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

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

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CERTIFIES THAT:

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

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Loja, January 2010

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## Table of Contents

### **Preliminary pages**

Certification.....	ii
Contrato de Cesión de Derechos.....	iii
Authorship.....	iv
<b>Abstract</b> .....	1
<b>Introduction</b> .....	2
<b>Methodology</b> .....	5
<b>DISCUSSION</b> .....	7
<b>Literature Review</b> .....	7
Results.....	25
Description, Analysis, and Interpretation of Results.....	48
Linguistic Analysis.....	48
Comparative Analysis among Variables.....	81
Conclusions.....	86
<b>References</b> .....	88
<b>Annexes</b> .....	92

## **Abstract**

The theme of this investigation was to analyze Anglicisms usages in Ecuadorian Magazines. This research was about the phenomenon of Anglicisms found in Ecuadorian magazines that contains a deep linguistic analysis of the most common Anglicisms found in magazines from Santo Domingo, and Quito Ecuador under the following categories cultural, scholarly and general interest; such as “Vision, Hogar, La Casa, América Economía, and Criterios”.

In order to develop this descriptive investigation the qualitative and quantitative methods were used. Qualitative investigation is defined as research that analyzes data in written documents. The qualitative method was used for the linguistic descriptions of Anglicisms. Quantitative investigation is defined as the process of measurement. With this method, comparisons were made among variables to determine which variable contains the highest number of Anglicisms and which are the 10 most commonly used Anglicisms in each variable.

This research concludes that the influence of Anglicisms in Ecuadorian magazines mostly appears in technological and economical magazines and that many of them benefit Spanish but others are not necessary.

## **Introduction**

The use of Anglicisms in magazines within the Spanish language is a very interesting topic to be investigated in Ecuador specifically in Santo Domingo and Quito. The use of Anglicisms has been studied in Spanish speaking countries such as Spain, Argentina, Costa Rica, and Cuba; however, there are no studies in Ecuador about this topic. This research will help us to understand how English is influencing our native language in terms of Anglicisms.

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

The objectives of this research are to identify the syntactic and lexical Anglicisms most commonly used in Ecuadorian magazines, to analyze Anglicisms found in Ecuadorian magazines regarding syntactic, semantic, and morphological aspects, and to establish which variable (cultural, scholarly, and general interest) contains the highest number of Anglicisms. The variables were taken from magazines printed in 2010. Therefore, we will be using the Qualitative and Quantitative methods for the data collected to be analyzed, described, and compared and to determine which Anglicisms are mostly used.

To justify this research and its results we will use the following resources, the internet, journals, books, magazines, and dictionaries. In order to back up this research we will take a look at other studies that have been done to determine if the Anglicisms exist in other written ways and also in the Spanish language.

According to Alvarez and Hernandez (2003), in their article on Anglicisms, it is necessary for people to be aware that research on this topic will help us to have a better understanding of the use of Anglicisms in the Spanish language. For example, when we use words such as “fault” and we pronounce it wrong by following the grammatical rules in Spanish; in English it is pronounced (folt) because most letters in English have more than one sound.

In the article “The study of Economic Anglicism” by López (2001) it is mentioned that in some cases the rapid growth of economic development makes borrowings necessary which means that a word is adopted or absorbed. Thus, there is no semantic equivalent in Spanish as in commodity, join, venture, leasing management, swap, etc. She points out that marketing magazines are where Anglicisms have the strongest influence. Finally, she concludes that the current influence of English upon Spanish language makes it difficult to establish if we are dealing with a word or term.

Bedoya and Casanova (2009), in an article about Anglicisms say that the use of foreignism is an indicator of the behavior of language



in society and explains how it affects teenagers with the excessive use of Anglicisms.

In addition, they say that according to the data observed the majority of Anglicisms that were used during the interviews were those already registered by the DRAE and they supposed that DRAE is more open to adopt many new terms.

On the other hand, the beneficiaries of this study will be the Universidad Técnica Particular de Loja and its distance learning students who are required to present a research study on this topic in order to graduate with a Bachelor's degree in Teaching English as a Foreign Language.

Even though the study is limited to examining three variables, it is obvious that the use of Anglicisms is an indicator of the behavior of the language in society. Moreover, another limitation identified in this research is the lack of resources in Santo Domingo such as libraries and magazines. It was necessary to travel to Quito to obtain the required information and get the magazines.

## **Methodology**

In order to gather information for the bibliographic investigation, it was necessary to travel to Quito to the Catholic University (PUCE) to get the scientific material for the theoretical background; it consisted of different concepts, definitions, and theories about the research themes corresponding to the topic investigated. Also it consisted of previous studies related to Anglicisms in the Spanish language.

To develop the theoretical background it was necessary to do a broad and deep bibliographic investigation of different sources, such as: books, dictionaries, special magazines, journals, and the Internet.

In order to do the field investigation, this research was carried out in the city of Santo Domingo, Ecuador. The investigated materials used were six magazines published in the year 2010, and were available to the general public in our country.

Moreover, the qualitative and quantitative methods were used to carry out the proposal and interpretation of the data.

Furthermore, to carry out this research the following techniques were used: Reading (skimming and scanning), Note-taking to collect the bibliographic information. The following instruments were used data collection charts, cards, and tables. These instruments allowed us to gather information for the theoretical background, and to facilitate the process of information and organization of the results.

The variables were chosen and categorized into cultural magazines, scholarly magazines, and general interest magazines. All the Anglicisms found were placed into tables according to each of the three variables. They were analyzed and documented according to the lexical category in the result table. Alongside the lexical category we find a written example for reference as well as the number of word repetitions, the heading and the page where it was found.

In order to do the descriptive analysis, 30 Anglicisms were chosen that included the syntactic and semantic aspects as well as the morphological changes. In addition, the variables were compared to see which one contains the most Anglicisms as well as the top ten most frequently used Anglicisms within the variables.

## **DISCUSSION**

### **Literature Review**

Anglicisms are increasing more and more in Ecuadorian Magazines. When an English word is found in another language it means that it is being borrowed. The English word can lose or change its meaning and it can also develop a new meaning in another language. In this study we will make relevance only to the use of Anglicisms in Ecuadorian magazines because the theme of this study is a descriptive analysis of Anglicisms in Ecuadorian magazines.

We are going to extend our study about Anglicisms by detailing the following concepts and studies: Theoretical support about linguistics, which contains the following branches: Morphology, Semantics, Pragmatics, Phonology, and Syntax, Lexical categories (Parts of Speech). Contact Languages, and its concepts which are a mixture of two or more languages. Language vice refers to a defect or a bad habit when a word is being replaced for another. Barbarisms are the incorrect use of language. Anglicisms which is an English word used in a foreign language, borrowing and loans are words that have been adopted from another language and have become part of everyday usage. Sometimes these are containing slight modifications. Magazines are defined as publications with regular intervals such as weekly or monthly. This helps us to understand the language used

and the audience they reach. Finally, the research contains a deep investigation on previous studies about Anglicisms.

### *Linguistics*

To have a better comprehension about the concept of linguistics and how it is related to the language and the use of Anglicisms in Ecuadorian magazines we are going to provide some deep and important definitions, starting from a good one that gives us a general idea about what linguistics deals with.

According to Burneo, (2008, p. 7), “Linguistics is the study of human language; also, Linguistics is the study of the manifestations of language and the social and cultural influences that shape its development”.

Furthermore, Linguistics takes an analytical approach to the study of language and according to Akmajian, A., & Demers, R. (2001); the field is concerned with the nature of language and linguistic communication.

In addition, Cristal, D. (1992, p. 7), states that Linguistics is the systematic study of language.

### *Branches of Linguistics*

## *Morphology*

It is considered the study of the structure and form of words. We are going to expand this knowledge taking into account the following definitions.

Crystal (1992, p. 49), states that “Morphology is the branch of grammar which studies the structure of words; it contrasts with syntax, which studies the way words combine into sentences.” In addition, Finch (1997, p. 176), explains that morphology is concerned with the structure of words.

Finally, it is precise to mention a definition which summarizes the previous ones. According to Carter and McCarthy (2006, p. 911), “Morphology is the study of the internal structure of words, and includes the study of base forms, affixes, compounding, derivation, etc.”

With the previous definitions about morphology and its components, we now have a clear idea that it is a part of linguistics in charge of studying the composition of words, morphemes, and lexemes are these components.

## *Semantics*

According to the Collins English Dictionary Online (2010), semantics is the branch of linguistics that deals with the study of meaning.

Moreover, Carter and McCarthy (2006, p. 922), say that semantics is the study of meaning, which includes the meanings of words and the meanings of larger semantic units. Example, sentences. In other words, it refers to with the study of meaning in the language.

Additionally, Crystal (1992, p.64) explains that semantics is a branch of linguistics, which studies the meaning in the language.

### *Pragmatics*

This branch of linguistics is concerned with the study of the language used in a social context; thus, Crystal (1992, p. 57) defines Pragmatics as the study of language, which the users have their point of view especially of the choices they make.

Moreover, Finch (1997, p. 131) states that pragmatics explores the interpretative strategies we employ for deciding on the meaning of utterances.

Furthermore, Carter and McCarthy (2006, p. 916), explain that Pragmatics is the study of communication in relation to the intended meaning of particular utterances within particular situations. For instance, “it is cold here”. It is normally used as a statement of fact; however, depending on the context of its spoken use and the speaker’s intention, it can be a complaint, a challenge or a request to shut a window.

## *Phonology*

The word phonology brings to mind the sounds of words and how they are produced. There are some important concepts of phonology in order to support it.

According to Burneo (2008, p. 8). “Phonology studies the sounds of the language and describes the way sounds function within a given language.” In addition, Carter and McCarthy (2006) explain that Phonology refers to the study of the sound system in a language.

Moreover, the Merriam-Webster Online Dictionary (2010) defines Phonology as the science of speech sounds, which includes the history and theory of sound changes in a language or in two or more related languages.

## *Syntax*

Syntax is another important branch of linguistics; it refers to the study of sentence formation. In the following lines we are going to become aware with the origins of the word syntax and its definitions.

Carter and McCarthy (2006, p. 925), define Syntax as the rules that control the arrangement of words in phrases, clauses and sentences.

Similar, but shorter than the previous definitions is one that was written by Lyons (1981, p. 103) in the article *Syntax* in which says that Syntax deals with the distribution of words.



According to Burneo (2008, p. 9), Syntax is a subfield of linguistics that studies the rules and principles that govern the way words are united together to form phrases, clauses and sentences.

