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**A DESCRIPTIVE ANALYSIS OF ANGLICISM USED IN
ECUADORIAN MAGAZINES**

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Certification

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 of Loja.

Loja, January 2011

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Abstract

The purpose of this research is to provide a descriptive analysis of anglicisms among Ecuadorian magazines which aims at developing a linguistic analysis of the phenomena of anglicisms. This study was conducted in Santo Domingo Ecuador using six magazines that were divided into three categories: Scholarly, General Interest, and Cultural. The two scholarly magazines were “Popular Mechanics” and “American Economía”. The magazines chosen for the general interest variable were “Vanidades” and “Maxi Belleza”. Two magazines for the culturally magazine were found in the Pinchincha province in the city of Quito and are the following: “La Casa de la Cultura Ecuatoriano Benjamin Carrion N. 69 and N. 70”.

The qualitative and quantitative methods were applied detailing the anglicisms from the research and the frequency in which they occurred. Anglicisms appeared in all three variables but not at alarming rates. There appears to be an increase in Anglicism usage in realms such as technology and economics due to the major advances being made every day to improve the communication at global levels. The anglicisms located in these three variables were not excessive, nor did they seem to damage the original Spanish language in any way, but whose sole purpose is to enrich the magazine industry in Ecuador and the Spanish lexical.

Introduction

A descriptive analysis of the use of anglicisms in Ecuadorian magazines was investigated to provide insight into the phenomenon of the English language and its influence in Ecuador. The purpose of the research was to carry out an analytical, descriptive, and linguistic study focusing on the lexical terms in regards to the anglicisms used in the Ecuadorian magazines.

The research was carried out by selecting six magazines available to the general public. These magazines were divided into three categories: General interest, Scholarly, and Culture. The three variables were chosen to give a perspective from different areas of interest to verify if anglicisms were more predominant in one than the others. The variables were magazines printed from April 2010 to July 2010 and took place in Santo Domingo Ecuador utilizing the quantitative and qualitative methods to accomplish this research.

Other authors have also investigated themes such as the current one to explain the use of anglicisms in other languages, magazines industries, print media, or Spanish language too. One specific author, Corr (2003), notes that there has been an increase in anglicisms being used in the technical fields in the German language. Plummer (2000) found that in his study done in the German publication *Der Spiegel* the majority of the words were nouns and pertained to areas of politics, information, and computer

technology. Onysko (2007) states that Anglicism are increasing over time and will continue to do so as technological advances are made in computers and science. Most of the terms found pertained to these areas of interest.

This study will benefit the staff at the Universidad Técnica Particular de Loja as well as future investigators whose interest may be in the realm of anglicisms in the Spanish language or in the magazine industry. The investigation of anglicisms may be of benefit for the university to equip the staff with knowledge and understanding of the anglicisms being used within the country mainly in Ecuador's magazines. It may also be of interest to those students in the at-a-distance study program who are required to complete a research investigation in order to fulfill the graduation requirements. It will provide the investigating students knowledge on format and requirements for completing their thesis as well as knowledge of anglicisms in the magazines in their country.

It was at times difficult to find magazines that were at a national level that the general public had access to. In the city where this research took place the culture magazines could not be found due to the fact that this has recently become a new province in Ecuador and the Casa Cultura of Santo Domingo did not have any available at that time. In order to acquire two magazines from the culture variable two had to be located from a different province.

The anglicisms were analyzed to identify the semantic, syntactic, and lexical aspects of each one. Morphological changes were also noted if the word suffered changes when borrowed into the Spanish language. Once identified, they were placed in tables to show which words appeared more frequently and from which variable they were found. After documentation it was apparent to see which variables contained the majority of the anglicisms and which variable demonstrated the least amount.

Methodology

The investigative process was carried out in the city of Santo Domingo Ecuador with the purpose of analyzing the use of anglicisms in Ecuadorian magazines. Six magazines were chosen then categorized according their contents. They were divided into the following three variables: General Interest, Scholarly, and Cultural. All of the magazines were published in the year 2010 and are available to the general public in Ecuador.

In order to achieve the results and aid in the process of the investigation the qualitative and quantitative methods were applied. By using these two methods the research was able to be carried out in a more precise manner by means of information that was gathered using techniques such as note taking, lectures, and skimming and scanning, and reading. The information was placed into tables and on index cards to facilitate the process and organize the results.

The first steps taken in order to accomplish the investigation, was to collect data from previous authors in regards to anglicisms in print media focusing on the specifics of magazines and the Spanish language. Once the data was collected from other magazines, journals, books, and sources via the internet and documented then the theoretical background was written to provide support for the research.

Using these examples the six magazines from the investigation were scanned and all anglicisms encountered were placed into tables according to their variable. They were analyzed and documented noting the lexical category of each word, an example sentence taken from the variable using the Anglicism, and how many times the word appeared in the variable.

From the total number of anglicisms found in the variables, thirty were chosen for a linguistic analysis that included semantics, syntax, and if any morphological changes took place when the word was borrowed in the Spanish language. The anglicisms were then compared among the three variables to see which variable contained the most and was justified as to why this variable held the most anglicisms. The anglicisms from all three variables were located and placed in a table demonstrating their frequency as well.

DISCUSSION

Literature Review

Anglicisms are reaching into the world and being poured into languages by means of radio, media print, and speech. The focus of this research will be in the media print, focusing on its penetration in magazines. The research will be detailing Anglicisms in Ecuadorian Magazines.

There appears to be a growing number of Anglicisms in the Spanish language system and it seems to be catching on, inundating language with new terms, expressions, and phrases that aren't necessarily needed (Zurita,2005). These Anglicisms are being accepted by the population and are seen spreading into categories such as morphology, semantics, linguistics, and phonology (Tocaimaza-Hatch, 2003).

To have a better understanding of Anglicisms in Ecuadorian Magazines this paper will elaborate more on the following subtopics.

- Linguistics
- Linguistic branches - phonology, morphology, semantics, and syntax.
- Lexical Categories of Syntax
- Contact languages
- Language Vice

- Anglicism
- Barbarisms
- Borrowing and loans
- Magazines
- Previous studies done on Anglicism

Linguistics

In this subtopic, the definition of linguistics is addressed. In order to understand Anglicisms in Ecuadorian magazines we must first look at the linguistic position of the term to gain insight into how linguistics plays a key role in the use of Anglicisms.

According to the Funk and Wagnall Standard Dictionary (1993) linguistics is the scientific study of the language itself. A popular website called Wikipedia (n.d.) backs this definition by stating linguistics to be the scientific study of natural language.

The Merriam Webster online dictionary (n.d.) expresses: “Linguistics is the study of human speech including the units, nature, structure, and modification of language.”

Branches of linguistics

In this subtopic the following branches of linguistics is viewed which will include the following: pragmatics, phonology, morphology, semantics, and syntax.

Pragmatics

Pragmatics is defined by the online website Wikipedia (n.d.) as a subtopic of linguistics that studies the different ways content contributes to meaning. Pragmatics involves three major communication skills. These three skills are: using and changing the language, and following the rules.

In the book *Pragmatics* Levinson (2003) attributes the term “pragmatics” to Charles Morris. This philosopher was concerned to outline the general shape of the science of signs. From this he was able to distinguish three areas of inquiry: semantics, syntactic, and pragmatics. Morris (1938) states the branch pragmatics as the relation of signs to interpreters. Later on in the book, Levinson (2003) states that pragmatics deals with the study of languages both natural and artificial.

Phonology

Phonology can be described as the study of the sound system of the English language (American Heritage Dictionary 2000).

In the textbook *English Phonology* by Espinoza (2005, p.16) we find phonology to be described as “a branch of linguistics that studies the speech sounds according to their production, distribution, composition, and function in language.”

Semantics

The Columbia Encyclopedia (n.d) states: “The empirical study of word meanings and sentence meanings in existing languages is a branch of linguistics; the abstract study of meaning in relation to language or symbolic logic systems is a branch of philosophy. Both are called semantics.” Here we are given a broader definition of semantics.

Moreover, “Semantics is the study of meaning. It is concerned with describing how we represent the meaning of a word in our mind and how we use this representation in constructing sentences” (geocities 2010).

Morphology

The definition of this term can be found at Britannica (n.d.) which states morphology “includes the grammatical processes of inflection, marking categories like person, tense, and case (e.g., the -s in jumps marks the third-person singular in the present tense), and derivation, the formation of new words from existing words (e.g., acceptable from accept).”

Yet another definition that will aid in the understanding of this term is stated by Crystal (1992) that defines morphology as a branch of grammar which studies the structure of words and contrasts with

syntax which studies the way in which words are formed into sentences.

Syntax

To better understand syntax a general definition of this term is presented then a more in-depth definition of the lexical categories involved with syntax will be laid out.

Syntax is defined by Answers website (n.d.) as “The study of the rules whereby words or other elements of sentence structure are combined to form grammatical sentences.”

Another definition for syntax is found in the textbook *Syntax* by Burneo (2008, p.17). In this textbook syntax is defined as “dealing with the structure and function of grammar. It is also how words are placed in the sentences in order to acquire a good command of it.”

With these definitions in mind, a closer look is taken at the lexical categories that syntax is comprised of. The following categories are constituted by syntax: Nouns, adjectives, adverbs, prepositions, verbs, pronouns, conjunctions, and interjections. These terms are defined below.

In Funk and Wagnall’s Standard Dictionary (1993 p. 528) a noun is defined as “a word used as the name of a thing, quality, or action. In Funk and Wagnall’s Standard Dictionary (1993 p.629) a pronoun is “a word that may be used instead of a noun.”

At the Cambridge Advanced Learners Dictionary (n.d.) website, the definition of an adjective is stated to be a word whose main syntactic role is to modify a noun or pronoun, giving more information about the noun or pronoun's referent.

Funk and Wagnall's Standard Dictionary (1993 p. 903) the definition of a verb can be described as "the part of speech that expressed existence, action, or occurrence. In the same source, (1993 p.11) an adverb is "being any class of words used to modify the meaning of a verb, adjective, or other adverb.

Funk and Wagnall's Standard Dictionary (1993 p.618) also gives a definition of a preposition as," in some languages, a word that combines with a noun to form an adjective or adverbial modifier."

The definition used to define the word conjunction was found in the Funk and Wagnall Standard Dictionary (1993 p.151). It says, "A word used to connect words, phrases, clauses, or sentences.

