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MODALIDAD ABIERTA Y A DISTANCIA

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

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

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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, May 2011

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AUTHORSHIP

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

Ambato, May 2011.

Cynthia Soledad Hidalgo Camacho

AUTHOR

DEDICATION

This work is dedicated to many people in my family who inspired, encouraged, and supported me through all the process of my studies, but undoubtedly, this is dedicated in a more meaningful way to Nicolás, for being my company, my strength, my reason to go further in life...

Nico:

Tu sacrificio ha sido tal vez más grande que el mío durante estos años; pero tu amor y tu ser se convirtieron siempre en mi fuerza... por esta razón, desde que llegaste, todo lo que hago... es por ti, mi amor.

Te amo Hijito!

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ABSTRACT

The origin of languages is not an accident, but a result of social and historical antecedents. Languages have been evolving to adapt to the new circumstances of life. This fact has impacted Spanish also, which is why, it is vital to revise the use of Anglicisms in Ecuadorian Magazines. This will prove the influence and evolution of languages in the normal process of life. The research was carried out in Ambato, where three types of magazines were analyzed: cultural, scholarly and general interest ones to determine the Anglicisms that are being more commonly used in our written media.

Qualitative and quantitative methods were used as well as techniques as note taking, scanning and skimming. The origin of the words was investigated in dictionaries and information given by the Real Academia Española de la Lengua: RAE.

The findings can be summarized in the following chart:

	Variable	f	%
Anglicism	Cultural Magazines	30	29,71
	Scholarly Magazines	8	7,92
	General Interest magazines	63	62,37
	Total	101	100

Therefore, we can conclude by saying that English has become part of our language. The evolving world changes and our mother tongue

is adjusting to it, by adopting Anglicisms as part of our lexicon; despite split opinions about how positive or negative this process is for our identity, the use of Anglicisms is part of the reality of how we communicate nowadays.

INTRODUCTION

Anglicisms are part of our language and culture; therefore it is essential to be involved in the growing use of Anglicisms in order to learn the influence of English in our mother tongue by researching on the linguistic phenomenon of Anglicisms used in Ecuadorian magazines.

This work has been aimed to identify the syntactic and lexical Anglicisms more commonly used in Ecuadorian magazines, analyze them morphologically, semantically and syntactically to establish which variable: cultural, scholarly or general interest magazine shows the highest number of Anglicisms, as well as determine the most commonly used by Ecuadorian people.

During the investigation, two opposite sides towards the use of Anglicisms were clearly identified. A lot of information was found in which concepts and classifications differ from one another, especially when investigating etymology of the words. Some studies focus on specific groups of people and geographical places, but those only proved that our country and language are not the only ones undergoing the process of using Anglicisms.

As many other studies show, the most influenced fields or topics were identified in our magazines too: Clothing, Sports and navigation and computer and sciences. Since the research was done in Ambato-

Ecuador, one of the local magazines of scholarly category was chosen to be analyzed, although there are not many of them published in this city.

The Quantitative and Qualitative methods were used, using tables to quantify and compare the findings of Anglicisms in each variable. Etymology dictionaries and the DRAE: (Diccionario de la Real Academia Española de la Lengua) were used to identify the origin of words and whether the acceptance of such Anglicisms was found in Spanish.

The magazines used were: Anaconda and Búho (cultural magazines), Ciencia and Index (Local Scholarly Magazine), and Diners and Hogar (General Interest Magazines).

The beneficiaries of this study will be the Universidad Técnica Particular de Loja, using it to reinforce its linguistic investigation through the graduation programs and works related to this research; English teachers and students will be also able to use the information presented here as a sample of analysis of English terminology used in Ecuador. The University distance students, as me will also be able to use it as a research study to complete the program proposed to obtain our Bachelor degree as teachers of English as a foreign language.

The present work can also be used as a tool to encourage students the learning process through the use of English words as parts of a

language that is currently being used in combination with our mother tongue.

While classifying the words, they were analyzed to know if they actually are Anglicisms (study of the etymology of each one of them), and we also considered whether they are accepted by the Real Academia de la Lengua Española or not. Then all of them were grouped by the different categories of magazines.