*Syntax: Lexical Categories*

According to the Wikipedia Encyclopedia (2010), we found that English words have been traditionally classified into eight lexical categories. These categories are the following:

Noun: any abstract or concrete entity

Pronoun: any substitute for a noun or noun phrase

Adjective: any qualifier of a noun

Verb: any action or state of being

Adverb: any qualifier of an adjective, verb, or other adverb

Preposition: any establisher of relation and syntactic context

Conjunction: any syntactic connector

Interjection: any emotional greeting (or "exclamation")

In addition, Lyons (1981, p. 109) states that the parts of speech refer to nouns, pronouns, verbs, adjectives, prepositions, etc.

Furthermore, Finch (1997, p. 85) says that Syntax refers to similar structure and the way words are arranged in written or

spoken language to make well-formed strings that means sequences of words such as phrases, clauses, and sentences.

### *Contact Languages*

Houghton, (2000, p. 26) states that contact language is a more basic form of speech that is usually a mixture of two or more languages, has a elementary vocabulary and grammar, is used for communication between groups speaking different languages, and is not spoken as a first or native language.

Moreover, Nordquist (2010) in the article Grammar and Composition says that Contact Language is not the native language, used for purposes of basic communication by people with no common language.

According to Appel and Muysken (1987, p. 126) contact language is a situation in which two or more languages coexist within one state and where the speakers use these different languages alternately in specific situations or circumstances.

### *Language Vice*

According to the Wikipedia Encyclopedia (2010), vice can refer to a fault, a defect, an infirmity or merely a bad habit or practice. Concerning with the language it refers to a fault, defect, or a bad habit in the language.

Moreover, the Collins English Dictionary (2010) states that vice serves in place of, or being next in importance to. So, in language then, a vice is one word being replaced for another.

Furthermore, the Free Online Dictionary (2010) explains that vice is a fault, weakness, limitation, defect, deficiency, error, imperfection, frailty, bad habit, weak point, infirmity. In regards to language it is concerned to have defects or deficiency in word transfers; example, fútbol, football.

### *Barbarisms*

According to the Free Online Dictionary (2010), the English word barbarism refers to incorrect use of language and to refers to ignorance or crudity in matters of taste, including verbal expression.

In addition, the Wikipedia Encyclopedia (2010) defines Barbarism to referring to a non-standard word, expression or pronunciation in a language. The term is used prescriptively in writing.

Furthermore, the Oxford English Dictionary (1997) explains that Barbarism refers to the use of words or expressions not in accordance with the classical standard of a language, especially such as the foreign origin.

### *Anglicisms*

According to Gorlach (2002, p. 2) an Anglicism is a word or dialect that is exclusive to English in all of its form (Spelling, pronunciation, morphology, or at least one of the three). Moreover, the Wikipedia Encyclopedia (2010) states that an Anglicism is a borrowed word from English and used in another language. They also describes English syntax, grammar, meaning, and structure used in another language with varying degrees of corruption.

In addition, the Oxford English dictionary (1997, p. 465) in its second edition explains that “Anglicized language, such as the introduction of English idiom into a sentence in another language, a peculiarity of the English language, an idiom especially English.”

### *Borrowings and loans*

Crystal (1992, p. 14), in his article *Introducing Linguistics* says Borrowing is the process or result of adopting a linguistic form from another language or dialect; a lexical borrowing is often called a loan word. Examples include (from French to English) restaurant and (from English to French) weekend. Less commonly, grammatical features are borrowed, such as the use of English plural -s when European languages borrow such words as drinks, girls, and ski-lifts.

Furthermore, the Merriam-Webster Online Dictionary (2010) explains that borrowing is something used or taken from someone or something else, especially a word or phrase adopted from one language into another.

In addition, the Encarta Dictionary (2010) says that borrowing affects the vocabulary and also all the components of a language's grammar. Moreover, the Wikipedia Encyclopedia (2010) states that a semantic loan is a process of borrowing semantic meaning. Into the borrowing are grouped the calques, loan words, and semantic loans. Semantic loans often occur when two languages are in close contact.

### *Magazines*

According to the Wikipedia Encyclopedia (2010) "Magazines are publications, generally published on a regular schedule, containing a variety of articles, generally financed by advertising, by a purchase price, by pre-paid magazine subscriptions, or all three". Thus, the Encarta dictionary (2010) says that magazines are publications released on a regular basis that may include news, feature articles, poems, fictional stories, or other types of writing. Magazines also include photographs and drawings.

Moreover, in the Collins English Dictionary Online (2010), we found a definition about magazine which says, Magazine is a periodical paperback publication containing articles, essays, stories, poems, etc., by many writers, and often photographs and drawings, frequently specializing in a particular subject or area, as hobbies, news, or sports.

The Project for Excellence in Journalism (2004) talks about the magazines' audiences in which people are interested in news, pop

culture, entertainment, lifestyle, and business magazines. Also, the American Heritage dictionary (2010) says that the audience is the readership for printed matter, as magazines.

According to an anonymous author at the website Magazine Study (2008), the language used by the magazines are realistic, descriptive, emotional account. The language never should be specialized; it should be understood on the street.

### *Previous Studies*

According to Gonzales (2003) on his study about the impact of lexical Anglicisms in Spanish film magazines, said that many Anglicisms have been found fully integrated into Spanish texts. Some examples are *filmar*, *gánster*. They are called raw or crude Anglicisms which mean that are in an original state and not yet subjected to correction or analysis. Those words are not adapted to Spanish spelling and grammatical rules.

Furthermore, lexical borrowing is one of the most common outcomes of language contact throughout history. He says that it is because of the difficulty of finding Spanish equivalences. Finally, he concludes that it is true that there are some apocalyptic voices that raise a clamor against the deterioration of Spanish by the hordes of unnecessary Anglicisms entering the language.

Rollason (2004), states that in Spain and France there is an official Academy that attempts to lay down the usage of Anglicisms but

there are many accepted Anglicisms that are immersed into Spanish due to the free-market environment; examples, el lider, (leader) boicot (boycott) mitin (meeting) these words are modified to the grammatical Spanish rules and they are written as are heard. Also, Rollason's study says that the word fútbol (football) has a modified spelling however this word in Spanish is a calque "balompié" (balón = ball; pié = foot this word is rarely used. The word basketball is also a calque like the previous it also is almost never used. The calque is balón = ball, cesto = basket and everybody prefers to use basketball.

On the other hand, the most recent waves of Anglicisms in Spanish are because the US is the dominate field. The fields such as management and information technology are immerses into Spanish languages and words such as computer, hardware, software, "formatear" that in English is (format) are used.

Rollason says that some might argue that it is not necessary to worry about the increased use of Anglicism that could actually prove to be cultural and communicational asset, improving writers' expressiveness by using a lot of Anglicims, thus he says that it is a very interesting point; Rollason argues that cultural diversity also implies linguistic diversity and he is concerned with the use of Anglicisms.

On the other hand, Diéguez (2004) argues that more than half (65. 3%) of the Anglicisms in her first study did not correspond to the

economic terms and it was found integrated in our language; for example, bar, escáner, estandarizar; furthermore, it was observed that in this last investigation it presented a major percent of economic integrated terms in our language dumping. Also, a smaller percentage of Anglicisms used the plural article in Spanish (el, los, las) and the Anglicisms did not change. Example, los DVD disk, los tender offer, los input.

It was observed that some Anglicisms also presented the morphemes (s) according to the grammatical Spanish rules which says that all the words that end in consonants have the letters (es). Example: lider +(es) = líderes, club +(es) = clubes. Thus, the words like “el American coffee”, “las aplicaciones web” have the determined gender according to the grammatical Spanish rules. Also, some Anglicisms are not similar in the ways they are used; examples, delicatessen/delicateces, slogan/eslogan, standard/estándar. She says that technology terms are integrated into Spanish language. Examples, software, hardware, and general lexical like (performance).

Diéguez concludes that the majority of people who make the scientific discussions are engineers and economists; they have more access to the English language because they have studied in North American Universities for their postgraduate studies and the majority of their research is in English because the technical information is found in this language. Journalists are another group that needs to



research in English in order to edit articles in the magazines such as *Capital and Gestion*.

In conclusion, she said that we live in a highly globalized world where English seems to act as *lingua Franca*. It is for this reason that she is obligated to worry about this theme because it is controversial and it can carry with repercussions for the future of Spanish.

She concluded that a high percent of borrowed words and similar published studies do not exist in her country. Moreover, she believes that her contribution might establish a desire to follow and investigate the Anglicisms because this research contributes to the studies about them in Chile and gives a beginning to other similar investigations in different genres and discursive modalities. It is possible to investigate in other thematic areas.

Bedoya and Casanova (2009) supposed that the DRAE is more permissive in how many new terms are adopted. Even though the study was limited in examining a small population, they understand that the use of foreignism is an indicator of the behavior of the language in society and explain how it affects the youth and their excessive use of Anglicisms. They observed that the most important Anglicisms were already accepted by the DRAE as a form of 35 Anglicisms that represent 65.21% of the total lexical Anglicisms. There were also Anglicisms not identified by the DRAE, these types represent 34.79% with a form of 28 lexical Anglicisms.

Rodríguez (1996), states that the majority of Anglicisms occur in technical magazines. Technical fields have a wide range of influence. In science as well as in popular jargons of sports and leisure activities are where Anglicisms are found. There are also borrowings with a more colloquial and unconventional flavor from many fields, most frequently found in journals and in youth language, the reasons for this are both representative or referential and indicative or expressive.

Some journalists, use borrowings to have more style in their writing, for example code switching or humorous intention. These expressions are used because of their style and nature, but are subject to criticism, disqualifying their inclusion in dictionaries.

Domanska (2006) explains that she is more attentive towards language changes and their fast development. Anglicisms are very powerful and influential on more and more languages in Europe. The main points of the research were to focus on the negative point of view on Anglicisms.

Anglicisms are not too dangerous towards other languages, but an extensive usage of them can lead to some serious changes in the lexicon, syntax, semantics and word meaning of a language. The final results of her study showed that most of the Norwegian students are aware of a strong use of Anglicisms in Norway. In order to achieve a special status or be accepted among peers, some of the Norwegian students choose this form of speaking on purpose when

communicating with a special group usually friends. However, they do have control over the amount of words they borrow from English. In some special cases English words are used when there is no substitute or a Norwegian equivalent.

In conclusion, the students are aware of the Anglicisms usage, but often do not worry about their native language being negatively influenced by English. They seem to have a correct grasp of criticisms towards Anglicisms and they can differentiate and correctly assess when they should and should not use them.

