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A DESCRIPTIVE ANALYSIS OF ANGLICISMS USED IN ECUADORIAN NEWSPAPERS.

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English as a Foreign Language

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CERTIFICATION

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CERTIFIES THAT:

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

Loja, October 2010

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Date: Loja October 2010.

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DEDICATION

I wish to dedicate this work to God for the guide
and strength which He gave me at all times.

And to my parents for the support they have always
given me.

And to my siblings for their friendship and advice.

To my nephews and nieces for being my happiness
at times of sadness

To my daughter Juzabeth Aguilar, who is the love of my
life,
and whom I sacrificed during the development of this work.

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ABSTRACT

This research is about a description and analysis of anglicisms used in the Ecuadorian press. It will allow us to know the social factors and the level of influence which the English has had on our own language. One hopes that the readership will understand that it is not necessary to use foreign expressions if we have our own ones.

This research on the use of anglicisms in the written press was carried out in Santo Domingo de los Tsáchilas, and for this reason a collection of the newspapers El Comercio, La Hora and El extra was carried out for seven consecutive days; from the 9th to the 15th November 2009. The data was collected from the news, ads, social pages, reports and sports sections. Then a quantitative and a qualitative tabulation of each of the sections were carried out.

On carrying out the comparative analysis of the results, the section which presented the greatest number of anglicisms was the ads section, and the least number was in the social pages. On adding each of the foreign words used in the newspapers, the result was 1,111 anglicisms. The greatest percentage appeared in El Comercio and the least percentage presented in El Extra.

The most frequent anglicisms found in the analyzed samples were: Full, Football, Suit, USD, Club, TV, Internet, Web, Diesel, Deficit, Garage, Show, Emails, amongst others.

It is self-evident from these results that there is an increased use of some English words in our country, as well as the exaggerated use of anglicisms – especially by the younger generations. It is clear for all the people that know anglicisms that their exaggerated use in the Spanish language has led to a semantic impoverishment which has been deteriorating our language.

INTRODUCTION

This work is about an analysis of Anglicisms in the Ecuadorian press. Many studies similar to this one have been carried out. It is important to mention that anglicisms are English words or expressions used in another language.

The difficulties encountered in this research were to find anglicisms studies carried out in our country and that are published on the internet. However, we had the opportunity to find some investigations carried out in Latin-American, and in those conclusions they recognize that the English language is an international dominant language, and that the advance of the English language is successful and is practically overwhelming in the Spanish language.

In Francisco Jesus Fernandez's research on the "Anglicisms in Salta's urban Spanish" (Argentina), he says that this is an undeniable reality and invites all those who study the language to adopt a position, as time goes by; as it's not only those economic manifestations but also the cultural ones (music, art, and the increase in usage of massive communications; radio, press, television, cell phones and internet), that support the expansion of the English language in Latin America.

Ph.Dr. Hana Valikova Brno in her work about “Anglicisms in the Spanish Language” says that English began to have a dominant role as a dominant language in the XIX century (British colonization) but the greatest expansion came after the Second World War, the consequences of this war turned the United States in an absolute winner.” She talks about an indirect expansion, that is to say, the language doesn’t expand itself through people but rather through the development and innovation in the various fields of science, technology, the media, commerce, and films.

In an article in the Spanish press there is a published letter from a Catalan reader, Angel Zaragoza Tafalla, Professor of Barcelona University, in which he shows his indignation about the exaggerated use of anglicisms in the business section of the written press. Zaragoza looks at four reports of the supplement and says that the authors, once again show their semantic impoverishment, and denounces the English words that impoverish the Spanish, not only because these words have alternatives but worse of all because many readers didn’t even know what they mean. This latter one is not a previous study but what caught my eye was the intensity in which this Mr. Zaragoza defends our Spanish language.

When I started this research I thought that anglicisms weren’t a problem, on the contrary, it would be a good way of familiarizing myself with the English language. But when I started to investigate

each theme that make up the theoretical background, I changed my opinion above all, when I had the opportunity to read about language vices and studies about anglicisms. The authors' consensus were that "The semantic impoverishment is evident in the writers of the press", "How the use of English words impoverishes the Spanish", "That there is a need for people who take up the leadership role, and that all the scientific community becomes aware that the language is a cultural good that we must protect." (Gómez Capuz et al. 2004)

One of the aspects that motivated me in the development of this research was the desire to know the development of anglicisms in my country and, above all, the desire to be able to contribute to a better understanding of the theme on the proposed objectives; on how the English language is influencing our native language in terms of anglicisms.

One of the methods used in elaborating the scientific support (theoretical background) was the Bibliographic Method. The method used in the field investigation was the statistical analysis. And for the interpretation of data, the methods used were the analytical and descriptive methods; the techniques were: note-taking to collect bibliographic information that was used in elaboration of theoretical background; the interviews, and conversations and surveys were used in the fieldwork. The instruments used were direct observation and questionnaires.

Regarding the objective “To determine the level of influence of the English language on the linguistic expressions used in Ecuadorian newspapers.” This objective was fulfilled 100% because when the quantitative tabulation was done on anglicisms - collected from each section of the variables - one was able to observe that the level of influence of anglicisms in the press is in fact exaggerated.

“To identify syntactic and lexical anglicisms more commonly used in newspaper material in Ecuador.” This objective was fulfilled 100%. This is the core of the research. All of the anglicisms were identified so that a qualitative tabulation could be carried out.

“To do a deep analysis of anglicisms found in Ecuadorian newspapers regarding etymological, syntactic-semantic and morphological aspects.” This objective was fulfilled 85% because the etymological analysis is clear in regards to the origin of the word but the evolution of each foreign word is confusing because the root words have several permutations through time and language variations and the RAE doesn't mention dates of introduction into the Spanish.

“To determine the written sections of Ecuadorian newspapers in which anglicisms are mostly used.” This objective was fulfilled 100%, through the quantitative and qualitative of the anglicisms, collected from each section of the variables, obtaining the highest percentage in the ads section.

“To know the level of acceptance that Ecuadorians have on the use of anglicisms in newspapers.” This aim was fulfilled 20%, from carrying out a simple sociological analysis the level of acceptance could not be further measured because there wasn't a significant statistical sample to work with. Only 10 people were interviewed.

On looking at the objectives one will note that not all of them were accomplished. One of the aims was to determine the influence of the English language in linguistic expressions in Ecuadorian newspapers; as expressed in the comparative analysis, the level of influence of the English language in Ecuador is high. Likewise, another achievement was to identify anglicisms more commonly used in newspaper material in Ecuador, as well as carrying out a deep a linguistic analysis of anglicisms found, regarding their etymological, syntactic, semantic and morphological aspects. On doing the comparative analysis which sections of the Ecuadorian newspapers anglicisms were mostly used, was revealed. The objective, which was not determined in its totality, was the level of acceptance, as the ten people interviewed only two knew what anglicisms were, so there was no sense in someone accepting or rejecting something they didn't know about, as explained in the sociolinguistic analysis. I can finally say that in Ecuador the English language has influenced our customs, and they have changed our values, especially in our youth; even our president in his interviews; his preferred word is OK.

METHODOLOGY

The research was carried out with a basic investigation in search for knowledge. Magazines, books, encyclopedias, dictionaries, leaflets, research papers and internet searches were read and used. These topics were the scientific support for this research. It is important to mention that the majority of the data about language vices, and particularly on research papers about anglicisms were only found on the internet (*Wikipedia*). All the investigated themes make up the literature review for this research.

For the basis of the field investigation three national newspapers were selected; a national, a local and a tabloid newspaper. As a national newspaper *El Comercio* was selected, as a local newspaper *La Hora*, and as a tabloid *El Extra*. The newspapers were collected for seven consecutive days between the 9th and 15th of November 2009, in the city of *Santo Domingo de los Tsáchilas*, a province of recent establishment, in Ecuador.

The samples collected were through direct observation of each of the sections of the newspapers, identifying each anglicism. It was organized by dates and tabulated for its posterior analysis.

The qualitative tabulation consisted in identifying each of the anglicisms for its subsequent organization and classification in the assigned formats, for each newspaper with their sections.

In the quantitative tabulation, statistical data such as the frequency and percentage were used, for the total number of anglicisms of the sections of each newspaper. Next, a list of the most frequent anglicisms was made through the course of the research.

Then, three types of analyses were carried out: linguistic, comparative and sociological. For these analyses 10 anglicisms from each newspaper were chosen. In the linguistic analysis an etymological research was carried out, showing the origin and the word's evolution. Then, a syntactical- semantics analysis was carried out, detailing the grammatical function of each word. Next, a morphological analysis was done; indicating what changes the word has had in Spanish. Afterwards, one had to indicate if the word had an equivalent word in Spanish. Finally, one stated if that anglicism either enriched or deteriorated our language.

The comparative analysis was done on the basis of the percentages obtained from the quantitative tabulation of each of the newspapers and its sections.

The sociological analysis was carried on the basis of the opinions about the acceptance or rejection of anglicisms and the impact that these have on our language and our society.

The method used to write the scientific support (theoretical background/Literature Review) of this research was the bibliographic

method. The methods used for the field investigation for the statistical analysis and the interpretation of data, were the analytical and descriptive methods (direct observation/empirical method).

The techniques used were: note-taking to collect bibliographic information that was used in elaboration of theoretical background, the interviews, conversations and surveys that were used in the fieldwork. The Instruments used were direct observation and questionnaires.

RESULTS

A field research work about “Anglicisms Used in Ecuadorian Newspapers” was carried out in a newly created province of Ecuador, Santo Domingo de los Tsachilas.

Three variables were selected for this research work:

The newspaper “El Comercio”, a national newspaper from Quito City with one of the greatest distribution in the country, and founded in 1906 by Mr. Siciliano Monje and the brothers Carlos and Cesar Mantilla Jácome. This paper has a distribution of 120 thousand daily copies. El Comercio is considered as a great representative of the national press, its efforts have managed to turn it into one of the most efficient and modern written media in the whole country.

“El Extra” is one of the most important tabloids from the City of Guayaquil, and it was founded in the year 1975; with its extravagant first page and titles, which has caused problems at certain times, among the residents of Guayaquil, due to its manner of news reporting, and with its slogan: “The Extra reports first and best”. It is distributed all over Ecuador and it has a daily distribution of 69 thousand copies.

“La Hora” is one of the most popular local newspapers and its slogan is: “What you need to know” and “Good morning Santo Domingo”. This paper was founded in 1994 and has a circulation of 13 thousand daily copies.

QUALITATIVE TABULATION

CHART ONE

VARIABLE: National Newspaper El Comercio

SUBVARIABLE: News

Anglicism	Examples	Word Repetition Numbers	Title of the article	Date
Teacher Choice CD	La categoría Teacher choice en el II foro Latinoamericano. Es capaz de colocar un CD	1 1 3	Una escuela marginal recibió un reconocimiento latinoamericano	09/11/2009
deficit	El déficit de energía se ubica en 250 vatios	17	Las ventas caen en locales de Bahía	09/11/2009
diesel	Ayudas compensatorias en la compra diesel	15	Bares discotecas y otros	10/11/2009
USD	El gobierno dispone de USD 180 millones	38	Esta semana se define la negociación en Cuba	10/11/2009
internet	El servicio de recarga de internet inalámbrico	5	Una falla técnica incomunicó a Esmeraldas	10/11/2009
Basketball volleyball	14 canchas de basquetbol y seis de voleiboly	1 1	La politización no deja avanzar al Mejía	10/11/2009
web	Difundidos en la página web de la presencia de la república	1	Este diario si publicó la lista de viajeros	11/11/2009
radar	Serian inmediatamente detectados por radares estadounidenses	1	Tensión prebélica en Bogotá y Caracas	11/11/2009
zinc	100 láminas de Zinc ayudaran a pobladores	1	El drama por el huracán persiste en el Salvador	11/11/2009
support	el usuario podría soportar molestias	2	La telefonía móvil, en alerta	12/11/2009
mayor	registra mayor afluencia de usuarios	1	El usuario no puede pagar las planillas	12/11/2009
Demand	confirma que la demand a de diésel que no estaban en	4	El usuario no puede pagar las planillas	12/11/2009

operation	plena operación	1		
company	autogeneración eléctrica de compañías	3	El usuario no puede pagar las planillas	12/11/2009
Grave Motive real	exportación petrolera gravita en el déficit caída de las exportaciones petroleras motivo déficit reducción del ingreso real de la población	1 1 1	Caída de la exportación petrolera gravita en el déficit comercial	13/11/2009
Impact proform	impactando negativamente sobre el precio en la proforma de 2010	1 1	Más dudas sobre el crecimiento en 2010	13/11/2009
record	establecieron un nuevo récord	1	Más dudas sobre el crecimiento en 2010	13/11/2009
credit	el crédito con China quedó suspendido	3	Más dudas sobre el crecimiento en 2010	13/11/2009
Rival competitor	también son sus rivales Samsung comparada con competidores	2 2	Samsung no para de crecer y ya le pisa los talones a P_H	13/11/2009
segment	ingreso por segmento	2	Samsung no para de crecer y ya le pisa los talones a P_H	13/11/2009
cellphone	sistema operativo para celulares llamado	5	Samsung no para de crecer y ya le pisa los talones a P_H	13/11/2009
chips	partes clave como chips de memoria	5	Samsung no para de crecer y ya le pisa los talones a P_H	13/11/2009
U.S. component computer camara	tiene cerca de US \$110,000 millones al fabricar tanto los componentes para los memoria para computadoras impresoras y cámaras	12 3 2 1	Samsung no para de crecer y ya le pisa los talones a P_H	13/11/2009
Flash	chips de memoria flash y pantallas	2	Samsung no para de crecer y ya le pisa los talones a P_H	13/11/2009
software	que le proporcionan software para sus	1	Samsung no para de crecer y ya le pisa los talones a P_H	13/11/2009

cost	el costo estimado de cada encendida	1	Los cortes dejan pérdidas en la industria	14/11/2009
infocus	presentaciones usando infocus	1	Los cortes dejan pérdidas en la industria	14/11/2009
Shock beige	sus amigos aun no salen del 'shock' huyeron del lugar en una Blazer beige	1 1	Una nueva pista en el caso Darquea	14/11/2009
case	El caso Watergate llevó	2	El caso Watergate llevó a que un presidente renunciara	15/11/2009
Report the	The Washington Post reportó	2 1	El caso Watergate llevó a que un presidente renunciara	15/11/2009
Reporter evidence	Dos de los reporteros que contaban con varias evidencias.	1 2	El caso Watergate llevó a que un presidente renunciara	15/11/2009
magnitudo	El caso adquirió tal magnitud	1	El caso Watergate llevó a que un presidente renunciara	15/11/2009
telephone	reveló más pinchazos teléfonicos	1	El caso Watergate llevó a que un presidente renunciara	15/11/2009

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QUALITATIVE TABULATION

CHART TWO

VARIABLE: National Newspaper El Comercio

SUBAVARIABLE: Ads

Anglicism	Examples	Word Repetition Numbers	Title of the article	Date
WEB	Publicado en portal de la web	1	Petrocomercial filial Petroecuador	09/11/2009
garage	Dormitorio baño y garage	2	Bienes raíces apartamentos	09/11/2009
Suit	Linda suitcita amoblada Alameda suite 180 habitaciones	54	Bienes raíces apartamentos	09/11/2009
market	Hiper market	10	El local más grande y completo del	10/11/2009
pharmacy	Pharmacy farmacia de verdad	1	Valle de los Chillos.	10/11/2009
shopping	San Luis shopping	2	Valle de los Chillos.	10/11/2009
pet center	Macotas pet center	1 1	Valle de los Chillos.	10/11/2009
Cellshop	Cellshop un punto de la comunicaciòn	1	Valle de los Chillos.	10/11/2009
Autentic Blackberry accessories	Autentic blackberry accessories	1 1 1	Valle de los Chillos.	10/11/2009
full	Un estudio full amoblado	83	Valle de los Chillos.	10/11/2009
mezzanine	Bosque de 100m2 con mezzanine	2	Valle de los Chillos.	10/11/2009
garage	venta de garage	14	Valle de los Chillos.	10/11/2009
diesel	Dimax diesel cajon de madera	2	Valle de los Chillos.	10/11/2009
Confort	Confort y diseño	1	Valle de los Chillos.	11/11/2009
chip	Importador celulares doble	2	Teléfonos accesorios y	11/11/2009

	Chip		servicios	
megapixel	televisión radio 8 megapixel	1	Teléfonos accesorios y servicios	11/11/2009
Windows messenger	Windows messenger	1 1	Teléfonos accesorios y servicios	11/11/2009
Sandwiches	Pizzas, panes y sándwiches	2	Secretos de la Parrillada	12/11/2009
Bonus battery	Bono para la compra de sus baterías	1 1	Sigue la promoción	12/11/2009
kit	kit de productos de limpieza y aditivos	1	Sigue la promoción	12/11/2009
Club Hardware Computer	Artículos usados de venta	1 3 1	Artículos usados	12/11/2009
Autoexpress	la mejor opción autoexpress	1	Servicios	12/11/2009
Gin	gin	1	Servicios	12/11/2009
stock	Hasta agotar stock	1	LEE	13/11/2009
Mall	Mall del sol	2	LEE	13/11/2009
e-mail connecting People	cualquier email que quieras Nokia siempre estás conectado . Connecting People	2 2 1	Servicio Nokia Messaging de Porta	13/11/2009
showroom	en nuestro showroom	1	Clasificados	14/14/2009
internet	Vendo mini mercado e internet	2	Clasificados	14/14/2009
restaurant	Vendo restaurant	5	Clasificados	14/14/2009
curriculum	Entregar curriculum	3	Clasificados	14/14/2009
sport	Sport	4	Clasificados	14/14/2009
master	Dormitorio master	1	Clasificados	14/14/2009
solution	Atajo la rueda que gira solution	1	Clasificados	15/11/2009

Author: Edit Rivilla Requelme

QUALITATIVE TABULATION

CHART THREE

VARIABLE: National Newspaper El Comercio

SUBVARIABLE: Social pages

Anglicism	Examples	Word Repetition numbers	Title of the article	Date
gay	Marcha del orgullo gay Agrupación de gays y lesbianas	2	Marcha a favor unión sexual	09/11/2009
film	Anoche se extreno en cuenca el filme	5	Expocine presento en Cuenca	10/11/2009
	ecuatoriano		" Los canallas"	
link	Dé un clíc en el links	1	Pasos para conseguir empleo	11/11/2009
internet	Si no maneja el internet visítenos	2	Pasos para conseguir empleo	11/11/2009
tips	Tips para que la comida no se dañe	1	Tips para evitar que la comida no se dañe	12/11/2009
crown	Wilson N. gerente de crow.n.	1	Tips para evitar que la comida no se dañe	12/11/2009
zip	Fundas biodegradables zip	1	Tips para evitar que la comida no se dañe	12/11/2009
chef	Escuche consejos del chef	1	Tips para evitar que la comida no se dañe	12/11/2009
resolve	y trataban de resolver los trancones	1	Universitaria	13/11/2009
(omni)buses	los buses y automóviles que se dirigian	5	Universitaria	13/11/2009
trolley	en sentido de sur-norte el trole llegó	2	Universitaria	13/11/2009
light	a mi hija le doy helados y caramelos tipo light	2	Infancia y Adolescencia	14/11/2009
U.S.D.	los dos juntan USD 450 al mes	3	Infancia y Adolescencia	14/11/2009

credit	allí pudieron obtener a crédito las tirillas	1	Infancia y Adolescencia	14/11/2009
web	Luego de colocarlas en la página web	2	Alejandro Sanz vuelve a sus raíces	15/11/2009
fans	se los ha prometido a sus fans	1	roqueras	15/11/2009
v.i.p.	Se agotaron las entradas VIP	1	Japón se interna entre chilenos	15/11/2009
Folklore band	Bandas folkloricas	1 1	Japón se interna entre chilenos	15/11/2009
TV authentic	La TV y el cine authentic	4 1	En los medios	15/11/2009
marketing	La gerenta de marketing	1	La luz de navidad brilla	15/11/2009