One limitation found during the investigation was the fact that some words were difficult to analyze clearly because the dictionaries had information that differed from one to other source of information. For example the word: “fans” is cited in the dictionary Etimonline as an abbreviation of “fanatics”, coming from American English, whereas in the dictionary Merriam Webster, the same word is mentioned as a word coming from old English, and this, from Latin: “vannus”. In these cases, the different versions turned out to be confusing; therefore further research was needed before classifying the words.

Finally, the Anglicisms most commonly used were identified showing a great number of repetitions in the written media, which explains how broadly used they are in our mother tongue, even in formal communication.

METHODOLOGY

In order to do this research, the most important concepts related to the topic were investigated, such as Borrowings, Loans, Linguistics, Branches of Linguistics, Lexical Categories, Contact Language, Language vice, Barbarisms, Anglicisms, and Magazines. These terms and concepts were useful to develop scientific contents during the investigation.

Studies related to the topic were also analyzed. It was really important to know the influence of English in other languages and realize how much this phenomenon occurs in Spanish.

Six different magazines were analyzed: two cultural ones: “Anaconda” (Year 4, #25, April 2010) which is a bimestrial publication by Macshori Editora. This magazine is an international magazine which focuses on Ecuadorian Culture and Art, published in Quito with the support of different companies and institutions advertising in it such as: Fonsal, Tourist Direction of Guayaquil, and others; and the second cultural magazine: “El Búho” (#116, March 2010), which first started in 2002 as a cultural supplement in the newspaper from the capital of our country: Diario Hoy. “El Búho” aims to contribute on the artistic development of our country and to defend its culture by having the

works of famous writers and those who need a good start publishing their writing material.

Two scholarly magazines were also analyzed: “Ciencia” (From Universidad ESPE #7 2009), is a publication which comes out every six months, elaborated and published by Universidad Politécnica del Ejército, in Valle de los Chillos, Ecuador. This magazine compiles technological articles and investigations carried out by students and professors of the university mentioned above.

The second scholarly magazine analyzed is “Index” (local magazine about Economics: Year 1, #2, April 2010); which is a bimestrial publication by a editorial group of Ambatenian professionals who analyze different aspects of politics, economy, education, and more.

“Mundo Diners” (#336, May 2010) is one of the general interest magazines analyzed. The first one of these magazines was published more than thirty two years ago; however, the context of these monthly publications have remained with three main exes: the first one that shows trips around the world: the second part called “Galería”, which presents Ecuadorian artists and their work, and the last exe is “Entrevista”, in which a historical or important living character of Ecuadorian history is interviewed.

The last general interest magazine analyzed is Hogar (#552, August 2010), is a monthly publication in which people in Quito and Guayaquil write articles about home, health, fashion, beauty, cooking, and more. It is published in Guayaquil by a group of collaborators, writers and reporters.

All these Ecuadorian magazines were analyzed using quantitative and qualitative methods, and techniques like skimming and scanning for reading and note taking.

Some instruments as tables, data collection formats and cards were also used as well as resources as the internet, dictionaries and online dictionaries, and Dictionary of the Real Academia Española de la Lengua (DRAE).

The data was collected, identifying Anglicisms in each magazine. Afterwards, each one of those Anglicisms was analyzed morphologically, semantically and syntactically.

Dictionaries were the source of information to find the etymology of the words and they also allowed the verification in the classification of Anglicisms as accepted by the Real Academia de la Lengua (RAE). Surprisingly, many words that we use in Spanish and even in English, actually come from Latin, so it was very important to verify first the origin of the words selected in the magazines.

The different Anglicisms were quantified using tables to create our data base.

The Anglicisms were grouped by the category of magazine, and finally the 30 most representatives were chosen to be analyzed more deeply. This selection was based on popularity, frequency or for special features or characteristics that were found in the Anglicisms chosen.

The individual analysis will provide detailed information about the Anglicisms selected for the deeper analysis.

DISCUSSION

Literature Review

English can be considered as the hegemonic global language. The use of the phenomenon of Anglicisms in the Spanish Language, is without a doubt widely spread especially in areas such as sports, music, business, technology, among others.