On the other hand, López (2001) in her article about Economic Anglicism argues that in some cases the rapid growth of economic development makes borrowings necessary because there are not semantic equivalences in Spanish, as in commodity, joint-venture, leasing, management, swap, etc. She points out that it is thought that marketing magazines are where Anglicisms have the strongest influence. Examples of this are publicity, merchandising, mailing, customizer, etc. Its main effects are observed in South American Spanish, where language contact brings about continual interference. The current influence of English upon Spanish makes it difficult to establish if we are dealing with a word or a term.

According to Alvarez & Hernández (2003), in their article on “Los Anglicismos en la prensa latinoamericana y su impacto social y lingüístico”, it is necessary that people be more conscious and act in favor of a grand community of speakers of the same language and

that each country has diverse attitudes about the present growth of Anglicisms.

The use of Anglicisms correlates directly into society and the Spanish spoken language even though the newspaper journalists, the linguist's translators, and the terminologies are a minority. It is very important that they have a responsible attitude towards the use of the language. For example, when they use words such as "fault" and we pronounce it wrong by following the grammatical rules in Spanish; in English it is pronounced (folt) because most letters in English have more than one sound.

Finally, Alvarez & Hernández say that with the appearance of technology, sports, and general information, a great number of Anglicisms have been introduced into the Spanish language that is difficult to translate. They think that this research helps us understand in a better way the use of Anglicisms in the Spanish language.

Oncins (2009), in his article on "Towards a Corpus-Based Analysis of Anglicisms in Spanish" shows us how the influence of an English word can contribute to changes in the meaning of the cognate form in Spanish.

English words that enter the Spanish lexicon are necessarily more abundant in American Spanish or in the press. Intuition would also suggest that translation is a very frequent access of Anglicisms.

In the results observed in contemporary Spanish the adverb “dramáticamente” is taking on the new sense “espectacularmente” under the influence of English “dramatically”. “Dramáticamente” functions as a verb modifier, normally appearing in preverbal position. The Spanish adverb collocates with a wide variety of verbs, but there is no trace of the type of gradual completion verbs that English “dramatically” modifies.

Finally, an article by Gunther (2005), called “Anglicismos en el Español de America” said that some Anglicisms are changed; because of the cultural use. For example, we can say sleeping and it means sleeping bag. Some of the Anglicisms are used in an elliptic or stuck way. For example, kinder for kindergarten, scotch for scotch tape, shopping for shopping centre, directional for directional light. Some English adjectives are use as nouns in Spanish; for example, strapless and all around, furthermore, the lexical characteristics in borrowings that come from English are important factors for different lexical forms that are from Latin-American countries like the case of the car’s clutch (cloch(e) embrague del automovil).

## **Results**

Table One

Variable: Cultural magazine

<b>Magazine And Date</b>	<b>Anglicisms</b>	<b>Examples</b>	<b>Lexical Category</b>	<b>Word repetition</b>	<b>Heading</b>	<b>Page</b>
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				<b>number</b>		
La Casa: Revista de la Casa de la Cultura Ecuatoriana Benjamín Carrión # 69 2010	internet	..., los mismos que son publicados en la página de <b>internet.</b>	noun	1	Informe económico para la Comisión Ocasional de Cultura de la Asamblea N.	25
La casa: Revista de La casa de La Cultura Ecuatoriana Benjamín Carrión # 70 2010	hippies	Pelos largos, <b>hippies ...</b>	noun	1	El artista y su tiempo	3
	beatniks	...hippies o <b>beatniks,</b> formas de negación de todo autoritaris mo,....	noun	1		3
	Club	...la programaci ón del Cine <b>club</b> de nuestra Cinemateca	noun	1	Esos locos bajitos	5
	Land	Al arte minimalista , al <b>land</b> art, al body art ...	adjective	1	La dignidad de un artista	11
	Art	Al arte minimalista , al land <b>art</b> , al body <b>art</b>	adjective	2		11
<b>Magazine And Date</b>	<b>Anglicisms</b>	<b>Examples</b>	<b>Lexical Category</b>	<b>Word repetition number</b>	<b>Heading</b>	<b>Page</b>
La casa: Revista de La casa de La Cultura Ecuatoriana Benjamín Carrión # 70 2010	Body	Al arte minimalista , al land art, al <b>body</b> art	noun	1	La dignidad de un artista	11
	happenings	¿Qué le parece los <b>happenings</b> ?	noun	1	Pintor de los sentimien- tos	19

	Pop	..el <b>pop</b> art (extravagan cia...)	adjective	1	El pintor de una ciudad llamada Quito	22
	Gay	...el <b>gay</b> albino, paranoico y calvo,.....	noun	1		22
	Rock	..el punk y el <b>rock</b> de la nueva ola.	noun	1		22
	Top	...esa <b>top</b> model a la que no hay...	adjective	1	Memorias de agua de fuego	24
	Links	...pueden servir de <b>links</b> entre los... ...otros <b>links</b> con la sociedad,...	noun	2		26-28
	Rock	...el lugar del <b>rock</b> , por ejemplo).	noun	1		25
	Poetry	<b>Poetry</b> & facebook	noun	1	Poesía en red	34
	New	Regodeos <b>new-age</b> , ejemplificac iones..	adjective	1		34
	internet	...el <b>internet</b> es uno de ellos.	noun	1		34
<b>Magazine And Date</b>	<b>Anglicisms</b>	<b>Examples</b>	<b>Lexical Category</b>	<b>Word repetition number</b>	<b>Heading</b>	<b>Page</b>
La casa: Revista de La casa de La Cultura Ecuatoriana Benjamín Carrión # 70 2010	ciberespacio	...el mundo del <b>ciberespacio</b> ...	noun	1	Poesía en red	34
	Age	Regodeos <b>new-age</b> , ejemplificac iones...	noun	1		34
	Web	...páginas <b>web</b> donde	noun	1		34

		el poema....				
	school	(7 años,EMDI <b>School</b> valle de los Chillos)...	noun	1	Pintura de los museos de la CCE	44
	High school	(10 años, Pitagoras <b>High school</b> , Quito).	noun	1		44
	Shaw	Recordando de <b>Shaw</b> en su cuerpo	noun	1	Borges y los maestros orales	48
	review	...que le hiriera la Paris <b>Review</b> allá.....	noun	1	La circularidad del verso	61
	Gay	...lo <b>gay</b> en el arte, la mujer.....	noun	1	Parece que fue ayer	65
	Full	...se imprimió a <b>full</b> color. ..... ...el papel couché <b>full</b> color	adjective  adjective	1  1		65  66
	Bond	...se volvió al tradicional <b>bond</b> .	noun	1		66

Authors: R. Elizabeth Londoño Montesdeoca and Ana Cecilia Cedeño Albán

Table Two

Variable: Scholarly magazines

Magazine And Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
América economía (Ecuador) Agosto 2010	Boom	...convertirse en el protagonista de un gran <b>boom</b>	noun	1	El milagro esperado de Santos	8



		económico.				
	Commodities	...buenos precios que tienen los <b>commodities</b> que exporta Brasil...	noun	1	Bajando el punto de cocción	18
	home theater	..., especialmente en tecnologías de <b>home theater</b> , ...	noun	1	La nueva vida de Polaroid	19
	internet	...sistemas de sonido surround de <b>internet TV</b> .	noun	1		19
		..., <b>internet</b> y los sistemas de alta definición ...	noun	1		Cine por joystick
	breakeven	..., Mubi habrá alcanzado el <b>breakeven</b> ,...	noun	1		22
<b>Magazine And Date</b>	<b>Anglicisms</b>	<b>Examples</b>	<b>Lexical Category</b>	<b>Word repetition number</b>	<b>Heading</b>	<b>Page</b>
América economía (Ecuador) Agosto 2010	Royalty	<b>Royalty</b> en países mineros.	noun	1	Todo tiene su precio	24
	Tax	La idea planteada por el gobierno Australiano de imponer	noun	1		24

		un “super <b>tax</b> ” de 40%...				
	stand by	... flujos de inversión extranjera continuaron en <b>stand by</b> .	noun	1	Infortunio laboral	28
	ráanking	...edición del <b>ráanking</b> de las 500 Mayores Empresas	noun	1	Muito obrigado	36
		..... ... en el <b>ráanking</b> de este año...	noun	1		36
		..... ...corporaciones en este <b>ráanking</b> .	noun	1		37
		..... ...dos nuevas empresas en el <b>ráanking</b> .	noun	1		37
		..... ... empresas brasileñas de este <b>ráanking</b> ...	noun	1		37

Magazine And Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
América economía Ecuador Agosto 2010	ráanking	...se realiza este <b>ráanking</b> desde hace más de 20 años...	noun	1	Muito obrigado	37
		..... ...el primer lugar de este <b>ráanking</b> .	noun	1		37
		..... ...las empresas mexicanas en este <b>ráanking</b> ...	noun	1		38
		..... ...que más aporta empresas a este <b>ráanking</b> ,	noun	1		38
		..... ...casos destacados de este <b>ráanking</b> .	noun	1		38
		..... Argentina con 33 empresas en este <b>ráanking</b> ,	noun	1		39
		..... ...su presencia en el <b>ráanking</b> .	noun	1		39
		..... Algunas de ellas salieron del <b>ráanking</b> ;	noun	1		39

Magazine And Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
América economía (Ecuador) Agosto 2010	ránking	Esta edición del <b>ránking</b> muestra... ..... ..., la próxima edición de este <b>ránking</b> mostrará.	noun  ..... noun	1  1	Muito obrigado	40
	ranking	Sin sorpresas llega para Ecuador el <b>ranking</b> de las 500 mayores empresas ..... ...su ubicación dentro del <b>ranking</b> . .....	noun  ..... noun	1  1	Rostros ya conocidos	74
		...primeros puestos del <b>ranking</b> de América Economía .....	noun	1		75
		Porta (Conecel), la tercera ecuatoriana en el <b>ranking</b> ...	noun	1		76
Ranking	... conquistó el primer lugar en el <b>ranking</b>	noun	1	Petrobras: Bienvenida al primer lugar	78	

Magazine And Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
América economía (Ecuador) Agosto 2010	rânking	Los países incluidos en el <b>rânking</b> son: ... .....	noun	1	Así hacemos las 500	86
		El <b>rânking</b> no incluye bancos e instituciones ... .....	noun	1		86
		...produce cada año un <b>rânking</b> especial... .....	noun	1		86
		El orden del <b>rânking</b> es determinado... .....	noun	1		86
		El <b>rânking</b> intenta uniformar al máximo... .....	noun	1		86
		La información consignada en el <b>rânking</b> de empresas .....	noun	1		86
		Las fuentes de información utilizadas para construir el <b>rânking</b> ..	noun	1		86