Author: Edit Rivilla Requelme

QUALITATIVE TABULATION

CHART FOUR

VARIABLE: National Newspaper El Comercio

SUBVARIABLE: Reports

Anglicism	Examples	Word repetition number	Title of the article	Date
Internet	Los clientes colaboran con un documento a través internet	2	Se complica el futuro de office de Microsoft	09/11/2009
Software outlook	Con software que conecta al outlook y otros programas de	7 6	Se complica el futuro de office de Microsoft	09/11/2009
Web e-mails	e-mails con sitios web de redes sociales	6 2	Se complica el futuro de office de Microsoft	09/11/2009
video	Con funciones de edición de video	1	Se complica el futuro de office de Microsoft	09/11/2009
office	Las nuevas funciones de office en el 2010.	7	Se complica el futuro de office de Microsoft	09/11/2009
TV	la diferencia con la radio y la TV	1	La responsabilidad ulterior al periodista es una censura velada	10/11/2009
shopping	Esta entre San Luis el Shopping y la escuela Politecnica	6	Corporación el Rosado entra a competir en Sangolqui	11/11/2009
market	Rosado inauguro híper market	2	Corporación el Rosado entra a competir en Sangolqui	11/11/2009
pharmacies	Rosado tiene servicio de empresas como pharmacies	1	Corporación el Rosado entra a competir en Sangolqui	11/11/2009
show	A las 16H00 show artístico	2	Riobamba y Ambato están de fiestas	13/11/2009
stick-up	El foco a batería Stick-up que se comer	1	Los consejos para cuidar el menaje	14/11/2009

U.S.D.	cialización tienen un costo de USD 31.90	5	Los consejos para cuidar el menaje	14/11/2009
computer	El monitor de la computadora es un máximo	2	Los consejos para cuidar el menaje	14/11/2009
cellphone	deben desconectar los cargadores de celular	1	Los consejos para cuidar el menaje	14/11/2009
Monitor	El monitor de la computadora es un máximo.	1	Los consejos para cuidar el menaje	14/11/2009
loft	Loft	1		
blogs	Los blogs y sitios web son los espacios mas precisos	1	Arturo Carrera, un poeta con voz propia	15/11/2009
Management services	Por DK management services	1 1	4 centros comerciales ajustan horarios	15/11/2009

Author: Edit Rivilla Requelme

QUALITATIVE TABULATION

CHART FIVE

VARIABLE: National Newspaper El Comercio

SUBVARIABLE: Sports

Anglicism	Examples	Word Repetition numbers	Title of the article	Date
Club	Que hacen los clubes	23	Las menores de los clubes	09/11/2009
football	El rendimiento de los futbolistas son un tema recurrente de la Comisión Médica Ecuatoria fútbol	27	Las menores de los clubes	09/11/2009
manager	Bianchi habla de las funciones de un manager del balompie	4	Más satisfactorio ser DT que manager	09/11/2009
CD	Quise poner un CD	1	Quizo poner un CD	09/11/2009
set	Se llevo el segundo set	6	Dio la sorpresa y venció a Feder en Suiza	09/11/2009
ranking	Ubicado en el puesto 106 del ranking	5	Dio la sorpresa y venció a Feder en Suiza	09/11/2009
blue	El capitán del cuadro "blue"	1	Manchester de Toño Valencia	09/11/2009
record	Todo un record para uno de los as grandes	1	Juli toreara en Ñaquito	10/11/2009
web	Juli cuenta con su propia página web	3	Juli toreara en Ñaquito	
master	Esto ocurrrío en la prueba de categoría master	5	Endurance reunión a 100 binomios	10/11/2009
Tennis double	Los tenistas ecuatorianos vencieron a la dupla del imbabureño Iván Endara	9 1	Fergusson elogió a Toño en una revista antes de ir a Uruguay	12/11/2009
tournament	a los cuartos de final del torneo	7	Fergusson elogió a Toño en una revista antes de ir a Uruguay	12/11/2009
rival	su rival en la próxima etapa será el en el primer set	2	Fergusson elogió a Toño en una revista antes de ir a Uruguay	12/11/2009

internet	a por la internet y la televisión	2	Martins se quita hoy la camiseta de	12/11/2009
classify	desde la etapa de clasificación	3	Poerschke sorprende en Guayaquil	13/11/2004
doubles	ambos debían enfrentarse a la dupla sede del torneo	4	Poerschke sorprende en Guayaquil	13/11/2004
bill	El último billete para máster tiene asegurado el octavo y el ultimo billete	1	TENIS	14/11/2009
access	Verdasco accedió al Masters	1	TENIS	14/11/2009
Classify semifinals	Rafael Nadal se clasificó para semifinales	1 1	TENIS	14/11/2009
balls	El primero desperdició cinco bolas de partido	1	TENIS	14/11/2009
player	Novak Djokiovic es el tenista que mejor lo...	2	TENIS	14/11/2009
medal	la delegación colombiana con 2 medallas	1	TENIS	15/11/2009

Author: Edit Rivilla Requelme

QUALITATIVE TABULATION

CHART SIX

VARIABLE: Local Newspaper " La Hora"

SUBVARIABLE: News

Anglicism	Examples	Word repetition number	Title of the article	Date
yoghurt	Vasos de yogurts gelatinoso a 25 centavos	4	La producción tuvo una vitrina	09/11/2009
Exposition stands	La feria de expo -producción en su ultimo día esta costurera asistió a los stand	1 3	La producción tuvo una vitrina	09/11/2009
re-program	reprogramar las ctividades diarias	3	Reiniciaron los apagones	09/11/2009
Proform deficit	las proyecciones de la pro-forma son positivas el déficit puede ser mas alto.	1 1	Los recursos de la deuda para el 2010 en duda	09/11/2009
Factory disco	la discoteca factory , donde fallecieron 19 jóvenes	5 1	hoy se inicia audiencia de juzgamiento en el caso Factory	09/11/2009
Argument show	el fiscal argument el show de dicho grupo musical	1 1	hoy se inicia audiencia de juzgamiento en el caso Factory	09/11/2009
Call center	Turnos al call center	1 1	Van 250 hipotecarios	10/11/2009
stock	Los empleados ingresan al sistema de stock	2	Apagones golpean el centro productivos	10/11/2009
pocket	La forma normal de trabajo de los vendedores es por medio de un poket	1	Apagones golpean el centro productivos	10/11/2009
web	Santo Domingo ha puesto en su página web	5	Informes sobre los corte	11/12/2009
power	La barcaza vactoria II y la barcaza power II	1	Cortes de energía causaran estragos laborales	11/11/2009
TV	Con mi linterna de Majestad TV organizan	1	Entregan alimentos	11/12/2009

	estas actividades			
beige	Llegaron al sector una hora antes en una blazer color beige	1	Delincuentes asesinaron a médico traumatólogo	12/11/2009
pool	El nuevo sistema se habla de un pool de jueces	1	Códigos del área penal tienen los días contados	12/11/2009
diesel	10 mil galones de diesel	1	El sector industrial usará dos medidores	12/11/2009
Tip	Tip ecológico	1	Tip Ecológico iniciativa ambiental en Chile	12/11/2009
Reforest	programas de reforestación	1	Tip Ecológico iniciativa ambiental en Chile	12/11/2009
switches	Robo de un banco de capacitadores con su respectivo switches de aceite	1	Roban seis transformadores	13/11/2009
Ranking	El mandatario estadounidense se alzo con la primera posición del ranking elaborado por la revista económica y que puede ver en la página web .	1	Obama en gira por Asia	13/11/2009
Company	La compañía Delta Airlines	1 1	Ecuador tiene más frecuencias áreas	14/11/2009

Author: Edit Rivilla Requelme

QUALITATIVE TABULATION

CHART SEVEN

VARIABLE: Local Newspaper " La Hora"

SUBVARIABLE: Ads

Anglicism	Examples	Word repetition number	Title of the article	Date
Lunch	Lunch diario más comisiones Domingo - Ecuador	3	Avisos Domingo Ecuador	09/11/2009
Transfer		5		
V.I.P.	Servicio de transfer VIP	5	Avisos	09/11/2009
Marketing	Administración y Marketing	1	Avisos	10/11/2009
full	Blanco y negro y full color	15	El Comercio agencia Iñaquito	10/11/2009
TV	Se arrienda departamento con TV cable	10	Avisos	10/11/2009
email	Desbloqueo de emails	4	Avisos	11/11/2009
by - pass	Vendo 1316m2 de terreno by pass Quevedo Quito	5	Avisos	11/11/2009
master	Cama de masajes máster Presentarse con documentos en regla	1	Avisos	11/11/2009
shopping	en regla Paseo shopping	2	Avisos	11/11/2009
export	Vendo camion eta Ford export	1	Avisos	11/11/2009
Cyber	Vendo un Cyber completo	2	Avisos	12/11/2009
Karaoke	se vende karaoke de D'Slenen	2	Anuncios	12/11/2009
chip	con chip	2	Anuncios	12/11/2009
Internet	TV cable, Internet	5	Anuncios	12/11/2009
TV cable				
bar	Necesito chicas para	2	Anuncios	12/11/2009

	trabajar en bar			
hall	área recreativa y hall ejecutivo	3	Anuncios	12/11/2009
stop	Del faro al stop	1	IDIRSA	13/11/2009
express	Lavado express y lubricación de su vehículo	1	Lavadora y lubricadora Mendieta	13/11/2009
free	Paga un parte del valor gratis free sin recargo y sin tener que pagar después.	1	Como quiera le regalamos hasta 150	13/11/2009
garage	Servicio garage 24 horas ejecutivo	1	Avisos	13/11/2009
kit	reclame su kit del palmicultor	1	Semillas y plantas de palma aceitera	14/11/2009
stock	Stock de repuesto originales	1	LIFAN reconocidos por su calidad	14/11/2009
USD	lotes desde 240 USD	4	Avisos	
lot		1		14/11/2009
ring	4x4 ring	1	Avisos	14/11/2009
Curriculum vitae	enviar su curriculum vitae al email	1		
		1	Avisos	14/11/2009
Charter	Chárter con zona libre	1	A Panana	15/11/2009
Mall	zona libre- malls	1	A Panana	15/11/2009
Chance	Te doy un chance para jugar	1	Avisos	15/11/2009

Author: Edit Rivilla Requelme

QUALITATIVE TABULATION

CHART EIGHT

VARIABLE: Local Newspaper " La Hora"

SUBVARIABLE: Social pages

Anglicism	Examples	Word repetition number	Title of the article	Date
show	Visitarán ecuador para brindar un show emotivo	2	Un canto para el señor	10/11/2009
tour	Visitaran ecuador como parte de un de un tour	3	Un canto para el señor	10/11/2009
video	En la búsqueda del autor del video	1	Oswaldo Bustos Azuero	10/11/2009
Internet	De acuerdo con el sitio de internet Just Jared Asheel están en negociaciones	2	Tyle dejó Aerosmith	10/11/02009
show	Presentará su show en la inauguración del Estadio	3	Literatura como catarsis Ricky Martin	11/11/2009
TV	La Revista " TV notas " asegura que Atambula esta casada	1	Cantara en Cuba la española Rosa Flores	11/11/2009
crossover	Adriana Barraza recayó es el mejor crossover	1	Metálica esperando por miles de Quiteños	13/11/2009
football	campeonato relámpago de fútbol	4	"Cavanis " celebra con variado programas	13/11/2009
Beach resort	proyecto de construcción de beach resort	1 1	Nuevo hotel en Mompiche	13/11/2009
happy birthday	Happy birthday	1 1	Sociales	
record	Un concierto gratuito con gran record	2	Marca record Enrique Bunburry	14/11/2009
comic	Es uno de los genios actuales del comic	4	Cómic	14/11/2009

Company Tabloid	regresó con la compañía para hacer según el tabloide nacional	1	Marca record Enrique Bunburry	14/11/2009
Telephoned Mayor	Depp le telefoneó mayor	1 1	Marca record Enrique Bunburry	14/11/2009
videoclip	Para grabar un videoclip	1	Madona tras los pasos del "Rey"	15/11/2009
superstar	Sin duda una obra impactante y polémica fue Jesucristo superstar	4	Jesús humano y rockero	15/11/2009
climax	en los momentos de clímax	1	Jesús humano y rockero	15/11/2009
amateurs	muchos de ellos amateurs	1	Jesús humano y rockero	15/11/2009
rocker	El Jesús humano y rockero	2	Jesús humano y rockero	15/11/2009

Author: Edit Rivilla Requelme

QUALITATIVE TABULATION

CHART NINE

VARIABLE: Local Newspaper " La Hora "

SUBVARIABLE: Reports

Anglicism	Examples	Word repetition number	Title of the article	Date
full-contact	en lo que se refirió a full contact	2	Full contac	09/11/2009
light-contact	La modalidad de light contact	2	Full contac	09/11/2009
ring	Lagua se apoderó del ring	1	Full contac	09/11/2009
low kick	La modalidad de low kick	2	Full contac	09/11/2009
play off	los seis equipos juegan el segundo encuentro del play off	2	En play off (sic)	09/11/2009
internet	Reportajes en la página del internet	4	Mas muertos por gripe A	10/11/2009
relax	La fruta favorece al relax	1	La naturaleza del lado de la belleza	11/11/2009
Club	Los Rosales (sector de la cancha club fontana y bypass	5		
By-pass	Quininde Chone	1	Muros no se divisan	11/11/2009
Bars		7		
disco	Propietarios de bares y clubes	2	La diversión se restringe también	12/11/2009
club	El presidente del club inauguró la reunión	1	Viva la cultura Tsáchilas	12/11/2009
Stress	bar karaoke cero stress	1		
Bar		1	Viva la cultura Tsáchilas	
karaoke		1		12/11/2009
baseball	El diamante de béisbol	1	Hay que aprender de los errores	13/11/2009
TV		2		
program	Los programas de TV serían perjudiciales	1	Control de excesos o silencio de opiniones	13/11/2009
football	La cancha de fútbol	2		
			Un mágico jardín visite	14/11/2009

			Jardín la	
iceberg	afirmó que otros icebergs han sido empujados hacia el norte	3	Carolina	14/11/2009
folklore	Música folkclórica	1	Diversión sin alcohol	14/11/2009
Cocktails	en ensaladas como en cócteles postres jugos yogures	1	A paso de tortuga	15/11/2009
yoghurts		1		
slow food	Slow food pretende rescatar el disfrute de alimentos	1	Encuentran nuevo iceberg	15/11/2009
Breakfast	breakfast que significa desayuno y lunch	1	Un aliado de la digestión	15/11/2009
lunch		1		

Author.: Edit Rivilla Requelme

QUALITATIVE TABULATION

CHART TEN

VARIABLE National Newspaper "La Hora"

SUBVARIABLE: Sports

Anglicism	Examples	Word repetition number	Title of the article	Date
football	La selección de futbol también clasifico	4	Sus medallas no bastan	10/11/2009
replay	Parece de ripley pero es cierto	1	Parece de ripley pero es cierto	10/11/2009
Club sport	El Club sport emelec se proclamo monarca	7 1	Emelec campeón en la sub 17	10/11/2009
set	Se le complico el primer set	1	Zabaleta avanza	11/11/2009
ranking	En el ranking previo ocupaba las posiciones 383-470	2	Zabaleta avanza	11/11/2009
champion	Continua el rural 12 de Indor champion	1	Sigue la Champion de indor	11/11/2009
master	El torneo máster de futbol	1	Nadie cede entre mayores	11/11/2009
sport	Emelec y sport patria son los	1	Nadie cede entre mayores	11/11/2009
magazine	Mes a mes escribe para el magazine " Inside United" equipos que ajustaron 10 punto	1	Valencia es fabuloso	11/11/2009
ranking	Número 49 del ranking mundial	2	Primer round hacia la final	12/11/2009
master	Mario Noboa se destaco en el master nacional	2	Se aferrarán a una esperanza	12/11/2009
round	primer round hacia la final el futbol Uruguayo	1	Sin paro ganó a Cuenca	12/11/2009
basketball	Arde el básquet universitario hizo un test	5		
test	de rendimiento	1	Dejaré en alto mi país	12/11/2009

box	el boxeador Carlos Gongora	1	Dejaré en alto mi país	14/11/2009
tennis	Avanza el Provincial de ténis	1	Japaidida camina bien en el Interbarrial	15/11/2009
amateurs	La Asociación de fútbol amateurs	1	Pelota para todos los gustos	15/11/2009

Author: Edit Rivilla Requelme

QUALITATIVE TABULATION

CHART ELEVEN

VARIABLE: Tabloid " El Extra "

SUBVARIABLE: News

Anglicism	Examples	Word repetition number	Title of the article	Date
gay	Maybe era un estilista conocido gays	3	Mataron a miss mundo América gays	09/11/2009
Night club	Propietarios de night club lo que hicieron es encerrarlos	1 5	Plomo sangre y muerte prostíbulo en quito	10/11/2009
TV	Figuras de la TV como Carlos Alberto Ortiz	2	Famosos demostraron saber cocinar	10/11/2009
replay	Como cosa de ripley el conductor asustado	1	Trescientos metros de terror en la 25 de junio	11/11/2009
Swinger internet	Parejas " swinger " son la moda del 2009 internet	11 2	Préstame a tu esposa y llévate a la mia	13/11/2009
Web	Cacería en la pagina Web	2	Préstame a tu esposa y llévate a la mia	13/11/2009
tours	Paseo de campo tours intercolegial	1	Préstame a tu esposa y llévate a la mia	13/11/2009
e- mails	Tras responder a 50 e-mails	1	Préstame a tu esposa y llévate a la mia	13/11/2009
hotel	Borrachos prostitutas son los clientes del hotel de la muerte	4	Otra victima en el hotel de la muerte	13/11/2009
CD	Desarma con cuidado un reproductor de CD	1	Cambian horario para no perder clientes	14/11/2009
football	Su hijo practicaba futbol	2	Policía disparado por lio de faldas	15/11/2009

Author: Edit Rivilla Requelme

**QUALITATIVE TABULATION
CHART TWELVE**

VARIABLE: Tabliod "El Extra"

SUBVARIABLE: Ads

Anglicism	Examples	Word Repetition number	Title of the article	Date
Sexy shop	Tienda sexy shop	45 2	Zona Picante	09/11/2009
hot	Envía mensaje hot	7	Zona Picante	09/11/2009
stripper	Servicio de strepper	1	Zona Picante	09/11/2009
gay spray DVD	Lubricante dvd, gay, spray	1 1 2	Zona Picante	09/11/2009
chat	Vanessa chat caliente	7	Zona Picante	09/11/2009
suite	Vendo villa mas suite amoblada	18	Triple impacto clasificados	09/11/2009
garage	Dos baños garage y cisterna	1	Triple impacto clasificados	09/11/2009
full	4x4 automática full	25	Triple impacto clasificados	09/11/2009
sport	vendo un montero sport	1	Triple impacto clasificados	09/11/2009
TV	Hotel con TV cable	13	Triple impacto clasificados	09/11/2009
new	Margna Rx new formula	1	Triple impacto clasificados	10/11/2009
diesel	Vendo Tucson a diesel	3	Triple impacto clasificados	10/11/2009
Internet software	Actualizamos software, internet	4 1	Triple impacto clasificados	10/11/2009
cyber	Bazar papelería y cyber	3	Triple impacto clasificados	10/11/2009

stand	Temporada venidera preferencia señoritas locales stands 092	1	Triple impacto clasificados	11/11/2009
soccer	vendo 7 maquinas de video, soccer etc	1	Triple impacto clasificados	11/11/2009
stock	Promoción valida hasta agotar stock	1	Triple impacto clasificados	11/11/2009
Mezzanine	Clemente Ballén y Mazzanine	1	JOHAO	12/11/2009
chip	Para negocio papelería y cyber	1	JOHAO	12/11/2009
shampoo	Shampoo cura la caspa	1	JOHAO	12/11/2009
play station modem gigas	Dos play station II, modem disco duro de 70 gigas	1 1 1	Audiovideo	13/11/2009
DVD	vendo grabadora DVD 15 pulgadas	2	Audiovideo	13/11/2009
video	Computadoras con video	1	Audiovideo	13/11/2009
record	Presentarse con record actualizado	1	Audiovideo	15/11/2009

