the three, but is accepted as an item in the vocabulary of the reception language." In the context extra linguistic the studies indicate that has favored the entrance of anglicisms and the effect of the two world wars of the 20th century

and the role that performed the United States in the same, the press, the industry, the commerce, the movies, the sport. Penny (1991, p.488) says that the increase of the Anglo-Saxon origin masses tourism, the fashion, the music, the influence of the mass media, the boom of the data processing, the development of the international relations of the countries of Spanish speech of the scientific, economic preponderance and politics of the countries of English speech, the English is the tongue that counts with the greatest number of speakers.

Anglicims had many ways of introduction to the Spanish language. For instance: The news agencies, the journalism, and international relationships between Spanish speaking countries and the English speaking ones such us: USA with a great development, economical, scientifically and political status.

Another source to introduce Anglicism in the Spanish language is the industry, the sports and the trade. The economical power of the U.S.A and England determine and exchange of goods, services, and business with the Spanish countries. Sporting events are another way to introduce anglicims because the majority of sports games are introduced to the Spanish speaking audience by the English speakers.

Defining the concept of "anglicism" is no easy matter. As a starting point I have taken the information provided in the 2001 edition of Dictionary of the Spanish Royal Academy of Language

(DRAE), because, along with the Real Academia itself, it is constantly referred to in discussions regarding anglicisms and the influence of English on Spanish in general, both by linguistic and laymen. The dictionary defines the term anglicism as follows: *Anglicism:* Word or turn of the language used in another, using English words in different languages.

Wikipedia said an anglicism, is a word borrowed from English into another language. "Anglicism" also describes English syntax, grammar, meaning, and structure used in another language with varying degrees of corruption.

Borrowing and Loans

Wikipedia (2010) refers that Borrowing is something that is borrowed, especially a word borrowed from one language for use in another, and a loanword or loan word is a word borrowed from one language and incorporated into another.

Kemmer (2001) says loanwords are words adopted by the speakers of one language from a different languages, borrowing refers to the process of speakers adopting words from a source language into their native language.

Borrowing and loans are metaphors, because there is no literal lending process, there is no transfer from one language to another, and no returning words to the source language, they simply come to be used by a speech community that speaks a different language from the one they originated in.

Henrich (1991, p.18) suggested that loanwords can also be called borrowings. Although of long- tending usage, neither loanword nor borrowing correctly conveys the meaning, since words cannot be returned to the creditor language.

English also acquires loanwords in which foreign sounds are part of the foreign pronunciation. For example, the Hawaiian word *ʻaʻā* is used by geologists to specify lava that is relatively thick, chunky, and rough.

English has many loanwords. In 1973, a computerised survey of about 80,000 words in the old Shorter Oxford Dictionary (3rd edition) was published in Ordered Profusion by Thomas Finkenstaedt and Dieter Wolff.

Magazines

Magazines are publications, generally published on a regular schedule, containing a variety of articles, generally financed by advertising, by a purchase price, by pre–paid magazine subscriptions, or all three. Magazines can be distributed through the mail, through sales by newsstands, bookstores or other vendors; or through free distribution at selected pick up locations. Magazines are distributed into three categories: paid circulation, free circulation and controlled circulation. Paid circulation is when a magazine is published to a paid audience. Free circulation is when a magazine is distributed for free. Controlled circulation is an insider magazine or industry-based magazine where it is distributed to only those who qualify.

McLaughlin (2000, p. 1) says "… magazines are such a popular and familiar form that it may seem strange even to ask this question."

Nevertheless let's see what the dictionary says: Magazines is a periodic paperback publication containing articles, fiction, photographs, etc.

Wikipedia (2001). Magazines are very useful, we can find a variety of articles and are available in the whole of the country in which they are published anglicisms, although some are distributed only in specific regions or cities.

Magazines are more direct, people can read several times, always come with lots of color and through this we get more information.

Previous Studies

I found a study made by María Olivares Baños about *The anglicims in the music field in teen people in Spain 2009.*

They are not few the tongues that have been affected for the expansion of the English in the last decades, especially after 1945, in the case of Spanish, each time are more numerous the foreign voices originating in the English or anglicisms, whose apparition is owed in great measure to the Anglo-Saxon influence exercised on our country.

The election of this theme itself due to a general interest in the area of the lexical neology in English and more concrete in the theme

of the foreign voices or anglicisms. According to her opinion, is one of the most promising fields because, as already she has mentioned before, each time are more the words or foreign expressions that utilize in Spanish and besides the investigations carried out in this field of study are often incomplete as well as deficient as for method.

The methodology that she used was analytical she selected some magazines like Bravo , Vale and Super Pop, teens magazines she found some examples that have seemed her interesting for the investigation.

I found that the author Gunther Haensh did a previous study about *Anglicims in the American Spanish, in the University of* Augsburg (2005). The anglicisms which are frequently used in American Spanish and the information or methodology was analytical, he obtained by native informants and lexicographical sources, may shed new light on the differences between European and American Spanish.

The loans and copies dictionaries originating in the English are an important factor of differentiation of the dictionary of the different so much, Latin-American countries set against Spanish peninsular as among the American varieties of Spanish, especially in those cases in which the usual only word to appoint a referring one is an anglicisms, like in the case of cloch and "clutch of the car'.

 The geographical distribution of the anglicisms and of its meaning, or its different meanings in Spain and America, seems

arbitrary. Therefore, the anglicisms have its own linguistic geography in the extensive Hispanic world.

In the third study about Economic anglicisms: adaptation to the Spanish linguistic system by Paloma López Zurita (2005), the aim of it, is to provide a comparative insight into the semantic study of lexical interference 1 in English and Spanish within the economic terminological field, through the linguistic mechanisms of inter-language adaptation involved.

The methodology that the author used was qualitative quantitative and analytical they got information in some books he read (skim and skan), note taking, and they analyzed in some specialized books, internet pages, etc.

It is clear that the Anglo – Saxon economic supremacy together with its ever expanding market is also exporting an increasing number of linguistic terms into other languages.

Language is defining characteristic in the idiosyncrasy and identity of a country, and the enormous number of anglicims used every day in Spanish language generates lexical interference between both languages.

Another important study is: *the Linguistics analysis of the anglicisms that they used in the gastronomic printed publicity*, this analysis was made in the San Carlos University of Guatemala, School of sciences of the communication by Lesbia Maritza Castro Barrientos in May of 2000.

Anglicisms is every word or own way to speak of the employed English tongue in another, at present the use of anglicisms and foreign sounding forms, has taken in Spanish the characteristics of a danger of invasion, the operations of loans, adoption of elements among different tongues are natural in the linguistic dynamics, they obey to commercial, political, cultural, or artistic needs, when they are justified the resultant forms are accepted and they legitimize in the own language, but is not admissible the capricious or abusive use of foreign expressions, because injures the communicability of the code that one or more than three hundred fifty million Spanish-speaking in the world and the bases of our traditional idiosyncrasy.

The uses of foreign expressions should be limited to the indispensable, it agrees that inside Spanish language in the common use the expressive possibilities, when the foreign voices are irreplaceable, is very recommendable to carry out their translation.

For the execution of this investigation the author used basically the scientific method, this method helped so that the work maintain a coherence among all the elements constituents, that is to say theoretical framework, methodology, results of the study of field and conclusion to contribute, likewise, served of backup the linguistic method and unit of sampling, the samples were established from the comparative procedure, ten packing of different food products were selected and then was decided to work them for separated to do the pertinent deductions.