Magazine And Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
América economía (Ecuador) Agosto 2010	rânking	...20 ediciones anuales consecutivas de un mismo <b>rânking</b> ,...	noun	1	Buscando las diferencias	102
		..... ... empresas aportaban al primer <b>rânking</b> .	noun	1		102
	holding	“Y un <b>holding</b> que administre ambas”.	noun	1	Rostros ya conocidos	75
	commodity	..., sus ingresos provienen de la venta de un <b>commodity</b> , el petróleo, ...	noun	1	Rostros ya conocidos	76
	rêcord	..., en 2009 GM batió su propio <b>rêcord</b> ...	noun	1	General Motors: Sin reinventar la rueda	82
	mix	...un buen trabajo en el <b>mix</b> de productos	verb	1	Wal-Mart: Y sigo siendo el rey	85
	ítem	...atención a la interpretación de <b>ítems</b> como utilidad,...	noun	1	Estados financieros	86
	web	..., sus sitios <b>web</b> ,...	noun	1	Así hacemos las 500	86

Magazine And Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
Criterios (Revista de la Cámara de Comercio de Quito) No. 144 Agosto 2010	estatus	...sabían cuál era su <b>estatus</b> : ...	noun	1	Libertad para disidentes cubanos	8
	hardware	...; <b>hardware</b> y software; y servicios ambientales.	noun	1	Código de la Producción	11
	software	...; hardware y <b>software</b> ; y servicios ambientales.	noun	1	Código de la Producción	11
	...	... empresas a nivel mundial en desarrollo de <b>software</b> .....	noun	1	Grupo Más	37
	...	... el segundo lugar en el mundo en desarrollo de <b>Software</b> .	noun	1		37
	.. los grandes monopolios acaparan el mercado de <b>softwares</b> pero no ...		noun	1	Grupo Más	38

Magazine and Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
Criterios (Revista de la Cámara de Comercio de Quito) No. 144 Agosto 2010	software	...pero no invertir en un <b>software</b> , ni en la creación de aplicaciones para <b>software</b> . .....	noun	2	Grupo Más	38
		... en el mundo en desarrollo de <b>Software</b> . .....	noun	1		38
		El <b>software</b> fue creado... .....	noun	1		38
		... en Grupo Más para desarrollar este <b>software</b> .	noun	1		38
	software	... se basa en una estructura de <b>software</b> libre.	noun	1	Eduardo Arroyo tecnove-dades	52
	factoring	... y el <b>factoring</b> como mecanismo para dar .....	noun	1	Visión del sector empresarial	17
	know how	..., pues el <b>know how</b> en la implemen-tación...	noun	1	Grupo Más	37



<b>Magazine and Date</b>	<b>Anglicisms</b>	<b>Examples</b>	<b>Lexical Category</b>	<b>Word repetition number</b>	<b>Heading</b>	<b>Page</b>
Criterios (Revista de la Cámara de Comercio de Quito) No. 144 Agosto 2010	rock	..., que pasa sus días lidiando con estrellas de <b>rock</b> ...	Noun	1	Eduardo Arroyo estantería	50
	Internet	... y puede conectars e a <b>Internet</b> ...	noun	1	Eduardo Arroyo tecnove-dades	52
	láser	..., si se lo compara con las impresora s <b>láser</b> color,...	noun	1	Eduardo Arroyo tecnove-dades	52
	marketing	... compro metidas con el denomina do social media <b>marke-ting</b> .	noun	1	Eduardo Arroyo tecnove-dades	52
	Crime	... y Seguridad en la nube, Cyber <b>Crime</b> , Seguridad en Base de datos,...	noun	1	Informa-tion Security Trends Meeting 2010	58
	crossover	verdadero <b>crossover</b> , llega al Ecuador con todo atractivo..	noun	2	QASHQAI consolida do en el mercado de <b>crosso-vers</b>	59

Magazine And Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
Criterios (Revista de la Cámara de Comercio de Quito) No. 144 Agosto 2010	push	... con funciones <b>push</b> to talk....	verb	1	Asistente Digital Empresarial ES400	60
	to talk	... con funciones push <b>to talk</b> en un modelo compacto y liviano.	verb	1		60
	city	..., al que llamó curiosamente " <b>City Safari</b> ",...	noun	1	"Una fiesta salvaje"	60
	Club	... presentó en Guayaquil el <b>Club</b> de Recicladores de Chatarra.	noun	2	ADELCA presentó su <b>Club</b> de Recicladores de Chatarra	61

Authors: R. Elizabeth Londoño Montesdeoca and Ana Cecilia Cedeño Albán

Table three

Variable: General interest magazines

Magazine and Date	Anglicisms	Examples	Lexical Category	Word Repetition number	Heading	Page
Vision April 2010	call	..., mediante <b>call</b> Center para ...	noun	1	Call Center eléctrico	10
	center	...mediate call <b>center</b>	noun	1		10
	hobby	...,es un <b>hobby</b>	noun	1	Dj Mujer	11
	club	....preside nta de su <b>club</b> de fans	noun	1	No quise matar a Selena	14
		... <b>club</b> de fans de la cantante	noun	1		14
		...del <b>club</b> Espoli	noun	1		62
		...por parte del <b>club...</b>	noun	1		62
		...que el mencionad o <b>club</b>	non	1		62
		Presidente del <b>club</b> espoli	noun	1		62
		La directiva de colorados moto <b>club</b>	noun	1		Cuadrones a la Pista
	El <b>club</b> Universal que lo fundo....	noun	1	Federación de ligas barriales	67	
		..de este <b>club</b> Universal y....	noun		1	67
	clubes	.... todos ganaron, deportistas , <b>clubes</b> , cantones...	noun	1		67

Magazine and Date	Anglicisms	Examples	Lexical Category	Word Repetition number	Heading	Page
Vision April 2010	clubes	<b>Clubes</b> como Universal, oriental... ...	noun	1	15 años sin la reina del Tex-Mex	14
	fans	...su club de <b>fans</b>	noun	1		14
		...,los <b>fans</b> de Selena visitan	noun	1		14
		...del club de <b>fans</b> de la cantante	noun	1		14
		...sus amigos y sus <b>fans</b> ...	noun	1		15
		...y los favoritos de sus <b>fans</b>	noun	1		15
	box set	..., un <b>box set</b> de 4 CD's,...	noun	1		15
		El <b>box set</b> incluirá además un pendiente exclusivo de Selena...	noun	1		15
		El <b>box set</b> incluye 82 canciones en cuatro CD's...	noun	1		15
		..incluidos en el <b>box set</b> y el CD sencillo contiene...	noun	1		15
	CD	...doble <b>CD</b> de lujo	noun	1	15	
	shopping	...a la altura del paseo <b>shopping</b>	noun	1	Carpas que protege	22
	web	... páginas <b>web</b> ...	noun	1	Grupos juveniles	30

Magazine and Date	Anglicisms	Examples	Lexical Category	Word Repetition number	Heading	Page
Vision April 2010	antidoping	...sala <b>antidoping</b> ,...	adjective	1	40 millones invertidos en obras	33
	Fútbol	...escuelas de <b>fútbol</b> ...	noun	1		34
		...profesional de <b>fútbol</b> ...	noun	1	Tormenta Policiaca	62
		...federación Ecuatoriana de <b>Fútbol</b>	noun	1		62
		...Asociación de <b>Fútbol</b>	noun	1		62
	futbol	...otorgada por la federación ecuatoriana de <b>futbol</b> ...	noun	1		62
		...ente rector del <b>futbol</b> ...	noun	1		62
		...categoría del <b>futbol</b> ...	noun	1	62	
		...con la intención de que el <b>futbol</b> ...	noun	1	62	
	software	...de la provincia y del <b>software</b>	noun	1	40 millones Invertidos en obras	34
	Láser	...insitu con <b>láser</b> ...	noun	1	Prótesis ortopédicas	48
		...y con el <b>láser</b>	noun	1		48
	VIP	...y tiene acceso a la zona <b>VIP</b> de los pilotos.	noun	1	Cuadrones a la pista	66
	Clóset	... <b>clóset</b> de una mujer....	noun	1	Camina con seguridad	70

Magazine and Date	Anglicisms	Examples	Lexical Category	Word Repetition number	Heading	Page
Vision April 2010	mails	...a contestar rápido sus <b>mails</b>	noun	1	Camina con seguridad	73
Hogar April 10 2010	futbolín	Barbiefoot es el nombre de este peculiar <b>futbolín</b>	noun	1	Barbie para todas	16
	tip	Como <b>tip</b> , Rita dice que uno debería dejar cuatro semanas ...	noun	1	A plena Luz	18
		Yuko comparte con las mujeres un <b>tip</b>	noun	1		20
	backstage	Esté en el <b>backstage</b> de un desfile	noun	1	Salud para tu cabello	20
	estrés	Por ejemplo, el <b>estrés</b>	noun	1	Fortaleza Femenina	18
		...y los niveles de <b>estrés.</b>	noun	1	No más estrés	156
		....los niveles de <b>estrés</b>	noun	1		156
	look	Es famoso por crear <b>looks</b>	noun	1	Negro & Brillante	18
		Con un cambio de <b>look</b> de morena....	noun	1	Sandra Bullock la mejor	119
		Con un <b>look</b> a lo Aundrey ...	noun	1	Lily Allen La niña mimada del brit pop	152
		..gelatoni cambia de <b>look</b>	noun	1	Productos y servicios	155

Magazine and Date	Anglicisms	Examples	Lexical Category	Word Repetition number	Heading	Page
Hogar April 10 2010	look	...renueva tu <b>look</b>	noun	1	Renueva tu look	158
	estándar	...agencia de <b>estándares</b> de alimentos ...	noun	1	Cuidado con la sal	24
	peeling	...un <b>peeling</b> corporal.	noun	1	Mesoterapia Virtual	34
	blush	..aplicar el <b>blush</b> y....	noun	1	La revolución del maquillaje	35
	world	...entretenimiento del <b>world</b> press phot..	noun	1	Retratando vidas	40
	city	...ningún <b>city</b> tour antes de viajar...	noun	1	24 horas en Sao Paulo	86
	sándwich	...similar a un <b>sándwich</b> de mortadela ....	noun	1		88
	shopping	...vas en plan de <b>shopping</b> ...	noun	1		89
	hall	....tiene en el <b>hall</b> ...	noun	1	Decoración de Ambientes	106
	football	...universitarios de <b>football</b> americano de Estados Unidos.	noun	1	Sandra Bullock la mejor	119
	pop	.., siempre reina del <b>pop</b> ...	noun	1	Las nuevas reinas del pop	150
		cantantes <b>pop</b> como Michael Jackson...	noun	1		151