Author: Edit Rivilla Requelme

**QUALITATIVE TABULATION
CHART THIRTEEN**

VARIABLE: Tabliod "El Extra"

SUBVARIABLE: Social pages

Anglicism	Examples	Word repetition	Title of the article number	Date
show	El show empezó puntual	10	Perales imparable	09/11/2009
sexy	Lunes sexy	5	Desde argentina	09/11/2009
reality	Mas tarde ingresa al reality fama o drama	1	Rommy ahora solista	10/11/2009
fashion	Me gusta las fashion	1	Cantante del grupo Venus	11/11/2009
tour	Tour a Galápagos	2	Tras una corona	11/11/2009
club	El jugador con su club pudo mas	1	Dejé a Requelme por que no queria sexo	12/11/2009
Resort	Los mas exclusivos resort hoteles y tours operadores	1	Quito mostro su carita de Dios	12/11/2009
sketch	no puedo competir en los sketch con David	1	Chávez no voy a competir con David	13/11/2009
USA	Participaron representantes de Colombia Venezuela y Ecuador USA panamericana y USA Latina	2	Ecuador gano traje tipico	13/11/2009
TV	Fotos de fiesta de los conocidos personales de la TV	2	El verdugo	13/11/2009
marketing	Marketing a la divas de la TV ecuatoriana	1	Viene al calendario de la divas del 2010	13/11/2009
web	Aparece en el sitio web Sofia Caiche se ha manifestado via facebook	2	Sofia Caiche quiere ser invisible	14/11/2009
CD	Con un CD de música cristiana	1	Paulina Aguirre	15/11/2009
football	Es como si un ganador de futbol alzara la copa.	1	Paulina Aguirre	15/11/2009
made	Made in ecuador	1	Made in Ecuador	15/11/2009
in		1		15/11/2009
Manager	Según Loli Ochoa manager de las Candelas	1	Las Kandela son de su casa	15/11/2009

Author: Edit Rivilla Requelme

QUALITATIVE TABULATION

CHART FOURTEEN

VARIABLE: Tabliod "El Extra"

SUBVARIABLE: Reports

Anglicism	Examples	Word repetition	Title of the article number	Date
Tv	En su programa semanal de TV	2	Independencia de Guaranda	10/11/2009
Diesel Kerozene	Candiles añejos a base de diesel y kerex	1 1	Ahorrando energía	10/11/2009
Slogan	Recordemos el Slogan	1	Ahorrando energía	10/11/2009
Watts	La potencia se mide en watts	1	Ahorrando energía	10/11/2009
Breaker	Cerrar el breaker	1	Ahorrando energía	10/11/2009
Chef	Dulces hechos por le chef de postres	1	Independencia de Riobamba y Latacunga	11/11/2009
Tv Internet	Se imaginan son TV e internet que ganas de acción natural	1 1	Tranquilos que viva el apagón	11/11/2009
Diesel	El estado les proveerá diesel	1	Paute a punto de colapsar	12/11/2009
Dvd	El televisor, DVD,	2	La creatividad genera ingresos en los apagones	13/11/2009
Stock	El ultimo equipo que tenia en Stock	1	La creatividad genera ingresos en los apagones	14/11/2009
Watts	La potencia se mide en watts	1	Ahorrando energía	15/11/2009
Breaker	Cerrar el breaker	1	Ahorrando energía	15/11/2009
Standby	Famoso sistema standby	1	Ahorrando energía	15/11/2009
Football	Nuevos valores para nuestro futbol	1	Carlos Villacis € de la FEF	15/11/2009

Author: Edit Rivilla Requelme

**QUALITATIVE TABULATION
CHART FIFTEEN**

VARIABLE: Tabliod "El Extra"

SUBVARIABLE: Sports

Anglicism	Examples	Word Repetition number	Title of the article	Date
Dribbling	Hace un dribling y el gol era unarealidad	1	Cuenquita los chiros también rien	09/11/2009
Club	El presidente del club don café	13	Tres jugadores de don café al Olmedo	09/11/2009
Football	Un equipo de futbol espiritual	23	Emelec mejor en la sumatoria	09/11/2009
Blog	Lo del blog fue una novelería	1	Emelec mejor en la sumatoria	10/11/2009
Master	La categoría gorditos harta cana es la super master	5	Diamantes del salitre y estudiantes de Urdesa puntean el master	10/11/2009
Deficit	Para aliviar la economía del club torero cuyo deficit ascendería	1	Si Barcelona compra el pase de Banguera	11/11/2009
Tv	Byron Moreno quien lo desafío en la TV	1	Extra Deportivo	11/11/2009
Sport	Sport divas fue campeón	3	Extra Deportivo	12/11/2009
Pupil	Perrones y sus pupilos	1	Perrones y sus pupilos asistieron a la iglesia	13/11/2009
Record	tiene un record vigente	3	Encuentro de dos campeones olimpicos	13/11/2009
Reality	El reality del momento	1	Extra Deportivo cuando la pelota arde	14/11/2009
Web	Debe poner en la pagina web el contrato de Barcelona	1	Extra Deportivo cuando la pelota arde	14/11/2009

Author: Edit Rivilla Requelme

Chart Sixteen

Variable: National Newspaper " **EL COMERCIO**"

	SECTION	f	%
Anglicisms	News	63	29,72
	Ads	56	26,42
	Social pages	24	11,32
	Sports	43	20,28
	Reports	26	12,26
	TOTAL	212	100,00

Author: Edit Rivilla Requielme

Chart Seventeen

Variable: National Newspaper " **LA HORA**"

	SECTION	f	%
Anglicisms	News	31	17,92
	Ads	54	31,21
	Social pages	27	15,61
	Sports	26	15,03
	Reports	35	20,23
	TOTAL	173	100,00

Author: Edit Rivilla Requielme

Chart Eighteen

Variable: National Newspaper " **EL EXTRA**"

	SECTION	f	%
Anglicisms	News	16	11,68
	Ads	60	43,80
	Social pages	23	16,79
	Sports	22	16,06
	Reports	16	11,68
	TOTAL	137	100,00

Author: Edit Rivilla Requielme

The Most frequent Anglicisms

Chart: Nineteen

No.-	Angliscisms	Word repetition number
1	Full	130
2	Football	85
3	Suit	72
4	U.S.	65
5	Club	60
6	TV	40
7	Internet	29
8	Web	23
9	Diesel	23
10	Deficit	19
11	Garage	18
12	Show	18
13	E- Mails	17
14	Market	16
15	Master	15
16	Ranking	12
17	Shop	12
18	Swinger	11
19	Sexy	10
20	Tennis	9
21	Chip	9
22	Bar	9
23	Computer	8
24	Record	7
25	Office	7
26	Cyber	7
27	Basketball	7
28	Cellphone	7
29	Set	7
30	Software	7
31	Sport	7
32	Tournament	7
33	Tour	6
34	Stock	6
35	Outlook	6
36	DVD	6
37	By - Pass	6

DISCUSSION

In this section you will find the Theoretical Background that encloses the most important contents and the definitions about the language, linguistics, procedure, morphology, and the vices of the language, interferences, and previous studies on anglicisms. They will assist as a guide to do the analysis of anglicism in the Ecuadorian press. It includes the description, interpretive analysis of the results, and finally the conclusions of this research.

Theoretical Background

This present Theoretical Background contains the themes related to the study of Anglicism. For this, it is important to have a clear understanding of what devices language and linguistics are composed of. While analyzing this in more depth the devices became clearer. While reading for references it became evident that all people have a language, and that linguistics studies language within the social context.

A theme within this work is the changes in language over time, influenced by individual idiosyncrasies, technology and even fashion trends. Neologism is also included, as this encroaches upon linguistic forms, such as the use of linguistic forms outside the conventional for reasons of temporality (vice pragmatic). The main subject study of this work is Anglicism, which are words that penetrate or enter our

native language. Anglicism has recently been a hot topic because Anglicism is seen, at this present time in particular, a threat due to the fact its widespread use in Latin-America, through fashion and the use of technological inventions and concepts.

Importantly, the full amplitude and significance of the organization of any language was clarified. In particular, the lesson learnt was that Anglicism can be seen as the “Achilles shield” of a language, as in the future it can be the maker or breaker of a language. Also, it became plain to see how and why the English language has come to be prevalent and significant in Latin-America and more relevantly in Ecuador, when comparing with other languages, and how it may represent a threat if our Spanish language is not kept pure.

Language

Michael Drobrovsky and William O’ Grady, as cited by Burneo, Rosario Maria (2008), say that “language is a system of communication, a medium of thought, a vehicle for literary expression, and a factor of nation building”. In relation to this concept, Burneo, Maria Rosario (2008) thinks that in fact, the speakers express through the language their ideas, feelings, emotions, opinions, myths, laws, customs, traditions and beliefs, and that are passed on to each generation.

Espinoza, Camilo (2006) indicates that “language is a complex system used for human communication, based on a small number of arbitrary vocal symbols and sound units which combine, according to certain rules, into larger and more complex structures with semantic content”. Therefore, to use a language requires complicated knowledge and skills that is automatically available to everyone when they acquire their mother tongue.

Saville-Troike, Muriel (2007) in her book “Introduction of Second Language Acquisition” concludes “languages consist of recurrent elements which occur in regular patterns of relationships”.

Ocean Editorial Group refers to the language saying that "It is the specific ability that man has of being able to express and to communicate his thoughts". (Translated by the author).

Levi & Strauss – as mentioned by Ocean editorial Group (1996) - say “Language is manifested as a cultural reality by excellence and this is for several reasons", firstly, because the language is a part of the culture attitude or habits that we learnt from the external tradition (society). Secondly, because language is an essential instrument; the privileged pattern by which we assimilate culture as a group. Studies about the use of language are about what people say, what they think they say and the meaning of what they write or what they say to communicate with other people (As translated by the author).

Finally, because language is the most perfect of all the manifestations of cultural order - that in some way create words - for example, "if we want to understand What is art? What is religion?; even kitchen rules or rules of courtesy, we should be able to conceive them as codes formed by verbalization signs, according to the pattern of linguistic communication which each country has". (As translated by the author).

The Ocean Editorial group (1996) analyses that communication, indicating that the language changes very slowly according to the requirements of expression of everyday occurrence. Instead, speech here is not something fixed but rather it is mutable". They conclude saying that "each person combines the elements that the language offers freely; in each speaker, speech is approved in a particular way".

They give some characteristics of the language and speech: "The speech is a social product and is dependable and changeable with time. The speech is an action of a particular moment. Speech is a psychic product; it is the elaboration of the thought-cerebral process. Instead language is not psychic. It is as a result of physiological and the physical process. Language is acquired slowly through the passage of time, from the early ages of childhood until adulthood, where the words are slowly having new meaning"

Linguistics

De Saussure, as cited by Burneo, Rosario Maria (2008), says in his work: “Linguistics is also the study of the manifestations of language and the social cultural influences that shape its development”. Here both researches agree that linguistics analyzes and describes the language. Furthermore, Burneo, Rosario Maria (2008) cites Numberg as expressing the following: “That linguistic deals with the study of all aspects of language regarding the way in which speakers use their native language, and that they must use it in a communicative manner”.

In “The Levels of the Language” by the Ocean Editorial Group (1996), it transcribes the concepts of the Argentine Teacher Nicolás Bratosevish: “Linguistics, as a science, is interested in registering all the varieties (of language)”.

Wikipedia also registers that linguistics “is the scientific study of language, that it endeavors to answer the question: what is language and how is represented in the mind?” Therefore, one can conclude that linguistics focuses on describing and explaining language and is not concerned with the prescriptive rules of the language, that is to say grammar itself.

Linguistics traditionally divides a language into different levels for description and analysis. Saville–Troike, Muriel shows this by

saying that for humans to learn the language appropriately, they must learn it in a natural manner, with all components in place.

Another goal of linguistics is to try to discover the universal language. That is, what the common elements of all languages are. Thus, linguistics tries to place these elements in a theoretical framework that will describe all languages and also predict what things cannot occur in languages.

Branches Of Linguistics

This information extract from the Lingual Links Library, Version 5.0 published by Wikipedia in 2003 and modified in 2004, illustrates that “Theoretical linguistics is a branch of linguistics that is most concerned with developing models of linguistic knowledge”.

The fields considered to be the core of theoretical linguistics are: syntax, phonology, morphology, and semantics. Although, phonetics often is part of phonology, it is often excluded from the point of view of theoretical linguistics, along with psycholinguistics and sociolinguistics. Burneo, Rosario Maria (2008) says that: “These areas are interdependent, but they can be distinguished from each other due to their concentration on specific aspects of the language”.

Phonology

Espinoza, Camilo (2006) defines phonology as a science, a branch of linguistics, which studies speech sounds in general,

according to their formation, composition, distribution and function, within the language.

According to Espinoza, Camilo (2006), we can say that phonology is the study of sound patterns. It is concerned with how sounds are organized in a language. Also, for Wikipedia, phonology examines what occurs to speech sound, when they are combined to form a word and how these speech sounds interact with each other.

Phonology can be divided into:

Phonetics:- is what depicts the sound that we hear. It calls attention to the smallest details in the language sound. There are three kinds phonetics:-

- Acoustic phonetics deals with the physical properties of sound, what exact sounds are coming from the person speaking.
- Auditory phonetics explores the methods of sound formation; auditory phonetics explores the methods of reception from the ear to the brain. In conclusion, it is a branch of phonetics concerned with the hearing, acquisition and comprehension of the phonetic sound of words of a language.
- Articulatory phonetics. This studies how the speech sound is produced. It focuses its attention on the way speech sound are formed and articulated by speech organs or circulatory apparatus.

Phonemics is a science which studies how the sounds are used. Hence, it analyzes the way sounds are arranged in languages and help to hear what sounds are important in a language.

Morphology

Morphology studies how words are put together from their smaller parts creating a structure, and the rules governing this process. The elements that combine to form words are called morphemes. Burneo, Rosario Maria (2008) states that the principles of words-formation govern both the phonological and morphological structure of words. Thus, the morphological structure refers to the many possible combinations of morphemes – prefixes, roots and suffixes- to make up words. Languages differ with respect to their morphology. For example, in the sentence: “the cat jumps” and “the cats jump”, the words forms “cats” and “jumps” have an affix – “s” is added, distinguishing them from the bare “cat” and “jump”.

Semantics

Nunan, David (1999) in his Second Language Teaching book refers to semantics as a study of the meanings expressed in a language without reference to the context in which the language is used. Then, “it is concerned with describing how we represent the meaning of a word in our mind and how we use his representation in making sentences” (translated by the author).

Grammarians, as cited by Burneo, Rosario Maria (2008), indicate that they have identified two types of meaning that are known as “Denotations” and “Connotations”. Denotations refer to the semantic meaning of words, also called “dictionary meaning”. While the connotations focuses on the other suggested meaning that words might express when used in context. Chomsky Noam – as he was cited by the Student Guide (1994) – says that within semantics one can discern different methods:

Linguistic semantics is centered on existing relations between the suggestion and the meaning of all perspectives, within the limits of linguistics.

Philosophical Semantics studies the rules that guarantee the relationship between the linguistic symbols and the object of reality to which it relates and to which it refers.

Psycholinguistic Semantics analyses the relationships and the psychic activity of the individual, together with common influences.

Socio-linguistic Semantics bases itself on the assertion that language is a social fact, as it studies the evolution of behavior in relation to the language used.

Pragmatics

Nunan, David (1999) says that pragmatics is the study of the way language is used in particular context to achieve particular ends.

Then pragmatics analyses the relationship between utterances and the social context in which they are produced. Burneo, Rosario Maria (2008) manifests that the distinction made above, between the meaning of the sentence, and the speaker's meaning, is fundamental for semantics and pragmatics.

Syntax

According to Nunan, David (1999) syntax studies the rules that govern the formation of grammatical structure.

This coincides with the Oxford Dictionary of Linguistic – as cited By Burneo, Rosario Maria (2008) - when it indicates that “Linguistics is the study of the grammatical relations between words and other units within sentence”. Wikipedia says “Syntax is the study of language structure and word order”.

In contrast with other definitions, Saville, Muriel (2007) says that syntax studies: “word order, sentence elements (as numbers agreement between subject and verbs) and ways to form question, to negate insertions, and to focus structure information within sentences”. It also states that “every language has specific limits and requirements on the possible orders and arrangements of elements”. All these concepts are concerned with the relationship between units at the level of words or morphology.

We can analyze that syntax studies the principles and rules that govern the way words are joined together to form phrases, clauses and sentences. Furthermore, we cannot forget that all languages have structures for making statements and asking questions. However, sentences in all languages consist of a subject and a predicate, and predicates consists of a verb, or a verb plus one or two objects, plus other possible phrases expressing such things as time, place, frequency, manner, goal, source, or purpose. But the order of elements, and degree of flexibility in their order, may differ radically.

Morphological Procedures

In the 19th century, Philologists devised a classification of language according to their morphology. According to this typology, some languages are **isolating***, others are **agglutinative*** while others are **inflectional***. This classification is not adapted to all languages, for example:- The classification of an isolating language is Chinese (Mandarin o Cantonese); the classic example of an agglutinative language is Turkish; and, finally, both English and Greek are classic examples of blended languages.

Morphology is a branch of linguistics that studies the patterns of word formations within and across languages, and attempts to formulate rules that model the knowledge of the speakers. In other words, morphology is the identification, analysis and description of the structure of words. For all, it is clear that in most (if not all)

languages, words can be related to other words. For example, in Spanish, the speaker recognizes that the words vaca - vacas and vaca - vaquero are closely related. And, dish - dishwasher, and so, the rules understood by speaker reflect specific patterns.

Morphological procedures are: **Derivation words** are used to form new words. Derivations may occur without any change of form, for example: speak (verb) and speaker (Adj.) this is known as a “conversion” of the word. A contrast is intended with the process of **inflection** which uses another kind of **affix** in another form as variants of the same words, such as: sad - sad - ness → sadness. Derivation involves **affixes**: prefixes and suffixes. They may be separable affixes.

In English suffixes, it is usually applied to words from the syntactic category and changed into words of another syntactic category. For example, the English derivational suffixes are: **ness** (sad - sadness), **ise** (modern - modernise), **al** (morphologic-morphological), **fy** (glory - glorify), **able** (drink - drinkable), **ance** (deliver - deliverance) **er** (read - reader).

Spanish suffixes are terminations that add to a primitive or derivate word to form other derivate words. For example: ero (pan - panadero), ia (cortés - cortesía), ista (deporte - deportista), eño (Barzil - Brasileño), illa (flor - florecilla), ote - ota (cabeza-cabezota) mente- menta (débil - débilmente).

In English Prefixes. In English the syntactic category will relatively change. The prefix “un” applies to adjectives (happy: unhappy), some verbs, (do undo) but rarely, nouns. A few exceptions

are the prefixes “en - be”. They are used on adjectives and nouns to form verbs. For example, (adj. rich) (Verb__ enrich) - (Noun – Rapture) (Verb __enrapture)

In Spanish Prefixes.- These are particles that are placed in front to a word to form compound words. For example: des (motivar – desmotivar), contra (peso - contrapeso), super (Mercado – supermercado).

Composition of Words are defined as:- word formations that involve combining complete word forms, into single compound forms. For example, in English we have: (dish + washer = dishwasher), In Spanish we have same compound words (corta + uñas = cortauñas).