This study is confined to the written language in magazines with different types of contents in Cultural, scholarly and general interest magazines and it will also be compared with the same kind of studies on the same sources in other languages and other ways in which media is using Anglicisms nowadays. Studies on oral production in specific groups of speakers will be also paid attention to.

Firstly we will include all the topics related to our investigation.

Linguistics

According to Akmajian A. and other authors (2001), Linguistics is defined as the scientific study of human growing natural language, which is not completely understood.

Widdowson states that (1998, p. 3), "Linguistics is the name given to the discipline which studies human language

Akmajian (2001) affirms that a language is a term so broad that we do not take everything into account. His studies are very deep.

Branches of Linguistics

They are also called the divisions of Linguistics and each one of these subfields studies its own focus. According to Widdowson, H. G. (1998b): they are the following:

- *Morphology* or construction of words. This discipline studies the form and formation of words in a language, focusing on morphemes or the smallest indivisible unit of a language that retains meaning.

- *Semantics* or the study of meaning in language. In particular, it is the study of how meaning is structured sentences, phrases or words.

- *Pragmatics* which also studies the way meaning is derived from language, Pragmatics deals with how the context in which words are used can dictate their true meaning at that particular time.

- *Phonology* or the sound system and speech patterns in language. Phonology seeks to discern the sounds in all human languages.

- *Syntax* is the discipline which examines the rules of a language that dictate how the various parts of sentences go together, that is to say the structure of sentences.

Lexical Categories

They are the categories of lexical words, as found in Wikipedia: noun or entity, pronoun or substitute for noun or noun phrases, the adjective or qualifier of a noun, the adverb or qualifier of an action or adjective, the preposition, the conjunction or connector and the interjections. Several authors consider traditionally an eight category classification or parts of speech.

Contact Language

Contact Language is “any language which is created through contact between two or more existing languages” according to Citizendium. There are many reason for this phenomenon: sharing of native language of a particular place or a language that is more widely used than other by one group.

In a study done by Sankoff (2001), we find a deep historical analysis affirming that Language contact has existed as a result of wars, slavery, conquests, colonialisms, and more. This study also shows how contact languages can be short lived whereas other historical situations have produced new languages accepted in the population.

Language Vice

According to the study on the topic by Fernandez (2006) is described as “misconstructions or incorrect use of vocabulary which can lead to difficulty in comprehension of production”

Cantu (2005, p4) argues that language vice exists as an adaptation to the speaker’s need and the environment.

Barbarism

This term refers to the “incorrect writing or pronunciation of a word”, states Cantú (2005 b).

World Lingo (May 2010) gives a deeper concept considering words, phrases or pronunciations that are not standard as well as considering Anglicisms, Germanisms, Gallicisms and others of the same kind, as error of morphology or barbarisms.

Anglicisms

Casanova (2009) studies the Anglicisms used among teenagers and refers to them as the influence of American models or adoptions of English terminology which become part of a language sometimes permanently, whereas, in other cases, they last a short period of time. According to this study, gender and socio-economical status are not relevant when using Anglicisms that are adopted as normal terminology by the media.

Pyles (1964) reminds us that English belongs to Germanic Languages and was later adopted in America which makes many Europeans think of American English as a corrupt and degraded variety of British English. This explanation goes deeper, offering the concept of Americanisms found in the group of Anglicisms.

Borrowings and Loans

Holmes (2008, p. 43) affirms that “when speaking a second language, speakers usually use words from their mother tongue because they don’t know the appropriate word in their second language”.

In contrast to this concept, Universidad de Costa Rica (November 2003), has a study about Anglicisms in Latin-American media.

Here Morales (2001) says “borrowings and loans are not only a linguistic phenomenon, but several signs to adaptation to borrower’s language, culture, customs, ideology, and more...”

Magazines

They are seen as a mechanism to provide people with current information on different topics on regular basis, according to ezinearticles (May 2010). Here we learn that this word was first used to describe a storehouse of information in London, and it began to be popular in the US afterwards.