Magazine And date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
Hogar April 10 2010	pop	El arte <b>pop</b> y la moda....	noun	1	Las nuevas reinas del pop	151
		...incorpor ó el género <b>pop</b> y el....	noun	1		151
		... ha revolucio- nado la música <b>pop</b> ...	noun	1		151
		....toques de <b>pop</b> clásico....	noun	1		151
	rock	...el estilo glam <b>rock</b> en su espectácu- lo...	noun	1		151
	singles	...35 millones de <b>singles</b> en todo el mundo....	noun	1		151
	single	...su <b>single</b> tik tok en los Estados Unidos	noun	1		La reina del as descargas online Kesha
	rockero	...con un toque <b>rockero</b>	noun	1	Lilly Allen La niña mimada del brit pop	152
	dance	...y música <b>dance</b> y electrónica ...	noun	1	Las nuevas reinas del pop	151
	yate	...fabuloso paseo en <b>yate</b> .	noun	1	Noti Empresas	153
	customer	... <b>custo- mer</b> marketinf Bonella..	noun	1		153
		...Corina Gaona <b>customer</b> marketing	noun	1		153



Magazine And date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
Hogar April 10 2010	marketing	...custo- mer <b>mar- keting</b> bonella	noun	1	Noti Empresas	153
		...Corina Gaona customer <b>marke- ting</b> assistant food solutions.	noun	1		153
	food	...Corina Gaona customer marketing assistant <b>food</b> solutions.	noun	1		153
	rap	...inspirad o en <b>rap</b> y punk de la vieja escuela....	noun	1	La reina de las descargas online Kesha	
	health	<b>Health</b> club del Hilton Colon Guayaquil	noun	1	Health Club del Hilton Colon Guayaquil	155
	spinning	... <b>spi- nning</b> , aeróbicos, yoga- mat...	noun	1		155
	happy	....cena o un <b>happy</b> hour con viejos amigos.	noun	1	Arriba los 30	158
	cocteles	....sirve algunos <b>cocteles</b> como martinis.	noun	1		158

Authors: R. Elizabeth Londoño Montesdeoca and Ana Cecilia Cedeño Albán

Table four

The most Frequent Anglicisms (in all variables)

<b>Anglicisms</b>	<b>Word repetition number</b>
ránking	29
club	12
software	11
fútbol	8
pop	7
internet	5
fans	5
look	5
box set	4
láser	3
web	3
rock	3
marketing	3
estrés	3
tip	2
shoping	2
art	2
gay	2
links	2
full	2
crossover	2
city	2
clubes	2
singles	2
customer	2
football	1
hippies	1
beatniks	1
land	1
body	1
happenings	1
top	1
ciberespacio	1
poetry	1
New	1
Age	1
school	1
high school	1
shaw	1
review	1
bond	1
boom	1
commodities	1
home theater	1
breakeven	1

<b>Anglicisms</b>	<b>Word repetition number</b>
tax	1
royalty	1
stand by	1
holding	1
commodity	1
récord	1
mix	1
ítems	1
estatus	1
hardware	1
factoring	1
know how	1
Crime	1
push	1
talk	1
call	1
center	1
hobby	1
CD	1
doping	1
VIP	1
clóset	1
mails	1
futbolín	1
backstage	1
estándar	1
peeling	1
blush	1
world	1
sándwich	1
hall	1
dance	1
rockero	1
yate	1
food	1
rap	1
health	1
spinning	1
happy	1
cocteles	1
<b>TOTAL</b>	<b>184</b>

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Table Five

Comparison between variables

	<b>Variable</b>	<b>F</b>	<b>%</b>
<b>Anglicisms</b>	Cultural Magazines	30	16.31
	Scholarly magazines	70	38.04
	General Interest magazines	84	45.65
	<b>Total</b>	<b>184</b>	<b>100%</b>

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## **Description, Analysis and Interpretation of Results**

The aspects of interpretation will be included in the linguistic and comparative analysis, which is done by a semantic and syntactic analysis stating the grammatical function and meaning of each word.

In this section we will analyze each word with a morphological explanation. First, if it has gone under any changes after it was used in the Spanish language. Second, if there is an equivalent word in Spanish; third, if the Anglicism has replaced a word in Spanish; fourth, if it is a word that has been accepted by the “Diccionario de la Real Academia de la Lengua” (DRAE) and finally, if it is a word that is being used even though it hasn’t been accepted. To conclude the analyses it will be necessary to look at the Anglicisms used to see if it benefits or deteriorates the Spanish language in general.

### ***Linguistic Analysis***

In this section, we will review the necessary background for this research, and after having collected the Anglicisms in Ecuadorian magazines such as cultural, scholarly, and general interest, it is necessary to present a deep linguistic analysis focused on the syntactic, semantic, and morphological aspects of the 30 Anglicisms that have

been considered for this work. In addition, the data will be analyzed to determine the type of textual function in the use of Anglicisms.

### *Look*

According to the American Heritage Dictionary, the word “look” is a noun and a verb. In the verb form, it means to employ one’s sight, especially in a given direction or on a given object. For example, looking out the window looked at the floor. In addition, it means to search. For example, we looked all afternoon but could not find it; also, to turn one’s attention; attend. Its past tense is looked; its gerund form is looking.

Look, as a noun is the act or instance of looking; also, look means appearance or aspect. Look refers to the appearance that someone or something has. Physical looks means appearance especially when pleasing. It is widely used in Ecuadorian general interest magazines such as articles about fashion. This word was found in the magazine Hogar in an article entitled Negro & Brillante, which says:

“Actualmente, es famoso por crear **looks**”

In the example found Looks is a noun it refers to styles and also this word has had a morphological change because the morpheme “s” has been added so that this Anglicism presents a plural form; furthermore, the word “Look” has replaced the word in Spanish “estilo”

The DRAE accepts this term and its use is correct because it refers to image or aspect of people.

In conclusion, this word deteriorates the Spanish language because it has an equivalent in Spanish, which is “estilos” and when we are using this word we are losing acceptance in the Spanish language.

### *Estrés*

The word “stress” has a different meaning in the English language because according to the Encarta dictionary, stress is a noun that means tension and it is a transitive verb, which means in Spanish “acentuar, importancia, hacer hincapié”, but if the word stress is translated into Spanish, it is only used as “tension”.

Moreover, this word has had a morphological change because the letter “e” has been added. Also, the word “stress” has been modified by a marked accent over the word according to grammatical rules in Spanish “estrés”. In the English language, this word is a general noun and term, which describes a situation. In Spanish, this word is used as a noun.

This term was found in the magazine Hogar (general interest) in an article entitled “No más estrés” which says:

“Dar un respiro profundo cuando los niveles de **estrés** suben al máximo”

Furthermore, the word *estrés* has an equivalent in Spanish, which is “*tensión*”; however, the word “*estrés*” is more commonly used to define this worried state.

This word is recognized by the DRAE and it is taken from the English language; it is defined as a medical term, which describes tension related to psychosomatic reaction and psychological problems.

In conclusion, the word *estrés* has replaced a word in Spanish that makes the word sound better, but deteriorate our own language.

### *Web*

The Encarta dictionary says that the term “web” is a spider’s construction, complex network such as a web of interconnecting wires, a web of deceit and web online, the same as “World Wide Web” used in an informal way. This word comes from old English, indo-European, “weave”. This word as a noun in English has many meanings: something formed textiles, pattern of circumstances, facts, a trap, a membrane, etc. and as a verb is the action for making or forming a web. In Spanish, this word is used to describe a specific location on the internet and means a global net of internet clients.



“Web” was found as a noun in the magazine “La Casa” (Cultural) in an article entitled “Poesia en red” which was used as follows:

“páginas **web** donde el poema a la mamá convive con textos”

This Anglicism is most commonly used by Spanish magazines. Furthermore, Rollanson (April 2004) says that the word web is alternatively found with “la web” and internet and the pseudo Anglicism “web” for “website” is commonly used. The word Web does not have morphological changes and this word has an equivalent in Spanish that is “red”.

Finally, this term is accepted by the DRAE, which means “red informática, red, malla”.

In conclusion, the word “web” has replaced a word in Spanish that makes the words sound better, but deteriorates our own language.

### *Fútbol*

The Merriam Webster Dictionary says that this term is a noun and means a game. This word was found as the noun Fútbol in the magazine “Vision” (General Interest) in an article entitled “40 millones invertidos en obras” which says:

“escuelas de **fútbol**” and “categoría del **futbol**”

American people use football to refer to “futbol Americano” which is similar to rugby. When they want to refer to “fútbol” they use soccer. The word “Fútbol” has had morphological changes because it has been adapted according to the Ecuadorian phonology and it was modified by a marked accent over the word. Thus, the DRAE also accepts the word *balompié* that comes from English foot=*pié* and ball=*balón*. This word is a synonym and calque that is sometimes used.

Since 1957, the DRAE has shown us two ways to write this word and both are used in this Anglicism research (*futbol*, *fútbol*).

Finally, this Anglicism has replaced a word in Spanish “*balompie*” which is also a calque and it deteriorates the language.

### *Pop*

According to the Encarta Dictionary, the word “pop” is a verb, noun, and adjective. Pop as a verb means to strike, or to push. Pop as a noun means a sharp explosive sound and refers to commercial music: modern commercial music, usually tuneful, up-tempo and repetitive, that is aimed at the general public and the youth market in particular to pop music. Pop as an adjective means intended for or appreciated by a wide public and often regarded as over simplified for the sake of greater accessibility.

This word was found as a noun in the magazine Hogar (General Interest) in an article entitled “Las nuevas reinas del pop” which says:

“la siempre reina del **pop** es y será Madonna.”.

However, according to this research the word “pop” is preferred by the majority of interest magazines and it usually refers to a specific music genre.

In another example, this word was found as an adjective in the magazine La Casa (Cultural) in an article entitled “El pintor de una ciudad llamada Quito” which uses:

“el **pop** art (extravagancia no exenta de genialismo),...”

In this context, this word is an adjective and means art in which commonplace objects such as road signs, hamburgers, comic strips, or soup cans are exhibited and are appreciated by a wide public.

This word hasn't had any morphological changes in its use in the Spanish language. In Spanish, there is an equivalent word, which is popular. “Pop” is accepted by the DRAE and means “música ligera” y popular.

Finally, this word has an equivalent in Spanish, which is “popular”, and it makes that words sound better but deteriorates the Spanish language.