Parasyntesis is a language resource to create new words, and its results from the Combination of Composition and Derivation Eg. Hispano + America + no = Hispanoamericano

Linguistics History

Historical Linguistics is the study of language change over time. In the study of language, descriptive or description linguistics, has the role of objectively analyzing and describing how

a language is spoken (or how it was spoken in the past), by a group of people in a speech community.

Wikipedia – in Historical linguistic (April 2007), makes a comparison of traditional and modern historical linguistics:

- The focus of traditional historical linguistic lies in keeping records of language change in past times of a language or language family. Modern historical linguistic, however, focuses on the progress of language change.
- Traditional historical linguistics puts its focal point on external factors e.g. the surroundings. That synchronized variation is seen as a key to a variation in diachronic.
- For traditional historical linguistics, the language structure and the language system are very important. While, in modern historical linguistics, the language use and the users are centered more.
- Traditional historic linguistics is mainly interested in phonology and morphology and not so much in syntax and semantics. In modern historical linguistics the main interest lies in syntax and to a lesser extent in phonology.
- Furthermore, traditional historical linguistics is based on quality, while modern historical linguistics is both qualitative and quantitative.

- Traditional historical linguistics deals only with written language but modern historical language linguistics are also concerned with the spoken language.

After comparing traditional and modern historical linguistics, the concepts have relations with descriptive linguistics. Because all scholarly research in linguistics describes similar to all other sciences, its aim is to observe the linguistic world as it is, within the biased preconceived ideas about how it should be. Modern descriptive linguistics is based on a structural approach to language, and it defines as the belief that description is more significant or important to teach, study, and practice. Differently, the prescription seeks to define a standard language forms and give advice on effective language use.

Language Change

Dr. Boeree, C. George and Fuenzalida, Claudio (2007) expressed their point of view about the change of the language, they say that: “The languages generally change very slowly and sometimes very quickly, and many reasons exist for this: first of all, the interaction with other languages”. We can mention as clear example of this the Ecuadorian migrants. Secondly, the evolution of the language is influenced - most of the time - by the fashion, technology and the idiosyncrasies of individuals.

Fontanilla, Cipriano (2004), the Spanish Latin Lecturer, says that language of mobiles telephones has caused a linguistic impoverishment in Spanish students; who have created their own language to understand each other through new technology. The students end up making spelling mistakes, because they do not distinguish if the languages they use, in their messages, are correct or altered.

Diaz, Juan Antonio Ortega, (year 2009, on the internet) former Minister of Education and Science of Spain, in relation to language that is used by youngsters in mobiles, indicates that the use of this language in youngsters has caused the loss of meaning of the words and language correctly written.

On the contrary, Francisco López Ruperéz advisor to the *Comunidad de Madrid* and Education official thinks otherwise. In relation to the language that youngsters use in their mobiles, he thinks that: “it is a dialect variant that can be used as an independent common language.”

According to the International Institute of Education of Buenos Aires, as cited by accentuated Wikipedia, new technologies have become a frequent way of communications among the young, and that language impoverishment does not have anything to do with technology, but rather with the relationship between themselves”.

For them new technologies is just a tool and as such it can be misused.

Holmes, Janet (2008) indicates, in her book *An Introduction to Sociolinguistics*, “there is clearly no magic formula that guarantees language preservation or for predicting language shift or death”. Different factors, such as; economic, social, demographic and attitude - combined in different ways, in each social context, whose results are rarely predictable - economic factors are every influential and rarely work in favor of maintaining small minority group languages. Globalization also contributes to this trend, for example: with the global spread of concepts, devices and ways of doing things, comes the global language (English) which labels them, through economic and political imperatives that tend to eliminate minority languages.

It is therefore important to remember examples such as the Welsh and Hebrew languages, as cited by Homes, Janet (2008), when she says that “languages can be maintained, and even revived, when a group values their distinct identity highly and regards language as an important symbol of that identity.” Also, they warn, that language varies according to its use as well as its users, to where it is used, and to whom. As well as according to who is uses it. Thus, the most convincing evidence in change of the language, for example, comes

from the style of different newspapers and who present the same news article, but in a different way, to a different audience each time.

Language Vices

Carreño González, Salvador (year 2009 on the internet) in Wikipedia, indicates that "it is important not go to just into those topics that enrich our linguistic wealth but rather also in those stumbling blocks, in the same language that they hinder, when they do not disable, the exchange of experiences, in an expressed clear form that the media has the responsibility to an increased sensibility - at all times - that our execution of the speech becomes a model for the listeners; since through radio, television, or any audiovisual means, and even written, those that carry out our professional roles, should be careful in the use of the appropriate language, without them making us lose our modernity and freshness"

The most important lexical phenomena concepts in the appearance of new words are:-

Archaicisms.- These words refer to objects or social devices which are no longer follow the trend. Some are not completely lost, but rather they are rarely used, for example: Endilgar – guaitar.

Neologism.- These are introduced words in a language to tackle new realities. This is done because these new words are useful and

because in Spanish there is no other word which means the same. Example words are e-mail, cyber, internet, and web.

Cultism.- These words are taken from the Latin or Greek many centuries after these languages were dead languages, for example:- “peritoneo”, “gramófono”.

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

Euphemism.- Situation in which a term or phrase that has a distasteful or inappropriate nature is used for another more delicate or inoffensive term, before generally referred to as “taboo” topics. For example:- “a woman of color – black”; “Amiga – amante”.

Vulgarism.- Words used by uneducated speakers and whose knowledge of language norms is deficient. For example:- “truje” for traje.

Neologisms

Neologisms are words and expressions of a tongue. These are acquired in life and evolution: the same as men, who create these words in a place and time determined for a language. Man creates new words or terms to describe or call new concepts or things, which happen in reality, for example:- Gigabytes was a word created to

describe the amount of memory in computing, however, in Spanish there is no equivalent term, so one cannot consider it is an Anglicism, because we have no option but to use that word or words. These terms usually have their origin in science, literature, the media, or lexical construction. (Translated and adapted by the author).

Neologisms are common in the mouths of radio hosts and television presenters, and we can actually find them in magazines and newspapers.

Carreño González, Salvador (2009 on the internet) as cited by Wikipedia, says that, as well as mentioned above, there are words that change with time or die, another one arises to refer to new objects or to replace older forms. This is a regular process, however, these alterations deform the language when they invent or build new words with little or no possibilities of this being integrated into our language. The vice pragmatics mentioned below, give origin to the archaisms and neologisms. These bad habits of the language are divided in three groups:

Vice pragmatic:- these occur when we use a linguistic form outside of the conventional, or only in a temporary manner. For example, in Spanish we say that we are going to “chatear” when we mean that we are going to have a Chat on the internet, but now this term is not much used as the new term “checkear” my email.

The grammatical form can be correct and have the precise meaning, but the use of words invented blocked proper communications, especially among the generations.

Vice syntactic:- this is a problem that affects the linguistic communication in as much as it breaks the grammatical structure. The syntactic bad habits are: catachresis, pleonasm, and cacophony.

Vice semantic:- they, without altering the linguistics levels (pragmatic or syntactic) or order of the language, they darken the meaning or attack the meaning directly by including foreign words. Vice semantic are: Amphibologies and Barbarism.

Barbarisms

Carreño González, Salvador (year 2009 on the internet) as mentioned by Wikipedia, states that Barbarism is known as including in the language, foreign expressions (foreign words). Carreño manifests that the barbarisms are all those words that - not knowing the natural language - they are incorporated into the language of a community as to change the correct idiomatic forms. Barbarisms of importation are more commonly known as Anglicism. In Ecuador, Anglicism is those words taken from English and imported into our language.

He also defines Barbarism as words or foreign expressions that are used in fashion, because of ignorance, or pedantry.

Anglicisms

In reference to Anglicisms, there are already definitions given by several linguists and dictionaries. For example, the dictionary of the Royal Academy of the Spanish Language: as cited by Valikava Brno, Hana (2007). Here she makes three definitions: “1. Turn or way of speaking proper to the English language. 2. Word or turn of this language used in another. 3. Use of English words or turns, in different languages”.

To carry out an analysis on “Anglicisms in the Spanish Language” Ph. Dr. Valikava, Han (2007) mentions various authors who illustrate their concepts on Anglicism, among them one can mention:- Moliner, Maria, (2007), who defines it as a “word of English expression used in another language”. Pratt, Chris (year 2007), in his important work defines it as “a linguistic element used in modern peninsular Castilian and that has as immediate etyma an English model”.

Continued progress and evolution of our society also affects the language that we use in a direct form. In this case, words taken into Spanish from words of other languages, which are especially of foreign origin such as English and French. As examples, one can mention English words such as:- standard, film, mitin, okay; in French we have:- carnet and complot. These words have been adapted into Spanish morphology.

The Encyclopedia “Guía del Estudiante” states that this is a continual process and that it is very probable that we can find words that have not yet even been adopted to the Spanish, and perhaps will never be accepted by the Royal Academy of the Spanish Language. But by the fact of using them, we are required to be familiar with it and to interpret it correctly, attempting to replace it with its proper term in Spanish.

In the study on the causes of Policing, it defines Anglicism as the acquisition of English words. It is influenced by the change of the semantic word, in time. For example:- “look” we use this word to say to someone: “nice, pretty, beautiful”. (Translated by the author)

Wikipedia defines Anglicism as borrowing words from the English language. However, Anglicism can also be a product of deficient translations of materials printed or spoken. On the contrary, it can be due to a shortage of appropriate words in the source language.

Anglicism is common in teenagers, due to the influence of regional and foreign media, who have their manner of talking and expressing themselves.

Carreter, F. Lázaro (1968), as mentioned by, in a work carried out by Juan Gomez Capuz in the Group Val.Es.Co – University of Valencia on The Treaty of linguistics:- “It defines adoption of foreign words as a linguistic element that a language takes of others, while

adapting it in their primitive form, either imitating or transforming it more or less.”

Wikipedia defines Anglicism as a word or foreign expression that is taken from another language. Some authors say that Anglicism in Ecuador occurs because in our language there aren't exact words to express, through the language, the same technical terms. As examples, they mention: *chat* and *cyber*.

The introduction of the foreign expressions in different countries has always depended - and it continues to depend - on fashion and of the times. If we remember that Lexicology studies the origin and the form of the words that make up a language, and Lexicography is the art or technique of loving a dictionary, then, this makes the language of a country not as rigid, so it cannot be subjected to change (if the Real Academy of the Spanish Language thinks it necessary). We have two examples: "The word "Football". This word was an Anglicism and then their spelling and pronunciation was made Spanish and the word football now belongs to the Spanish language, but its word is English in origin.

Foreign expressions depend on the time, for example, in the XVIIIth century people did not know those terms: (*cyber, Chat mail, messenger, mega, boycott, boxer*). Presently, everybody understands what is cyber, mail and chat; these terms are frequently used today, or the term “test-tube baby” for in-vitro conception. Before this

method of conception, the term did not exist and it was brought together from the words “test-tube” and “baby”.

Foreign Language Interference

Saville Troike, Muriel (2006) - in the study foundations of Second Language Acquisition – she defines a transfer of meaning as a general agreement that cross-linguistically influences the mother tongue (L1) over the foreign language (L2). For example, positive transfer and negative transfer: “Positive transfer is when an L1 structure or rule is used in an L2 utterance and that use is appropriate or “correct” in the L2. And, a negative transference is when an L1 structure or rule is used in an L2 utterance, and that use is inappropriate and considered an “error”.

Newspapers

A newspaper is seen as a publication that contains a digest of news, information, and advertising, articles on political events, crime, business, entertainment, society, and sports. Most traditional newspapers have editorials, which are pages that contain columns in where the writers express their personal opinions; supplementary sections may contain advertising, comics and coupons.

Internet references generally define newspapers as “a daily or weekly publication on folded sheets, containing news and articles and advertisements“.

More specifically, Wikidictionary, for instance, states that newspapers are publications issued on frequent intervals (ie, daily, weekly, or semi – weekly), containing news, opinions, advertisements, and other items.

Wikipedia defines a publication as usually being published daily or weekly, and usually printed on cheap, low-quality paper, containing news, and other articles.

Tabloid

Houghton, Mifflin (2000) mentions two definitions of a tabloid:- In the first place, it is defined as “A newspaper with page sizes about 30 cm. (12 inches) by 40 cm. (16 inches), usually characterized by an emphasis on photographs and a concise and often sensational style. In the second place, it is defined as “designed to appeal to mass audiences or readership”.

Collins, William (2003), similarly makes two definitions: In the first place it is “sensationalist journalism, yellow journalism, tab journalism, news media, newspapers and magazines collectively”. In second place as “newspapers with half size pages rag-sheet newspapers, paper a daily or weekly publication on folded sheets; contains news and articles and advertisements”.

The authors give different definitions: For example, Houghton, Mifflin, compares the broadsheets designed to appeal to mass

audience or readership. Collins William defines it as rag-sheet newspapers, daily or weekly publications, on flooded sheets that contain news and articles.

From the Wikipedia free encyclopedia, distributed under the terms of GNU Free Documentation License, it comments about tabloids: “The word Tabloid comes from the name given by a pharmaceutical company to a painkiller sold in compressed tableted. The connotation of tabloid was soon applied to other small items and to the “compressed” journalist that condensed stories into an implied, easily- adsorbed format”.

In the Kernerman English Learner’s Dictionary (1986 – 2008), as cited by Wikipedia, it is stated that a tabloid is a newspaper industry term and it refers to a smaller newspaper format per spread; to a weekly or semi-weekly alternative newspaper that focuses on local – interest stories and entertainment and that tends to be distributed for free. The term tabloid has become synonym to down-market newspapers in some areas; some papers refer themselves as “compact” newspapers instead.

Finally, tabloids can be classified as: up-market newspapers to appeal to the better-educated, higher Income sector of the market. Middle-market (popular) or down-market (sensationalist) newspapers, which emphasize sensational crime stories and celebrity gossip. Tabloids can be sometimes pejoratively called *the gutter press* (1).

(1)The gutter press (yellow or sensationalist press)

Previous Studies

In 2002 Guzman Gonzalez, Trinidad, published a study on: “The impact of lexical Anglicisms in Spanish film magazines: a case study across time”. On the attitudes towards the phenomenon of Anglicism, the following conclusions were reached:

It is true that there are some apocalyptic voices that raise a clamor against the deterioration of Spanish by the hordes of unnecessary Anglicism entering the language. They tend to overlook the difference between isolated usages, temporary fashions, and permanent additions, but as a rule such people are not linguists, who generally have a more detached perception of what is going on. My results certainly suggest less "flooding" than what is currently assumed. He tends to be rather skeptical on apocalyptic views of destruction of languages, though perhaps some observations could be made. The Spanish language is “officially” ten centuries old; the English language fifteen. Both have received floods of foreign loans throughout their respective histories. Both have rejected and abandoned a lot of them, have adapted many, and with them, have incorporated foreign phonological, morphological and syntactic resources. Still, nobody will deny that both languages are still very much alive.

One of his conclusions is that, *languages do die – but there are “natural” and “unnatural” types of death*, and the only language death that truly worries him is the second one: *“when native speakers can no longer be found”*.ⁱ³³

He also concludes that Spanish (or English) is *“clearly not approaching a similar threat in the immediate future – nor will its fate*

be at all comparable to that of those languages actually in danger of becoming extinct”.

His reasoning for this is threefold. Firstly, he finds it: *“obvious fact that Spanish and English presently rate among the three world languages with the highest number of native speakers”*. Secondly, he believes strongly that: *“...in case some of the extra-territorial varieties of both languages do succeed in becoming independent languages,ⁱⁱ³⁴ there is every reason to believe that Spanish and English will continue to be spoken natively across very wide areas”*. Thirdly, he reasons that: *“variation within a mother tongue leading to its diversification into daughter languages is one of the foundation stones of historical linguistics: this “natural” death has affected all natural languages in the past (Germanic, Latin ...) and will presumably affect Spanish or English in the long run, although today’s socio-historic-cultural facts (among which living in a Global Village may be a key concept) make predictions riskier than ever. In any case, if their legacy compares to (that of their ancestors, concerns as to the destruction and disappearance of English or Spanish seem to be both untimely and excessive.”*

Ph.Dr. Valikova Brno, Hana (2007), in her work on “Anglicism in the Spanish Language” says that the “English language is a dominant international language, and underlines that the problem of this influence does not only apply to Spain but it affects Latin America

more. English began to apply its role as a dominant language in the 19th century (the British Colonization) but the biggest expansion came after the Second World War, the consequences of this war turned the United States of America as the absolute winner”.

She also mentions, that from the year 1945 American influence has grown and that the tendency is very clear; that tendency to admire and prefer and imitate everything American. In the case of the English language she says that this indirect expansion is not spread through people but rather through development and novelties in the several scientific, technical, the media, commerce, and film fields. Also, in the last few decades the development of information, which has a close relationship with the English language, is a very important worldwide fact. She concludes saying that “it has to be underlined that nowadays the capacity to know English is a need”.

On the face of this, one can say that millions of speakers do not use their first or mother language; they study English as a second or third language. In the majority of countries primary school, high school and universities promote the use of this international language, and it is obvious that, at this present time, English is given more attention than any other language.

In an article about Anglicisms, found on the Association of Computer Technicians (ATI) - on the Web - Marti, Alonso, 1994 says that “the Spanish language has been, down the times, a permeable

membrane, through which different density words from other languages have filtered”, to which Seco, Manuel adds, “If we had to get rid from our lexicon all that which we have taken from other languages, we would have to communicate by sign language”.

Carreter, Manuel, comments that “technological and scientific advances are produced in a reduced number of countries, who are always ahead in research, and we are forced to adopt technical language to name new inventions”. He concludes saying that each country aspires to make them heard in the international scientific stage and they all pretend that the terminology has its own features, in spite of being copied from abroad.

In an article uploaded by Aznarez, Malen (2003), in a website, entitled “Too many Anglicisms”, written by a Catalan reader, Angel Zaragoza Tafalla, Lecturer from Barcelona University, in a letter in which he shows his indignation for the exaggerated use of Anglicisms in the business section of the written press, he says “I saw four reports in that supplement in which, once again, the correspondents have shown their semantic impoverishment, and he denounced the English words which impoverish the Spanish, and said, that they not only have alternatives but oftentimes also the readers do not know what they mean: he showed a list of the terms mostly used: back office, computing, software, hardware, ranking, partner others. He finally says “if it wasn’t because I belong to Autonomous University of

Madrid's Journalism School, this would not have too much importance, but in reality it is important and there is no other remedy than to publically and systematically denounce these corrupt linguistics", and he also lets his students know that to write like these journalists do, across the country, is of the worst literary taste, "and I penalize this in the exams".

Description and Analysis of Results

This field research work about “Anglicisms Used in Ecuadorian Newspapers” was carried out in Santo Domingo, a newly created province known as “The Crucible of Ecuadorian Nationality”. People from different regions of Ecuador live in Santo Domingo. Besides, it is the main access throughway to the coast and the highlands; therefore it is visited by national and international tourists.

Three variables were selected for this said investigation:

The newspaper “El Comercio”, a national newspaper from Quito City with one of the greatest circulation in the country, and founded in 1906 by Mr. Siciliano Monje and the brothers Carlos and Cesar Mantilla Jácome. This paper has a circulation of 120 thousand daily copies. El Comercio is considered as a bulwark of the national press, its efforts have managed to turn it into one of the most agile and modern written media in the whole country.

“El Extra” is one of the most important tabloids from the City of Guayaquil, and it was founded in the year 1975; with its extravagant first page and titles, which has caused polemic at certain times, among the residents of Guayaquil, due to its manner of news reporting, and with its slogan: “The Extra reports first and best”. It is distributed all over Ecuador and it has a daily circulation of 69 thousand copies.

“La Hora” is one of the local newspapers of most circulation and its slogan is: “What you need to know” and “Good morning Santo Domingo”. This paper was founded in 1994 and has a circulation of 13 thousand daily copies.