Irina Khoutyz a student of Kuban State University, Russia New times – new meanings (2008) *Anglicisms and their functional characteristics in a Russian discourse of the 21st century.*

The contact of cultures in times of globalization and instant information exchange cause rapid transformations of modern languages, the latest developments in the organization and perception of the world are reflected in the creation of new vocabulary or describing new meaning to old words.

The paper views the role of numerous neologisms, English borrowings, in modern Russian discourse, the methodology used is analytical because she analyzed the data base, collected from modern magazines, newspapers and novels, shows that the main function of anglicisms is not to compensate for the language inflation, but to transmit an emphatic pragmatic meaning of newness and belonging to the unique society of the 21st century.

Rabago Tanori, Beatriz A. Romero Noyola, Rafael Saldívar Arreola from the faculty of languages of the Baja California University study *The printed media in the transformation of the language* in the Border zone between Mexico and United States Mexicali in 2008.

They study that the border zone has itself identifying as a zone of social and cultural collision, has also a great dynamism and intense interrelation among the both sided inhabitants, thus also the language use there more than being impoverished, search to

establish links among the tongues that facilitate the communication, with a pragmatic.

Is possible that this recognition of the importance of both languages that reflects in the filtrations from one to another language can sensitize the people to learn to be communicated in the other language.

The Spanglish because it has returned a form of identity among the Spanish–speaking that live continue communicating thus among them.

To carry out this study the methodology was analytical they were chosen some newspaper in San Diego, California, in parallel two newspapers of the center were analyzed U.S. and of the center of the country two Worlds, of Arkansas, and Millennium, of Mexico City, this in order to detecting if these linguistic filtrations were presented also out of the frontier stripe and if the cases presented had the same characteristics.

Unlike what happens elsewhere, the Spanish speakers in the area Baja California border appear to be more open to incorporating anglicisms his speech and that somehow identify with American culture not only for its geographical proximity, but because of problems and ways of thinking like, that make them open to the influence of foreign language.

The present work has intended to be a small aportation in the studies of anglicisms, being centered in the question of the use.

The reasons by which a speaker decides to use an anglicism instead of the term in their own tongue they are very diverse and always they will depend on many factors as for example the context of use or the different social groups to the ones that a speaker belongs.

Results

This work was made in Santo Domingo de los Tsáchilas and Quito,

 I investigated the following types of magazines:

Cultural magazines: Los museos del Ecuador and Ecuador Infinito.

Scholarly magazines: Nuestro Mundo and Criterios

General interest magazines: Vistazo and Hogar.

The statistic tables were based on the information founded and obtained in some Ecuadorian magazines, anglicims that all of them were typed, the tables were classified.

The qualitative tabulation has the following data: table one "General interest magazines", table two "Scholarly magazines" Table three "Variable Cultural magazine".

On the other hand, the quantitative tabulation contains the number of anglicim, with their respective frequency and percentage.

Table One

Variable: General interest magazines

Magazine and Date	Anglicims	Examples	Lexical Cate-Gory	Word repetition number	Heading	Page
Vistazo May.10	Audio	Para que se dirigiera las ceremonias con funciones de audio	Adj.	1	Testigo del Sí	99
	Web	A la par, están subiendo a su sitio web	Adj.	1	El informe, al fin	12
	Software	El CNV resolvió el caso: que el software usado	Noun	1	Unificación bursátil	15
	Software	Concursaron con un Software de Inclusión Educativa	Noun	1	Premiación Poland	36

Stand by	Cuya permanencia en el buró de AP está en "stand by"	Adj.	1	¿Es ella la Dama de Hierro?	23
Fútbol	Con el jugador de fútbol del club	Noun	1	Perfume musical	12
Fútbol	Envía fútbol al 1414	Noun	1	Porta	3
Fútbol	Ya le picó el bichito del fútbol	Noun	2	Envía fútbol al 1414	3
Scouts	Ingresó a los scouts a los 17 años	Noun	2	Manos levantan refugios	88
Swing	Este Quiteño de 17 años se forja su futuro a punte swing	Verb	2	Un swing por un sueño	63
Offset	Dirigir la conversión del linotipo al offset	Noun	1	Transiciones Carlos Villar Borda	36

Profit	Desprende el calendario Profit mundialista	Noun	3	Organiza tu agenda mundialista con Profit	41
Marketing	Geeks Ecuador ofrece el servicio de marketing interactivo	Adj.	2	Marketing interactivo	42
Marketing	Un experto en marketing	Noun	1	La necesidad de crédito	81
Link	Habrá un link para el fanpage	Noun	1	Marketing interactivo	42
Fan	Habrá un fan en el centro comercial	Noun	1	Marketing interactivo	42
Rim	Como señaló Mike McAndrews RIM es una empresa	Noun	1	Blackberry se toma la escena	51

	Rock	Rock por el Yasuni	Noun	1	Todo el ritmo de buen rock	63
	Tapping	La técnica de liberación emocional más conocida como tapping	Noun	6	El "tapping" llega al aula	54 y 55
Hogar Agosto 2010	Top	Esta foto incluye a la nueva colección que incluye tops	Noun	1	Aunque solemos verla	12
	Top	Top ten para decorar	Adj.	1	Guia Cultural	66
	Stop	Stop caída del cabello	Verb	1	Anti- Caída Vitane	17
	Look	Con el look al que nos tiene acostumbrados	Noun	1	El maquillaje ayuda	16
	Look	Los accesorios pueden cambiar totalmente el look	Noun	1	La mujer multifasética	53

Look	Para que ayuden a acentuar el look	Noun	1	Moda Nacional	6G 3
Look	Los prendedores pueden cambiar tu look	Noun	1	La mujer multifacética	83
Stock	Hasta agotar stock	Adj.	1	Plan ideal	9
Club	Del club Barcelona de España	Noun	1	Perfume musical	12
Club	un acuerdo de tres años con el club de fútbol	Noun	1	De la moda al fútbol	18
Pads	Algodones redondos en pads	Noun	1	En cremas y cuidado de la piel	30

Pop	El Rey del pop estuvo presente	Noun	1	La empresaria	44
Light	La favorita light puro aceite	Adj.	3	La soya aunque pequeña en tamaño es grande en nutrientes	67
Trendy	Super trendy	Adj.	1	Sofisticados	58
Clutch	Las carteras clutch y los zapatos	Adj.	1	La mujer Multifacética	83
Full	Pañuelos y bufandas full color	Adj.	1	Full Color	60
Short	Puedes combinar con jean falda, short o capri	Noun	1	Estilo	65
Stark	La vestimenta tecnológica de Stark	Adj.	1	En esta edición	10
Club	Diners Club	Noun	1	Plan acumulación	14

	Miss	He representado al país en concursos, como Miss Universo	Noun	1	Más transparente	44
	Miss	Como Miss Universo	Noun	1	Para ella	43
	Post	Gisele post parto	Noun	1	Post parto	14

Author: Marjorie Andrade Velásquez

Table Two

Variable: Scholarly magazines

Magazine and Date	Anglicims	Examples	Lexical Category	Word repetition number	Heading	Page
Crite-rios Abril 2009	Drill	Chompas de dril	Noun	1	Corporacion Favorita	3
	Sweater	Sandalias de playa, sweaters, vestidos y faldas	Noun	1	Ropa y accesorios	3
	Web	Página web	Adj.	1	Ropa y accesorios	1
	Internet	Internet Corporativo	Noun	1	Conecta tu empresa a soluciones	9
	Internet	Publicidad en Internet	Noun	1	Conecta a tu empresa	9
	Internet	Y se los haga vía Internet	Noun	1	Proyecto innovador	46