## *Clubes*

The Merriam Webster dictionary says that the word “club” is a noun, which means a group of people who meet to participate in an activity such as a sport or hobby. This word was found in this research as a noun in the magazine “Vision” (General Interest) in an article entitled “Ligas Barriales” which uses:

“todos ganaron, deportistas, **clubes**, cantones.”

This word has had morphological changes in our linguistic structure because the letters “es” were added and an exception to the grammar rule is the word club that permits two plurals clubs and clubes. There is no equivalent in Spanish for this term so it does not replace any terms in Spanish.

In addition, this Anglicism is accepted by the DRAE that says that **club** is a society, a place where people meet, and a place where people have social interaction.

In conclusion, this word enriches the Spanish vocabulary because it doesn't have an equivalent in the Spanish language and its use is necessary for communicating in our language.

## *Gay*

According to the American Heritage Dictionary, the word “gay” is an adjective and means attracted to the same sex. Gay is also a noun meaning a gay person especially an openly gay person in contemporary society. This word comes from the Middle English *gai*, old French, or possibly of Germanic origin.

The word *gay* is standard in its use to refer to homosexuals. *Gay* is distinguished from *homosexual* in emphasizing the cultural and social aspects of homosexuality, but the word is also used to refer to homosexuals of both sexes, when the intended meaning is not clear in the context, the phrase *gay (male)* or *lesbian (female)* should be used. *Gay* may be regarded as offensive when used as a noun to refer to particular individuals, as in there were two gays on the panel; the phrase such as *gay people* should have been used instead. However, there are no objections to the use of the noun in the plural to refer to the general gay community.

This word was found as noun in the magazine *La Casa* (cultural interest) in an article entitled *El pintor de una ciudad llamada Quito* that says: “el **gay** albino, paranoico y calvo”.

The word *gay* has not had any morphological changes in the Spanish language. In Spanish, there is an equivalent word, which is

“homosexual”. The word “Gay” that means homosexual man has replaced the term homosexual and has been accepted by the DRAE, as an adjective it refers to homosexuality.

In conclusion, these words have been replaced by a word in English “Gay” that makes the words sound better, but deteriorates our own language.

### *Top*

The American Heritage Dictionary says that the word “top” is a noun and means point, surface, or end. In addition, this word means the highest position or rank. This word was found in the magazine “La Casa” (Cultural interest) in an article entitled “Memorias de Agua de fuego”, which says:

“Esa **top** model a la que no hay que demostrarle cuantas pulsaciones le aumenta a nuestro corazón”

The grammatical function in this context is used as an adjective and top hasn’t had any morphological changes. This word has replaced the word “La mejor” which is the Spanish equivalent. This word is not used according to the meaning given by the DRAE, which states that it is female clothing covering the upper body. It covers the chest and part of the hip; instead, this word is being used with the meaning found in the English dictionary as an adjective meaning the highest, the

maximum, the uppermost, the best, first, chief, principal, important, leading, and eminent.

In conclusion, “top” is used to replace “La mejor” because it sounds better, but it deteriorates our own language.

### *Internet*

Internet is a word that, according to the Encarta dictionary is a noun and means global computer network: a network that links computers all over the world by satellite and telephone, connecting users with service networks such as e-mail and the World Wide Web.

In this research, this word was found as a noun in the magazine “La Casa” (Cultural interest) in an article entitled “Poetry & Face book” which says:

“La lectura de poesía es un fenómeno que sólo sucede al margen de los estrechos círculos literarios en muy pocas ocasiones o espacios: el **internet** es uno de ellos”

This word doesn't have any morphological changes, “Internet” does not have other words that have the same meaning. It also hasn't replaced any terms in the Spanish language.

Finally, this word is accepted by the DRAE and it means informational network around the world. It is a direct connection among computers through a special communication.

In conclusion, this word enriches the Spanish language because we don't have an equivalent for this word in Spanish.

### *Art*

According to the American Heritage Dictionary, the word "art" is a noun and means the conscious production or arrangement of sounds, colors forms, movements, or other elements in a manner that affects the sense of beauty.

This word comes from the Middle English, old French, or Latin ars, art. In this research, this word was found as a noun in the magazine La Casa (Cultural interest) in an article entitled El arte que no cesa, which says:

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

This Word hasn't had any morphological changes and there is an equivalent in Spanish, however this Anglicism has replaced the term arte in the Spanish language. The word art is not accepted by the DRAE.

In conclusion, "Art" has an equivalent in Spanish, which is "arte", and it is not necessary to use this Anglicism because its use deteriorates our language

### *Mails*

The Free Online dictionary says that the word "mail" comes from Middle English and it is used as a noun meaning a message sent electronically; e-mail. Therefore, this term has not been modified in the



Spanish language. In the American Heritage Dictionary mail is a noun and means materials such as letters and packages handled in a postal system.

Thus, it means postal material for a specific person or organization, processed material for distribution from a post office at a specific time: the morning mail. Often mail is a system by which letters, packages, and other postal materials are transported.

In this research, this word was found as a noun in the plural form in the magazine “Vision” (General Interest) in an article entitled “Gente Blackberry vs. Gente iPhone!” which says:

“A contestar rápido sus **mails**.”

In addition, this term has not suffered any morphological changes and it is commonly used in the Spanish language. This word has an equivalent, which is “correo electrónico” however, this phrase is hardly ever used and “mail” has replaced the word “correo electrónico”. Moreover, this term has not been accepted by the DRAE, though, it is used in our language.

In conclusion, “mail” has been replaced by a Spanish word “correo electrónico” that makes the word sound better, but deteriorates our own language.

## *Fans*

The American Heritage Dictionary says that the word “fan” is a noun and in an informal way, it is used as a way of expressing ones devotion to something with enthusiasm.

In this research, this word was found as a noun in the plural form in the magazine “Vision” (General Interest) in an article entitled “15 años sin la reina del Tex-Mex” which says:

“los **fans** de Selena visitan”, “del club de **fans**”, y “sus amigos y sus **fans**”.

This word hasn't had any morphological changes and this word hasn't had any adaptations into the Spanish language. However, there is a word in the Spanish language that is equivalent, which is “admirador”. The word “fans” is accepted by the DRAE with the correct use in our language and means people whom admirer o follow to someone.

In conclusion, the word “admiradores” have been replaced by the English word “fans” that makes the word sound better, but deteriorates our own language. *Sándwich*

According to the Encarta Dictionary the word “sandwich” is a noun and means slices of bread with a filling between, a snack or light meal of two slices of bread or a split roll with a filling, or a single slice of

bread with a topping. Furthermore, this is a transitive verb that means

squeeze somebody or something between others.

The origin of this word came from the mid 18<sup>th</sup> century named after John Montague (1718-1720), 4<sup>th</sup> Earl of Sandwich. The Earl of Sandwich is said to have been so addicted to the gambling table that in order to sustain him through an entire 24-hour session uninterrupted, he had a portable meal of cold beef between slices of toast brought to him, this way his fingers remained clean during the game.

The idea was not new, but the earl's patronage ensured that it became popular and by the early 1760s, the first evidence of his name being attached to it emerged.

This word was found as a noun in the magazine "Hogar" (General Interest) in an article entitled "Turismo Internacional" which says:

"similar a un **sándwich** de mortadela"

Moreover, this word has had morphological changes because it was found modified in the Spanish language by a marked accent over the word as in the Spanish words "esdrújulas". There is an equivalent in the Spanish language to this word, which is "emparedado"; however,

nobody uses this word. The DRAE accepts the word “sándwich”, which is frequently used in our language.

In conclusion, the word “sandwich” has replaced the Spanish word *emparedado* and it deteriorates the language.

### *Tip*

According to the Encarta Dictionary, the word “tip” is a noun, which means helpful hint that is a useful suggestion or idea for doing something. This word was found as a noun in the magazine “Hogar” (General Interest) in an article entitled “Liso Perfecto” which says:

“Yuko comparte con las mujeres un **tip**”.

In the above example, the word *tip* has been used as an advice. There is no morphological change and there is an equivalent in the Spanish language; however, the word *tip* has replaced the Spanish word “consejo o secreto”. *Tip* is not accepted by the DRAE however, this word is used a lot like the above example.

In conclusion, this word deteriorates our language because it has an equivalent in the Spanish language.

### *Blush*

According to the Encarta Dictionary the word “blush” is an intransitive verb and it means to become red faced, literally turn red or

pink. It is also used as a noun, which means cosmetics, makeup for the cheeks that is applied to the face, especially to give color to the cheekbones. This word came from old English blyscan. This word was found as a noun in the magazine Hogar (General Interest) in an article entitled “La revolución del Maquillaje”, which uses:

“Además sirve para aplicar el **blush** y los iluminadores”

This word hasn't had any morphological changes and it has an equivalent in the Spanish language. The word blush is not accepted by the DRAE; however, this term is frequently used in Ecuadorian magazines replacing an existing term, which is “rubor”.

In conclusion, the Anglicism blush has replaced a word in Spanish; therefore, its use will lessen the acceptance in our language.

### *Full*

The Merriam Webster dictionary says that the word “full” is an adjective, an adverb, a noun, or a verb. As an adjective, it means containing as much or as many as possible or normal; as an adverb it means very, extremely, and entirely; as a noun, it means the highest or fullest state or degree; and as a verb it means to become full.

This word was found in the magazine La Casa (cultural interest) in an article entitled “Parece que fue ayer”, which says:

“Se imprimió a **full** color”.

In the above example, this term is an adjective, and it means containing as much or as many as is possible or normal.

In addition, this term has not been modified in the Spanish language, because it is written in the same way as in English. The word full has an equivalent in our language which is “complete”; however, the word “full” is used instead of it.

Moreover, this word has not been accepted by the DRAE, and its use is incorrect in the Spanish language. However, this term is used frequently in our language.

In conclusion, this term deteriorates the Spanish language because it has an equivalent, but people prefer to use this term instead of the correct Spanish word.

### *Clóset*

This word is a noun that according to the American Heritage dictionary means a storage place as a large cabinet or recessed area with a door, in which clothes or linens are stored. This word means a small private room. The word clóset as an adjective means a secret, having beliefs, or behaviors that are not openly acknowledged but kept secret. Closet as a verb means to put somebody in a private place in order to provide privacy, like in this example: He closeted himself in the study all morning.