The type of investigation used in this work was descriptive and analytical, for which during seven consecutive days, the following variables were bought: “El Comercio”, “La Hora” and “El Extra”. This study was carried out between the dates 9th and 15th of November 2009. The samples from the following sections were analyzed: News, Classified Ads, Reports, Social Pages, and Sports. These latter samples are the sub variables of the investigation.

Taking into account that the lexicon is a part of the language that changes very quickly, and that the English language is an international dominant language, included in all of Latin America and mostly importantly in Ecuador, the current statistical tables were carried out, and in which the direct or indirect influence of the English language over the Ecuadorian press was observed.

The Anglicisms were observed within its own context, and then they were classified in each of its tables, where you can find: the Anglicism, the number of times in which it repeats itself within the selected article, the title of the article, and finally, the date of the selected articles.

Linguistic Analysis

For this study a selection of ten of the most common Anglicisms in each variable were chosen and a linguistic analysis was done for each one. In the etymological analysis, the term's origin and evolution in history was also noted. In the syntactical analysis, the principles and rules that govern the way words are joined together to form phrases, clauses and sentences, was applied. In the semantic analysis, this will be on the basis there are two types of meaning, known as "denotations" and "connotations" semantics. In the same way, for the morphological analysis, the concept "derivation words are used to form new words, variations may occur without any change in form" was taken into account.

To finish the analysis, a conclusion will be reached on whether or not there is equivalence for each word, if it has been incorporated on the Royal Academy Of The Spanish Language registries, and if the particular word enriches or deteriorates the Spanish language.

The Anglicisms in the newspaper El Comercio were:

Full.

This word is Old English from the P. Germanic m Code (P.Gmc) as in the word Fullaz, from the Old Norse word Fullr, from the Old High German as in the word Fol, or the German word Voll, or the Goth word Fulls. For example, the material called "fuller's earth"

(silicate of alumina) was first recorded in the years 1520s. Also, the term Full-blood is recorded as having been used in relation to racial purity as early as the year 1812. Likewise, the term Full House was first used in the theatrical sense as early as the year 1710. Other uses came on the scene in subsequent years.

Syntactically speaking, this word has not changed in the Spanish language: grammatically speaking it has the same function as a noun or as an adjective, the same as is mentioned in the etymological origin. In relation to semantics, there is also no change with respect to the word's meaning, but the semantic connotation changes its meaning according to the context that is used in the Spanish language. It has not had any change from a morphological point of view.

In the Spanish language, this word has its equivalent in Spanish, which is: "completo, lleno, surtido". The word in English is not included in the Royal Academy of the Spanish Language (RAE). From one point of view one can conclude that, in spite of this word being used very frequently in the Ads sub-variable, it should not be used, since it has an equivalent term in Spanish, and a great number of people will not understand the meaning of this English word within the context, therefore, it can be seen as a deterioration of the Spanish language.

Suit.

Originally from the Old French, from one meaning this can be interpreted as "being agreeable or convenient". Recorded as early as the 1570s, **suit** as a noun is probably from the notion of "provide with a set of new clothes." Or as Suitor as in a "man who is courting a woman" is from the year 1580s, from earlier notion of "adherent, follower" (late 14th century). As early as the year 1673, from the Old French (O.Fr.) suite means an "act of following, attendance". In the year 1716 it meant a "connected set of rooms" and "set of furniture" (1805) were borrowed from French (Fr.) or re-spelled from suit on the Fr. Model.

Semantically, there has been no change of this word and it can work as a noun as well as a verb and in the Spanish it is used as a noun and the word refers to the same meaning. In the semantic connotation there can be changes as it is used as a name when one refers to housing, it therefore varies depending on the context. Morphologically it has had changes by the addition of the suffix "es" to make it plural, but according to the grammatical rules, to make this word plural, this is incorrect, because to make it plural in English one simply adds "s".

According to the RAE, it has no equivalent; the same word is used to refer to hotels, a combination of living room, bedroom and bathroom. One can say that it is incorporated into Spanish. One can conclude from this that, if the RASL adds this word to its registries, as part of the Spanish language, it should norm its use so that people can begin to use it in the correct manner. On trying to make this Anglicism plural, the same as in Spanish, one is discarding the English language by not respecting its grammatical rules, and in turn, one is deteriorating the English as well as the Spanish language.

Se vende en la Carolina **suites** full amobladas.

Se vende en la Carolina **departamentos** completamente amobladas.

Football

This word is an open-air game originally and the word was first recorded in the year 1409, in a Scottish statute of 1424, which made the game unlawful. The first reference to the ball itself is 1486. Figuratively the word with the meaning "something idly kicked around" is first recorded 1532, when it refers to the ball itself. Ball-kicking games date back to the Roman legions, at least, but the sport seems to have risen to a national obsession in England around the year 1630. The U.S. style "American football" application of the word is recorded in the year 1881.

On making a syntax analysis it can be seen that there are no changes as in both languages it is used as a name of a sport, with the addition that in English it is also the name of a ball for the game. On analysing this word semantically, in the English language, this is a game played with feet and hands, although it can also be called *Fútbol Americano* in some Latin-American countries, such as in Chile.

On its morphological analysis it is evident that it has changed in spite of the fact that it is well known as an English origin, and that it is formed from the union of the word Foot (*pie*) and ball (*pelota*), it is not usually written in this way; in the newspapers they write it the same way as they pronounce “fútbol”.

Moreover and in spite of the fact that there is an equivalent in the Spanish language, that is: “*balompié*”, the equivalent of “*fútbol*” is now generalised. An opinion reached with this study is that if we have an equivalent, then there is no need to use the word “*fútbol*”, and more so if we do it incorrectly. Additionally, in the sports section this word is mentioned as “*balompié*” and as “*fútbol*”, so the written press evidently confuses its readership and in this way impoverishes the Spanish language.

El club no tenía dinero y mi meta era jugar **fútbol** profesional.

*La asociación no tenía dinero y me meta era jugar **balompié** profesional

Club

It is from around the year 1200, from Old Norse (O.N.) “klubba”, and from the P.Gmc. word “klumbon”; the sense "to associate" is first shown in the years 1660s, apparently for "form a mass like the thick end of a club." Specific sense of "bat used in games" is from mid-15c. The club at cards (1560s) is the right name for the suit (It. *bastone*), even though the pattern adopted is the French trefoil. Club sandwich first recorded 1903; club soda is 1877, originally a proprietary name. Club-foot is from 1530s.

Making a syntactic analysis and knowing that all languages have their structures in building phrases, the analyzed word does not develop any changes. It is used as a noun in both Spanish and English. It has the same meaning in agreement with the semantic denotation, and it is used in the same context. Morphologically speaking and in Spanish, it changes when one adds the suffix “es” to form the plural. The Spanish equivalent is the same. The Royal Academy of the Language (RAE in its Spanish initials) defines it as “a society founded by a group of people with common interests and dedicated to different activities, mainly: leisure, sports or cultural ones”.

It is noted that the RAE has defined it and in so doing has accepted it, therefore, we must use the plural form in the correct way as it would be done in English, the same way as we take care of the

purity of our language, and we should not accept that a written word in the incorrect form. One could imagine that English speakers would not do so either because we would not be respecting their English grammatical rules, so this word impoverishes the language.

Patricio Torres vicepresidente del **club**

Patricio Torres vicepresidente de la **asociación**

Garage.

This word appeared in the year 1902, from the Fr. *garage*, from verb *garer* "to shelter," and from the Middle French *garer* "to shelter, dock ships," and from Frank *waron* "to guard" (Old High German *waron* "take care"), and from P.Gmc. *war*, and from the PIE base *wer-* "to cover". "Garage sale" was first introduced in the year 1966.

Syntactically and semantically this word has not developed any changes. It is used as a noun; its meaning is the same. Morphologically speaking we can note one change from "garage" to "garaje".

The RAE accepts that it is of French origin and that it has the same meaning, but even taking into account the pronunciation of this word, it does have its equivalent in Spanish, and even in its plural form; "garaje - garajes". The RAE is very clear in its expressions but as always and in spite of it having its equivalent in the Spanish, the press insists in using it as *garage*, supposedly

because it sounds better or because they confuse the “g” with the “j”, as in this same section, they use it as “garaje” to a lesser extent. This word impoverishes the language.

Dormitorio baño y **garage.**

Dormitorio baño y **garaje.**

Marketing

This word is from the mid-12th century, "a meeting at a fixed time for buying and selling livestock and provisions," and it comes from the O.N.Fr. market (Old French *marchiet*, French *marché*), from Latin *mercatus* "trading, trade, market" (shared in Italian *mercato*, Sp. *mercado*), from pp. of *mercari* "to trade, deal in, buy," from *merx* (gen. *mercis*) "wares, merchandise," from Italic root *merk-*, possibly from Etruscan, referring to various aspects of economics. The meaning of the word is "public building or space where markets are held" first attested mid-13c. The sense of "sales, as controlled by supply and demand" is from the years 1680s. The verb is from the years 1630s, from the noun. The expression Market value first attested in writings of John Locke in the years 1690's. Market economy is from 1951; market research is from 1926.

On making a linguistic analysis based on syntactic, semantic and morphological rules, this word has not had any change; the same use is given as in its place of origin.

The RAE defines it as a set of techniques and methods to promote the best possible sale of one or several products, the equivalent in Spanish is *mercadotecnia*, but unfortunately in spite of having its equivalent meaning it is not used in the media to refer to sales. The term used is “marketing”. Evidently, there is no need to use a foreign word if we have an equivalent word, mostly because the majority of people do not know their meaning since it is in another language. Therefore, this word impoverishes the Spanish.

Administración y **Marketing**

Administración y **mercadotecnia**

Tennis

This noun word is from the year 1345, originating most likely from the Anglo-French word *tenetz* "hold! receive! take!" from root of Old French word *tenez*, imperative of *tenir* "to hold, receive, take", which was used as a call from the server to his opponent. The original version of the game (a favorite sport of medieval French knights) was played by striking the ball with the palm of the hand, and in Old French it was called *la paulme*, literal meaning "the palm," but to an onlooker the service cry would naturally seem to identify the game. The use of the word for the modern game is from year 1874, short for *lawn tennis*, which originally was called *sphairistike* (1873), from the Greek word *sphairistike (tekhne)* "(skill) in playing at ball," from the root word of *sphere*. It was invented, and named, by

Maj. Walter C. Wingfield and first played at a garden party in Wales (United Kingdom), inspired by the popularity of badminton.

Syntactically, speaking this word has no changes; it is used as a noun in both languages. With regards to the semantic denotation and connotation it does not have any changes. It does, however, change from a morphological point of view, because we write it in the same way as we pronounce *tenis*, instead of "tennis".

The Royal Academy of the Language defines it as a game practiced by two persons or two pairs, who alternatively throw a ball, using rackets, over a net, with the object that the other person does not manage to return it. It can also refer to a tennis club, or it can be used to refer to a type of sports shoe. The equivalent word in Spanish is *tenis*. This word impoverishes the language.

Octavo casillero en el **ranking** del **tennis**.

Octavo casillero en el **rango** del **tenis**

Computer

This English word used in the years 1640s, and meaning "one who calculates," from word *compute*. This latter meaning "calculating machine" (of any type) is from year 1897; in modern use, it means "programmable digital electronic computer". *Computer literacy* is recorded from year 1970; *Computerese* "the jargon of programmers" is from year 1960, as are *computerize* and *computerization*.

On doing the syntactical analysis, one can see that the word is used both in Spanish and English as a noun. In the semantic denotation it is the same in both languages too, however, its semantic connotation varies according to the morphological context, that is to say, they have changed the suffix “er” for “dora”, in *computadora*.

The Royal Academy of the Spanish Language defines this word as an electronic analogous or digital machine, having a great capacity memory, and methods of information processes, capable of solving mathematical and logical information through the automated use of software programs. Its equivalent in Spanish is *ordenador* or *computadora*. In this case foreign technical words should not be translated as they are Anglo-saxon inventions and hence we must respect its original form and this will make the comprehension easier. The word impoverishes the language.

El monitor de la **computer**

El monitor de la **ordenador**

Set

This Old English verb and noun word firstly originates from the word *settan*, meaning to "cause to sit, put in some place, fix firmly", and its root origins are from P.Gmc. word *satjanan* (from Old Norse word *setja*, from the Old Frishean word *seta*, the Dutch word *zetten*, and the German word *setzen*). This word was confused with word sit since early the early 14 century. When used with the reference to the

sun and moon, it means "to go down". Used in word setup, meaning "arrangement" is from year 1890. The word setback (noun) is from year 1674; to set (someone) back "cost" is from the year 1900. The meaning "fixed," from the Middle English word sett, of word setten "to set".

Syntactically speaking this has changed as in English it works as a verb and in Spanish too. In Spanish it is also used as a noun when referring to a group (*set*) of elements that have the same property, therefore, the semantic denotation and connotation are different in both languages and they change according to the meaning. Morphologically, it does not have any change as its name keeps its original form.

The Real Academy of the Language defines it as a noun when it refers to a group of elements and as a verb when it refers to tennis and other sports, as in a part of a game, or as an independent trial. It also defines it as a cinema or television set. This word does not have equivalence in Spanish, therefore, its use is not justified as it is a word that does not exist in our language and it impoverishes our lexicon.

Se llevo el primer **set**.

Se llevo el primer **conjunto**.

Film

The word film is from the Old English word *filmen* meaning "membrane, skin," from W.Gmc. word *filminjan* (O.Fris. *filmene* "skin," O.E. *fell* "hide"), extended from P.Gmc. word *fello* "animal hide," from the PIE words *pello-/pelno-* (from the Greek word *pella*, and Latin word *pellis* "skin"). Sense of "a thin coat of something" is from year 1577, extended by 1845 to the coating of chemical gel on photographic plates. By the year 1895 this also meant the coating plus the paper or celluloid. First used of "motion pictures" in the year 1905. The verb "to make a movie of" is from the year 1899.

Syntactically, in its original language, it is used as a noun and a verb. In Spanish it is used as a verb, hence the semantic denotation and connotation will be different with regards to the meaning of the word. And, depending in the context that it is used, morphologically it has a change. The suffix "e" is added for the singular and "es" for the plural, and as verb "ar".

The Real Academy of the Language defines this word as "filme", which would be the equivalent in Spanish. The sound in English is very similar to Spanish and because it does not have an equivalent – according to the RAE – one must make it plural in accordance to the English grammatical rules to respect its form in its language, and try to disrespect the Spanish trying to make these words Spanish, impoverishing our language even more. Even though the RAE

continuous to use this unpronounceable word in Spanish, it is much better to refer one to *filme* or even better *película* or *cinta*, word that the RAE do not even mention as equivalents too. Therefore, this word impoverishes our language.

Ayer se estreno en cuenca el film ecuatoriano

Ayer se estreno en cuenca la película ecuatoriana

“La Hora”

Bar

This Old French word is from the late 12th century, meaning "stake or rod of iron used to fasten a door or gate," and also from the Old French word *barre* (also from the 12th century), meaning "beam, bar, gate, barrier," and from the Venecular Latin word *barra*, meaning "bar, barrier," which some suggest is from the Gaulish word *barros*, meaning "the bushy end". The expression "Bar of soap" was used by the year 1833; of candy, by the year 1906. Meaning "bank of sand across a harbor or river mouth" is from the years 1580s. Bar graph is attested from the year 1925. "Bar code" was first recorded in the year 1963. Behind bars "in prison" is attested by the year 1934, in the U.S.

In both languages they are used as a noun (syntactic). Semantically they have the same meaning and it is used in the same

context. From the morphological aspect, it is pluralized in Spanish by the addition of the suffix “es”.

The RAE defines it as a place where they serve alcoholic beverages. Its equivalent in Spanish is “cantina”, and due to this equivalence, it should not be necessary to take this word on loan or to use foreign terms if we have the word in Spanish. Of course some people justify its use by saying that they are shorter to pronounce and to write. These justifications are very poor and in no way add to a lack of alternative knowledge; therefore, this word impoverishes our Spanish even more.

“Necesito chicas para trabajar en **bar**”

“Necesito chicas para trabajar en **Cantina**”

Internet

This composed noun word is from the year 1985, meaning "the linked computer networks of the U.S. Defense Department," shortened from internetwork, from inter- + network.

On making a linguistic analysis, one can observe that it does not have any changes in the syntactic, semantic, nor morphological areas. On being a scientific term we are forced to use it as it was named for the invention “*el internet*”. Alternatively, one can use the synonym term “cyberspace”, which in Spanish is written “*espacio*”

cibernético". This can be used in Spanish in a figurative sense when referring to the internet.

The RAE defines it as the "world information network", decentralized, formed by a direct connection between computers through a special communications protocol (from 23rd Edition). In Spanish it does not have a direct equivalence and therefore, if it is about a scientific advance, we must respect the language from where this invention was made. Our desire to make all words Spanish is not good because we are then disrespecting both languages, and therefore, impoverishing Spanish even more.

Reportajes en la página de **internet**.

Ranking

This originates in the Old English word *hring*, meaning "circular band," and from P.Gmc. word *khrengaz*, literary meaning "something curved," from the PIE base (s)*ker-* "to turn, bend" (this word is shared in Latin, O.C.S. and probably in the Greek word *kirkos*, meaning "ring," or *koronos* "curved". The meaning "place for prize fight and wrestling bouts" comes from the early 14th century. The verb meaning "to make a circle around" is from the Old English word *ymbhringan*. The circus ringmaster is recorded from 1873. Tree ring is from 1670s; fairy ring is from 1620s.

Syntactically, it is formed from the verb “Rank”. It can also be used as a noun, verb and adjective, while in Spanish it is only used as a noun. In accordance with its semantic denotation – in spite of it having different grammatical forms – its meaning does not change in both languages. Regarding its semantic connotation, the grammatical use will depend on the context. On analyzing its morphology, they have added the suffix “ing”.

The RAE defines it as a classification from higher to lower, useful to establish value judgments. The equivalent in Spanish is “rango”, and so this is the word that should be used in Spanish. Since there is an equivalent Spanish word then this word in English and its use in Spanish are not justified. Its use is also a sign that we are undervaluing the Spanish and this in turn impoverishes our lexicon.

El número 49 del **ranking** mundial.

El número 49 del **rango** mundial

Basketball

This word from the American English is from the year 1892, from the composition of the words basket + ball. The game was invented in 1891 by James A. Naismith (1861–1939), a physical education instructor in Springfield, Mass.

Syntactically, the word acts as a noun in both languages. Semantically, the word acts as a noun, and morphologically; the word has a different meaning according to the change that one gives it. In

other words the context can change. In English it refers to a game whereas in Spanish, it does not even have a meaning, as in some cases it is written as “basket” meaning “cesto”. The contexts are therefore totally different. Morphologically, we have trampled this word underfoot, as we have suppressed the suffix “ball” and moreover; we have changed the “k” for “qu”. “Básquet” in the English has no translation and the word that does have translation - “basket” – means “cesto”, in Spanish.

The RAE defines it as a sport that is played between a team of five players and which consists in putting the ball into the ring or basket of the opposing team. Its equivalent in Spanish is “baloncesto”. As we degenerate our language trying to copy words, we do not even do it correctly, and in this case and in spite of the meaning of the word coinciding, we distort the meaning by carrying out an incorrect copy. This word impoverishes our language because there is an equivalent word in Spanish.

“Arde el **Basketball** universitario”.

“Arde el **baloncesto** universitario”.

Show

This verb and noun word comes from the Old English word *sceawian*, meaning "to look at" and “see”, and from root W.Gmc. word *skauwojanan* (as shared by Old Scandinavian word *skauwon* "to look

at", and by the Old Fris. word *skawia*, the Dutch word *schouwen*, and the Old High German word *scouwon*, meaning "to look at" and the Dutch word *schoon*, and the Gothic word *skaunjai* meaning "beautiful"). Before these from the P.Gmc. root word *skau-* "behold, look at," from PIE *skou*, a variant of base *skeue* "to pay attention, perceive". A causal meaning "let be seen, put in sight, make known" evolved around year 1200 for unknown reasons and is unique to English (The German word *schauen* still means "look at").