Internet	Más usada de Internet	Noun	1	Lector de libros	56
Internet	Hoy el acceso a Internet es indispensable	Noun	2	Comunidades Ecuatorianas	56
Internet	Gestiones para proporcionar Internet	Noun	1	Nuevas versiones del explorador	56
Red	Medicinas que serán distribuidas en una red	Noun	1	Plan Social	17
Red	La red de centros médicos.	Noun	2	Reunión con empresarios	58
Redes	A cargo de los Municipios y las redes viales	Noun	1	Plan Social	18

Redes	También plantea la creación de redes peatonales	Noun	1	Agusto Barrera	44
Staff	Staff de proveedores calificados	Noun	1	Servicio de homologación de proveedores	35
Marketing	Finanzas, marketing, liderazgo	Noun	1	En educación	41
Club	Tu club en los más alto de Quito	Noun	1	Club de Ejecutivos	44
Rain forest	Rainforest Alliance.	Noun	1	Turismo sostenible	51
Smart Screen	Las nuevas funciones como el filtro Smart Screen y el resaltado	Adj.	1	Nuevas versiones del explorador	56
Líder	Líder mundial en inspección	Noun	1	SGS del Ecuador	36

	Club	Tu club en lo más alto de Quito	Noun	2	Club de ejecutivos	45
	Lunch	Lunch Plaza	Noun	1	Ya es mediodia	57
	Kindle	El kindle 2 es un aparato ligero.	Noun	1	Lector de libros	56
Nuestro Mundo	Best seller	Álex Rovira, coautor del best seller	Adj.	1	Viajando	44
	Light	Guayaquil "light"	Adj.	1	Guayaquil light	41
Abril 04 a Mayo 05 del 2010	Blue-Ray	La venta de equipos de grabación en 3D, discos Blue-Ray	Noun	1	3D en casa	10
	Cool	Siempre cálida y acogedora "Cool", chévere	Adj.	1	Guayaquil light	41

Ranking	Ranking anual de Empresas	Noun	1	Gestión	2
Relax	Confort, relax y alegría	Adj.	1	Guayaquil: Cristo del consuelo y la fe del pueblo Guayaquileño	17
Rafting	Actividades de aventura como rafting.	Noun	1	Loja Arquitectura, devoción y el Santuario del Cisne	19
Rafting	Allí se practican actividades de rafting y kayac	Noun	1	Una realidad latente	51
Flash	Después del último flash	Noun	1	Una realidad latente	47
House	Con house, no estamos ante una serie más	Noun	1	Un personaje más grande que la pantalla	54

House	La filosofía de Doctor House.	Noun	2	Un personaje más grande que la pantalla	53
Off	Si hubiera sido más que una voz en off	Adj.	1	Gregory House	54
Golf	El turismo del golf	Noun	5	La esencia del golf en la tierra del café	62
Nation wide	El nationwide tour	Adj.	1	Circuito de campeones	65
Surf	Campeonato de Surf	Noun	1	Apoyando al deporte en Ecuador	68
Direct	A través de Direct Tv.	Noun	1	En el mundial Sudáfrica 2010	69
Snacks	Produce y exporta snacks	Noun	1	Emprendedores	72

	Mix	La línea gourmet que ofrece originales Mix de productos	Noun	1	Emprendedores	72

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Table Three

Variable: Cultural Magazines

Magazine and date	Anglicims	Examples	Lexical Category	Word repetition number	Heading	Page
Museos del Ecuador Nuestro	Bank	American Bank	Noun	1	Piezas representativas	26
	Red	Forman parte de la Red de Museos	Noun	1	Funcionalidad	26
	Field	Del Field Museum	Noun	1	La creación	27
	Hall	Hall de ingreso al museo	Noun	1	Los Amantes de Sumpa	29
	Spot	Del satélite spot	Noun	2	Satélite Spot	182
	Wild	Cámara fotográfica wild	Adj.	1	La galería de arte	180

	Silver	Silver Star (1956) de fabrica-ción	Noun	1	Parque estático	158
	Jet	Primer avión Jet en Ecuador	Noun	1	Parque estático	158
Ecuador infinito Descubriendo **el Ecuador N.11**	Printing Industries	Premios otorga-dos por Printing Industries	Noun	1	Imprenta Mariscal	1
	River	Cuyabeno River Lodge	Noun	2	El disfrute de un viaje placentero y seguro	16
	Tour	Eco-montes Tour	Noun	2	El disfrute de un viaje placentero y seguro	16

Tour	Depen-derá el resulta-do del tour	Noun	1	El mejor siempre tiene todo más claro	66
Toures	Toures en bibicleta	Noun	1	En Ecuador, el turista responsable tiene opciones	92
Tours	Camina-tas, monta-ñismo, toures en bicicleta	Noun	1	En Ecuador, el turista responsa-ble tiene opciones	92
Tours	Cami-natas, kayak tours	Noun	1	Rainforest	93
Scouts	Grupos scouts	Adj.	1	La región progresa	43

Slow motion	La sensa-ción del slow motion	Noun	1	Sentado en el corazón de Cuenta	52
Jazz	Hasta el influjo de jazz o la música Africana	Noun	1	Parque Pedro Moncayo	58
Kayak y Surf	Depor-tes al aire libre como Kayak y Surf	Noun	1	Más información	79
Resort	Spa & Resort	Noun	1	En Ecuador el turista respon-sable tiene opciones	92

Resort	Termas de Papallacta Spa & Resort	Noun	1	En Ecuador el turista respon-sable tiene opciones	93
Smart	Con el sello de certifica-ción Smart Voyager	Noun	1	En Ecuador el turista respon-sable tiene opciones	93
Rain forest	Rainforest Alliance	Noun	1	En Ecuador el turista responsa-ble tiene opciones	92
Bay	Como en tortuga Bay	Noun	1	La bella del Archipiélago	98
Tennis	Zapatos cómodos tipo tennis	Adj.	1	Recomenda-ciones del Parque Nacional	105

	Pop	Para armar un pop firme	Noun	1	Ecuador para oír	110
	Beats	En el total encon-tramos beats firmes	Noun	1	Ecuador para oír	110
	Internet	El internet es usado	Noun	2	Guía Ecuador Infinito	112
	Net	Café nets	Noun	1	Guía Ecudor Infinito	112
	Net	Net phone	Noun	1	Guía Ecuador Infinito	112
	Email	Con servicio de email	Adj.	1	Guía Ecuador Infinito	112
	Fax	Internet y fax	Noun	1	Guía Ecuador Infinito	112

Author: Marjorie Andrade Velásquez

Table four

The Most Frequent Anglicisms (in all variables)

Anglicims	Word repetition number
Audio	1
Best seller	1
Blue ray	1
Bank	1
Bay	1
Beats	1
Club	3
Cool	2
Clutch	1
Dólares	1
Drill	1
Direct	1
Email	1
Full	1
Fax	1
Flash	1
Fan	1
Field	1
Fútbol	1
Golf	5

Hall	1
House	2
Internet	7
Jazz	1
Kindle	1
Líder	1
Link	1
Look	1
Light	1
Lunch	1
Marketing	3
Mix	1
Net	3
Nationwide	2
Offset	1
Off	1
Pop	2
Pads	1
Profit	3
Printing industries	1
Rim	1
Red	5
Relax	1

Ranking	2
Rafting	2
River	2
Resort	2
Rain forest	2
Rock	1
Software	2
Stand by	1
Scouts	2
Swing	1
Short	1
Stop	1
Slow motion	1
Silver	1
Spot	2
Surf	1
Snacks	1
Sweaters	1
Smart	1
Star	1
Staff	1
Top	2
Tapping	1