This definition of an interjection was found at the answers (n.d.) website which gives this definition: The part of speech that usually expresses emotion and is capable of standing alone.

Language Vice

A language vice according to the Collins English Dictionary (2003) states this term as being a word used in place of another or as a substitute for another word in any language.

In addition, another definition can be found in the American Heritage Dictionary of the English Language (2000). The definition found here is similar to the one found in the Collins English Dictionary. The American Heritage states a language vice as: “In place of or replacing. In language it regards the replacing of one or more words with another one.”

Contact Languages

The first definition of a contact language is found at Wikipedia (n.d.), which gives the term “pidgin”. A pidgin is a language that is created between two languages in order to communicate with each other when neither has a common language. This website goes on to say that a pidgin language is not the native language of the community but a language learned as a second language. These languages can be built on sounds, words, body language from several languages and cultures.

It isn't the actual languages that come in contact with each other but the people themselves who interact and bring the languages together (sil 2010). The pidgin language comes into play

when people feel a need to connect and communicate, so this pidgin language is created. Its sole purpose is communication and used by groups of speakers whose native language isn't the pidgin one (freedictionary 2010, American Heritage Dictionary of the English Language 2000). Therefore, we can see that this is a simplified variety of language that is developed when speakers have no common language (encyclopedia.com n.d.).

Anglicism

There are several good definitions of this word beginning with one found at that states an Anglicism as any word that is borrowed from the English language into another language.

According to the Funk and Wagnall Standard Dictionary (1996 p.23) an Anglicism is “a word or phrase peculiar to the English language or the state of being English.”

The Collins English Dictionary (2003), as well as the American Heritage Dictionary of the English Language (2000), back up this definition. Both state Anglicism as being a word, phrase, or idiom peculiar to English.

Borrowings and Loans

In the Webster's New World Dictionary (2010) the meaning for borrowed or loans simply is a “loanword.”

A more elaborate definition is found at the freedictionary (n.d.) website. Here, borrowings and loans is stated in regards to language as “It is a word taken directly into one language from another with no translation.” This definition is a bit more creative and gives a better understanding of the term.

Yet another definition is found at the Britanica (2010) website. This popular website helps one to gain more insight into the reasoning behind a borrowed or lent word. It states that borrowing occurs all the time in all parts of the world and that this usually happens when new institutions or objects are created and the native language has no word of its own, thus it uses a word from another language to accommodate this new object or institution.

Barbarism

The first definition is taken from the popular Wikipedia (n.d.) website. This website states barbarism as being a non standard word, expression, or pronunciation in a language.

Funk and Wagnall’s Standard Dictionary (1993) states a barbarism as the use of words or forms not standard in language. Some of the time when words are borrowed they undergo changes within the grammatical structure and even the pronunciations. This causes the word to be damaged to some degree from its original.

Magazine

Funk and Wagnall's Standard Dictionary (1993) and the freedictionary (n.d.) website both state a magazine as a periodical publication that contains stories, articles, pictures, and other features by different authors.

According to yourdictionary (n.d.), an online website, a more drawn out definition is discovered that says a magazine is "a publication, usually with a paper back and sometimes illustrated, that appears at regular intervals and contains stories, articles, etc. by various writers and, usually, advertisements."

According to an article found at scales called Gender Representation in Lifestyle Magazines (2010), a general idea of who reads magazines and what types of magazines there are available in the world can be encountered. The author states that magazines target the following audiences depending on the type of person. They target people by age, gender, occupation, interests, and socio-economic groups. She goes on to say that there are several different types of magazines available as well. They are the following: business, trades, hobbies, work related, interests, consumer focused, entertainment based, and TV tie-ins. Magazines attempt to target as many people as they can to sell as many magazines as they can.

Previous Studies

Let's take a closer look at various articles and books other researchers have done with respect to Anglicism. The focus will be on the impact of English in the Spanish language but will include studies done in other nations in print media, more specifically newspapers and magazines. Some studies were reviewed in regards to other magazines around the world to prove that Anglicism penetrates other languages and nations as well.

First, a look at an article called *The Impact of Lexical Anglicism in Spanish Film Magazines: A case study across time*, Gonzalez (2003) was taken. In his analytical study he noted that in the Spanish film magazine industry Anglicism usage increased over time. He started his research in 1981 and continued until 2001. Over this period of time he states that Anglicism was more readily accepted the further he progressed each year of the study. Even though Anglicism in the film magazines accelerated, it did not flood the market as foreseen. Gonzalez (2003) also states that, "It is being accepted worldwide due to the fact that in some languages it is just easier to substitute the phrase or expressions with an English word."

Anglicisms are being used worldwide due to increases in technology and advertisements from English manufacturers. The makers and importers of cars spend vast amounts of money every year on TV commercials, ads in newspapers and magazines as well

as on brochures and leaflets. In fact, the automobile industry is one of the most important customers of the big international advertising agencies (Vesterhus 2010). In the analytical study by Vesterhus (2010) *Anglicisms in German car advertising: The problem of gender assignment*, it is seen, that due to the growing market in car advertising there is a huge increase in Anglicism usage worldwide. It is easier to place the English word into the advertisement than use a phrase or word from the native language. In some European nations the sale rate of cars has dropped significantly so these manufacturers and advertising companies have found that by using English words in their advertisements. In newspapers and magazines the sales have actually increased (Vesterhus 2010).

Breva-Claramonte (1999) *Pidgin Traits in the Adaptation Process of Spanish Anglicism*, states that the transfer of English words into Spanish involves a high degree of variation due to linguistic, sociolinguistic, and language-in-contact factors. He also states in his descriptive study that the variation in the spelling of Spanish Anglicism is due to the interference caused by the English grapheme system.

Not only are there linguistic implications in the language it must also be taken into account the semantic implications involved in borrowing English words into the Spanish language. In the study by Zurita (2005) *Economic Anglicisms: Adaptation to the Spanish Language System* we see that semantic changes take place especially

within the lexical level, in which we study the linguistic strategies involved in the process of translating meaning from original English terms to the target language. The regular adaptation devices include borrowings, calques, equivalents, and simple and explicative periphrases. These changes in lexis usually entail changes in semantic relations that may result in the generalization or specialization of the term.

Anglicisms are used in all areas of media, entertainment, and advertising. They not only are showing up in print media but in online media as well. Asencion (2001), *English borrowing in Venezuelan Spanish*, shows us a study she did on Anglicisms in on-line magazines. She did a qualitative and quantitative study of 10 on-line magazines written by Spanish speakers for Spanish audiences based on computer and science technology. In her study she found that in the computer world the frequency of borrowed words was immense.

Based on these results, she concludes that, the exploratory examination of the borrowings from English used by Venezuelan speakers in computer-related fields suggests that these speakers seem more prone to use English words to refer to concepts, innovations and objects related to computers and the internet. The borrowings more used were classified as Anglicisms, words taken in form and sense from English. This complete appropriation of foreign

words seems to indicate a tendency in these language users to prefer adoption from English over the creation of new terms in Spanish.

Not only is there an increase of borrowed English words into the Spanish language but also in other nations and languages as well. In the German language system there has been an increase in Anglicism usage in the print media. An analytical study done by Onysko (2007) *Anglicisms in German: Borrowing, Lexical Productivity, and Written Code Switching*, makes the bold statement, “English is a force that threatens the existence of the German language or that leads to the adulteration of German.” He makes this conclusion based on the studies of three researchers whose main focus was taken from the following magazines: *Der Spiegel* and *Spiegel*.

Yung (1990) found an average of three magazines per page in the magazine *Der Spiegel*. Plummer (2000) found that while studying the popular magazine *Der Spiegel*, that 93% of the Anglicism in this particular magazine were nouns, 4% adjectives, 2% verbs, and 1% all other word classes. But in yet another study in *Der Spiegel 2000* there was a slightly lower level of Anglicism usage. She notes the higher increase of Anglicism in *Der Spiegel* is from an indication of creativity in the English verb stem in less tradition fields than politics such as information and computer technology. These researchers have concluded that the number of Anglicism’s increased throughout their periods of observation.

Corr (2003) in her published article, *Anglicisms in German Computing Terminology*, also found an enormous amount of Anglicisms being used in the technical fields. She goes on to say that articles on hardware always incorporate very technical language because they discuss the inner workings of a computer and are therefore aimed at people with a good knowledge of computer science, such as technicians, engineers, or computer programmers. On the other hand, articles on software tend to be less technical; as they are usually explanatory texts about e-mail and the Internet, reviews of new software programs or articles on how to use a new piece of software, and are more geared towards members of the general public who have a minimum knowledge of computers, but who need a basic grasp of technology due to the ever increasing presence of computers in society.

By reviewing an article written by Gonzalez (1999) entitled, *Anglicism in Contemporary Spanish: An overview*, some insight is gained into the increase of Anglicisms over time and why this has occurred. A closer look at the descriptive and bibliographical research done by this author has been taken into account.

“In the last quarter of the 19th century English intensified as a result of technological developments. Towards the late 19th century and early 20th century Anglicism became dominant in the music and entertainment industry” (Gonzalez 1999).

After the First World War, the impact of English into Spanish became massive (Gonzalez 1999). As technology increased so did the use of English words in magazines and newspapers. After the Second World War American English immensely replaced British English on all levels of the Spanish language including spelling, pronunciation, morphology, and syntactically (Gonzalez 1999).

An analytical research study done by Rollason (2004) titled, *Language Borrowings in a Context of Unequal Systems: Anglicisms in French and Spanish*, says that English is a dominating language that has been showing up in the world of written contexts. He concludes by saying the Spanish language has seen an increase in English usage in US dominant fields such as technology and management. In the Spanish language English is being used more frequently in texts by authors, on the internet, in magazines, and in newspapers (Rollason 2004).