In this research, this word was found as a noun in the magazine “Vision” (General Interest) in an article entitled “Caminar con seguridad” which says:

“no debe faltar en el **clóset** de una mujer”

In addition, this term has had morphological changes because it has been orthographically modified with a marked accent over it. According to the Spanish grammatical rules, the accent is on the first syllable because the word ends with the consonant “t”. However, if the word closet is translated into Spanish it means “armario empotrado” and it is frequently used in Ecuadorian magazines replacing an existing term to describe the meaning of it. Thus, the DRAE accepts this Anglicism with the correct use in our language.

In conclusion, the word “closet” has been replaced by the phrase “armario empotrado” in Spanish and makes the word sound better, but deteriorates our own language.

### *Hobby*

The American Heritage dictionary says that the word “hobby” is a noun and the plural is hobbies. It means an activity, interest pursued outside one’s regular occupation, or engaged in, primarily for pleasure. This word came from the Middle English hobi, hobyn, and small horse, hobbyhorse, perhaps from hobin, hobby, and nickname for Robert.

The word hobby was found as a noun in the magazine “Vision” (General Interest) in an article entitled “Dj Mujer”; it doesn’t have any morphological changes in the Spanish language but it has replaced the word “entretenimiento” in Spanish.

“Ella es la que le pone ritmo al entretenimiento, es un **hobby** del que disfrutaban los clientes de Madera Fina.”

Finally, “hobby” is a word that has been accepted by the DRAE and it means the same as in English: an activity that is done regularly for pleasure or relaxation not as a main occupation.

In conclusion, this Anglicism has replaced a word in the Spanish language, which is “entretenimiento”, and it deteriorates our Spanish language.

### *Estatus*

According to The Merriam-Webster dictionary “estatus” is a noun and it means a position or rank in relation to others. Also it means the condition of a person or thing in the eyes of the law. In addition, this term was found in the following example:

“Los primeros cubanos liberados dijeron en Madrid que no sabían cuál era su **estatus**: ciudadanos libres, exiliados o deportados.”

This term was found in the article entitled “Libertad para disidentes cubanos”, in the magazine “Criterios” (Scholarly). In the above example the word estatus functions as a noun, and means condition of a person or thing in the eyes of the law.

This word has had morphological changes because it has been modified in its written English form; in English it is status, but in



Spanish the word has the letter “e” at the beginning, “estatus”. On the other hand, this term has not been replaced in the Spanish language, and an equivalent of this term does not exist in our language.

Furthermore, the DRAE accepts this term and its usage is correct. Thus, this term is widely used in the Spanish language and it is beneficial because this word doesn't have an equivalent in the Spanish language.

### *Hardware*

This word is a noun which according to the Free Online dictionary means the mechanical, magnetic, electronic, and electrical components making up a computer system. This term was found in the article entitled “Código de la Producción”, in the magazine “Criterios” (Scholarly) in the following example:

“Para una efectiva sustitución de importaciones se incentivará principalmente el desarrollo de las siguientes industrias nacientes: bioquímica, **hardware** y software; y servicios ambientales.”

In the example above the word hardware is a noun, and it means computer machinery and equipment collectively, except the programs.

This term has not suffered morphological changes in the Spanish language and it does not have an equivalent in our language.

In addition, it is a word that has been accepted by the DRAE. The word hardware is commonly used in magazines, as well as our language when we want to refer to the physical parts of the computer.

In conclusion, this word benefits the Spanish language because it doesn't have an equivalent in our language.

### *Récord*

According to the Encarta Dictionary “record” (rɛkərd) is a noun, or an adjective; “record” (ri- kɔrd) is a verb. As a verb it means to register or show something, usually on a scale of a measurement. As a noun it means something that represents the greatest attainment so far, especially in sports. In the adjective form it means exceeding any previous achievement for example in, size or speed.

In addition, this word was found in the following example: “De hecho, en 2009 General Motors batió su propio **récord** en el mercado brasileño al vender cerca de 600.000 unidades.” In the article entitled “General Motors: Sin reinventar la rueda”, in the magazine “América Economía” (Scholarly). In this investigation, the word *récord* is a noun, and means something that represents the greatest attainment so far, especially in sports.

Moreover, this term has been modified in the Spanish language by a marked accent over the word, like “récord”. On the other hand, the word récord does not have an equivalent in the Spanish language.

Furthermore, it is a word that has been accepted by the DRAE. Therefore, this term is widely used and is beneficial to the Spanish language.

### *Software*

The American Heritage Dictionary says that the word “software” is a noun and it means the programs, routines, and symbolic languages that control the functioning of the hardware and directs its operation.

This term was found in the magazine “Criterios” (Scholarly) in the article entitled “Grupo Más”, which says:

“Prefieren gastar \$500 en un Blackberry pero no invertir en un **software**, ni en la creación de aplicaciones para **software**.”

In this example, this word is a noun, and means the programs, programming languages, and data that run the operations of a computer system.

Furthermore, this term has not suffered any morphological changes in the Spanish language nor it has been replaced by another

word in our language, because it does not have an equivalent in the Spanish language.

In addition, the word software is accepted by the DRAE, and its use is correct. In English it is widely used in fields such as technological information, education, among others.

Finally, this word enriches our language because it doesn't have an equivalent in the Spanish Language.

### *Holding*

The Encarta Dictionary says that the word "holding" is a noun, the word holding means the act of managing or understanding with power or control. In the example found it says:

"Y un **holding** que administre ambas."

It was found in the article entitled "Rostros ya conocidos", in the magazine "América Economía" (Scholarly). In the above example this term is a noun and as we can see this is an Anglicism used in Spanish that means to manage or to understand something with power or control.

Furthermore, this term has not suffered any morphological changes in the Spanish language, because it was found in the same way as in English. The word holding does not have an equivalent in our

language and is accepted by the DRAE which says that holding is a financial society that controls the majority of the actions of a company group. In addition, this word benefits our language, because there is not other term to replace it.

### *Ránking*

According to The Webster's New World College Dictionary the word "ranking" is an adjective, or a noun. As an adjective it means the highest rank; as a noun it means the act or an instance of listing persons or things in order of importance, achievement, quality, etc.

Moreover, this term was found in the magazine América Economía, (Scholarly) in the article entitled "Muito Obrigado", in the following example:

"Y es que esta nueva edición del **Ránking** de las 500 Mayores Empresas de América Latina tiene a las empresas brasileñas liderando por todos lados".

In the example above, this term is a noun, and it means an instance of listing people or things in order of importance, achievement, quality, etc.

Furthermore, this word has had morphological changes because it has been orthographically modified with a marked accent over the word

as in the Spanish language; however, we found the same word in the same magazine in another article without the marked accent.

“Sin sorpresas llega para Ecuador el **ranking** de las 500 mayores empresas de América Latina”.

In addition, this word has not been replaced by another word in our language, because it does not have an equivalent in the Spanish language. The DRAE accepts this term without marked accent and this word benefits our language because there is no equivalent in the Spanish language.

### *Commodity*

The American Heritage Dictionary defines “commodity” as a noun, and it means something useful that can be turned into commercial usage or other advantage. In addition, this word was found in the following example:

“En el caso de Petroecuador, comenta, sus ingresos provienen de la venta de un **commodity**, el petróleo, que es el principal producto de exportación del país”.

As well as the article entitled “Rostros ya conocidos”, in the magazine “América Economía” (Scholarly). In the above example this term is a noun, and it means something of use, advantage, or profit.

On the other hand, this term was found in the same magazine, but in the plural form “Acompañado de los buenos precios que tienen los **commodities** que exporta Brasil.” As well as the article entitled Bajando el punto de cocción.

Moreover, the word commodity has not had any morphological changes; thus, in this research this term was found in the singular and in the plural form. There is no Spanish equivalent for commodity (except the productos o bienes de primera necesidad) and no calque of the English word has been produced. For this reason it is directly used as a sporadic borrowing to refer to the meaning above and also to products used habitually and non-specialised services.

Furthermore, the DRAE does not accept commodity as an Anglicism in our language, but it is frequently used in Ecuadorian magazines. In conclusion, this term enriches the Spanish language because there is not term or equivalent.

### *Láser*

According to the Merriam Webster dictionary the word “laser” is a noun, or a verb. As a noun, it means a device that utilizes the natural oscillations of atoms or molecules between energy levels for generating a beam of coherent electromagnetic radiation usually in the ultraviolet, visible, or infrared regions of the spectrum. As a verb, it means to

subject to the action of a laser. In addition, this term was found in the article entitled “Eduardo Arroyo tecnovedades” in the magazine “Criterios” (Scholarly).

“Si se lo compara con las impresoras **láser** color.”

In the above example, the word láser is a noun and it means an optical device that produces an intense monochromatic beam of coherent light.

Moreover, the word laser has had morphological changes because it has been modified by a marked accent over the word according to the Spanish grammatical rules (láser). This term does not have an equivalent in the Spanish language and it has been accepted by the DRAE.

In conclusion, this Anglicism benefits the Spanish language, because it does not have an equivalent in our language.

### *Marketing*

This word is a noun which according to the Merriam Webster dictionary means the process or technique of promoting, selling, and distributing a product or service. Also, it means an aggregate of functions involved in moving goods from producer to consumer.



This term was found in the magazine “Criterios” (Scholarly) in the article entitled “Tecnovedades”, which says:

“Los resultados de este estudio resultan especialmente interesantes para las empresas comprometidas con el denominado social media **marketing**”.

In the above example, the word marketing is a noun, and it means the process or technique of promoting, selling, and distributing a product or service.

This term has not had morphological changes and the word marketing has an equivalent in our language, which is mercadotecnia; however, the word marketing is used instead of mercadotecnia. In addition, this word has been accepted by the DRAE, and it is frequently used in the Spanish language.

In conclusion, this term deteriorates the Spanish language, because it has an equivalent in our language, but people prefer to use this term instead of the correct Spanish word because it sounds better.

### *Boom*

The Free Online dictionary says that the word “boom” is a verb or a noun, as a verb it means to grow, develop, or progress rapidly; flourish.

As a noun it means a time of economic prosperity, or a sudden increase, as in popularity.

This term was found as a noun meaning a time of economic prosperity in the magazine “América economía” (Scholarly) in the article entitled “El milagro esperado de Santos”,

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

Moreover, the word boom doesn't change in the Spanish language, and “prosperidad” is its equivalent in our language. In addition, it is a word that has been accepted by the DRAE. Thus, this term is frequently used in Ecuadorian magazines.

In conclusion, this term deteriorates the Spanish language, because it has an equivalent in our language, but people prefer to use it instead of the correct Spanish word.