Trendy	3
Tennis	1
Wild	1
Web	2
Miss	1
TOTAL: 72 anglicims	111

Author : Marjorie Andrade Velásquez

Table Five

Comparison between variables

	Variable	F	%
Anglicims	Cultural Magazines	32	28.83
	Scholarly magazines	39	35.14
	General interest magazines	40	36.03
	Total	111	100%

Author: Marjorie Andrade Velásquez
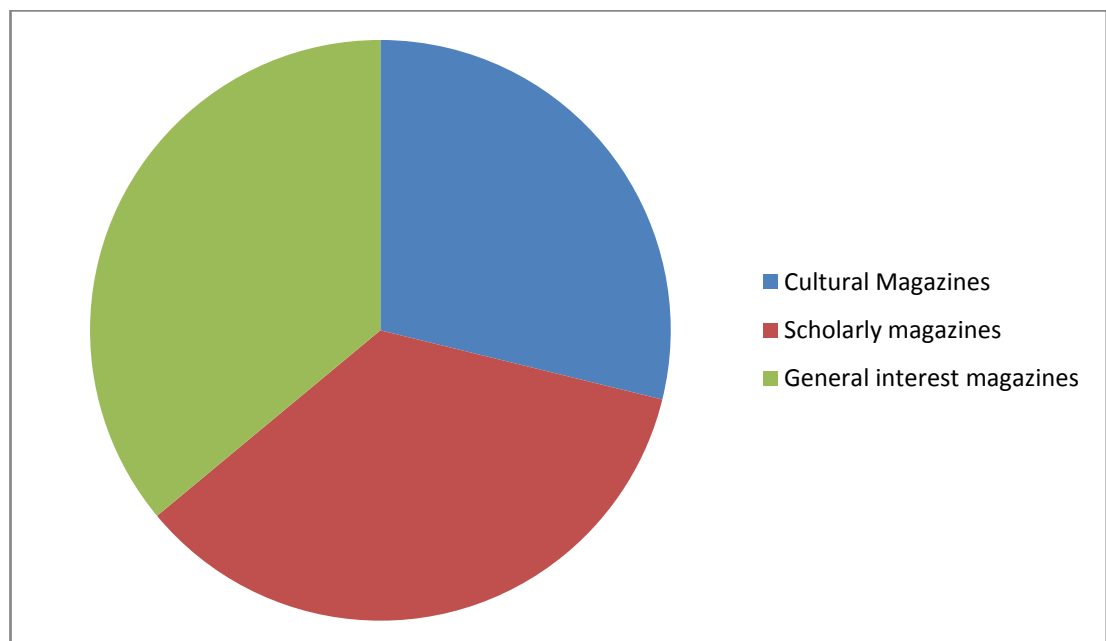
Description, Interpretation, and Analysis of Results

According to the data collected in three different variables in Ecuadorian magazines we have selected 30 words that are mostly used, we identify the etymological analysis that deals with the origin and evolution of words; the syntactic–semantic analysis that refers to the grammatical function of each word and its meaning in context; and finally, the morphological analysis that explains the changes or adjustments that a word suffered in Spanish language.

The Anglicism most frequently used among the Ecuadorian Magazines will be analyzed in this section, containing two main categories.

Web

The word *web* comes from Middle English, from Old English *wefan* to weave, its first known use was in the 12th century. As a noun this word means a fabric on a loom or in process of being removed from a loom. Related to a *web* site this word was used for the first time in 1992 according to the Merriam Webstern Dictionary. The word *web* was found in the example *"A la par, están subiendo a su sitio web"*, in this context the word *"web"* functions as an adjective in the Spanish language which refers to a "computer network"

This term is accepted by La Real Academia de la Lengua Española, in English w*eb* is used as both a noun and a verb, as a noun this word means**:** computer network and as a verb means to cover with a web or network.

The word *web* is a singular feminine noun in Spanish, and it suffers morphological changes, the plural form takes the morpheme "s", which is added at the end of the word *web* – webs and this pluralization rule is the same in English and Spanish. I think that the word *web* enriches the Spanish language because there is not an equivalent word in Spanish.

Golf

This word comes from Middle English (Scots), the word *golf* was used for the first time in the 15th century, according to Merriam Webster Dictionary (2010), as a noun this word means a game in which a player using special clubs attempts to sink a ball with as few strokes as possible into each of the 9 or 18 succesive holes on a course.

In the context *found "El turismo de golf es uno de los productos turísticos con mayor proyección y tradición"* the word *golf* is a noun which refers to a Scottish game, which is to propel with a special stick a small ball to place it in a series of open holes in a large field usually covered with grass, the player who makes the journey with least number of strokes wins.

The word *golf* has been accepted by La Real Academia de la Lengua Española RAE, and in Spanish *golf* is a singular masculine noun and this word is commonly used. It does not suffer any morphological changes. The word *golf* enriches the Spanish language because there is not an equivalent word in Spanish.

Cool

The word *Cool* comes from Middle English *col,* from Old English *ceald* cold, more at COLD this word was used before the 12th century. As a noun this word means a cool time, place, or situation, the word *cool* was used for the first time in the 15th century according to the Merriam Webster dictionary (2010).

The meaning in the context found in the magazine, *"Siempre cálida y acogedora cool",* it functions as an adjective and means in Spanish "chevere", the word *cool* is commonly used in Spanish in spite of it is not being accepted by the La Real Academia de la Lengua Española, the meaning in Spanish is "fresco" and "de moda".

The word c*ool* has been assimilated with the adjective in to the modern term since 1728 as an adjective and the meaning in English is lacking in warmth, as slang, it means to be fashionable.

Regarding Morphology the word *cool* has not suffered morphological changes in Spanish language. The word *cool* enriches the Spanish language because there is not an equivalent word in Spanish, and it does not suffer any morphological changes.

Club

The word *club* comes from Middle English *clubbe,* from Old Norse klubba. The word *club* was used for the first time in the 13th century. According to the Merriam Webster Dictionary as a noun this word means an association of persons participating in a plan by which they agree to make regular payments or purchases in order to

secure some advantage. As a verb the word *club* means: to gather into a club-shaped or mass c*lubbed* her hair.

The example found was: *"Tu club en lo más alto de Quito"*, in this context the word *club* is a noun which refers to a group of people by some common characteristic

This term is accepted by La Real Academia de la Lengua Española, as a noun meaning "a group of people that meets regularly", in English *club* is used as a noun and a verb.

The word *club* is a singular masculine noun in Spanish, the pluralization rule is to place the morpheme "s" at the end of the word for instance : *club* - clubs, or the morpheme "s" or "es", which is added at the end of the word for instance: *club* – clubes.

The word *club* does not enrich the Spanish language because we use the word "asociación" that means a group of people with common interest and a legal entity formed.

Fan

According to the Merriam Webster Dictionary (2010) *fan* comes from Middle English, from Old English *fann,* from Latin *vannus* more at WINNOW. The word *fan* was used for the first time in the 12th century. As a noun *fan* means an enthusiastic devote usually as spectator; and ardent admirer or enthusiastic.

In the magazine the example found was: *"Habrá un fan en el centro comercial"*, the word *fan* is used as a noun which refers to a person who has a strong interest in or admiration for a particular

sport, art form, or famous person. The word *fan* is commonly used in Spanish as a noun, in English *fan* is used as a noun and verb.

The term *fan* has been accepted by La Real Academia de la Lengua Española. As a noun this word means an apparatus with rotating blades that crates a current of air for cooling o ventilation and an ardent admirer or enthusiastic.