Results

Table One

Variable: Cultural Magazines

Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition Number	Heading	Page
La Casa de la Cultura Benjamín Carrión Numero 69, 2010	USD	<p>...en USD \$2.500.000.</p> <p>...era de USD \$8.367.725,60, luego de....</p> <p>...incremento en USD \$ 6.399.898,46.</p> <p>...de total de USD \$ 14.767.629,06.</p> <p>...de la Casa Cultura Ecuatoriana de USD \$ 11.734.004,37</p> <p>Asciende a USD \$8.308.402,92 de los...</p> <p>... de los caules USD \$ 5.276.806, 23.</p> <p>...y USD \$3.031.615,69 son...</p> <p>..... significa el 39% y USD \$ 3.177, 784,77 para...</p> <p>...a la cantidad de USD \$1.101.726,96 de los...</p>	<p>Noun Noun Noun Noun Noun Noun Noun Noun noun</p>	14	Informe económico para la Comisión Ocasional de cultura de la Asamblea Nacional	

Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition Number	Heading	Page
La Casa de la Cultura Benjamín Carrión Numero 69, 2010	USD	...Finanzas y USD \$101.726.96 recursos...monto de USD \$91.759.665,06son de USD \$11.734.004,37 y no...y no de USD \$15.000.000.00	Noun Noun Noun Noun		Informe económico para la Comisión Ocasional de cultura de la Asamblea Nacional	
	Land art	Me refiero al arte minimalista al land art....	Noun	1	El arte que no cesa	11
	Body art	...al body art instalaciones, performances proposiciones multimedios.	Noun	1	El arte que no cesa	11
	performances	performances y proposiciones multimedios conceptualismos	Noun	1	El arte que no cesa	11
	Top model	...esa top model a la que no hay que demostrarle.	Noun	1	Edwin Ulloa y sus memorias de agua de fuego	24

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Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition Number	Heading	Page
Casa de la Cultura Benjamín Carrión 70, 2010	links	...servir de links entre los capítulos de una novela. otros links con la sociedad pero así es la literatura.	Noun Noun	2	Edwin Ulloa y sus memorias de agua de fuego	26-28
	internet	...el internet es uno de ellos...el internet permite la circulación de ...	Noun Noun	2	Poetry & Facebook	34
	web	...paginas web donde coinciden... Encontrar paginas web donde el poema...	Adjective Adjective	2	Poetry & Facebook	34
	blog	...un blog que bajo la apariencia de revista.	Noun	1	Poetry & Facebook	34
	happenings	...que le parecen los happenings...	Noun	1	Jaime Villa, pintor de los sentimientos	19
	Pop art	...el pop art , impuesto por...	Noun	1	Mario Ronquillo, el pintor de una ciudad llamada Quito	22
	gay	...el gay albino paranoico y calvo cuya extraña obsesión de productos culturales,	Adjective	1	Mario Ronquillo, el pintor de una ciudad llamada Quito	22
		la gay en el arte, la mujer en el arte...	Adjective	1	Parce que fue ayer	65

Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition Number	Heading	Page
Casa de la Cultura Benjamín Carrión 70, 2010	Rock	... los Stones conciliando el clasicismo y los popular el punk y el rock de la nueva ola... El reggaetón ha ocupado el lugar del rock por ejemplo	Noun Noun	2	Mario Ronquillo, el pintor de una ciudad llamada Quito	22 25
	New-age	...regodeos new-age ejemplificaciones de taller....	Noun	1	Poetry & Facebook	34
	High School	...Pitagoras High School , Quito...Pitagoras High School Quito...	Noun Noun	2	Primer Salón Nacional de Pintura de los Museos de la CCE	44
	School	...E.M.D.I. School Valle de los Chillos.	Noun	1	Primer Salón Nacional de Pintura de los Museos de la CCE	44
	Full	Incorporé el papel cuche full color... Desde enero se imprimió de full color...	Adjective Adjective	2	Parce que fue ayer	65- 66
	bond	Porque se volvió al tradicional bond .	Noun	1	Parce que fue ayer	66
	Punk	Los Beatles y los Stones conciliando el clasicismo y lo popular del punk y el rock de la nueva ola...	Noun	1	Mario Ronquillo, el pintor de una ciudad llamada Quito	22
	comic	Fransisco Vinachi creo un comic	Noun	1	Parece que fue ayer	66

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Table Two

Variable: Scholarly magazines

Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition Number	Heading	Page	
America Economía June 2010	Head hunting	...empresas de head hunting con filiales en ...	Noun	1	Fans de LinkedIn II	10	
	boom	...nuevo boom petrolero expandió...	Noun	1	Reducir el déficit, no financiarlo	14	
	Joint venture	...un joint venture con la canadiense Mitel...	Noun	1	Otra X	12	
	Business School	(usado en un anuncio de una universidad) IDE BUSINESS SCHOOL	Noun	1	IDE Business School	16	
	software	..un software que mide las vibraciones....	Noun	1	Sismos en red	20	
	whisky		Las exportaciones de whisky y colaboraron...	Noun	3	Con hielo por favor.	20
					
			Creció el consume de whisky , llegando a ...	Noun			
whisky		3	Con hielo por favor.	20	
		El consume de whisky escocés creció...	Noun				
scotch		Mejor que un buen scotch.	Noun	1	Con Hielo Por favor	20	

Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition Number	Heading	Page
America Economía June 2010	Ranking	Que incluye un ranking de países.	Noun	1	Gerencia y tecnología	22
		Y los primeros lugares del ranking Colocarse tercera en el ranking 9 al 17 dentro del ranking que anualmente... Segunda en el ranking y con ...	Noun Noun Noun Noun	4	El Peso de Sucre	24 25 26
		...del Ranking de las ciudades más competitivas. Conclusiones principales de este Ranking De cualquier ciudad en este ranking Números de este ranking pues	Noun Noun Noun Noun	4	A escala humano	40 41 44 46
		Puesto 26 del ranking de las mejores ciudades...en el ranking de ciudades del puesto 27 al 31.	Noun Noun	3	Gano su banquito	48 49

Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition Number	Heading	Page
America Economía June 2010	Ranking	Estuvo en el primer lugar en el ranking de la ACI...	Noun			
		...de este ranking el mexicano...	Noun	4	Maestros de negocios	68-69
		...este ranking y que se han convertido en los...	Noun			
		...en este ranking en la cual se obtienen puntajes...	Noun			
	...edición del ranking de las mejores escuelas	Noun				
	Ranking	...el ranking tiene un elemento final...	Noun	1	MBA	74
		...como hacemos el ranking ?	Noun	1	Como hacemos el ranking?	78
		...el ranking evalúa esta dimensión midiendo la variación en este...	Noun	1	Midiendo a las grandes ligas	80
...el ranking anual de la revista Fortune...		Noun	1	Los Visionarios	87	
		...trata de este ranking el que el que las destaque por su manejabilidad...	Noun	1	Chat con el alcalde	98
		La primera posición en la ranking que algunos... en el ranking de mayores	Noun Noun	2	Grandes Jugadores	6

Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition Number	Heading	Page
America Economía June 2010	GPS	...el uso del GPS... (Global Postitioning System) era desconocido...	noun	1	Gerencia y tecnología	22
	internet	...gracias al internet y al celular hay mas formas de llegar masivamente...	Noun	1	El seguro ya es de todos	38
		...seguros en línea internet	noun	1	Alfa Seguros	39
	futbol	... el Mundial de Futbol la deben reponer en los... Juegos Olímpicos de futbol en Rio...de futbol mediante la ciudad alista para una fama...	Noun Noun Noun	3	A escala humano	44-45
		Intelligence	...a América economía Intelligence a modificar la metodología y ...	Noun	1	A Escala Humano
	Marketing	.. Marketing del espíritu.	Noun 	7	Marketing Del Espíritu	62 63
...entre el marketing 1.0, 2.0 y 3.0.		Noun 				
...es un marketing centrado en valores...		Noun				

Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition Number	Heading	Page
America Economía June 2010	Marketing	...el marketing que en líneas generales busca transmitir...	Noun			62-63
		...en pocas palabras Marketing...	Noun			
		...es que el marketing funciona para algunas compañías....	Noun			
		... Marketing 3.0 no es para todas las compañías.	noun			
		...de Marketing dedicado a la creación de nuevos productos...	Noun	2	El Peso de Sucre	24
		...y en Marketing.	Noun			

Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition Number	Heading	Page	
America Economía June 2010	headquarters	Como sede de sus headquarters regionales...foco de los headquarters de Localizar ahí su headquarters para América...sus headquarters alrededor del mundo...sus headquarters en Rio...	Noun Noun Noun Noun Noun	5	A escala humana	40-45	
	spots	...los spots se están volviendo.que hacían spots pero es...	Noun noun	2	Marketing Del Espiritu	63	
	Full-time		El interés por los programas full- time por.profesores full- time de los cuales tenían un doctorado...la proporción de profesores full time versus profesores.....	Adjective Adjective Adjective	3	Maestros de negocios	68-69
			...tanto full time como part time	adjective	1	Como Hacemos el ranking	78
	faculty	...analizando el faculty o claustro de profesores....	noun	1	Maestros de negocios	69	

Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition Number	Heading	Page
America Economía June 2010	Papers forthcoming	...por publicar papers forthcoming .	Noun	1	Maestros de negocios	69
	networking	...el networking está entre sus prioridades....	Noun	1	El veredicto de los ejecutivos	76
	unlimited	Limites? Cuales limites? Unlimited ahora...	Adjective	1	American Express	100
	headhunter	De gestión de carrera y relación con head-hunters...	Noun	1	Come Hacemos el ranking	78
	Top	Fortune come las super top de 2009.	Noun	1	Los Visionarios	87
	Hobby Su hobby le ha permitido ganar US\$ 30,000 mensuales....	Noun	1	Los Visionarios	87
	Software	...del software que literalmente le quita el sueño Y el resto es para el desarrollador del softwareeste software permite que cuando la persona ubique el cursor....falta un software de traducción...	Noun Noun Noun Noun	4	Los Visionarios	87 88 89
	Mouse	... el cursor del mouse sobre....	Noun	1	Los Visionarios	87
	Link	La página donde dirige ese link...	Noun	1	Los Visionarios	87
	laptop	Perfecta para cargar la laptop	Noun	1	Clics and Chips	90

Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition Number	Heading	Page
America Economía June 2010	Online	...plataforma online de la consola de juegos...los servicios online de play station...la publicidad online sobre plataformas..... para los negocios online .	Adjective Adjective Adjective Adjective	4	Los Visionarios	87 88 89
	Web	A través de su página webacumula servicios web y uno de los....para la web ha sido su rentabilidad.que desarrollaba portales web ...	Noun Noun Noun Noun	4	Los Visionarios	87 88 89
		...de páginas web y redes sociales ávidas de recibir....	Noun	1	Marketing Del Espiritu	63
	Chat	...como un chat entre varias personas.	Noun	1	Los Visionarios	88-89
		... chat con alcade una	Noun	1	Chat con Alcalde	98
	Email	..de notificaciones vía emailsin pasar por el email ...	Noun Noun	2	Los Visionarios	88-89
	Wireless	...quattro wireless para tercerizar la venta de publicidad.	Adjective	1	Los Visionarios	88-89

Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition Number	Heading	Page
America Economía June 2010	Messenger	...una aplicación de Messenger alojada en el sitio...	Noun	1	Chat con alcalde	98
	renting	...Avis renting ... Avis lleva su negocio a otro nivel...	Noun	1	Avis Advertisement Avis Renting	13
Popular Mechanic Abril 2010	test	...nuestro test te lo dirá.	Noun	1	Y tú... cuanto sabes?	1
		... Test DIY... (found as a heading as stated above)	Noun	1	Test DIY	54
	handyman	Para convertirse en un autentico handyman ...	Noun	1	Y tu... estas listo?	2
	Tablet PC	Compramos..... una tablet PC y ahora...	Noun	1	Pequeñísimo	6
	Smartphone	Compremos un Smartphone .	Noun	1	Pequeñísimo	6
	Netbook	Compremos un netbook Más rápida que la típica netbook ...	Noun Noun	2	Pequeñísimo	6
		...en mi netbook es tan restringido que ocasiona que....	Noun	1	El Futuro del desvío de llamadas	39
	marketing	...ese es todo el marketing que tu negocio....	Noun	1	Y tú... Estas Listo?	2
	Gadget	...este gadget tal vez no reemplace una caja...	Noun	1	Los trabajos de un hacha	8
...las votaciones por el gadget mas verde...		Noun	1	Un Ratón	78	

Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition Number	Heading	Page
Popular Mechanic Abril 2010	Bioshock	...el primer bioshock fue uno de los videojuegos....los juguetes bioshock presentaban dilemas morales. Para bioshock 2 volvemos al mundo bajo el mar.	Noun Noun Noun	3	Secuela impactante	8
	Software	...de software malicioso no todas las URL son iguales.	Noun	1	Clics riesgosos	10
	Internet	De seguridad en internet..	Noun	1	Clics Riesgosos	10
	estandar	...de acero con centros estándar se ven un poco mejor...	Adjective	1	Restauración de un Icono	37
	Turnpike	...en el turnpike de Nueva Jersey...	Noun	1	Pruebas a Largo Plazo	30
	Visual voicemail	...el visual voicemail ha sido aclamada por permitir a los usuarios el jalar de....	Noun	1	El Futuro del desvío de llamadas	39
	Windows	...de control de Windows selecciona....	Noun	1	El Futuro del desvío de llamadas	39
	Mouse	...selecciona mouse de control Windows...tu trackpad no es técnicamente un mouse	Noun Noun	2	El Futuro del desvío de llamadas	39

Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition Number	Heading	Page
Popular Mechanic Abril 2010	PC (personal computer)	...que cualquier PC es capaz de utilizar para....	Noun	1	Pequeñísimo	7
		...silencia tu PC. , no hay control de volumen... Disminuir el volumen de tu PC.	Noun Noun	8	Silencia Tu PC	40 41 42
		Que dentro de la PC regular hay de cuatro a seis	Noun			
...pero tu PC no necesita sonar como un auto... Al control de sonido de las PC.con nuestra PC decidimos que algunos pasos más eran... Vende un kit cortado para PC en 30 dólares. crear una PC en verdad silenciosa....	Noun Noun Noun Noun Noun					
	Kit	...vende un kit cortado...el uso de kit de...	Noun Noun	2	Silencia Tu PC	42

Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition Number	Heading	Page
Popular Mechanic Abril 2010	laptop	Las laptops el tipo de computadora más popular en este momento...	Noun	1	Silencia Tu PC	41
		...la muñeca consiste en lentes, laptop , y audifonos....	Noun	1	Barbie Geek	78
	Joystick	...operadores de joysticks podría desplomarse.operador de joystick no para reemplazarlo.guiarse con un joystick unido a un satélite.	Noun Noun Noun	3	En el horizonte	47 52
	Robot	...los robots voladores se...	Noun	1	En el horizonte	53
	Hockey	Los juegos olímpicos son..... Hockey Hockey sobre el hielo, disparando pucks a velocidades....	Noun Noun	2	Ciencia olímpica Edición de invierno	63 64
	Curling	Los juegos olímpicos son.... Curling ...	Noun	1	Ciencia olímpica Edición de invierno	63
	póquer	...frente a tus amigos del póquer .	Noun	1	TEST DIY	56
	pucks	...disparando pucks a velocidades hasta....con el puck incrementandos e....	Noun Noun	2	Ciencia olímpica Edición de invierno	64
	Bobsled	Bobsled tomando las curvas a 153 km/h....	Noun	1	Ciencia olímpica Edición de invierno	67

Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition Number	Heading	Page
Popular Mechanic Abril 2010	Look	...el look de la muñeca consiste en lentes....	Noun	1	Barbie Geek	78
	Web	...en tu teléfono o en la web	Noun	1	El futuro del desvío de llamadas	39
		Presento su página web titulada, The Gates Notes....	Noun	1	Que piensa Bill Gates	78

Author: Tricia Kurtich

Table Three

Variable: General Interest Magazines

Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition Number	H	Page
Maxi Belleza May 2010	tips	Tips del experto	Noun	1	Tips del experto	9
		Tips para colocarte la base	Noun	1	Tips para colocarte la	14
		Tips de cuidado capilar	Noun	1	Tips de cuidado capilar	24
		Tips del experto	Noun	1	Tips Del Experto	44
		Tips para un afeitado perfecto...	Noun	1	Hombre: Tu presencia vale mucho	59
		Lo último en tips y....	Noun	1	Front Cover	Cover
		Tips de la editora	Noun	1	Tips de la editora	45
teens	Maquillaje para teens ...	Noun	1	Maquillaje para teens	13	
lifting	...que produzcan un lifting en tu piel.	Noun	1	Los años pasan, la belleza permanece	14	

Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition Number	Heading	Page
Maxi Belleza May 2010	Look	..te dará un look diferente cada vez...	Noun	1	Busaca tu color.	32
		..cambio de look y sobre todo de color de cabello....	Noun	1	El experto dice	32
		Antes de hacer un cambio radical de look ...	Noun	1	Para conseguir los efectos deseados.	34
	kits	Además no todos los kits de hacer....	Noun	1	Haciéndote rayitos en casa.	38
		Encuétralo en tu kit ...	Noun	1	Ritual de Nutrición anti quiebre	41
	peelingpara un peeling natural.	Noun	1	Spa: Relax Total	56
	After shave	After shave: La crema hidratante no te sirve como after shave	Noun	2	Mas para tu afeitado	60
Vanidades May 2010	Flats	Paris Hilton Footwear Collection incluye stiletos y flats ...	Noun	1	Frente a Frente con nuestras lectoras	14-15
	Email	..via email ...	Noun	11	Frente a Frente con nuestras lectoras	14-15
		...mando via email	Noun	1	Los Expertos Hablan	43

Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition Number	Heading	Page
Vanidades May 2010	Online	Puedes adquirirlos online a través a través de los siguientes....	Noun	1	Frente a Frente con nuestras lectoras	14- 15
	Sexy	Saber como la sexy Kim....	Adjective	1	Frente a Frente con nuestras lectoras	14- 15
	Lady	...que tuvo lady Di junto al príncipe...	Noun	1	Frente a Frente con nuestras lectoras	14- 15
	Rock	Una mezclada bossa nova y rock ...	Noun	1	V Musica	25
	hot	...mas hot que cuando se dio a conocer hace 30 años.	Adjective	1	NY	29
	Spring rolls	..los platos numero 24 spring rolls ...	Noun	1	NY	29
	Well done	..Deben ordenarlo well done	Adjective	1	NY	29
	Royal	Para los que llamo, 22 royals de la clase B...	Noun	1	Paris Londres	30- 31
	ranking	...ultimo ranking de la revista Forbes...	Noun	1	Paris Londres	30- 31

Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition Number	Heading	Page
Vanidades May 2010	Fast-food	...comer fast-food o en un restaurante con una estrella...	Noun	1	Paris Londres	30-31
		...es que la comida fast food no es la culpable de la obesidad...		1	Dime donde vives y te diré.	98
	Rock and roll	Rock and roll y sexualidad de una manera novedosa...	Noun	1	Miami	32
	scrub	..que el scrub es un gel exfoliante...	Noun	1	Extractos Naturales	34
	look	...para un look sofisticado...	Noun	1	Color y mas color	37
		Looks de verano.	Noun	1	Looks de Verano	48
		El look inocente colorido y fresco lo ha puesto...	Noun	1	Frescos y Coloridos	49
		Un look fashion ecléctico muy adecuado...	Noun	1	El Poder de un Gown Veraniego	53
		Se ocupa solo de su look también...	Noun	1	Famosas Supermamas	57
		Sus rompimientos con un cambio de look ...	Noun	1	Jennifer	106
miss		...de Miss bikini luxe...	Noun	1	Tips de la editora	45

Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition Number	Heading	Page
Vanidades May 2010	highlights	...se hacen highlights en el pelo...	Noun	1	Highlights	37
	fingertip	...con un fingertip y una brocha...	Noun	1	Highlights	37
	lip-gloss	... lip-gloss rubor para hacerte...	Noun	1	Amaderado	38
	Sex	...es guapísimo y que le sobra sex appeal...	Noun	1	Cuestion de Criterio	15
	strapless	Un grande busto evita los strapless (treno de banos)	Adjective	1	Tips de la editor	45
		...un minivestido strapless , bastante ...	Adjective	1	Vanidades de la Moda	46
		Y un vestido cortó strapless .	Adjective	1	Cortos o muy largos	47
		De este estilo strapless de Red Carter...	Adjective	1	De la Pasarela Directo al Mar	53
	super sexy	..En un diseño super sexy ...	Adjective	1	Cortos o muy largos	47
	celebrities	...por los celebrities ...	Noun	1	Looks de Verano	48
	suéter	..puesta en los azul jeans y suéter ...	Noun	1	Frescos y coloridos	49
	Shorts	...unos shorts blancos...	Noun	1	Frescos y Coloridos	49
	Sweet	... la dulce venganza o sweet revenge que disfruto...	Adjective	1	La Dulce Venganza de las Engañadas	58

Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition Number	Heading	Page
Vanidades May 2010	Cowboy	Una creacion con ligero aire de cowboy ...	Noun	1	Frescos y Coloridos	49
	Glamour	Noche de fiesta y glamour .	Noun	1	El Poder de un Gown Veraniego	54
		...pese al glamour ...	Noun	1	Famosas Supermamas	57
	Jet-set	...en el mundo de la jet-set ...	Noun	1	La Dulce Venganza de las Engañadas	60
	lady	... Lady Alice Christabel...	Noun Noun	2	Alice de Gloucester	63
		... Lady Margaret Bridgeman...	Noun			
	Middle age	...como una mujer de middle age o de mediana edad....	Adjective	1	Alice de Gloucester	65
	wash	...cuadros de wash con imágenes volumétricas...	Adjective	1	Enfocado hace el mar	81
	sandwich	Delicioso sándwich (name of the title)	Noun Noun	2	Consejos Gourmet	92
		Recientemente un sándwich exquisito...	Noun			
		es un sándwich de jamón...	Noun	1	Un jardín munúsculo y portátil	99
internet	... acceso a internet proveerá al cirujano una...	Noun	1	Revolución en la cirugía del seno	101	

Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition Number	Heading	Page
Vanidades May 2010	fans	Podría reunirse para sus fans	Noun	1	ABBA	105
		..es asediad por sus fans a la salida de un.	Noun	1	Amy Winehouse	123
	babysitter	...de tres años como babysitter ...	Noun	1	Anne Hathaway	119
	babysitting	...un día de babysitting para...	Noun	1	Anne Hathaway	119
	Top model	...Una top model come pizza.	Noun	1	In Fraganti	120
	closet	...salió del closet dejándose retratar mientras...	Noun	1	In Fraganti	120
	show	...le roba el show a mama...	Noun	1	In Fraganti	121
	flash	...con el flash de los fotógrafos...	Noun	1	Es una mama Leona	122
	resort	...en un resort pues cambia una pamea..	Noun	1	De la Pasarela Directo al Mar	53

Author: Tricia Kurtich

Table Four: The Anglicisms in all variables

Anglicism	Word Repetition Number
Ranking	24
USD (United States Dollar)	14
email	14
look	10
Marketing	10
PC (Personal Computer)	10
Web	8
Tips	7
Internet	6
software	6
headquarters	5
online	5
Full-time	4
strapless	4
rock	4
Kit	4
High school	3
mouse	3
whisky	3
futbol	3
netbook	3
bioshock	3
lady	3
sandwich	3
links	3
Joystick	3
Laptop	3
gay	2
full	2
Spots	2
Part-time	2
Hockey	2
Bobsled	2
Glamour	2
Fast-food	2
Fans	2
chat	2
Test	2
After shave	2
Gadget	2
pucks	2
Body art	1
Land art	1
Pop art	1
Performances	1
Top Model	1
Blog	1
Happenings	1
Punk	1
New-age	1

Anglicism	Word Repetition Number
Comic	1
Bond	1
Head hunting	1
Boom	1
Joint venture	1
Business	1
Scotch	1
GPS	1
Intelligence	1
Faculty	1
Papers forthcoming	1
Networking	1
Unlimited	1
Headhunter	1
Top	1
Hobby	1
Chat	1
Wireless	1
Messenger	1
Renting	1
Handyman	1
Smartphone	1
Turnpike	1
Visual voicemail	1
Windows	1
Robot	1
Curling	1
Teens	1
Lifting	1
póquer	1
estándar	1
Peeling	1
Flats	1
Sexy	1
Hot	1
Spring rolls	1
Royal	1
Scrub	1
Fingertips	1
Miss	1
Supersexy	1
Celebrities	1
Sueter	1
Shorts	1
Cowboy	1
Sweet	1
Jet set	1
Middle age	1
Wash	1

Anglicism	Word Repetition Number
babysitter	1
Babysitting	1
Top Model	1
Closet	1
show	1
resort	1
flash	1
Well done	1
highlights	1
Sex	1
TOTAL	264

Author: Tricia Kurtich

Table Five: Comparison between variables

	Variable	f	%
Anglicisms	Cultural Magazines	39	15%
	Scholarly Magazines	141	53%
	General Magazines	84	32%
	Total	264	100%

Author: Tricia Kurtich

Description, Analysis, and Interpretation of Results

The following section of the investigation provides a detailed analysis on the linguistic and comparative levels of the anglicisms found in the three variables. The words have been reviewed, analyzed, and compared to verify which variable contained the most and which one contained the least amount of anglicisms. The top ten anglicisms have been shown to assist in the understanding of which ones appeared most frequently.

A description of each word that was chosen from the variables was given to provide an understanding of the word as well as a comparison of the words in the Spanish and English languages. Conclusions were drawn based on the results that were obtained to verify if the objectives were clearly and precisely accomplished.

Linguistic Analysis

The following section of the investigation focuses on the analysis of the results obtained. Thirty of the anglicisms from the three variables were chosen detailing a linguistic analysis composed of semantics, syntax, and if any morphological changes have taken place. The analysis includes, if any, an equivalent word in the Spanish lexical as well as an in- depth definition of the terms in both the English and Spanish language. The thirty words chosen were not chosen because they are the top words or most frequent, but

because they are terms of interest in the technological, economical, health, and beauty realm.

Variable: Cultural Magazine

pop art

The word **art**, according to the Merriam Webster Dictionary, can be either a noun or an adjective. In the example taken from the results of the cultural magazine “La Casa Cultura N.70” under the heading *Mario Ronquillo el pintor de una ciudad llamada Quito*, the word is being used as a noun. However, the word **pop** is used as an adjective to describe the specific art being stated.

The definition for the word **art** found at the said dictionary is the conscience use of imagination or skill especially in the production of authentic objects. By adding the word **pop** it is describing a specific type of art.

Pop art can be described as the art in which common place objects are used as subject matter and are often incorporated into the finished piece. It is also a style of music

Example of the term:

“Lo que ocurrió en los setenta y ochenta fueron hechos secuenciales de mayor o menor intensidad: el **pop art** impuesto por el gay albino Andy Warhol”.

In the above context the word has indeed been used as a noun and an adjective. The words are placed correctly within the context and have not undergone any morphological changes.

The term **pop** is accepted by the Diccionario Real Academia Española (DRAE). According to the DRAE this term is a style of music derived from certain African American and folklore styles and entities of an artistic trend of American origin which is based on the more immediate aspects of the consumer society.

The term **pop** does not have an equivalent in the Spanish language but the term **art** does.

Pop art = arte pop

Gay

The second term analyzed under the variable cultural magazine La Casa Cultura No. 70, under the heading *Parece que Fue Ayer*, is the term **gay**. According to American Heritage Dictionary the word **gay** can be used as an adjective, or noun. This dictionary goes on to state the definition of the word as being happy, merry, or in good spirits. It is also used to describe a homosexual individual which is how it is being presented in this specific variable.

When used as an adjective the definition for the term is of or relating to an individual that has sexual orientation towards another individual of the same gender. When used as a noun it is defined by the same dictionary as being a person whose sexual orientation is to the person of the same sex.

Depending on how it is used within the context will determine what part of speech it is. In this example it is being used as a noun.

“... y el **gay** en el arte, la mujer en el arte.”

The example is referring to a homosexual individual pertaining to art and works related to artwork. The word when used in the Spanish language in this example under this specific variable did not undergo any changes morphologically in its structure and was seen as being semantically correct and syntactically correct as well.

The word **gay** is accepted by the DRAE even though the Spanish language does have its own word to describe homosexuals, which is the word “homosexual”. The term **gay** however seems to be used more frequently than the term homosexual in the Spanish language in Ecuador.

Links

The term **link** can be used as a noun or a verb. According to the Merriam Webster Dictionary under the part of speech noun, this term is a connecting structure or a connecting element or factor. When being used as a verb it is defined as being connected by or coupled by.

In the following example found in the culture magazine under the heading *Edwin Ulloa y sus memorias de agua de fuego*, the term is being used as a noun. It is used correctly within the sentence and does not appear to have suffered any morphological changes.

“...servir de **links** entre los capítulos de una novela...”

This example talks about serving as **links** between the chapters of a novel. The author used the word **link** to relate to past life reflexions and how he could use them to be **links** between chapters in his novels that he writes. Instead of using the Spanish word, *vinculo* or *conexion* he used an Anglicism.

The term **links** is placed correctly and hasn't suffered any morphological changes when being used. The plural ending of “s” was added but still remains in context with the remainder of the sentence.

Despite the fact there is a word in the Spanish language this term is still being used in print media. The correct term in the

Spanish language would be: “vinculo”, “conexion”, “enlace”, to name a couple.

The term **links** is not accepted by the DRAE but is found several times in the investigation and appears to be accepted by the general population in print media in Ecuadorian magazines.

Internet

The term **internet** was found several times within the cultural variable as well as the scholarly and general interest variables.

Internet is a term used to describe a global communication network of interconnecting computers and protocols. This is a relatively new word that emerged as the computer industry accelerated and took on a global aspect beginning in the late 1960's until 1996 when the term became a commonly accepted word. The definition for this term was found in the Oxford Dictionary.

The DRAE states the word **internet** as a Global computer network, decentralized, consisting of the direct connection between computers or computers with a special communication protocol.

The term **internet** is used as a noun and can be capitalized as well. In the below example the term is being used as a noun and is placed syntactically within the sentence structure.

This example was found in the cultural variables “La Casa de Cultura No. 70” under the heading *Poetry & Facebook*.

“El **Internet** permite la circulación de contenidos literarios en tiempo real.”

This term is accepted by the DRAE and does not have an equivalent term in the Spanish lexical nor has it been changed in any way morphologically. Due to the impeccable advances being made in technology, words such as this one do not have an equivalent term in the native language and are being borrowed from other languages to keep up with the advances being made.

Web

This term is used, according to the Oxford Dictionary, as a noun and is taken from the terms World Wide **Web**, which in a more specific sense is a synonym for the previous term Internet. It is a series of networks woven together to provide global communication and networks within networks. The term is generally used in capital letters as a proper noun. This term can also be used to describe, therefore, can be an adjective.

It can also be described as computer network consisting of a collection of internet sites that offer text and graphics and sound and animation resources through the hypertext transfer protocol, according to Wordnet, Princeton University.

In the following example the word is being used as an adjective.

“...que detenta una serie de páginas **web** donde coinciden, en un ejercicio casi barroco...”