### *Know how*

The term “know” is a verb and the term “how” is a conjunction. These two words when separated have different meanings. For example, “know” according to Western Merriam dictionary, means to have knowledge. According to the Free Online dictionary “how” means the

manner or way in which something happens or is done. But, when these terms are joined the joined term takes on a different meaning. Therefore, according to the Merriam Webster dictionary “know how” is a noun that means the knowledge of how to do something smoothly and efficiently.

This term was found in the magazine “Criterios” (Scholarly) in the article entitled “Grupo Más”, which says:

“Pues el **know how** en la implementación es una de las ventajas que se ofrece a sus clientes.”

In this example, this word is a noun, and means the knowledge of how to do something smoothly and efficiently.

Moreover, the term “know how” has not had any morphological changes because it is written the same way in English. On the other hand, it does have an equivalent in our language which is “conocimiento en hacer algo”.

Furthermore, this term has not been accepted by the DRAE as an Anglicism with correct use in our language, but it is widely used in fields such as Economy, and Social Communication, among others.

In conclusion, the term know how deteriorates the Spanish language, because it has an equivalent in our language which is

“conocimiento en hacer algo”, but the economic magazine authors prefer to use this term instead of the correct Spanish term.

### *Stand by*

According to the Collins English Dictionary the term “stand by” is a verb, a noun, or an adjective. As a verb it means to be available and ready to act if needed; as a noun it means a person or thing that is ready for use or can be relied on in an emergency; and as an adjective it means not booked in advance but awaiting or subject to availability.

This term was found in the magazine “América economía”, in an article entitled “Infortunio laboral”, which says:

“La caída del precio del petróleo, aunque pronunciada, fue breve y los pocos flujos de inversión extranjera continuaron en **stand by**”.

In this example this term is a noun, and means a person or thing that is ready for use or can be relied on in an emergency.

Furthermore, the term “stand by” has not had any morphological changes but the two words were found written apart unlike the standard written English standby. The term stand by does have an equivalent in our language which is “tener algo en reserva”.

Moreover, this term has not been accepted by the DRAE, and its use is incorrect in the Spanish language. However, this term is frequently used in our language.

In conclusion, the term stand by deteriorates the Spanish language, because it has an equivalent in our language, but people prefer to use this term instead of the correct Spanish word.

Finally, this linguistic analysis is very useful for this investigation because it determinates that many Anglicisms that are being used are immersed into the Spanish language; however, many of them benefit Spanish but others are not necessary. Some Spanish words in this linguistic study have been replaced by words in English that make the words sound better, but deteriorate our own language.

### ***Comparative Analysis among Variables***

In this section, we determine which Anglicisms are most commonly used in Ecuadorian magazines and to establish which variable (cultural, scholarly, and general interest) contains the highest number of Anglicisms. The Quantitative method will be used for the measurement process and the comparison among variables.

In this study, the ten Anglicisms with the highest frequency are ránking, club, software, fútbol, pop, internet, fans, look, box set, and láser.

**Ranking** was found twenty nine times because it was found only in the Economic magazine and this term was not found in any other magazine. Ranking does not have an equivalent in the Spanish language. **Club** was found twelve times and found in all three of the variables. It is commonly found within the written and spoken language as well and the cause is because there is not a Spanish equivalent. **Software** was found eleven times and it is a term used for technological topics because the world we live in is a world full of technology. **Fútbol** was found nine times in the Vision magazine (General Interest). Although, we have a calque that it refers to, which is “balompie”; people prefer to use the term Fútbol instead of “balompie”. **Pop** was found seven times. It was found in the Hogar magazine six times and one time in La Casa magazine (Cultural). This term is frequently used in general interest magazines, when it refers to pop music. **Internet** was found

five times. It was found three times within the two economic magazines (Scholarly), and two times in La Casa magazines (Cultural). This term is frequently used in our language, because there is not an equivalent in Spanish as well this is a technology term used worldwide. **Fans** was found five times in the Vision magazine (General Interest). This term is widely used in general interest magazines throughout Ecuador. Although, there is an equivalent in Spanish which is “admiradores”, people prefer to use this term instead of the Spanish equivalent. **Look** was found five times and it is widely used in Ecuadorian general interest magazines such as articles about fashion. In Spanish, we have an equivalent, which is “estilos”, but people prefer to use the term look to differentiate from other people. The next term is **box set** which was found four times in the Vision magazine (General Interest), this term, is not frequently used in our spoken language, but it was found in a general interest magazine to refer to a collection of sorts for example a CD collection. The last word is “láser”, which was found three times in the Criterios magazine (Scholarly), also in Vision magazine (General Interest). This word is widely used in our spoken and written languages, because there is not an equivalent in Spanish.

In the results section, we can observe that high social groups use Anglicisms most frequently. Many Anglicisms are used because the journalists use these words when they write their articles. It is very important to understand that according to this study from the 30

Anglicisms that were researched, 22 are registered by the DRAE and it is because they have been found to be used and accepted in everyday speech. The DRAE has accepted these Anglicisms. Thus, in this study, the most of the Anglicisms used were nouns and these were found more frequently within the general interest variable rather than the cultural or the scholarly one. From the 184, Anglicisms found in this research 173 (94.02%) are nouns in the majority were syntactically and semantically correct.

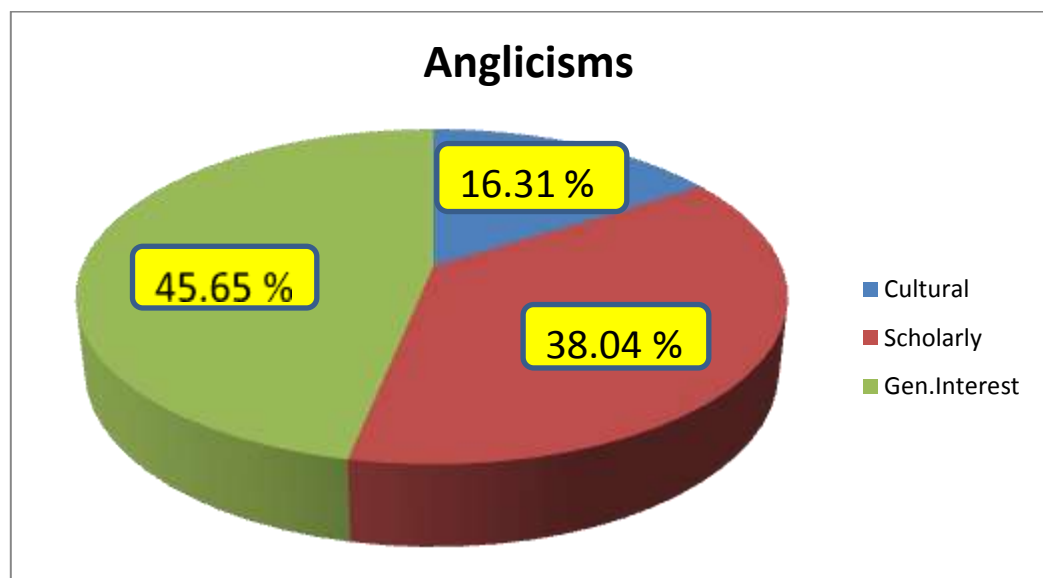
We compared the use of Anglicisms among the three variables and we conclude that the General Interest variable had the highest usage of Anglicisms with a 45.65%. It is because the General Interest variable include broad spectrum of articles and issues that correspond to every life, which is what Rodríguez (1996) was explaining when he said that some journalists use borrowings to have more style in their writing; for example, code switching or humorous intention.

In second place is the scholarly variable, which had a 38.04 % usage because this variable mainly focuses on technological and economical topics. Economic and technologic magazines have articles and issues that deal with the constantly changing environment around us and usually there are not Spanish equivalents. Rodríguez (1996) explains this when he stated that the majority of Anglicisms occur in technical magazines. Technical fields have a wide range of influence. In science as well as in popular jargons of sports and leisure activities.



Finally, the cultural variable took last place with a 16.31 % usage because in this variable the journalists prefer to use their native language in the majority of their articles to maintain culture within their society.

Below we have provided a pie chart with the results.



Source: Magazines  
Authors: R. Londoño and A. Cedeño

In conclusion, (Lopez 2001) states that in some cases the rapid growth of economic development makes borrowings necessary because there is no semantic equivalent in Spanish. (Dieguez 2004) says that we live in a highly globalized world where English seems to act as lingua Franca. It is for this reason that we are worried about this topic because

it is controversial and it can have repercussions for the future of Spanish

Finally, from the 30 Anglicisms studied, 20 are replacing Spanish words and only 10 benefit the Spanish language because they do not have translation into the other language. This investigation concluded the following, that these Anglicisms have replaced words in Spanish that make that these words sound better, but deteriorate our own language because they are not necessary. The global interchange of information is a major cause of Anglicism usage and some of them do not have a translation; examples, hardware, club, holding, software, internet, ránking, récord, estatus, láser, and commodity.

## **Conclusions**

- In this research, we concluded that Anglicisms are frequently used because it is just much easier to borrow the original word as opposed to taking the time to create a new one.
- In this study, the most of the Anglicisms used were nouns and these were found more frequently within the general interest variable rather than the cultural or the scholarly one. From the 184 Anglicisms found in this research 173 (94.02%) are nouns and the majority were syntactically and semantically correct.
- The Anglicisms that contained the most of the morphological changes were noted in the General Interest and Scholarly variables and none was found in the Cultural variable. For example, in the General Interest variable was found the word football that has changed into “fútbol”, stress that was found in the General Interest variable has changed into “estrés”, and status that was found in the Scholarly variable has changed into “estatus”.
- From the 30 Anglicisms that were researched and analyzed 22 (73%) are already registered by the DRAE because they have been found to be used and accepted in everyday speech.
- The General Interest variable had the highest usage of Anglicisms with a 45.65% because it includes a broad spectrum of articles

and issues. Compared with the other two variables which are more technical and social in nature.

- The ten Anglicisms with the highest frequency are ránking, club, software, fútbol, pop, internet, fans, look, box set, and láser. These terms appeared in the three variables (Cultural, Scholarly, and General Interest).
- From the 30 Anglicisms studied, 20 replaced Spanish words and only 10 benefited the Spanish language; because they did not have a translation into the other language, these included hardware, club, holding, software, internet, ránking, récord, estatus, láser, and commodity.

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## Annexes

<b>Magazine and Date</b>	<b>Anglicisms</b>	<b>Examples</b>	<b>Lexical Category</b>	<b>Word repetition number</b>	<b>Heading</b>	<b>Page</b>

<b>Anglicisms</b>	<b>Word repetition number</b>

	<b>Variable</b>	<b>f</b>	<b>%</b>
<b>Anglicisms</b>			
	<b>Total</b>		