Dictionary.com says that this publication contains different types of information in articles, photos, stories, essays, etc in different areas of interest.

These topics are the concepts we need to learn before we start the investigation of the use of Anglicisms in our language.

Many studies have been done on topics related to the use of Anglicisms in media, in Spanish or other languages, or among specific social groups.

The findings are really interesting. Even one study of the English words commonly used, explains how these words are not Anglicisms, and how studying their roots, we can differentiate them.

We can also see the different points of view when it comes to unnecessary changes or adoptions in a language.

Los Anglicismos en la prensa latinoamericana y su impacto social y linguistic.

This is a study by Universidad de Costa Rica, which explores the geographical, political and cultural expansion that English has had, influencing other languages in this process.

The Beatles and the Hippie movement had a deep impact on Spanish speaking countries, specially teenagers and music lovers. The 60's definitely brought a new culture in latin countries.

Geographically and politically speaking, The United States is the biggest buyer of goods from Latin countries. This was one of the ways English was introduced in them: through negotiation and business.

Nowadays, Cable TV and internet had increased the use of Anglicisms and the English Language in our culture.

English is the main language used in technology, so it is normal to use terminology like: log in, log off, reset, etc.

It is inevitable to see media getting involved in this process of lexical adoption and this study tries to identify the Anglicisms used in written press.

The first investigation about Anglicisms in Chile.

Schwarzhaupt (1942) revealed that Anglicisms were being used in Chilean newspapers since 1939 and 1940. This thesis focuses on the commercial relationships between the US and Britain with Chile. The core part of the study is the analysis of origin of every Anglicism found. They are divided in groups: those which came directly from the English

language, and those which were adopted by the English language and used in Chilean Spanish afterwards. E.g. gutapercha-pijama.

This study is the first one to offer so many entries with the phonetic indications, etymological and semantic analysis besides the historical investigations done with the findings.

Los anglicismos léxicos hablados por un grupo de jóvenes estudiantes de la Pontificia universidad Javeriana.

Universidad Javeriana shares this study where the focus is on oral production through interviews to a group of students of the university mentioned above. The study also tries to identify the sociolinguistic factors such as gender and social strata that might influence the Anglicisms use.

Words have transformations, which people normally don't realize about. This shows that languages are alive. In this study we also find that music, TV, internet, science and technology had increased the usage of Anglicisms in different languages and cultures.

In colloquial communication, we can notice the use of Anglicisms which is sometimes seen as a threat to Spanish language since it is actually loosing authenticity. In many cases an Anglicism is not even

necessary because it is only replacing a word that could very well express the same meaning.

This study was conducted for young students from Bogota-Colombia. According to this study, linguistics don't seem to have an unanimous criteria or concept about Anglicisms. They rather seem to give their new and own definitions of the phenomenon.

A broader concept is given by Paramo (2003) and Lopez (1987): for them an Anglicism is an element which without being purely taken from English, is adopted by the Spanish language, through English. Eg. "live", Anglicism "en vivo" that comes from French "endirect". This is why when we refer to the term Anglicism, we are actually dealing with a very complex matter needed to be analyzed.

This study proposed that the appearance of Anglicisms in Latin America started in the 20th century after the world wars (many ads and advertisings had English words).

Gimeno (2003) adds that the acquisition process is not only about words but about a social acceptance which was ignored for a while.

Pratt (2008) identifies 2 types of Anglicisms: "patente" where the writing and pronunciation is exactly taken from English, like the word locker, and "no patentes" like the word antidoping.

Some authors consider the phenomenon of Anglicisms as something needed for a language to survive, whereas others consider the use of Anglicisms as a degenerative attitude of speakers towards Spanish language.

The DRAE has some criteria and a process for the acceptance of a word that intends to be introduced in our language.

The study shows that in spite of the points of view about the use of Anglicisms, they are widely used and this phenomenon is increasing nowadays.

Medio siglo de interés por el anglicismo hispano.

García (n.d). This study creates a classification of material in which Anglicisms have been tracked down. There are glossaries, dictionaries, published studies in general and about specific communities and languages and studies about Anglicisms used in media. The first version of a dictionary of Anglicisms dates back from the 50's.