In the Spanish language the correct term would be “en la red”. It is used correctly and has not morphologically been changed in any way. This demonstrates the internet or World Wide **Web**. It is a term that has been accepted by the DRAE and is being used in magazines and in speech as a common term replacing the Spanish equivalent “red”. Just like the previous term internet this term **web** is used due in part to the fast acceleration of terms related to technology.

Full

The term **full**, as described by the Oxford Dictionary, means containing or holding as much as possible, and having no empty space. It also, when put with the term “time” means, to occupy ones total available space of work, to work the maximum hours in week as stated by the department of labor.

This term is quite interesting when used in Spanish because at times it is not being used correctly. The word is an adjective and when transferred into Spanish it does keep its original part of speech, however, it does undergo a change syntactically but not morphological.

In the following example found under the heading *Parece que fue ayer*, the noted change is shown.

“Desde enero se imprimió a **full** color...”

To describe something that has a lot of color, in English the correct way would be to say **full** of color. Thus, it is noted that the preposition “of” has been omitted when used in Spanish. Even though it is an adjective it is not syntactically or semantically correct. The term has been placed in front of the noun but without the preposition.

In the Spanish language the term would be “lleno de” or “de todo” so to correctly use the terms the phrase should say, “lleno de color, o de todo color”.

The term **full** is not accepted by the DRAE but is used more so than its Spanish equivalent. Not only is it seen in the magazine industry it is also found in speech quite regularly as well.

Within the Spanish lexical a similar word is found but the term **full** is seen, nevertheless, as entirely acceptable in speech and written media.

Comic

According to the Oxford and Merriam Webster dictionaries this term can be used as a noun or an adjective. A **comic** is something related to humor or expressing laughter. It is also a book or strip of animated characters that express laughter, comedy, story lines, or a story itself.

In the following example from the heading *Parece que fue ayer*, the term is used as a noun to demonstrate a sequence of stories or a story line.

“Francisco Vinachi creó un **comic**, Las aventuras de Cotidiano Ventura.”

The term has undergone one slight morphological change. An accent has been added to the first syllable of the word because in the Spanish language it denotes stress. In English there is no accent mark on the word. English words do not have stress marks on them.

The Spanish definition of the term found at the DRAE states this term to be a series or sequence of bulleted narrative development and books or magazine containing these cartoons

The Spanish word for **comic** is “historieta”. It is also a term that has been accepted by the DRAE with the noted change of the accent placed on the first syllable.

New-age

The term **new-age** is two words joined together that contain different meanings apart, however, when united they take on an entirely new definition. According to the Random house Dictionary the term **new** is an adjective, a noun, or an adverb. It means something that is recent in production, origin, purchase, etc.... It is also defined as unfamiliar or strange.

The term **age** refers to the length of time during which a being or thing has existed. The two terms together take on the meaning: of or pertaining to a movement espousing a broad range of philosophies and practices traditionally viewed as occult, metaphysical, or paranormal.

It also refers to pertaining to an unobtrusive style of music using both acoustic and electronic instruments and drawing on classical music, jazz, and rock.

In the Spanish language the terms mean “Nuevo” and “edad” and when placed together “Nuevo edad”. However it does not have the same meaning as the English term thus the English term is used in place of the Spanish one. The term **new-age** when translated into Spanish, found at wordreference, was umbral, alborear, and aurora.

In the below example found under the heading *Poetry & Facebook*, we find the term being used as a noun.

“regodeos **new-age** ejemplificaciones de taller....”

In this example it is shown to imply a movement of practices or philosophies. It is used correctly within the sentence structure and has not undergone any changes in morphology when borrowed. However, it is not accepted by the DRAE at this time.

Blog

According to the Merriam Webster online dictionary, a **blog** refers to a web site that contains online personal journals composed of one's reflections, ideas, or comments. They are usually written in daily to share with others your feelings or experiences. It is a noun and is demonstrated in such a way in the following example that was encountered under the heading *Poetry & Facebook*.

“...un **blog** que bajo la apariencia de revista.”

It is a fairly new term that become known around 1999 and is actually the shortened form of the word “Weblog”. It has been used according to its syntactic and semantic structure and has not undergone any morphological changes when used in the Spanish language as shown in this culture magazine, but the DRAE does not accept this term despite being used in the Spanish lexicon nor does there exist a duplicate word.

Punk

This term displays an array of meanings. It can be used as a noun or an adjective. The term itself has known American origins that appeared somewhere in the early seventies, but has been recorded as far back as 1596, according the Merriam Webster Dictionary. According to Merriam Webster it is noted as an inexperienced young person, a petty person, a **punk** rock musician.

However, at dictionary.com the term is described as a style of music that emerged somewhere in the 1970's that portrayed loud music with violent or abusive lyrics. This dictionary also states **punk** as a bizarre form of wearing one's hair or clothing. Usually the hair is in the form of a spike, Mohawk or such and has been dyed to colors like blue, pink, black, or green even. Thick heavy chains are placed around the neck sometimes containing spikes as well. **Punk** styles also portray heavily used facial makeup around the eyes, in men and women.

In the example found under the heading *Marion Ronquillo el pinto de una ciudad llamada Quito*, in the cultural variable, the word is used as a noun to describe a style of music, **punk** music.

“Los Beatles y los Stones conciliando el clasicismo y lo popular del **punk** y el rock de la nueva ola...”

It is used correctly and has not seen any morphological changes either. There is not an equivalent word in the Spanish language, and it is not a term that the DRAE accepts.

Variable: Scholarly Magazines

Ranking

The American Heritage Dictionary states **ranking** as a list of items in a group, such as in sports, business, schools, and/or sports teams according to a system of rating. There does exist in the Spanish language an equivalent word. The word “de clasificación” or “de rango” could very well be used but the English version seems to be more common in the magazine industry especially in the economic and technological aspects.

The term can be used as a verb, noun, or adjective. In the example that follows the word is being used as a noun.

“...trata de este **ranking** el que las destaque por su manejabilidad.”

The DRAE does accept this term nonetheless, it is accepted without an accent mark placed on the first syllable of the word. In some instances an accent mark has been placed on the first syllable indicating a morphological change to the word in the transfer. Accent marks are placed on Spanish words with two syllables when the stress is on the first syllable. Therefore, in this example when the term **ranking** is borrowed into Spanish the accent mark has been placed in order to follow Spanish lexical rules and has undergone a morphological change to its structure.

Software

The Collins English Dictionary states this term as programs dealing with particular computing systems. **Software** is also defined as the programs, programming languages, and data that direct the operations of a computer system. Word processing programs and Internet browsers are examples of **software**. It is used as a noun and adjective in the English language and in the following example found under the heading, *Los Visionarios*, it is utilized as a noun.

“Este **software** permite que cuando las personas ubiquen el cursor del mouse sobre un hipervínculo aparezca una pequeña pantalla....”

The term is a relatively new term that emerged as the computer world took off. It was first used in 1957 in respect to programs or data held in the storage unit of a computer system. It is a contrast to the term hardware which is the physical component of the computer that is used to run the programs. **Software**, when referring to computer science and software engineering refers to all data and information processed.

The term has not been subjected to any morphological changes. It is a term that is accepted by the DRAE and there is no term in the Spanish language that is parallel to this term.

Headquarters

Merriam Webster states this term as being the administrative center of a company or enterprise. It is also defined as the place where a commander performs or commands. It is a noun and in the following example taken from the scholarly variable under the heading, *A escala humana*, it is used as a noun.

“...disminuyendo sus **headquarters** alrededor del mundo...”

It does not suffer any changes morphologically in the context where it was found and has been placed according to the syntactic and semantic aspects of the word as well. It is thus being used correctly in the example found.

This term if properly used in the Spanish language would be “sede” or “oficina central”. It denotes the location of all, if not most of the main or important functions of an organization. It is the principal office of a company or organization.

It is not a term accepted by the DRAE but is seen several times in the variables of this research investigation.

Futbol

The term **futbol** is an interesting term because when broken down into the two words that comprise this term the following words are noted: “foot” and “ball”. The term foot is a lower extremity of the human body used for walking and bodily support. The term “bol” or

“ball” is a round or oval shaped object usually made of plastic or leather, stated by the Oxford Dictionary.

When these words are joined together as “football” or **futbol**, it is suggested as a sport played with a team of players. In British English the term football is a game played with a round ball that is kicked between players of the same team comprised of 11. The object is to kick the ball in the opponents net. However, in American English the game football is actually an oval ball made of leather that is thrown between players on a field with the objection of running the ball to the opposite end of the field and crossing a touchdown line, thus scoring for your team.

This term if translated into Spanish would be “balon de pies”; The Spanish language has accepted the term **futbol** in regards to soccer which has replaced the old original term “balompié”. This term is no longer used in the Spanish language in Ecuador.

It is a noun and in the example below the word is indeed used as noun.

“...de **futbol** mediante la ciudad se alista.”

As seen, this term has experienced many morphological changes. The accent has been placed on the first syllable, the letters “o” have been replaced with the letter “u” and the “o” has been added in the word ball in place of the “a”. Also, the final letter “l” has been

omitted. These changes occurred in order for the phonological aspects of the term to pertain to the Spanish lexical and pronunciation. The accent mark has been added as well to follow Spanish language rules that state a word with two syllables that has the stress on the first syllable an accent mark is placed there.

It is a term that has been accepted by the DRAE and has been used since the sport was introduced eliminating the old term.

Marketing

The next word analyzed under the variable scholarly is the term **marketing**. This term is a noun or adjective that refers to, according to Merriam Webster, the process or techniques involved in purchasing, selling, distributing, among other functions, goods or products. It is also defined as a four step process begins with analyzing and defining a qualified universe of potential users or buyers that was coined by marketing researcher and author Brian Norris, stated from wordiq.

In the context, “...un departamento de **Marketing** dedicado a la creación de nuevos productos de seguros...” It is noted that the example is using the term as an adjective. This term isn’t a proper noun unless used to describe a specific title such as in the example. In this example it is describing a certain department of a company therefore, it is an adjective.

In some instances in the Spanish lexical the term has been used with an accent on the first syllable but in the example stated an accent was not used. When used with an accent mark the word suffers morphologically changes but when used without the stress mark it is used correctly. In the English version of the word there is no accent on the word.

It is a term accepted by the DRAE even though the term “mercadotecnica” is the correct word in the Spanish language.

Headhunter

First, this term will be separated into the two words that form this compound one. **Head** is defined as a person who leads rules or is in charge. It is also the upper most part of the body containing the eyes, nose, mouth, ears, brain, etc... It is the part of the body that controls the entire rest of the body. These definitions were taken from the American Heritage Dictionary of the English Language.