The noun meaning "act of exhibiting to view" is from around the year 1300. Sense of "appearance put on with intention to deceive" is recorded from around year 1526. Meaning "display, spectacle" is first recorded in year 1561; the sense of "ostentatious display" is from year 1713 (showy is from 1712). Sense of "entertainment program on radio or TV" is first recorded 1932. Meaning "third place in a horse race" is from 1925, Amer.Eng. "Show of hands" is attested from year 1789; Show business is attested from 1850; shortened form show biz first attested 1945.

Syntactically, it is used as a noun and as a verb in English, and in Spanish only as a verb. Semantically it has the same meaning and it has not had any changes in its morphology.

The RAE defines it as a variety entertainment (event) or action or thing carried out for reasons of display. But the RAE makes a clarification saying that it is a "suggested article for removal" and

they also say that “it is an advancement of the twenty-third edition”. This word has several equivalents in Spanish, including “exhibir, mostrar, exponer”, and accordingly its use is not justified. By preferring to use a foreign word instead – just because it sounds better - is impoverishing the Spanish language.

Presentara su **show** en la inauguración del estadio.

Presentara su **función** en la inauguración del estadio

By pass

This composite word is from the Old English word and the Old French, firstly, *be* (unstressed) or *bi* (stressed), meaning "near, in, by, during, about", and from P.Gmc. *bi* "around, about" (shared in Old Scandinavian, Old Fris. *bi, be* "by near", Dutch. *bij*, German *bei* "by, at, near," and Gothic *bi* "about"). Originally an adverbial particle of place, in which sense it is retained in place names (Whitby, Grimsby, etc.). Elliptical use for "secondary course" (opposed to main) was in Old English too. This also is the sense of the second *by* in the phrase *by the by* (in years 1610s). *By and large* (1660s) originally was nautical, "sailing to the wind and off it," hence "in one direction then another." Secondly, the word *pass* was used around year 1275, meaning "to go by (something)," also "to cross over" from Old French word *passer*, from Latin vernacular *passare* "to step, walk, pass", and previously to that from the Latin word *passus* "step, pace".

Syntactically, it is used as verb and noun in English. In Spanish, it is used only as a noun. Semantically, its meaning is different when we separate them, as it can be used in different contexts. Morphologically, it has changed, since in English it can be used together, while in Spanish we used as “by-pass”, with a line separating the words.

The RAE does not include this word in its work but if we mention this in the medicinal context (i.e. bypass operation – “operación de by-pass”), we should use this neologism, since there is no Spanish equivalent. However, if we use this term about a road, one should use the correct term in Spanish which is “circunvalación”. This impoverishes our Spanish language.

Vendo 1316m2 de terreno **bypass** Quevedo Quito

Vendo 1316m2 de terreno **circumbalaciòn** Quevedo Quito

Lunch

This is a noun and verb word from the Old English, modern sense of "mid-day repast" is from year 1829, and which is shortened form of luncheon. 1580, *nonechenche* "light mid-day meal," from none "noon" + schench "drink," from Old English word *scenc*, from word *scencan* meaning to "pour out." It was altered by northern English dialect *lunch* "hunk of bread or cheese" (1590), which probably is from Sp. *lonja* "a slice," lit. "loin."

When it first appeared, luncheon meant "thick piece, hunk" sense of "light repast between mealtimes" is from the years 1650s, especially in reference to an early afternoon meal eaten by those who have a noontime dinner. Slang phrase out to lunch "insane, stupid, clueless" first recorded 1955, on notion of being "not there." (wiktionary.org).

Syntactically, it is used as a verb and a noun in both languages. Analyzing it semantically, they have the same meaning. It is used in the same context and morphologically speaking, in Spanish it has changed since the "u" has been swapped with the "o" and the "e" is added, remaining in Spanish as *lonche*.

The dictionary of the Royal Academy defines it as a light meal that is served at midday. It does not give an equivalent but in Spanish the meal served at the time is known as "almorzar", and although the RAE does not give it an equivalence; that is what it is. This word should not be used in Spanish, can you imagine how loud an Englishman would laugh if he had to say and write "lonchear". It therefore impoverishes our language.

"Lunch diario más comisiones".

"Almuerzo diario más comisiones".

E-mail

This is a composite noun and a verb; electronic + mail. The first word is English in the year 1902, meaning “pertaining to electrons” 1930 as “pertaining to electronics”.

The latter word mail means "post, letters" and is from around year 1200, "a traveling bag", from the Old French word *male* "wallet, bag," from Frank. *malha*, from P.Gmc. **malho-* (shared by Old High German word *malaha* "wallet, bag", and Middle Dutch *male* "bag"), from PIE *molko-* "skin, bag." Sense extension to "letters and parcels" (from the 18th century) is via "bag full of letter" (1650s) or "person or vehicle who carries postal matter" (1650s). The verb is from the year 1828, in the American English vernacular. In the 19th century England, *mail* was letters going abroad, while home dispatches were *post*. Sense of "personal batch of letters" is from 1844, originally American English. Related are: *Mailable*. And for Electronic related words are: *electronics* and *electronically*.

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

The RAE defines it as a message that is received or sent from one computer to another. The equivalent in Spanish is *correo electrónico*,

but some in the press insist on doing barbarism to our language, having there being a equivalent in Spanish. The use of this Anglicism is not justified in spite of it the fact it is a technical word, therefore, it impoverishes the language.

Enviar al e-**mail**.

Enviar al **correo electronico**.

Superstar

This word was coined in the year 1925, in the sports and entertainment sense, from super- + star (a compound word). The word *super* is from a Latin adverb and preposition, as in "above, over, on the top (of), beyond, besides, in addition to," from PIE base word *uper* "over" (as shared in Sanskrit word *upari*, Avestan *upairi* "over, above, beyond", also the Greek *hyper*, the Old English word *ofer* "over," Gothic word *ufaro* "over, across", in the Gaul word *ver-*, Old Irish (Irish Gaelic *for*), comparative of base *upo* "under". The other particle of the word is *star* which is a noun from the Old English word *steorra*, from P.Gmc. *sterron* or *sternon* (and as shared with Old Scandinavian word *sterro*, Old Norse word *stjarna*, Old Fris. word *stera*, the Dutch word *ster*, Old High German word *sterro*, the German word *Stern*, and the Goth word *stairno*), from PIE root word *ster-* (as shared in Sanskrit word *star-*, Hittite word *shittar*, Greek word *aster*, *astron*, in Latin *stella*, Bret. word *sterenn*, and Welsh word *seren* "star").

From the astrological sense of "influence of planets and zodiac on human affairs" is recorded from mid-13th century; *star-crossed* is from Sir William Shakespeare's "Romeo and Juliet" (1592). Stars as a ranking of quality for hotels, restaurants, and the like, are attested from the year 1886. *Starlight* is late 14th century; *star-fruit* (*Damasonium stellatum*) is first attested in year 1857; *starfish* first attested 1530s; *star-gazer* is from the 1550s. *Starry-eyed* "unrealistically optimistic" is attested from year 1936 (in classic Hollywood movie "Gone With the Wind"). *Starship* first attested in year 1934 (in "Astounding Stories" science fiction magazine).

Syntactically, this word in English and in Spanish has not changed. With regards to the semantic denotation and connotation, it has not changed, and likewise from its morphological aspect.

The RAE has not given it any meaning in Spanish. The equivalent in Spanish is "superestrella" (although is a literal copy) and "celebridad". We have equivalents in Spanish; so therefore, we are using barbarism when we use the word in English, when we have a word in Spanish for this concept. Again we are impoverishing our language.

"Sin duda una obra impactante y polemica fue Jesucristo Superstar"

"Sin duda una obra impactante y polemica fue Jesucristo Super
estrella"

Cyber

This is an English word used as a prefix, ultimately from the word cybernetics, coined in year 1948 by U.S. mathematician Norbert Wiener (1894-1964). It enjoyed explosive use with the rise of the Internet early 1990s. The word is from the Greek word *kybernetes* meaning "steersman," perhaps based on 1830s French word *cybernétique* "the art of governing".

Syntactically, this word has not had any changes, although in Spanish only the short form is used in the media. In both languages it is used as a noun. Semantically, it is related to the same meaning; it describes the same place where one uses the internet. Morphologically, there is no change but in English it is used in other suffices too, such as Cybercrime, Cyberpunk, Cyberpolice, cybercafé, cyberfraud and so on. Up to 79 different uses have been known. It therefore adds a new concept to the Spanish language, and we can use it in the Spanish language, out of convenience because in Spanish we would have to use many words to describe what it is. The RAE doesn't include it in its pages. I think this word neither impoverishes nor enriches our language.

“Se vende cyber”

“Se vende tienda sideral”

“El Extra”

Swinger

This is an Old English word *swingan* meaning "to rush, fling oneself," from root P.Gmc. *swenganan* (as shared by Old Scandinavian and Old High German word *swingan*, Old Fris. word *swinga*, German word *schwingen*, meaning "to swing, swingle, oscillate") denoting "violent circulatory motion." The meaning "move freely back and forth" is first recorded in year 1545.

The noun meaning "a stroke with a weapon" is from year 1375; sense of "an apparatus that swings" is first recorded in year 1687. Meaning "shift of public opinion" is from 1899. The meaning "variety of big dance-band music with a swinging rhythm" is first recorded in year 1933, though the sense has been traced back to 1888; its peak use was from mid-30s to mid-40s. *Swinging* "uninhibited" dates from year 1958; and *swinger* "person who is lively in an unrestrained way" is from year 1965 that is from the "hippy, love and peace" days. Both had various other vernacular senses traceable to 1590s. *Swing shift* first recorded 1941, typically 4 p.m. to midnight. Phrase *in full swing* "in total effect or operation" (1570) is probably from bell-ringing.

Syntactically, this word is used as an adjective in Spanish but a noun in English. Semantically it makes reference to the same meaning in both languages; which is promiscuity. In terms to its

morphology, there are no changes as when it's pluralized it is done according to English grammatical rules.

The RAE makes no reference to this word. The equivalent given by the Cambridge's Advanced Learner's Dictionary is "someone who is willing to have sex often with many different people". Our equivalent word in Spanish would be "promiscuity"; it therefore, impoverishes the language due to the fact that the complete meaning is lost in the translation, and especially because the concept is not well known among the youth. This is why in the example they have added "Parejas" to the term "Parejas swinger".

"Parejas swinger son la moda del 2009".

"Parejas promiscuas son la moda del 2009".

Sexy

This word is from year 1905, and is formed by sex + -y. Originally, "engrossed in sex;" sense of "sexually attractive" is from year 1923, first in reference to Hollywood iconic actor Valentino. The particle word sex is from the late 14th century, meaning "males or females collectively", ie "the sexes". The word is from Latin word *sexus* "state of being either male or female, gender." The later meaning "sexual intercourse" was first attested in year 1929 (in writings of English writer and spy D.H. Lawrence); meaning "genitalia" is attested from 1938. *Sex appeal* first recorded 1924; *sex*

drive is from 1918; *sex object* and *sex symbol* both first attested 1911, the former in reference to Jesus.

Syntactically, in both languages it is used as an adjective. Semantically, it has the same meaning, making reference to “sensual” or “provocative” (RAE). In terms of its morphology there is no change. It doesn't enrich the language because it has its equivalent in Spanish.

“Chilena rubia sexy”.

“Chilena rubia sensual”.

Chat

This word was shortened from chatter in the mid-15th century. Chatter is an English word from the early 13th century, originating from word *chateren* "to twitter, gossip," earlier *cheateren*, *chiteren*, of echoic origin.

Syntactically, it can be used as a noun and a verb but in Spanish it is used as a noun. Semantically, it has the same meaning and it is usually used in the same context. Morphologically, it has been modified with “ear”, that is why it is not known in Ecuador as “chat” but as rather as “chatear”.

The RAE does not mention anything about this word, however, the equivalent can be “charlar” or “platicar”, and as it can be seen

it has many synonyms in Spanish, therefore, there is no justification for using it. It doesn't enrich the language.

“Vanessa chat caliente”.

“Vanessa plastica caliente”.

Hot

An Old English word originally spelt *hat* and meaning "hot, opposite of cold," also "fervent, fierce," from root P.Gmc. *haitoz* (also shared in Old Fris. word *het*, the Old Norse word *heitr*, the Dutch word *heet*, the German word *heiß* "hot," the Goth. *heito* "heat of a fever"), from PIE base *qai-* (as shared in Lithuanian word *kaistu* "to grow hot"), the same root as that of heat. Taste sense of "pungent, acrid, biting" is from 1548. Sense of "exciting, remarkable, very good" is 1895; that of "stolen" is first recorded 1925, that of "radioactive" is from 1942. The association of hot with sexuality dates back to year 1500. Hot rod first recorded 1945 in American English. The hot and cold in hide-and-seek or guessing games are from hunting (1640s), with notion of tracking a scent. Hotshot "important person" is from 1933; it earlier meant "fast train" (1925).

Syntactically it does not present any changes because in English as well as in Spanish it is used as an adjective. Semantically, it has the same meaning and morphologically, it has no changes.

The RAE has no opinion about this word. Its equivalent in Spanish is “caliente”. This word should not be used in English since it has an equivalent Spanish meaning. It therefore doesn't enrich the language.

“Orellana real hot”

“Orellana realmente caliente”

Web

Old English noun word, originally *webb*, meaning "woven fabric," from root code P.Gmc. from word *wabjan* (shared by Old Scandinavian word *webbi*, from the Old Norse word *vefr*, the Dutch word *webbe*, the Old High German word *weppi*, the German word *gewebe* “web”) (and related to Old Scandinavian word *wefan*). Meaning "spider's web" is first recorded around 1220. It was applied to the membranes between the toes of ducks and other aquatic birds in year 1576. Internet sense is from year 1992, shortened from World Wide Web (1990); website is from 1994; webmaster is attested from 1993.

Semantically, it is used as a noun in both languages, having the same meaning when in the context of the internet. Although in English it is also used as an adjective also. Semantically, it is the same in both languages; at least in the internet sense it's interlinked documents. There is no change in the morphological analysis.

“Debe poner en la página web el contrato de Barcelona”

“Debe poner en la página del espacio virtual el contrato de Barcelona”

Master

Old English noun, verb and adjective word *mægester* "one having control or authority," from Latin word *magister* "chief, head, director, teacher" (shared in the Old French word *maistre*, the French word *maître*, Italian word *maestro*, and German word *Meister*), influenced in the Middle English by the Old French word *maistre*, from Latin word *magister*, contrastive adj. from *magis* (adv.) "more," itself a composite of *magnus* "great." Meaning "original of a recording" is from 1904. In academic senses (from *magister*) it is attested from late 14th century. Originally, a degree conveying authority to teach in universities. The verb is attested from early 13th century.

Semantically, in English it is used as a name, verb and as an adjective. In Spanish it is used as a adjective only. Semantically, its meaning is different as grammatically it can act in three ways, hence its context can also change. There are no morphological changes.

The RAE does not emit any concept in regards to this word but the Webster's College Dictionary defines it as "1. People with ability or power control; master of one's fate; 2. An owner of slave or animal. 3. An employer, esp. of servants; 4. A person preeminent in a discipline". In Spanish it can be translated as "amo, patrón, dominar,

principal". We have equivalent words in Spanish so there is no justification in using this foreign word, as this again is undervaluing the Spanish language. It impoverishes the Spanish.

“La categoría gorditos harta cana es la super **master**”.

“La categoría gorditos harta cana es la **superior**”.

Gay

This word dates back to the year 1178, meaning "full of joy or mirth," from Old French word *gai* "gay, merry" (12th century); shared in Old Spanish word *gayo*, and Portuguese word *gaio*, Italian word *gajo*. Ultimate origin disputed; perhaps from Frank Word *gahi* (common source in the Old High German word *wahi* "pretty"), though not all etymologists accept this. Meaning "brilliant, showy" is from around year 1300. OED gives 1951 as earliest date for slang meaning "homosexual" (adj.), but this is certainly too late; *gey cat* "homosexual boy" is attested in N. Erskine's 1933 dictionary of "Underworld & Prison Slang;" the term *gey cat* (*gey* is a Scot. variant of *gay*) was used as far back as 1893 in Amer.Eng. for "young hobo," one who is new on the road and usually in the company of an older tramp, with catamite connotations.

Syntactically speaking, it is used as an adjective in both languages. Semantically, there are no changes. When pluralized, it

changes morphologically; it is done properly in accordance to English grammar.

The RAE defines it as a homosexual man. Its equivalent in Spanish is "homosexual". In English it is a generic term both for male and females. This word is much used due to its shortness, others say because it sounds better. If we have an equivalent in Spanish there is no justification for its English use, therefore, it impoverishes the language.

"Maybe era un estilista conocido **gay**".

"Maybe era un estilista conocido **homosexual**".

Tour

Is an Old French word from around year 1320, "a turn, a shift on duty," from Old French *tour, tourn* "a turn, trick, round, circuit, circumference," from *torner, tourner* "to turn," from Latin *tornare* "to polish, round off, fashion, turn on a lathe". Sense of "a traveling around, journey" is first recorded 1643. The verb is attested from 1746. Tour de force "feat of strength" is 1802, from French, from force "strength." Tour de France is recorded from 1922.

Syntactically, both in English and Spanish it is used as a noun and a verb. In accordance to the semantic denotation, they have the same meaning. The Semantic connotation it does not change in spite of it working as a noun or verb, since it has the same meaning.

The RAE has announced that it is a word suggested for editing. However, it is translated as *gira* or *viaje por distracción*, and it also defines it as a series of a singer's and musical group's presentations, around several places. Its equivalent in Spanish is "gira" or "excursión". Here there is a clear editing job because we have its equivalents in Spanish and there is no need to take this term on loan. The word impoverishes Spanish.

Tour a Galápagos".

Gira a Galapagos".

Record

This is an Old French word from the year 1300, meaning "testimony committed to writing," from *record*, from recorder "to record", meaning "written account of some event" is from year 1611. Meaning "disk on which sounds or images have been recorded" is first attested 1878. That of "best achievement in sports, etc." is from 1883. Phrase on the record is from 1900; adjective phrase off the record "confidentially" is attested from 1933.

The verb form is from early 13th century, "to get by heart," from Old French recorder "repeat, recite, report," from Latin *recordari* "remember, call to mind," from re- "restore" + cor (gen. cordis) "heart" (as the metaphoric seat of memory, i.e. learn by heart). Meaning "set

down in writing" first attested around year 1300; that of "put sound or pictures on disks, tape, etc." is from year 1892.

Syntactically, in English it is used as a noun, adjective, and a verb. In Spanish it is used as a noun. Semantically, it does not present any changes. Morphologically, when it is pluralized, they do it in the correct manner according to the English grammar. Only the "s" is added.

The RAE does not give it a definition, and its equivalent in Spanish is "registro". If there is no definition by the RAE then why should it have to be used? How could one understand or find this term's meaning? No one would be able to find or understand it; it therefore impoverishes the language.

"Tiene un **record** vigente".

"Tiene un **registro** vigente".

Stock

Middle English word meaning "supply for future use", from year 1428, "sum of money" (1463), Middle English developments of stock as a noun but the ultimate sense connection is uncertain. Perhaps the notion is of the "trunk" from which gains are an outgrowth, or obs. sense of "money-box" from around year 1400. Meaning "subscribed capital of a corporation" is from year 1612. Stock-broker

is from 1706; stock exchange is from 1773. The verb meaning "to supply (a store) with stock" is from 1622; in stock "in the possession of a trader" is from 1618. Meaning "broth made by boiling meat or vegetables" is from 1764. Theatrical use, in ref. to a company regularly acting together at a given theater, is attested from 1761.