Regarding Morphology, the word *fans* are the plural form of fan. The plural and the singular form of this word are both used in the Spanish language. This word has not suffered morphological changes in Spanish. Semantically, the word *fan* in singular or *fans* in plural have the same meaning in Spanish and English languages depending on the context to be used. In this case the word *fans* means fanatic in both languages English and Spanish.

The word fan does not enrch the Spanish language because we use the words "aficionado", "hincha", "admirador" that means in Spanish a follower or enthusiastic person of someone or something.

E-mail

This word is a composite noun and a verb; electronic+mail, the word *e-mail* was used for the first time in 1982, the word *e-mail* was short for electronic. According to the the Merriam Webster Dictionary (2010) as a noun it means messages sent and received electronically through an e-mail system, and as a verb it means to send by mail electronically.

In the context found: *"Con servicio de email a precios bastantes accesibles"* the word *email* is a noun which means a system of world-wide electronic communication for transmitting messages electronically as between computers on a network.

Syntactically, it is used as a noun in both languages, and additionally as a verb in English. Semantically, the noun has the same meaning. According to its morphology the word *email* has not had any change as the noun and in Spanish the verb form is not used.

The word *e-mail* has not been accepted by La Real Academia de la Lengua Española as an anglicism, and the use of this anglicims is not justified in spite of it the fact it is a technical word. The equivalent in Spanish is "correo electrónico".

Hall

The word *hall* comes from Middle English halle, from Old English heal. The word *hall* was used for the first time before the 12th century. According to the Merriam Webstern Dictionary (2010) as a noun the meaning is the castle or house of a medieval king or noble and the chief living room in such a structure

The word *hall* was founded in the following context: *"Hall de ingreso al museo"* in this context the word *hall* is used as a noun. In this example the word *hall* refers to a usually long, narrow passage inside a building with doors that lead to rooms on the sides.

The word *hall* has been accepted by La Real Academia de la Lengua Española RAE, the meaning in Spanish is "vestíbulo, recibidor". Syntactically the word *hall* is used in both Spanish and English as a noun.

Regarding Morphology, the word *hall* has not suffered morphological changes in the Spanish language.

Fútbol

According to the definition found in the Merriam Webster Dictionary, the anglicism *fútbol* functions as a noun and means a game between two teams any of several games played between two teams on a usually rectangular field having goalposts or goals at each end and whose object is to get the ball over a goal line, into a goal, or between goalposts by running, passing, or kicking. As a noun its first known use was in the 15' century.

In the example found in the Vistazo magazine, *"ya te picó el bichito del fútbol"*, the word *fútbol* functions as a noun in the Spanish language, and the meaning is "juego entre dos equipos", the word *fútbol* is accepted by La Real Academia de la Lengua Española, and comes from the English word "football" "foot" + "ball".

The word *fútbol* is a singular masculine noun in Spanish, and it suffers some morphological changes, because the English word *football* is compound by "foot" + "ball" and in the Spanish language it has some variations. The word "foot" has the modification of the morpheme "o" by the morpheme "u" and the simplification of the

morpheme "o", and the word "ball" has the modification of the morpheme "a" by the morpheme "o" and the simplification of the morpheme "l", this word has a stress symbol in its first syllable fútbol, this word does not follow a pluralization rule in the Spanish and English languages.

The word *fútbol* enriches the Spanish Language because we do not use the word "football", it was modified from its original form.

Internet

According to the definition found in the Merriam Webster Dictionary, the anglicism *Internet* functions as a noun and means an electronic communications network that connects computer networks and organizational computer facilities around the world. The word *internet* has been used since 1985.

In the example found in the cultural magazine *"El internet es usado",* the word *internet* only functions as a noun in the Spanish language and it refers to a worldwide system of computer networks or a network of networks in which users at any one computer can, if they have permission, get information from any other computer and sometimes talk directly to users on other computers.

The word *Internet* is commonly used in Spanish as a noun and in English *Internet* is used as an adjective and always used before a noun for example, *Internet* connection or *Internet* site, the term *Internet* is recently accepted by La Real Academia de la Lengua Española RAE, and it defines it as the "world information network",

decentralized, formed by a direct connection between computers through a special communications protocol.

In Spanish it does not have a direct equivalence and therefore, if it is about a scientific advance, we must recpect the language from where this nvention was madethe meaning in Spanish is: "Red informática mundial"

The word *Internet* is a composed noun word shortened from *internetwork* inter+network.

Link

According to the Merriam Webstern Dictionary the anglicims *link* comes from middle English, of Scandinavian origin akin to Old English *hlanc* lank. The word *link* as a noun was first used in the 15 century and the meaning is a connecting structure as a single ring or division of a chain. As a transitive verb its first known use was in the 15' century too, and the meaning is to couple or connect by or as if by a *link.* As an intransitive verb to become connected by or as if by a link often used with *up,* the band *linked* up with a new record label.

 *A*ccording to the example in the context found in the magazine *"habrá un link"* the word *link* is a noun, in spite of it not being accepted by La Real Academia de la Lengua Española, this word is used in Spanish as a verb and as a noun, and the meaning in Spanish is "unir, conectar, enlazar¨. In computing, *link* is a reference to a document that the reader can directly follow, or that is followed automatically. In English *link* is used as a noun and the meaning is

a relationship or connection between people or things, and as a verb the meaning is to make, form, or suggest a *link* with or between.

Miss

This anglicims is commonly used in Spanish in everyday life, according to the Merriam Webstern Dictionary (2010) the word *miss* comes from Middle English, from Old English *missan,* as a noun the word *miss* is used in 1667 short for *mistress* and the meaning is a title prefixed to the name of an unmarried woman or girl. The word *miss* is used before the name of a place or of a line of activity or before some epithet to form a title for a usually young unmarried female who is representative of the thing indicated. As a transitive verb it means to fail to hit, reach, or contact for instance *miss* the target and as an intransitive verb it means to fail to get, reach, or do something and was used for the first time before 12th century.

The word *miss* is accepted by La Real Academia de la Lengua española RAE, and in the example found *"ganadora de un concurso de belleza Miss Universo"* the word *miss* is a noun

The word *miss* is a singular feminine noun in Spanish, and it suffers some morphological changes. The morpheme "es" is added at the end of the word *miss* – misses, in English *miss* does not follow a pluralization rule, and this word *Miss* enriches the Spanish language, there is no an equivalent word in Spanish.

Pop

According to the Merriam Webstern Dictionary of Spanish language the anglicims *pop comes from* Middle English *poppen,* of imitative origin. As a transitive verb the meaning is to strike or knock sharply as an intransitive verb means to go, come, or appear suddenly often used with *up* images *popping* up on the screen The anglicism *pop* is first known to have been used in the 15th century.

In the Hogar magazine the word *pop* was found *"Para armar un pop firme que se mete de lleno"*, the grammatical function is a verb, and means to make an explosive sound

The term *pop* is a singular masculine or feminine adjective in Spanish and it does not suffer any morphological changes, the word *pop* is accepted by La Real Academia de la Lengua Española RAE and comes from the English word *pop* and it was shortened from the word *popular in 1862,* the meaning in Spanish is a type of light music and popular musical styles and it also said an artistic movement of American origin who is inspired by the more immediate aspects of the consumer society.

There is no equivalence of this word in Spanish, and the word *pop* means a commercial popular music which is coomonly used in Spanish.

Short

According to the Merriam Webstern Dictionary the word *short* is a noun and means knee-length or less than knee-length trousers

usually used in plural, the first known use of *short* was in 1586, *short* comes from Old English to Middle English, akin to Old high German *scurz* short, Old Norse *skortr* lack, the first known use was before the 12th century, as an adjective *short* means having little length or not tall or high.