The second part of the word, **hunter**, according to the American Heritage Dictionary of the English Language, is an individual who pursues something or something, one who looks or goes after something.

When placed together then this term is defined as, according to the Merriam online dictionary, as a recruiter of personnel at the

executive level. A **headhunter**, more or less, is an individual with authority whose goal is to pursue or find others to edify his or her corporation.

This term is a noun and in the sequential example which was found under the heading, *Como hacemos el Ranking?*, the term has been used as a noun and has been syntactically placed correctly.

“...de gestión de carrera y relación con **head-hunters**.”

In Spanish the term would be “cazatalentos”. It is a noun taken from the verb **headhunt** which means in the Spanish language “ofrecerle a puesto.” In English to **headhunt** means to recruit individuals to work for your particular organization or company

The word is not accepted by the DRAE but has been used several times in the scholarly variables and has not been changed at all morphologically.

E-mail

The term **email** is used quite frequently in two of the three variables. It is a word associated with the technological world and has crept into various lexical languages replacing the existing term of that language.

According to the Merriam Webster online dictionary this term is defined as a way to send messages via computers electronically. The actual term **email** is an abbreviation for “electronic mail”. **Email**

is one of the most popular uses of the internet. The term itself dates back to around 1965 before the internet even existed. In fact, existing **e-mail** systems were a crucial tool in creating the Internet, according to wordiq.

This term is a noun, verb or an adjective and in the resulting example the term has been used in accordance to its part of speech. It is being used as a noun.

“...es por medio de notificaciones vía **e-mail** o si la persona...”

The term can be written with a hyphen between the letter “e” and the word “mail”. In some instance the hyphen has been omitted. The hyphen is not a necessary grammatical feature. In some cases it is used but in others it is not. Either way is correct.

This term in the Spanish language is “correo electronico”. The English version **email** had not been accepted by the DRAE despite being used in the Spanish language and in the above context it has not changed morphologically.

Laptop

A **laptop** is defined, by the Collins English Dictionary, as a computer that is small and lightweight and able to be transported from one place to another with ease. Most **laptops** are smaller than a piece of A4 paper and can be run on batteries if need be.

It is a noun and in the example below it follows the lexical category noun as well.

“...perfecta para cargar la **laptop**.”

It has not experienced any morphological changes when transported into the Spanish sentence and hasn't been modified syntactically or semantically either.

This term is not accepted by the DRAE and does not have an equal word in Spanish, “portátil” which is still being used alongside this Anglicism in the language.

PC (Personal Computer)

PC is an abbreviation for the term **personal computer**. According to the American Heritage Science Dictionary a **PC** is a small computer built around a microprocessor used normally by one individual at a time. The term originated from the IBM company that deals with any type of microcomputer. It falls under the lexical category noun. In the below examples the term is used as a noun.

“...ahora considera que dentro de la **PC** regular hay de cuatro o seis ventiladores.”

There is a corresponding word in Spanish which is “ordenador personal”. However, in the written context of the variable, the term **PC** was used instead of the Spanish equivalent.

The DRAE does not accept this term but it still appears in print media as well as in verbal communication especially in the fields related to technology and science. It has become a regular word in the Spanish language, more commonly in Ecuador. It hasn't changed in its morphological structure.

Hobby

A **hobby** as illustrated by the Random House Dictionary is an activity or interest pursued for pleasure and not done on a full time bases. It is normally done for relaxation. It falls under the lexical category noun and in the following example found under the heading, *Los Visionarios*, the term is used correctly as a noun and does not appear to have sustained any morphological changes.

“Su **hobby** le ha permitido ganar US\$ 30,000 mensuales.”

It is a word that is accepted by the DRAE and gives the definition as a “Pasatiempo, entretenimiento que se practica habitualmente en los ratos de ocio.” Therefore, it is noted that there does exist a parallel word in Spanish which is “pasatiempo”. It is used in both the Spanish language as well as the English to describe something one does in their free time for relaxation or enjoyment.

Variable: General Interest Magazines

Tips

At the online dictionary website, Merriam Webster, the term **tips** are defined as a helpful hints or advances on inside information. In this case the term is considered a noun, but it can be used as a verb.

In the examples taken from the variable under the heading *Tips para colocar la base*, the word is used correctly according to its lexical category. It has been used as a noun and is syntactically correct in the sentences.

“Tips para colocarte la base.”

The word hasn't undergone any changes within its structure when used in the Spanish language nor has it suffered any changes in meaning or word placement within the sentence. The morphology of the word remains intact.

The term in Spanish would be “consejos” or “practico”. Here it is evident that the Anglicism has replaced the Spanish term.

It is not a word accepted by the DRAE despite its frequent use in the Ecuadorian magazines.

Teens

Teens refer to a group of young people between the ages of 13 and 19, according to the Collins English Dictionary. It is a shortened form of the word **teenager**. In Spanish the correct term would be “adolescentes”. It is generally used as a noun but can be used as an adjective to describe certain items such as **teen** magazines. In the example found in this variable it is used in context and as a noun.

“...maquillaje para **teens**.”

Make-up for teens.

The word has been used correctly and has not undergone any changes in its structure morphologically.

It is not a term accepted by the DRAE but is used in print media in Ecuador more so to the appeal of the younger generations by connecting them with other kids their own age from the American culture.

Look

The term **look** has many different meanings and is used as a noun or verb. The Collins English Dictionary gives this definition when used as a verb, “to direct the eyes towards”, “to give the impression of being by appearance to the eye or mind.” When used

as a noun, this definition found at the American Heritage Dictionary, states look as being physical appearance or a unified manner of dress or fashion.

In the following example the term is not used correctly when borrowed into Spanish.

“... cambio de **look**.” (Change of appearance or fashion is the correct way of saying this expression in English, not change of look.)

This term hasn't experienced any morphological changes, but as noted above this term has experienced some semantic changes when placed into certain sentence structures in the Spanish language. The term **look** is being used in Spanish to replace terms such as fashion, appearance, and beauty.

The DRAE does accept this word even though there does exist a parallel word in Spanish, “apariencia”, “belleza”, y “moda”.

Online

This term is an adjective or noun which means to be connected via a computer with access to a global network of telecommunications, stated by the Merriam Webster Dictionary. It refers to being on the internet surfing for information or people.

The following example found under the heading, *Frente a Frente con nuestras lectoras*, demonstrates how the term is used in

context within the Ecuadorian magazines. It has been used as a noun and has not undergone any morphological changes or suffered any other changes to its structure.

“... puedes a adquirirlos **online** a través de los siguientes...”

The term in Spanish is “en línea or trabajar en línea”. With the advances being made in the computer realm the term online is being used more and more and the Spanish equivalent is used less.

This term is not accepted by the DRAE but is used in speech and written contexts as well.

Hot

Hot is used to describe the physical appearance of a man or women, to say whether or not this individual is attractive to the eye, sexy, sexually exciting, high temperature. The Merriam Webster Dictionary lists this word as an adjective, noun, or verb. In Spanish the term is “atractivo/a” and in the following examples it is noted that the Spanish term has been replaced with the English one.

“...mas **hot** que cuando se dio a conocer hace 30 anos.”

In the example the word hot is being used as an adjective, but what is interesting is that the word “mas” is placed in front of the word **hot** to make it a comparative. The term in English would actually be “hotter” not “more hot”. It is noted that even though this word is placed correctly within the sentence it does not follow the

grammatical rules of the English language when borrowed into Spanish. However, it does not suffer any morphological changes. Furthermore, it is not a word accepted by the DRAE.

Fast -food

To begin the analysis of this term it will firstly be taken apart into two separate words to give a better understanding of what each word means apart. Then a definition will be given of the two words when joined together.

The online dictionary, American Heritage, states the term **fast** as being quick, moving at a high speed, acting quickly. It goes on to state the definition of the term **food** as, "Material, usually of plant or animal origin, that contains or consists of essential body nutrients, such as carbohydrates, fats, proteins, vitamins, or minerals, and is ingested and assimilated by an organism to produce energy, stimulate growth, and maintain life." Thus, it is concluded that the term **fast food** deals with nourishment that is received in a rapid way. The term **fast** is an adjective modifying the noun **food**.

In the example, "...comer **fast-food** o en un restuarante con una estrella", the word is used a noun describing food bought quickly and served quickly as well. This example was found under the heading *Paris Londres* in the "Vanidades" magazine.

In Spanish the parallel word is “comida rápida” and is used as well as the borrowed Anglicism. As seen in the example the word has not undergone any morphological changes. It is a term that is not accepted by the DRAE at this time either.

Shorts

The term is a noun and according to the Merriam Webster Dictionary means, pants worn at knee length.

In the example extracted from the variable under the heading *Frescos y Coloridos*, “...con colores difernetes y unas **shorts** blancos” it is used as noun and is placed semantically well. However, in English the adjective goes before the noun and in the Spanish language the order is reverse. As seen in the example the word **shorts** is placed before the adjective white to follow the Spanish language rules of grammar.

The term in Spanish that is more common is “pantalones cortos”. This term has been written “chorts” in some areas and in this form demonstrates a morphological change with the withdrawing of the “s” and the addition of the letter “c”. However, in Ecuador the term “shorts” but with the “ch” spelling is more common than the Spanish equivalent.

The DRAE does not accept this term even though it surfaces in the variables chosen for this investigation as well as in verbal communication.

Closet

According to the Merriam Webster Dictionary a **closet** is defined as a small private space or a place of retreat when defined as a noun. If used as an adjective it is defined as being closely private. It can also be used as a verb in the sense of being **closeted**. In the example “...ella salió del **closet** dejándose retratar mientras devoraba una rebanada de pizza” the term is definitely used as a noun. This example was found under the heading *In Fragantti*.

This term in Spanish is “armario” but in the variable the English Anglicism was used. The term closet seems to be more common in Ecuador not just in written content but in verbal contexts as well.

The DRAE does accept this word but with the following morphological change. The accent has been placed on the letter “o” which is not used in English. When accepted and used in the Spanish lexical the accent is placed on the word indicating the morphological change to its structure.

Flash

This term is used as a noun, adjective, or verb. According to the example found in the general interest variable it is being used as a noun, “El hijo que tiene con Tom Brady, con el **flash** de los fotografos que la persiguen.”