In reference to conversation or literature, "recurring, commonplace" (e.g. stock phrase), it is attested from 1738, on notion of "kept in store for constant use." Taking stock "making an inventory" is attested from 1736. As the collective term for the movable property of a farm, it is recorded from 1519; hence livestock from year 1523.

Syntactically, this word is used as a noun in both languages. In its semantic denotation it makes reference to different concepts. When translating stock into Spanish it makes reference to the existence of things, but if we translate the word existence into English, this makes reference to other different concepts. In its semantic denotation it does not change because it is used in the same context.

The RAE defines it as a quantity of products kept in a deposit, however, it is an article proposed for editing. Its equivalent in Spanish is "existencia de mercadería"; the English term is often used

but if it is not understood or its meaning known then it can be confusing, even when heard. It impoverishes the language.

“El último equipo que tenía en **stock**”.

“El último equipo que tenía en **existencia**”.

Comparative Analysis

This study was carried out on the basis of the frequency or number of anglicisms found in the selected variables: El Comercio, La Hora and El Extra.

The comparative analysis was carried out on the total of anglicisms in each sub-variable (news, ads, social pages, report y sports sections) and the total of each variable.

In the news section of “El Comercio” a total of 63 anglicisms were observed (29.72%); in the ads section 56 were noted (26.42%); social pages: 24 anglicisms (11.32%), sports: 43 anglicisms (20.28%); and reports section: 26 anglicisms (12.26%).

In the variable (El Comercio) the greatest number of anglicisms observed was in the news section with 63 anglicisms (29.72%). It is important to mention that the greatest number of anglicisms was: full, U.S.A, suit, football, diesel, club, déficit, marketing, garage, Internet, and web, amongst others, the total number of anglicisms in this variable were 212.

In the news section of “La Hora” we have a total of 31 anglicisms (17.92%), in the ads we have 54 anglicisms (31.21%), in the social pages there are 27 anglicisms (15.61%), sports section 26 anglicisms (15.03%), and in the reports section 35 anglicisms (20.23%). In this variable the greatest number of anglicisms found,

was in the ads section with 54 anglicisms, with 31.21%. It is worth mentioning here that the greatest numbers of anglicisms were: football, full, club, TV, bar, internet, ranking, basketball, show, ranking, bypass and web, among others. The total number of anglicisms in this variable was 173.

In the news section of “el extra” we have a total of 16 anglicisms (11.68%), in the ads 60 anglicisms (43.80%), in the social pages 23 anglicisms (16.79%), in the sports section 22 anglicisms (16.06%), and in the report section 16 anglicisms (11.68%). In this variable the greatest number of anglicisms observed was in the ads section with 60 with 43.8%. The most frequent number of anglicisms observed here were the words: Full, club, TV, suit, show, sexy, chat, hot. The total number of anglicisms in this variable was 137.

On making a horizontal analysis of each subvariable, the greatest number of anglicisms was in the ads section with a total of 170 anglicisms (32.57%). Although “El comercio” has the greatest number of classified ads, “El Extra” has a greater number of anglicisms.

This is due to an ads section called “Zona Picante” – the Hot Zone, where they try to sell sex. One needs to ask oneself if “El Extra” is a sensationalist/tabloid newspaper, generally read by people with low educational and cultural level, why is it that they use so many anglicisms? Can people understand the ads? Most probably the word

that they understand is the word “sexy”, because the words “hot” and “Chat” – the ones that are most mentioned – are hard to understand; one can only deduce that they must relate it to the photograph added to the ad and by the telephone number which is written next to it. They must have a lot of success with these types of ads.

The difference in number between the ads of “El Comercio” and “La Hora” is insignificant, but they equally contribute to this sub-variable having the greatest number of anglicisms. The most frequent anglicisms in this section are: full, USD, suit and TV. One can only deduce that the press use these terms because they think that it gives their ads an “edge” and foreigners are interested in them. In our country we can even read phrases like “carro full equipo” and “Suit full amoblada”; we think this is superior!

In spite of this variable (El Extra) having the highest number of anglicisms, it sounds contradictory that it should have – at the same time – an insignificant number of anglicisms in the social pages sub-variable. However, it is self-evident because the majority of reports in this section are taken down from the internet, from other countries, countries which would have a greater control over anglicisms than we have. The words used here were: internet, show, superstar, tour, and record, among others.

In general, the high level of anglicisms used is quite worrying, especially considering the fact that most of the foreign words used have their equivalents in Spanish. Their use is therefore not justified.

In Ecuador, the root reason for the diffusion of these words is, in a certain way, the uninformed acceptance by the majority of us, and encouraged by the very same media. We must remember that the media is read and heard by thousands of people. If the journalists know that they are setting an example to many, why do they then do this? One might deduce that it is due to the lack of government and social control, and in general, to impress their audience.

Sociological Analysis

This analysis was done on the basis of opinions by several people, in relation to the following aspects: acceptance or rejection of anglicisms; impact on the society in relation to our cultural identity and impact on the language (do they impoverish or enrich it?). Does it influence on the comprehension of the text?

The people's reactions were totally different. I had the opportunity to understand some of the opinions expressed and I can certainly say that the respect owed to our language has relation with the educational or cultural level, but rather with the love of our culture and our roots.

In spite of the fact that many elderly people did not know the term anglicism, on explaining the meaning to them, they were very clear on rejecting anglicisms; not only because they do not understand the words that confuses them, but also because - as they say it in their own words: “we have our language and it must be respected, and we must teach our young to love what is ours more”.

A young student from the Politecnica Nacional was very clear in expressing her opinions in this respect. There was no need to explain what the term meant because she understood this concept very clearly. She categorically said that she agrees with the use of anglicisms because it is a way for future generations to get familiar with these English terms.

Other youngsters; a degree holder in educational management and a languages and communications teacher, didn't know what the term meant, in spite of me explaining it in various ways. Their answers were: “we reject them, they affect our culture, and they impoverish our language”. I got the impression that they didn't quite understand or that they didn't care much for the subject.

I attended a training course in secretarial duties. Here I had a great surprise while talking to the teacher about the schedule, someone from the audience shouted “¿y a que hora el *lunch*?”, and to this she responded that we were in Ecuador and that here we would speak Spanish and we shouldn't use “hello, bye, lunch, my sister”,

that here they would learn to speak properly. And at the end of the seminar the first thing I did was to interview her.

She was clear in her point of view when she said that anglicisms should not be accepted in our country; that our language is Spanish. She does, however, recognize that we must accept the use of anglicisms because in our country our language is Spanish, but it is necessary to know another language such as English in schools and universities within their pensums, but not because of this one must use terms which are not ours. She accepts that it affects our cultural identity, and that it is necessary to know the culture and customs of other countries, but it must be promoted through the Ministry of Culture, Education and Tourism through presentations of our folklore, museum, landscape, and the media, amongst others. She considers that the use of anglicisms does have an impact, and it even influences the comprehension of some texts, that it would be good if there were manuals that would serve as a guide so that these terms would be easier to understand, because we mustn't confuse modernism with ignorance.

Adult people with elementary education didn't accept anglicisms either; youngster don't understand what the theme is about, so they give vague or incomprehensible answers. The people, who have a clear understanding of what an anglicism is, tend to contradict themselves in their answers, although they are clear that they affect

our culture, they reject their use, and at the end they say there must be manuals to understand anglicisms.

I think that the people who really understand what an anglicism is, know the damage that they can cause, not only in our country's language but also in our culture and tradition. Before undertaking this work I thought the same as those youngsters; that the use of foreign words would help in the learning of English and that it would be an advantage to use them. In the press and in all broadcasting media, but once I analyzed the theoretical background, I had the chance to read several studies about anglicisms and I was so admired by the fact that other countries such as Spain, Mexico, Argentina, and Costa Rica, defended and protect their Spanish language as a cultural heritage with such passion. Unfortunately I could not find any study on anglicism in Ecuador, but I assume that there must be some.

I feel very proud to be part of a study on anglicisms in the Ecuadorian press, and now when finishing this work I can truly say that I don't agree with Anglicisms in our country. Our language is Spanish and we must use it. As an English teacher, I cannot at all justify the use of foreign words, and with this I don't mean that English isn't important; on the contrary, because of the globalization we must know more about this language so that we can correctly use it.

Even though we may speak two languages, this doesn't give us the right to mix them, least of all journalists, whose work is to communicate and not to confuse, as they do it while they use foreign words. The journalists must understand that for many people they are the example to follow. Neither do I want to fall into the mistake of wanting to make all words Spanish; my view is that we must respect the place of origin of scientific terms, and here, we can have manuals and explain in the same text the meaning of these terms so that there is no confusion.

Conclusions

- In this research 522 anglicisms were found. On adding the times that each one repeated itself, a total of 1,111 anglicisms were counted; therefore, it is evident that there is a significant influence of the English language in the expressions used in the Ecuadorian press.
- Since the ads section shows the highest percentage of anglicisms, the research demonstrates that we are lacking love and respect for our own heritage; we have the attitude of preferring that which is american thinking that it's the best.
- The statistical data in this research shows that the written press is an influential medium for the spread of anglicisms in our country. Journalists apply a frequent number of anglicisms to draw peoples' attention the papers' different sections and so sell more. People tend to read and pass on innovative and foreign words, especially in English.
- The greatest number of anglicisms was found in the ads section with a total of 170 anglicisms. The words most frequently used are for the sale of cars, apartments, and for offering hotels and sex. These include: full, sport, tv cable, use garage, internet, hall, suit, sexy, gay, show, stripper, hot, chat, spray amongst others.

- The objective not achieved was the acceptance of anglicisms by Ecuadorians in the written press as surveys weren't carried out on different socio-cultural levels; so there's no data and if we only take the number of anglicisms, then the level of acceptance is high.
- In regards to the etymological origin, one can conclude that the most of the anglicism majority of Anglicisms come from either the Old English or the Old French, and that the Anglicisms that have been used more frequently through the years, have an older origin. The words least used were those originating from the French.
- In spite of the fact that only two people had a clear concept about anglicisms, they were interested in knowing about this topic. In conclusion, this work had the acceptance and collaboration of each of those interviewed, as it is shown by the sociological analysis.
- One of the social factors which have allowed the excessive use of anglicisms by the media is the fact that we don't have a firm cultural basis and respect for family and traditional values.
- Anglicisms in the Spanish language have resulted in semantic impoverishment, which has deteriorated our language.

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ANNEX

QUALITATIVE TABULATION

CHART ONE

VARIABLE: National Newspaper El Comercio

SUBVARIABLE: News

Anglicism	Examples	Word repetition number	Title of the article	Date

Author: Edit Rivilla Requelme

QUALITATIVE TABULATION

CHART TWO

VARIABLE: National Newspaper El Comercio

SUBVARIABLE: Ads

Anglicism	Examples	Word repetition number	Title of the article	Date

Author: Edit Rivilla Requelme

QUALITATIVE TABULATION

CHART THREE

VARIABLE: National Newspaper El Comercio

SUBVARIABLE: Social pages

Anglicism	Examples	Word repetition number	Title of the article	Date

Author: Edit Rivilla Requelme

QUALITATIVE TABULATION

CHART FOUR

VARIABLE: National Newspaper El Comercio

SUBVARIABLE: Reports

Anglicism	Examples	Word repetition number	Title of the article	Date

Author: Edit Rivilla Requelme

QUALITATIVE TABULATION

CHART FIVE

VARIABLE: National Newspaper El Comercio

SUBVARIABLE: Sports

Anglicism	Examples	Word repetition number	Title of the article	Date

Author: Edit Rivilla Requelme

QUALITATIVE TABULATION

CHART SIX

SIX

VARIABLE: National Newspaper "La Hora"

SUBVARIABLE: News

Anglicism	Examples	Word repetition number	Title of the article	Date

Author: Edit Rivilla Requelme

QUALITATIVE TABULATION

CHART SEVEN

VARIABLE: National Newspaper " La Hora"

SUBVARIABLE: Ads

Anglicism	Examples	Word repetition number	Title of the article	Date

Author: Edit Rivilla Requelme

QUALITATIVE TABULATION

CHART EIGHT

VARIABLE: National Newspaper " La Hora"

SUBVARIABLE: Social pages

Anglicism	Examples	Word repetition number	Title of the article	Date

Author: Edit Rivilla Requelme

QUALITATIVE TABULATION

CHART NINE

VARIABLE: National Newspaper " La Hora"

SUBVARIABLE: Reports

Anglicism	Examples	Word repetition number	Title of the article	Date

Author: Edit Rivilla Requelme

QUALITATIVE TABULATION

CHART TEN

VARIABLE: National Newspaper "La Hora"

SUBVARIABLE: Sports

Anglicism	Examples	Word repetition number	Title of the article repetition	Date

Author: Edit Rivilla Requelme

QUALITATIVE TABULATION

CHART ELEVEN

VARIABLE: Tabloid sensacionalista "El Extra "

SUBVARIABLE: News

Anglicism	Examples	Word repetition number	Title of the article	Date

Author: Edit Rivilla Requelme

QUALITATIVE TABULATION

CHART TWELVE

VARIABLE: Tabloid sensacionalista "El Extra "

SUBAVARIABLE: Ads

Anglicism	Examples	Word repetition number	Title of the article	Date

Author: Edit Rivilla Requelme

**QUALITATIVE TABULATION
CHART THIRTEEN**

VARIABLE Tabloid sensacionalista" El Extra "

SUBVARIABLE: Social pages

Anglicism	Examples	Word repetition number	Title of the article	Date

Author: Edit Rivilla Requielme

**QUALITATIVE TABULATION
CHART FOURTEEN**

VARIABLE: Tabloid sensacionalista" El Extra "

SUBVARIABLE: Reports

Anglicism	Examples	Word repetition number	Title of the article	Date

Author: Edit Rivilla Requielme

**QUALITATIVE TABULATION
CHART FIFTEEN**

VARIABLE: Tabloid sensacionalista" El Extra "

SUBVARIABLE: Sports

Anglicism	Examples	Word repetition number	Title of the article	Date

Author: Edit Rivilla Requielme

UNIVERSIDAD TECNICA PARTICULAR DE LOJA

ESCUELA DE CIENCIAS DE

EDUCACIÓN MENSION INGLES

ESCUENTA SOBRE EL USO DE ANGLICISMOS EN A PRENSA EUATORIANA

1.- Aceptación o rechazo en referencia al uso de anglicismo.

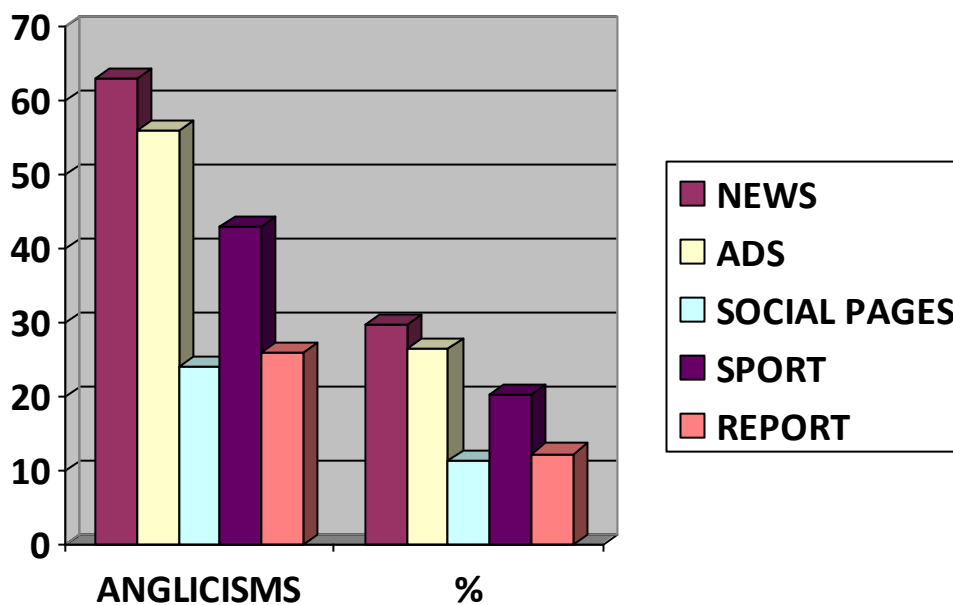
2.- Impacto en la sociedad en relación a nuestra identidad cultural.

3.- Impacto en el lenguaje. (se enriquece o se deteriora). Influye o no en la comprensión del texto.

GRACIAS POR SU COLABORACIÓN.

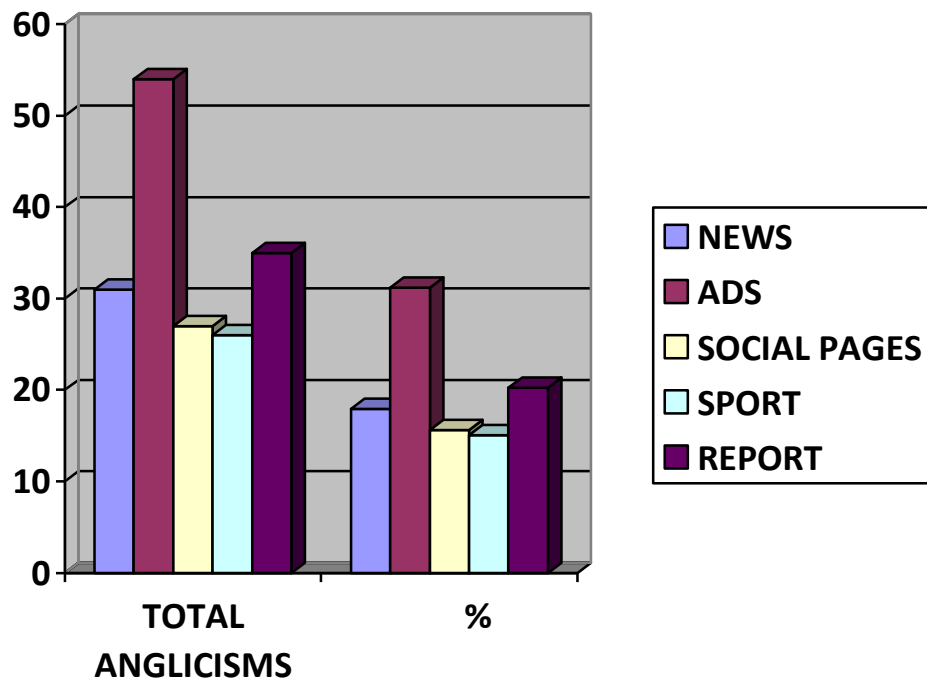
EL COMERCIO

<u>SECTIONS</u>	<u>TOTAL</u> <u>ANGLICISMS</u>	<u>%</u>
NEWS	63	29,72
ADS	56	26,42
SOCIAL PAGES	24	11,32
SPORT	43	20,28
REPORT	26	12,26
TOTAL	212	100



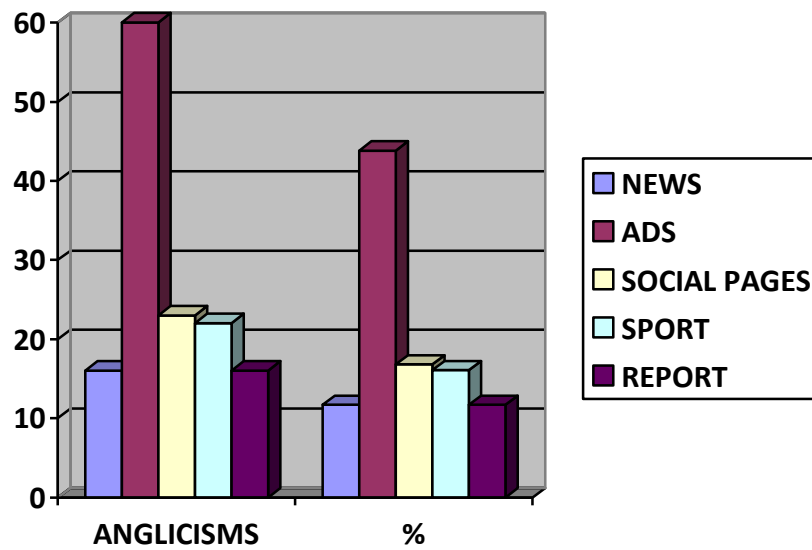
“LA HORA”