In the variable Hogar magazine in the example *"puedes combinar con jeans, falta short o capris"* the word *short* is a noun, and in Spanish means a mini skirt and inside of it a short, in English the word *short* is used as an adjective before the noun.

The word *short* is accepted by La real Academia de la Lengua Española RAE and in Spanish the word *short* is used as a noun the meaning is "pantalón muy corto", the word *short* is use as chores in the Spanish Language.

The plural form takes the morpheme "s" which is added at the end of the word "*short-* shorts"

Audio

The term *audio* is defined by the Merriam Webster Dictionary as a noun and means an *audio* signal and a broad sound of the section of television or motion-picture equipment that deals with sound"; "the transmission, reception, or reproduction of sound", and as an adjective "of or relating to sound or its production and especially high-fidelity reproduction". In the variable Vistazo the example is *"para que se dirigiera las ceremonia con sus funciones de audio"*. The word *audio* only functions as a noun in the Spanish

language and it refers to "related technical playback, recording and transmission of sound", in English, the term *audio* functions as both a noun and an adjective.

This anglicism suffers morphological changes. *Audio* follows the pluralization rule by adding the morpheme «s» at the end of the word "*audio* — audios". In English language, the same pluralization rule is followed by the term *audio.* The word *audio* does not have any Spanish equivalent word. La Real Academia de la Lengua Española RAE accepts the term *audio* as a part of its lexicon. The anglicism audio comes from the English word audio early 20 century.

Marketing

According to the Merriam Webster Dictionary the word *marketing* is a noun, its first known use was in 1561, the meaning is the act or process of selling or purchasing in a market and the process or technique of promoting, selling, and distributing a product or service.

In the example, "finanzas, *marketing,* liderazgo" which is found in the Scholarly magazine "Criterios" April 2009, the word *marketing* only functions as a noun in the Spanish language and it refers to the process or technique of promoting, selling, and distributing a product or service.

The word *marketing* has been accepted by La Real Academia de la Lengua Española RAE as an anglicism and the meaning as a noun in Spanish is "mercadotecnia"

The word *marketing* is a singular masculine noun in Spanish, and it does not suffer any morphological changes, this word does not enrich the Spanish language because we have the word "mercadeo" that means to make a deal or trade in goods. Therefore, this word can be used instead of *marketing.*

Surf

According to the syntactic analysis the word *surf* is a noncount noun and in the Merriam Webstern Dictionary (2010) means the swell of the sea that breaks upon the shore and the foam, splash and sound of breaking waves, as an intransitive verb means to ride the surf on a surfboard and to scan a wide range of offerings for something of interest.

The example found in the Scholarly magazine Nuestro Mundo was: "Campeonato de *surf"*, in this context the word *surf* is a verb and means large waves that fall on the shore and the white foam and sound that they produce.

In La Real Academia de la Lengua Española RAE the word *surf* is accepted as an anglicim and comes from the English word *surf* and in Spanish it means "Deporte acuático" or dance characteristic of the 1960's, the first known use was in 1685.

Spanish has imported the word *surf* as the general word for "surfing." To make the verb form, use *hacer surf*, literally "to do surfing". The word *surf* is not as familiar in Spanish as to use surfear

or sorfear for instance: A Bob le gusta surfear (or sorfear) or A Bob le gusta hacer *surf* , this would be correct in Spanish.

There is not an equivalence of the Spanish word but nevertheless, uses the Anglicism. This word has not replaced any words in Spanish.

Off

According to the Merriam Webster dictionary this word comes from old English to Middle English, the first known use was before the 12th century. As an adverb the meaning of *off*, is from a place or position specifically away from land and at a distance in space or time. As an adjective the first known use was in 1666 and the meaning is more removed or distant. As a preposition the meaning is used as a function word to indicate physical separation or distance from a position of rest, attachment, or union.

In the variable scholarly magazine the following example is found *"Si hubiera sido más que una voz en off"* the word *off* is an adverb and in Spanish it means "hablar en *off*" at a distance in time

or space and *off* is used to describe something that moves or is moved so that it is no longer on something or attached to something.

The word *off* has been accepted by La Real Academia de la Lengua Española RAE as an anglicims, and there is not an equivalence of the word *off* in Spanish.

Snack

The functions of this word is as a noun and as a verb too, according to the Merriam Western Dictionary, its first known use was in 1757, and comes from Middle English *snak* bite, from *snaken* to *bite,* perhaps from Middle Dutch snacken to snap at more at *SNATCH..* As a noun it means a light meal or food eaten between regular meals. As a verb it means to eat a small amount of food between meals.

According to the example found *"Produce y exporta snacks",* the word *snack* is a noun, and the meaning in Spanish is "refrigerio". As a verb the meaning of *snacks* in Spanish is "comer algo ligero", in English the meaning is a small portion of food, as contrasted with a regular meal, traditionally snacks were prepared from ingredients commonly available in the home, with the spread of convenience stores, packaged *snack* foods are now a significant business. *Snack* foods are typically designed to be portable, quick and satisfying.

The word *snack* has not been accepted by La Real Academia de la Lengua Española RAE. The plural form takes the morpheme "s" which is added at the end of the word snack+s= *snacks,* there is not an equivalence of this word in Spanish, but nevertheless uses this anglicims, this word has not replaced any words in Spanish.

Show

This word is a verb and noun word and according to the Merriam-Western Dictionary the anglicims *show* comes from Middle

English *shewen, showen,* from Old English *sceawian* to *look, look at, see*; akin to Old High German *Scouwon* to *look, look at* and probably to Latin cabere to be on one´s guard, the first known use is in the 12th century. The noun meaning "act of exhibiting to view" is from around the year 1300. As a transitive verb *show* means to cause or permit to be seen and as an intransitive verb it means to cause or permit to be seen, exhibit for instance showed pictures of the baby

In the following context: *"hacer shows sobre todo en Ecuador"*, the word *shows* appears as a noun and in Spanish means "montar/dar una presentación".

The word *show* is accepted by La Real Academia de la Lengua Española RAE and is defined as a variety of entertainment, event or action of things carried out for reasons of display, the word *show* has several equivalences in Spanish including "exhibir, mostrar, exponer", and accordingly its use is not justified, but people prefer to use a foreign word instead because it sounds better for instance: Presentará un *show* esta noche en el Coliseo Tsáchila., instead Habrá una función en el Coliseo Tsáchila.

Software

According to the syntactic analysis the word *software* is a noun and an adjective, and in the Merriam Western Dictionary its first known use was in 1958, the meaning as a noncount noun and is the programs that run on a computer and perform certain functions.

However, used before another noun for instance, the *software* industry or *software* programs, it is an adjective.

In the context *"Concursaron con un Software de Inclusion Educativa"* the word *software* is a noun, this word is accepted by La Real Academia de la Lengua Española RAE and the meaning in Spanish is "paquete, soporte" in English the word *software* is used as a noun too and the meaning is a set of programs, instructions and rules computer to perform certain tasks on a computer,

The term *software* is accepted by the Royal Academy Dictionary of Spanish as an anglicims and the meaning is a set of programs, instructions and rules computer to perform certain tasks on a computer.

The word *software* is a compound noun (adjective + noun) from soft+ware= *software,* there is not equivalence of this word in Spanish but nevertheless uses this anglicims, this word has not replaced any words in Spanish.

Look

The word *look* comes from Old English *lōcian;* akin to Old Saxon *lōcōn* to *look,* in the Merriam Webstern Dictionary the meaning as a noun is the act of looking, physical appearance and as a transitive verb is to make sure of take care that something is done, it first Known use is before the 12th century.