The World English Dictionary states the term flash as being “a sudden short blaze of intense light or flame.” In the above example it uses the term correctly and does not suffer any morphological changes when borrowed into Spanish.

The DRAE accepts this word and states it as “Aparato que, mediante un destello, da la luz precisa para hacer una fotografia instantánea.” In spanish the equivalent term would be “destello”.

Show

According to the Random House Dictionary this term is used as a noun or verb. In the example, “Vivienne le roba el **show** a mama.” The term has been used as a noun and is used syntactically right within the sentence. The stated dictionary describes the term as any kind of public exhibition or exposition.

It has not under gone any morphological changes within its structure during the borrowing process. However the term in the Spanish language is “exposición” or “espectáculo”. In the example

taken from the general interest variable under the heading *In Fraganti*, the phrase would be translated as “robarse el espectáculo.”

The DRAE accepts this term and gives the following definition, “Espectáculo de variedades.”

The linguistic analysis of the thirty anglicisms from each of the three variables demonstrates how much the English language influences the Ecuadorian magazine industry. What is interesting about the anglicisms chosen is that only 15 of the 30 are actually accepted by the DRAE and only five of the analyzed words suffered any type of morphological change to accommodate the Spanish language rules or regulations of grammar. Most of the words are influential due to the technological nature of the word. Most words used within the fields of computers or science are more easily accepted and utilized because of the major acceleration and advancements made in these areas and the fact that English is becoming a global communications language. English is penetrating the print media, as seen in this investigation, offering new vocabulary and culture as well as enriching and educating the languages.

Comparative Analysis

This analysis compares the anglicisms found in the three variables to demonstrate which of the variables contains the most Anglicism. It also provides an understanding of the top ten Anglicism used in the Ecuadorian magazines and why these anglicisms are more frequent than most others.

The Anglicism that appeared more often in the three variables was the term “**ranking**”. It appears 24 times and is sometimes written with an accent above the “a” but at other times it is used without the accent.

The second term that appears most often is the word “**United States Dollar USD**”. This word is intriguing because when the individual words are separated the term “dollar” is not an actual Anglicism but the other two words are anglicisms. Therefore when placed together an Anglicism is formed. This term appeared 14 times in the variables.

“**Email**” is another term that appears in at least two of the variables, general interest and scholarly. It makes itself known 14 times regarding messages sent electronically.

There were three terms that emerged 10 times in the list of most frequent anglicisms in the variables. The first was the word “**look**”. This term is manifested 10 times and surfaced in the general

interest variable. The term “**marketing**” also appears 10 times and is noted to have been found in at least two of the variables. It appears the most in the scholarly variable as opposed to the cultural or general interest. The last term to appear 10 times was the term “**PC**” (**Personal Computer**). The term computer is not an Anglicism alone but when united with personal it becomes an Anglicism due to the word personal because of its use in the technology the actual words placed together originated from computer jargon in the early 1950’s.

The term that appeared as number seven in regards to the top ten anglicisms is “**web**”. This term is located within all three variables and appears 8 times. Its presence known more so in the scholarly variable but did show up in the culture and the general interest variable as well. It appears in the industry of technology due to the growing advances in the computer realm which demonstrates lot of the terms associated with computers when transferred into Spanish remain in their English form.

In the general interest variable the term “**tips**” appears 7 times. It is used to refer to advice on certain beauty or fashion questions or suggestions to improve a person’s well being or physical appearance.

The last terms to appear in the list of the top ten anglicisms were “**internet**” and “**software**”. They show up 6 times in the variables and are related to areas of technology, the World Wide Web,

and computers in general. These terms did not undergo any changes when transferred and there are no words within the Spanish language to substitute them with. These are yet two more examples of words being borrowed from fields of technology without an equivalent word in the native language.

Most of the terms that seem to have appeared with the most frequency are those that are related to technology and health and beauty. The terms used in the aspects of technology are used because in some instances there simply isn't a parallel word in Spanish.

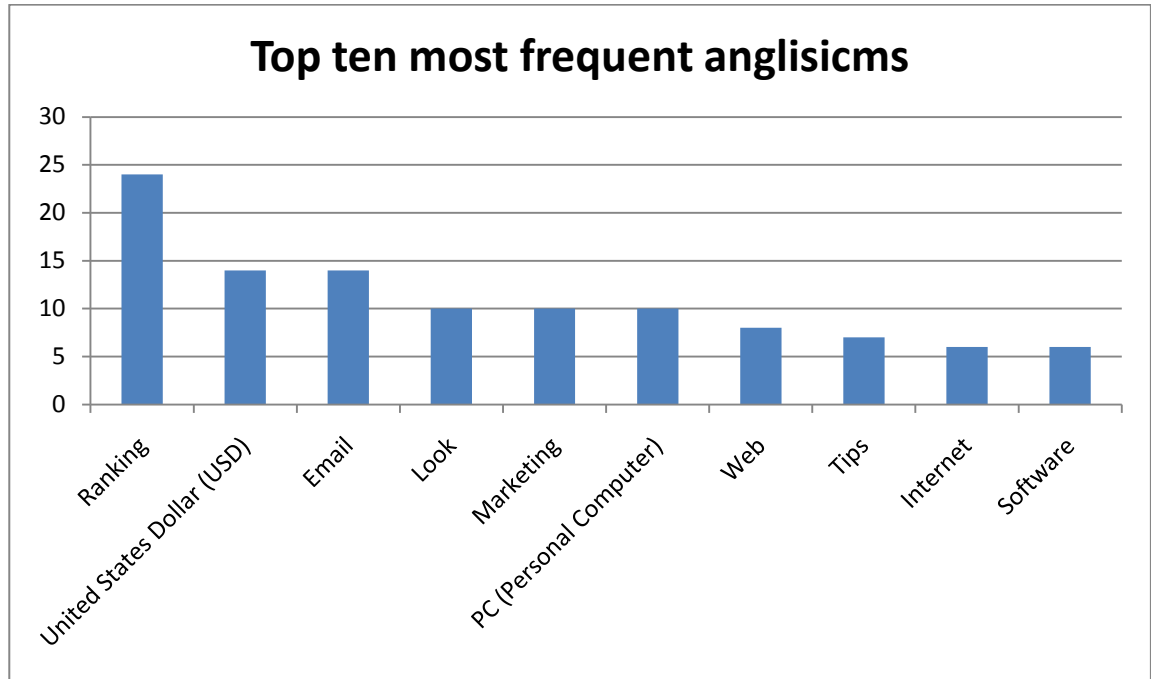
As technology improves and advances are made new terms are developed. The majority of the terms that are English will remain in that language due to the growing number of countries utilizing English and making it their second language. Asencion (2001) states, that in the computer world the frequency of borrowed words is immense. English has become a global language thus the need to keep some terms based on technology remains. Asencion (2001) also says that this complete appropriation of foreign words seems to indicate a tendency in language users to prefer the adoption of English words over the creation of new terms in their own language. Therefore, as seen in chart five the majority of the anglicisms found were in the variable scholarly magazine at a rate of 53% with a repetition of 141 times.

In regards to the area of health and beauty most of the terms used in the English language focus on improving the overall appearance of an individual. Most women and young teens will take great measures to look younger or better. The Hollywood cliché has left many wanting to look and feel great. An image has been set by the acting modeling world pushing people to change some things about themselves on a physical or emotional level. If the terms remain in English they appeal to this area of people. It connects them through the English language to the realm of picture perfect individuals. 32% of the anglicisms were found in this variable with a frequency of 84.

The variable of culture magazine showed the least amount of Anglicism. Only 39 word repetitions appeared with a rate of 15%. When it comes to the culture of the country, it appeared that most of words remained in the original language, Spanish, to hold to its culture and background and to appeal to the Spanish heritage.

There are a total of 108 anglicisms in the three variables appearing over and over again for a total of 264 times. Each contained at least 10 of these Anglicism with the majority appearing in the scholarly magazines. Rollason (2004) states that the Spanish language has seen an increase in English usage in US dominant fields such as: technology and management. This research demonstrates this with the majority being found in the scholarly variable.

The following bar graph shows the top ten most frequent words to facilitate the understanding of them and show the amount of times the word appears in the variables.



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Conclusions

- This research manifests that anglicisms are evident in Ecuadorian magazines and the majority of them appear in the scholarly and general interest variables. The anglicisms that were seen in the variables pertain to fields such as technology, management, health and beauty, as well as economics and the automobile industry.
- Most of the anglicisms were nouns that appeared syntactically and semantically correct in the sentences or phrases in which they occurred. Nouns were noted to appear more frequently than other lexical categories such as adverbs and adjectives.
- One of the most relevant conclusions that pertain to this investigation is that words or terms associated with the field of computers or computer jargon remained in the English language. This occurs because it appears easier to transfer these words than to create or find an existing word in the Spanish language. Most of the terms related to computers are created and used at global levels especially in the magazine industry as shown in this research.
- There also appears to be number of anglicisms being used in the areas of health and beauty. Most of these terms are used to catch the eye or appeal to a specific crowd of persons whose focus is physical beauty. Many of these terms are not necessary, however, are borrowed to increase awareness and

attraction in these groups of individuals. Using words in English when it comes to this specific area connects individuals to those famous persons from Hollywood or the modeling world.

- Although some of the terms did see some sort of morphological change the majority found in these specific variables remained in their original form. The words that did suffer changes within their structure did so to accommodate phonological aspects of the Spanish language. It facilitates the pronunciation for Spanish readers and speakers when viewing or speaking the terms. Accents were placed on some words on the first syllable to pronounce stress as would appear in the Spanish lexical.
- There appear to be several words that do not have an equivalent in the Spanish language. These terms are used and some are even accepted by the DRAE.
- This research thus, suggests that anglicisms are indeed seeping into the magazine industry of Ecuador but not in massive quantities. Most all of the words that are being borrowed do have equivalent terms in the Spanish language but are not being implemented when it comes to the written aspects of the magazines. These terms that are being lent from English help to enrich Spanish and the Ecuadorian magazines by providing new vocabulary, education, and culture for its people.

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Annexes

Tables used in the collection of data.

Magazine and Date	Anglicism	Example	Lexical Category	Word Repetition Number	Heading	Page

Tables used in collection of data used to document the previous studies and bibliographic information.

Theme	Pg No.	Information	From No.

Item	Information	Form No.

Table used to express the ten most frequent anglicisms found.

Anglicism	Word Repetition number

Table used to show the comparison between variables.

	Variable	f	%
Anglicisms			