SECTIONS	LA HORA TOTAL ANGLICISMS	%
NEWS	31	17,92
ADS	54	31,21
SOCIAL PAGES	27	15,61
SPORT	26	15,03
REPORT	35	20,23
TOTAL	173	100



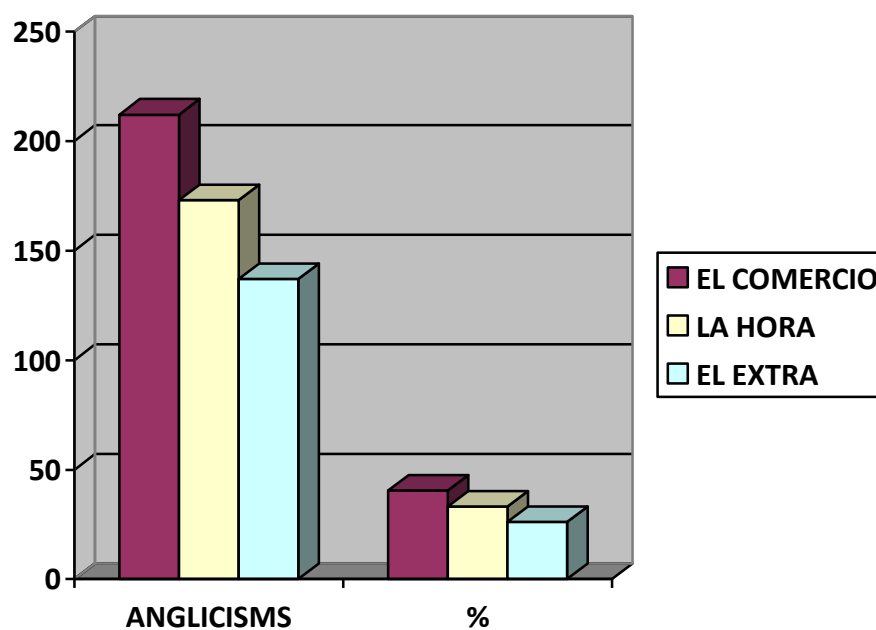
EL EXTRA

SECTIONS	TOTAL ANGLICISMS	%
NEWS	16	11,68
ADS	60	43,80
SOCIAL PAGES	23	16,79
SPORT	22	16,06
REPORT	16	11,68
TOTAL	137	100



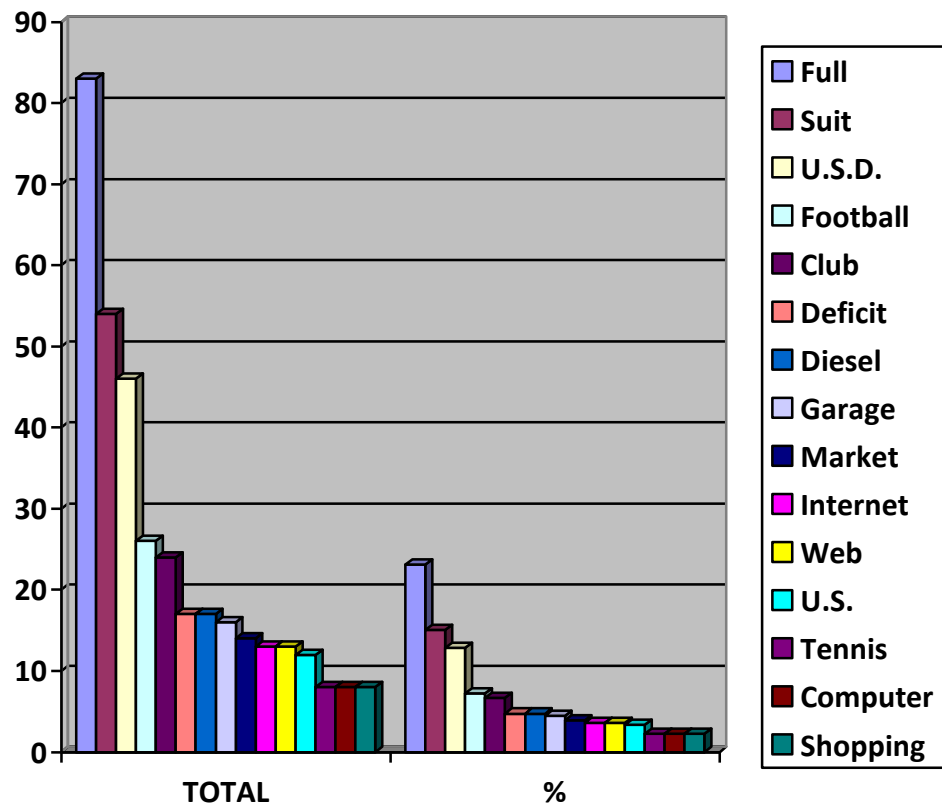
TOTAL ANGLICISMS FOUND IN THE VARIABLES

VARIABLES	TOTAL ANGLICISMS	%
EL COMERCIO	212	40,61
LA HORA	173	33,14
EL EXTRA	137	26,25
TOTAL	522	100



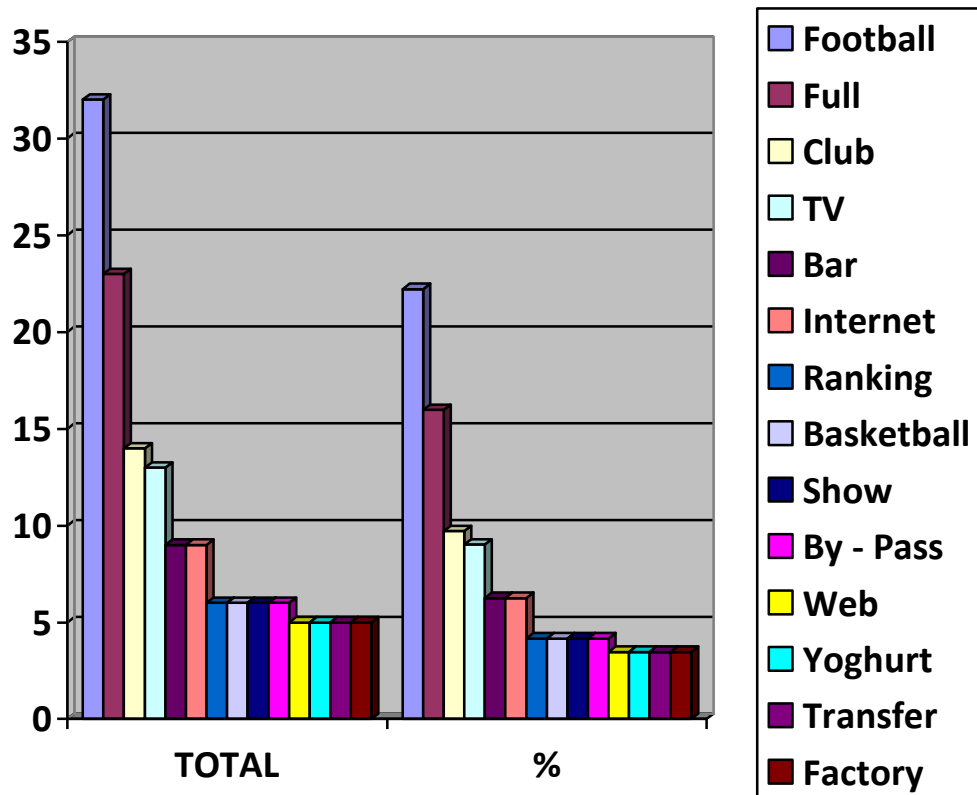
ANGLICISMS THAT WERE USED MOST

ANGLICISMS	TOTAL	%
Full	83	23,12
Suit	54	15,04
U.S.D.	46	12,81
Football	26	7,24
Club	24	6,69
Deficit	17	4,74
Diesel	17	4,74
Garage	16	4,46
Market	14	3,90
Internet	13	3,62
Web	13	3,62
U.S.	12	3,34
Tennis	8	2,23
Computer	8	2,23
Shopping	8	2,23
	359	100



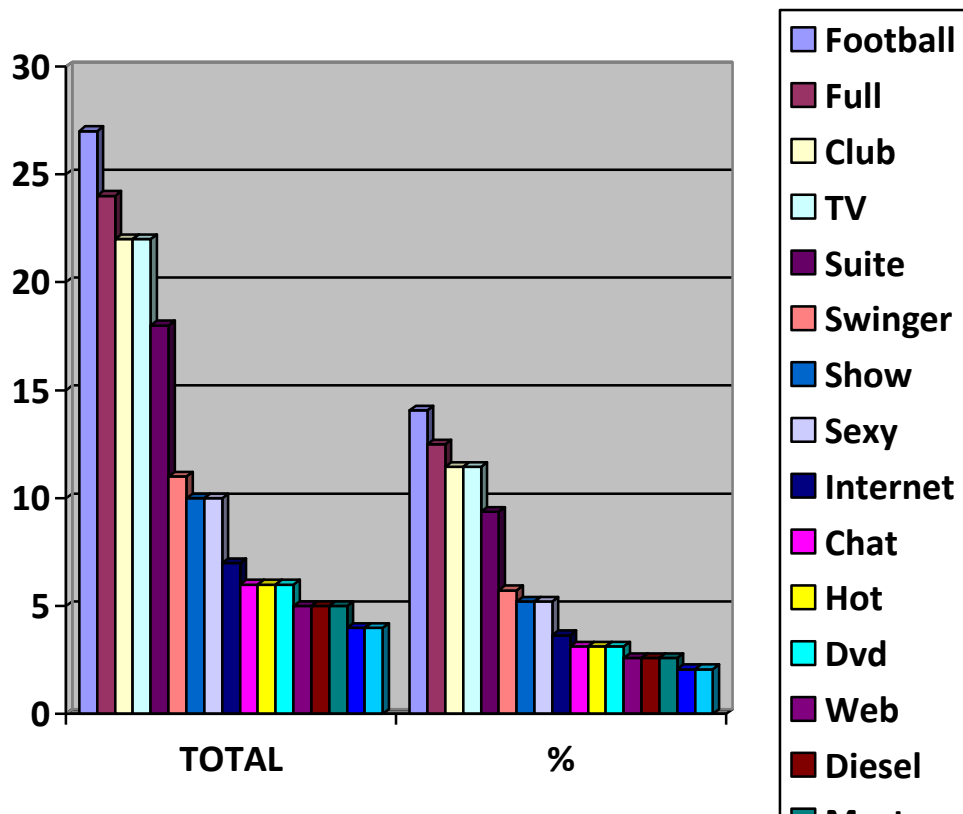
ANGLICISMS MOST USED IN LA HORA

ANGLICISMS	TOTAL	%
Football	32	22,22
Full	23	15,97
Club	14	9,72
TV	13	9,03
Bar	9	6,25
Internet	9	6,25
Ranking	6	4,17
Basketball	6	4,17
Show	6	4,17
By - Pass	6	4,17
Web	5	3,47
Yoghurt	5	3,47
Transfer	5	3,47
Factory	5	3,47
TOTAL	144	100



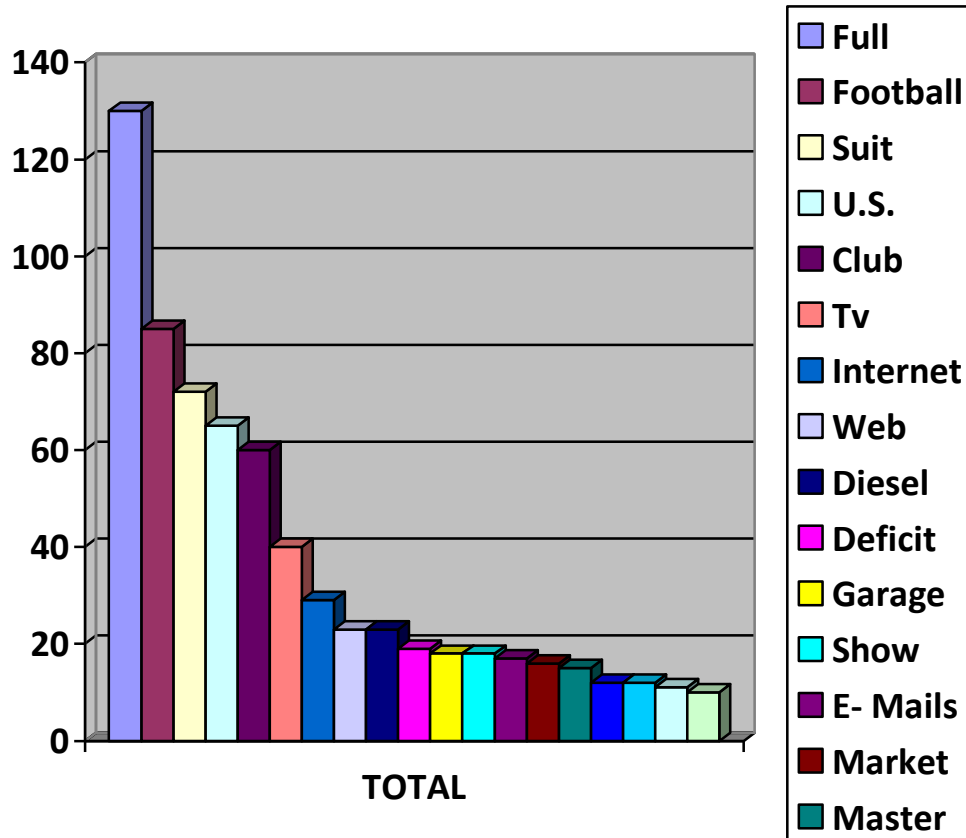
**ANGLICISMS MOST USED IN
EL EXTRA**

ANGLICISMS	TOTAL	%
Football	27	14,06
Full	24	12,50
Club	22	11,46
TV	22	11,46
Suite	18	9,38
Swinger	11	5,73
Show	10	5,21
Sexy	10	5,21
Internet	7	3,65
Chat	6	3,13
Hot	6	3,13
Dvd	6	3,13
Web	5	2,60
Diesel	5	2,60
Master	5	2,60
Cyber	4	2,08
Gay	4	2,08
TOTAL	192	100



The most frequent anglicisms

ANGLICISMS	TOTAL
Full	130
Football	85
Suit	72
U.S.	65
Club	60
Tv	40
Internet	29
Web	23
Diesel	23
Deficit	19
Garage	18
Show	18
E- Mails	17
Market	16
Master	15
Ranking	12
Shop	12
Swinger	11
Sexy	10



ANGLICISMS FOUND IN “EL COMERCIO”

1	Full	83	34	Restaurant	5	66					
2	Suit	54	35	Mobile	3	67					
3	U.S.D.	46	36	Mayor	3	68					
4	Footbal	26	37	Company	3	69					
5	Club	24	38	Credit	3	70					
6	Deficit	17	39	Currilculum	3	71					
7	Diesel	17	40	Tennis Player	2	72					
8	Garage	16	41	Cd	2	73					
9	Market	14	42	Autentic	2	74					
10	Internet	13	43	Competitor	2	75					
11	Web	13	44	Component	2	76					
12	U.S.	12	45	Connecting	2	77					
13	Tennis	8	46	Evidence	2	78					
14	Computer	8	47	Gay	2	79					
15	Shopping	8	48	Flash	2	80					
16	Tournament	7	49	Light	2	81					
17	Cellphone	6	50	Mall	2	82					
18	Chip	6	51	Trolley	2	83					
19	Office	7	52	Pharmacies	2	84					
20	Master	7	53	Record	2	85					
21	Set	6	54	Report	2	86					
22	Software	6	55	Sandwiches	2	87					
23	Outlook	6	56	Segment	2	88					
24	Ranking	6	57	Sport	2	89					
25	Film	5	58	Show	2	90					
26	TV	5	59	Support	2	91					
27	(Omni)Buses	5	60	Cellshop	1	92					
28	Rival	4	61	Center	1	93					
29	Classify	4	62	Chef	1	94					
30	Manager	4	63	Choice	1	95					
31	Demand	4	64	Basketbool	1	96					
32	Doubles	4	65	Accesories	1	97					
33	E-Mail	4									

TOTAL 583

NUMBER OF ANGLICISMS FOUND IN
“LA HORA”

1	Football	32	27	Tour	3	53	Charter	1
2	Full	23	28	Tv Cable	3	54	Climax	1
3	Club	14	29	Master	3	55	Cocktails	1
4	Tv	13	30	Chip	2	56	Combo	1
5	Bar	9	31	Amateurs	2	57	Comic	1
6	Internet	9	32	Company	2	58	Cost	1
7	Ranking	6	33	Full-Contact	2	59	Crossover	1
8	Basketball	6	34	Sport	2	60	Curriculum	1
9	Show	6	35	Play Off	2	61	Deficit	1
10	By - Pass	6	36	Proform	2	62	Diesel	1
11	Web	5	37	Record	2	63	Export	1
12	Yoghurt	5	38	Ring	2	64	Exposition	1
13	Transfer	5	39	Rocker	2	65	Express	1
14	Factory	5	40	Shopping	2	66	Flash	1
15	Usd	5	41	Airlines	1	67	Folklore	1
16	Lunch	4	42	Argument	1	68	Free	1
17	V.I.P.	4	43	Beach	1	69	Garage	1
18	Email	4	44	Beige	1	70	Happy	1
19	Superstar	4	45	Birthday	1	71	Iceberg	1
20	Discoteque	3	46	Box	1	72	Slow Food	1
21	Program	3	47	Breakfast	1	73	Stop	1
22	Cyber	3	48	Call	1	74	Stress	1
23	Hall	3	49	Cellphone	1	75	Switches	1
24	Karaoke	3	50	Center	1	76	Tabloid	1
25	Stands	3	51	Champion	1	77	Telephone	1
26	Stock	3	52	Chance	1			
78	Tennis							1
79	Test							1
80	Tip							1
81	Video							1
82	Videoclip							1
83	Vip							1
84	Vitae							1
85	Pocket							1
86	Pool							1
87	Power							1
88	Reforest							1
89	Relax							1
90	Re-Program							1
91	Resort							1
92	Round							1
93	Set							1
94	Kit							1
95	Light-Contact							1
96	Lot							1
97	Low Kick							1
98	Magazine							1
99	Mall							1
100	Marketing							1
101	Mayor							1

TOTAL 278

ANGLICISMS FOUND IN
“EL EXTRA”

1	Football	27	39	Kerex	1
2	Full	24	40	Made	1
3	Club	22	41	Marketing	1
4	TV	22	42	Mezzanine	1
5	Suite	18	43	Modem	1
6	Swinger	11	44	New	1
7	Show	10	45	Night	1
8	Sexy	10	46	Play Station	1
9	Internet	7	47	Pupil	1
10	Chat	6	48	Replay	1
11	Hot	6	49	Resort	1
12	Dvd	6	50	Shampoo	1
13	Web	5	51	Sketch	1
14	Diesel	5	52	Slogan	1
15	Master	5	53	Soccer	1
16	Cyber	4	54	Software	1
17	Gay	4	55	Spray	1
18	Hotel	4	56	Stand	1
19	Tour	3	57	Standby	1
20	Record	3	58	Video	1
21	Sport	3	59	Stripper	1
22	Stock	2			
23	Shop	2			
24	Reality	2			
25	Breaker	2			
26	CD	2			
27	USA	2			
28	Watts	2			
29	Blog	1			
30	Chef	1			
31	Chip	1			
32	Deficit	1	Total	250	
33	Dribbling	1			
34	E- Mails	1			
35	Fashion	1			
36	Garage	1			
37	Gigas	1			
38	In	1			