In the example found in the variable scholarly magazine Hogar Agosto 2010 the word *look* appears "Con el *look* al que nos tiene

acostumbrado", in this context the word *look* is a noun and in Spanish means "mirada" in English the word *look* is used as a noun and verb.

This term *look* is accepted by La Real Academia de la Lengua Española RAE, the meaning in English is an image or appearance of persons or things, especially if it serves a purpose of distinction.

The word *look* is a singular masculine noun in Spanish, and it suffers morphological changes. The plural is formed by adding the morpheme "s" at the ened: (look + s =looks), this pluralization rule is followed in the English language.

Rock

According to the Merriam Webster Dictionary (2010) this word comes from Middle English *rokken*, from Old English *roccian*, the word *rock* was used for the first time in the 12th century, the meaning as a noun is a rocking movement and a popular music usually played on electronically amplified instruments and characterized by a persistent heavily accented beat, repetition of simple phrases, and often country, folk, and blues elements. As a verb it means to move back and forth in or as if in a cradle and to sing, dance to, or play rock music, as a *slang* it means to be extremely enjoyable, pleasing, or effective for instance "her new car *rocks*".

In the variable scholarly magazine in Vistazo *"Todo al ritmo de buen rock"* the word *rock* is a noun which refers to a stye of music.

The word *rock* is a singular feminine and masculine noun and it is used in both Spanish and in English in context related to music.

The word *rock* has been accepted by La Real Academia de la Lengua Española RAE as a noun it means in Spanish "Género musical, estilo musical" and this word has not suffered mohphological changes in the Spanish language.

Top

According to the Merriam Webstern Dictionary, Middle English from Old English; akin to Old high German, as a noun it means the highest point, level or part of something and the head or *top* of the head used especially in the phrase ¨*top to toe¨. As an* adjective it means of or relating to or being at the *top.* As a verb it means to remove or cut the *top* of *especially* to shorten or remove the *top* of a plant. The first known use was before the 12th century.

In the example found *"Esta foto incluye a la nueva colección que incluye tops"* the word appears as a noun and means in Spanish "blusa ajustada para damas", this word is commonly used in Spanish when you talk about a blouse for women, and there is not an equivalence of the word *top.*

The word *top* has been accepted by La Real Academia de la Lengua Española as an anglicims and comes from the English word *stop which means* parar deterner and from the English word *top* that means as Female cloth, usually set, which covers the chest and get as much to the waist.

The plural forms take the morpheme "s" which is added at the end of the word *top*, for instance top+s= Tops.

Flash

According to the syntactic analysis the word *flash* is a noun, but it is used as an adjective and a verb too, in the Merriam Webster Dictionary *flash comes from* Middle English *flaschen,* of imitative origin. The first Known Use is in the 13th century. As a noun it means a sudden burst of light and as a verb it means to appear suddenly as as adjective means of, relating to, or characteristic of flashy people or things for instance *flash* behavior.

The words *flash* has been accepted by La Real Academia de la Lengua Española as an anglicims and the meaning is a divide by a *flash* of light given out to do a snapshot, or a *flash* produced by this device, in Spanish is commonly used the word *flash* and the meaning is: "destello de luz".

In the context "Después del último *flash*" the word appears as a noun and means a movement of a flag in signaling. The plural form of the word *flash* take the morphemes "es" ad the end *flash*+es= *flashes.*

Ranking

This word is accepted by La Real Academia de la Lengua Española and the meaning is: ranking from highest to lowest, useful to establish assessment criteria, in the following context found in the variable scholarly magazine the example is : *"Ranking anual de Empresas"* the word *ranking* is a masculine noun, in Spanish this

word is commonly used and the meaning is "alta ó alto- escalafón" in English the meaning is high, involve, top or a position on a scale in relation to others in a sport.

According to the Merriam Webster Dictionary its first known usage was in 1847, and as an adjective it is always used before a noun and means having a high position, the work *ranking* comes from the verb rank that means "to give someone or something a *rank* or place within a grading system" + the word *ing* =*ranking* that means having a specified position in a scale of achievement or status.

Stop

The word *Stop* comes from Middle English *stoppen,* from Old English *stoppian,* from Vulgar Latin **stuppare* to stop with tow, from Latin *stuppa* tow, from Greek *styppē,* the first known use is in the 13th century in the Merriam Webstern Dictionary the word *stop* means as a verb : to close by filling or obstructing to hinder or prevent the passage. And as a noun it means a pause or breaking off in speech and as an adjective *stop* means serving to stop designed to stop and the first known use is in 1594.

According to the variable scholarly magazine the word *stop* appeared in the example: *"Stop caida del cabello"* and in this context the word *stop* functions as a verb, this word is recently accepted by La Real Academia de la Lengua Española, the meaning in Spanish is "parar or detenerse", "PARE" or "ALTO" , and this word is used on *stop* signs in Spanish speaking countries once colonized by Spain,

stop is used in the mother country of Spain "the result of European Union rules specifying English as the language of road signs in order to standardize road travel across EU countries."

Lunch

The word *lunch* functions as a noun and verb and comes from Old English, modern sense of "mid-day repast" its first known use was in 1829, according to the Merriam Webster Dictionary the definition of *lunch* as a noun is "a usually light meal" especially one taken in the middle of the day and the food prepared for a *lunch,* its origin: probably short for *luncheon,* its first known use was in 1812.

The word lunch has been accepted by La Real Academia de la Lengua Española as an anglicism and it defines it as a light meal that is served at midday. It does not give an equivalent but in Spanish the meal served at the time is known as "almorzar".

The word *lunch* is used as a verb and a noun in both languages, semantically they have the same context and morphologically speaking, in Spanish it has changed since the "u" has seen swapped with the "o" and the "e" is added, remaining in Spanish as lonche.

In the example found in the Criterios magazine: *"lunch plaza"* lunch is a noun. In English-speaking countries during the eighteenth century, *lunch* was originally called "dinner"— a word still sometimes used to mean a noontime meal.

Relax

According to the syntactic analysis the anglicims *relax* is a verb, the Merriam Western Dictionary says that the word *relax* comes from Middle English from Latin relaxare, its first known use is in the 15th century and the meaning as a verb is to make something less compact or dense.

In the example found in the variable Scholarly magazine Nuestro Mundo *"Confort, relax y alegría"* the word relax is a verb, and means in Spanish "un momento de relajarse ó relajar" you can use the words "descansar","desestresarse", "distensionarse",, that depends   on   the   context, we can use this word too when we are talking about sporting activities. For example, in the sentense "you need to *relax* your muscles" and in Spnaish means ="tu necesitas relajar ó distensionar tus mùsculos".

The word *relax* has been accepted by La Real Academia de la Lengua española RAE, and the meaning is Physical or mental relaxation exercises produced by adequate or convenience, welfare or any other cause, the word *relax* is commonly used in Spanish, and there is not an equivalence of this word in Spanish.

Stock

This word comes from Middle English *stok,* from Old English *stocc;* akin to Old High German *stoc* stick, the first Known Use is before the 12th century, as a noun the meaning is the supply of

goods available for sale in a store, as a verb the meaning is: to procure or keep a *stock* of, for instance "our store *stocks* that brand", as an adjective the first known use was in 1625 and means: of or relating to a *stock* company or employed in handling, checking, or taking care of the *stock* of merchandise on hand.

The word *stock* is accepted by La Real Academia de la Lengua Española and the meaning in Spanish is: "Cantidad de mercancías que se tienen en depósito".

In the example found in the Hogar magazine: "*hasta agotar stock*", the word *stock* is an adjective of a product or type of product usually kept in *stock* and thus regularly available for sale, in the commercial and financial language there is a frequent use of the anglicims *stock.*

The word *stock* has not replaced a word in Spanish, and enriches the Spanish language because there is not an equivalent word in Spanish.

Star

According to the semantic analysis the word *star* functions as a noun, verb and adjective, according to the Merriam Webstern Dictionary (2010), and the meaning as a noun is: a natural luminous body visible in the sky especially at night, and as a verb the meaning is to perform outstandingly, and as an adjective it means of outstanding excellence. The word *star* comes from Middle English *sterre,* from Old English *steorra;* akin to Old High German *sterno* star,

Latin *stella,* Greek *astēr, astron,* the first know use of the word *star* was before 12th century.

In the context *"The Star Robbie Williams"*, the word *Star* is an adjective, and means in Spanish "estrella", The word *Star* has not been accepted by La Real Academia de la Lengua Española RAE but is commonly used in Spanish as a noun.

Anglicism is a natural process by which no means will the Spanish language disappear or deteriorate. The truth is that today there are as many Anglicisms and Italian. These terms yesterday assimilated foreign language, and today we don´t even notice that they come from other languages. I'm sure the same thing happens with Anglicisms. In Spanish today nothing is happening that has not happened in other historical moments, the new words come from the need to identify objects or concepts, and if they are imported tend to bring their own names, in spite of the language that already has received similar words.

COMPARATIVE ANALYSIS

In this section it's important to make a comparative analysis of anglicims used in the Ecuadorian magazines to have a clear idea about the linguistic phenomenon.

First, I am going to analyze the usage of anglicims in the magazines. The variables proposed for this research were: Cultural, Scholarly and General Interest magazines, the activities developed with these magazines were to read the magazines, identify and underline anglicisms found, and then tabulated. Finally, we concluded analyzing which anglicism are the most and least used in the Ecuadorian magazines.

There are many anglicism for example, valet parking, feeling "los sentimientos", camping to camp, comfort to convenience, fast food, to "comida rápida", business to negocios, comics to cartoons, parties to fiestas, aerobics to exercise, cash or cash-room suite, tickets to tickets, hobbies, hobby, jogging, walk, coffee break to rest.

According to the quantitative analysis, the majority of anglicims found in all the variables were the following: Internet, web, golf, marketing, net, profit, red, resort, líder, cool, resort. This increase is particularly due to the growing frequency of usage of IT-anglicisms for instance: E-Mail, Internet, Cyberspace, Homepage, Software, Web, Online, and the pseudo anglicism Handy 'cell phone'.

The possible causes are motivated by sociolinguistic factors related to the history of the speakers of the language, such as contacts with people of other languages, demographic and cultural influences, and the massive presence of bilingualism in human group, or the massive presence of borrowing from one language to another for reasons of technological influence, religious or cultural has been assumed that language change could cause.

Before the advent of Anglicisms in our common language, there is a deep sense of concern, or rather irritation, or even indignation by many Spanish people. Indeed, the income stream to our language of countless English words at first sight seems to represent a real threat to the purity proud of the Spanish Culture and Language. Just look at the names of multiple establishments Mac Donald, Homemart, Block Buster, Burger King, Vanity Fair, Dorian Gray, Calvin Klein, advertisements like, a Professional Hair Spray All Weather; Cover Fresh Moisture Response, 50% more free and even personal names Irving Sanchez, Christopher Perez, Bryan Dominguez.

It is no secret that much English vocabulary is sneaking into the Spanish language and English words can be found as part of the everyday language.

Thus, the percentage of the use of anglicism in General interest magazines is (36.03%). It is higher than in Scholarly magazines (35.14%). In the variable Cultural magazines the percentage reaches 28.83%.

Advertising is one of the fields where there are more linguistic intrusions, because the publicity involved from psychology to the fine arts or marketing.

The use of terms or phrases without translation reflects the need to identify new objects or concepts, which have not been assigned a term "Right" in Spanish, which the magazines choose to use the name in English. Many of these cases come from the fields of computer or technology, as "Chat", "web", "quad, jet sky," or "sand blaster", which they could find a Spanish name, but probably would be longer and not so accurate.

Many of the anglicims crop up in areas of technology, computer science, economics, administration, industry, trade, international relations, field of politics, sports world, and entertainment, as might be expected, in some Spanish –language announcement. It sounded a bit strange to hear the term CD player, pronounced as in English, during the Spanish - language announcement. In fact all employ a large number of English words.

As long as the US. Culture continues to play the roles it does today in Latin America and even Spain, we can expect even more anglicims to become part of the language.

Conclusions

✓ This research demonstrates that in Ecuador the phenomenon of anglicisms in magazines is accepted. We can find them as a common habit that writers use nowaday with the introduction of technology, sports, and information in general.

✓ In our country we have accepted the influence of the United States of America, and we are using many terms that are part of our daily life, the globalization and the process by which regional cultures have become integrated through a global network of political ideas through communication and trade, through economic and political imperatives that tend to eliminate minority languages.

✓ The linguistic analysis shows that the majority of anglicisms used in the Ecuadorian magazines are accepted by the Royal Academy Dictionary of Spanish language.

✓ This study shows that in Ecuador, the Scholarly magazines and the General interest ones show that anglicims in the adoption of English words is 71.17% more common in the spheres of business and information technology, although it is usually frowned upon by purist. Whereas, Cultural magazines show us the lowest use of the anglicims.

✓ This investigation reflects that the use of anglicims in magazines is high. We must remember that the media is read and heard by thousands of people and it has has a strong

impact upon society, and reach a wide audience with and influencial of the anglicims.

✓ With my investigation in this country, I could appreciate that some Ecuadorians believe that anglicims affect the purity of our Spanish language. Some anglicims thus, deteroriate the Spanish language because our language is rich and has a lot of terms that can be used without borrowing words from the English language.

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Annexes

Tabulation Charts

1   QUALITATIVE TABULATION

Variable: General interest magazines

Magazine and Date	Anglicims	Examples	Lexical Category	Word repetition number	Heading	Page
Vistazo May.10						
Hogar AGOSTO 2010						

Author: Marjorie Andrade Velásquez

Table Two

Variable: Scholarly magazines

Magazine And Date	Anglicims	Examples	Lexical Category	Word repetition number	Heading	Page
Nuestro Mundo Abril 4 a Mayo 5 2010						
Criterios Año 13 Abril 2009						

Author: Marjorie Andrade Velásquez

Table Three

Variable: Cultural magazines

Magazine And Date	Anglicims	Examples	Lexical Category	Word repetition number	Heading	Page
Los Museos Del Ecuador						
Ecuador Infinito N.11						

Author: Marjorie Andrade Velásquez

THEME	Pg. No.	INFORMATION	Form N. 1
Linguistics			
Title(book,journal,magazine): Citation, in APA format:			
Linguistic			
Title(book,journal,magazine): Citation, in APA format:			
Relevance to your proposed topic?			

PREVIOUS STUDIES

ITEM	INFORMATION FORM N.
Research questions or hypothesis:	
Subjects or place:	
Methods:	
Results:	
Author's/Authors' Conclusions & Recommendations:	
Limitations identified by the author(s)	
Relevance to your proposed Topic?	

Table four

The Most Frequent Anglicisms (in all variables)

Anglicims	Word repetition number
TOTAL: 82 anglicims	117

Author : Marjorie Andrade Velásquez

Table Five

Comparison between variables

	Variable	F	%
Anglicims	Cultural Magazines		
	Scholarly magazines		
	General interest magazines		
	Total		

Author: Marjorie Andrade Velásquez