The author refers to Mallo (1954) who wrote the article: "The plague of the Anglicisms", which talks about a future catastrophe in our language in case Anglisims don't stop being used. This is only one of the

several studies which define the use of Anglicisms as speaker's bad habit.

Hope (1971) had proposed a study in which he states that the use of Anglicisms is vital for the adaptation of Spanish people to the American way of life that had become to be inevitable.

This study also pays attention to Pratt (1986) who expresses that Anglicisms are not completely understood because they are not only a name for English words used in other languages, because all romance languages have the same roots and are easy to be confused.

When focusing on studies on the use of Anglicisms in the media, for example Lorenzo (1987) in his study blames translators for the negligence of using Anglicisms in informative printed material for the community.

Many authors and investigations are analyzed and contrasted in this study, which helps us see the different aspects considered when trying to look at the use of Anglicisms.

Los medios impresos en la transformación de lenguaje: Anglicismos en diarios bajocalifornianos.

Rabago, Romero, Saldivar (n.d) run an investigation about the transformation of the language used in newspapers in the area of

Mexicali-Baja California. In their study they refer to language as an interaction between an individual and the social context, this is the reason why they focused on the boundaries between the USA and Mexico where there is a huge economical, social and cultural interrelation.

Montoya (2001) expresses that there isn't any society capable of fixing a language because this is progressively formed and evolving. Many words of Spanish are used in English, just as English words and expressions can be found in the Spanish Language too. We have examples of this thought in expressions like: "Quiero Taco bell", in American franchises of fast food, "Hasta la vista baby" in a Hollywood blockbuster, among others.

Anglicisms are very common in many languages but they are more naturally used in places where two contact languages and cultures develop so closely.

Media, especially newspapers not only gather terminology used in the community, but they actually legitimize it and encourage its use once they are printed. Three types of Anglicisms can be found: those without a translation, those that have a translation but it is not used, and those that are a combination of the two languages or Spanglish. Several of these words come from technology or computer science like: jet, chat, web, and others.

It was seen that newspapers from this area of the USA, allow the use of Anglicisms and even Spanglish terminology such as: troca –from truck, traila –from trailer, etc. whereas Latin newspapers of other areas have a tendency to respect the Spanish Language.

The use of Spanglish words are more widely found in newspapers of a lower social strata. This may be the reason why some people find the use of Anglicisms and Spanglish inappropriate. There is a notorious recognition of the languages between Spanish and English, but the authors also suggest that media should have regulations in order to preserve native languages.

Proyecto para el estudio del comportamiento del anglicismo léxico en los periódicos Santiagueros entre 1900 y 1920.

According to Cárdenas (1999), English language has been introduced somehow in almost all the languages. This has been considered as a threat at least in the less developed countries. English and Spanish started their contact the moment in which British conquerors entered the Iberian peninsula. In addition to this, the presence of the USA in Mexico and the Caribbean has increased the linguistic interrelation.

This study done in Cuba, sees the formative goal of newspapers, as the main concern. The opinion is that reporters and writers use

Anglicisms trying to impress the reading, without noticing how much they are losing the sight of maintaining our language.

At the end of the 19th century, the Cuban revolution and its victory decreased the use of Anglicisms in Cuban Spanish.

This type of political and social factor shows how this type of influence is a very strong one, but without a doubt technology causes an even greater influence.

Examples of this are words that we use such as: stress, test, lider, show, spray, shampoo, hit, marketing, test, cake, cóctel and many more.

According to Gonzales Castro (1989), the main sources of information are: newspapers and magazines, radio, TV and movies. Now, thanks to technology we can also consider: videos and online publications.

Especially the written sources of information are contributing to the increasing use of Anglicisms in our Culture. This investigation focuses on the newspapers published from 1900 to those published until 1920 to have a historical record of Anglicisms used in the main Cuban newspapers due to the importance and need to become familiar with the Anglicisms phenomenon which is taking over our language.

During this investigation, 2 main types of borrowings were found:

- Those considered borrowed from technology such as PC, and those used to give a meaning, for example the ones used in everyday basis: pudding, cola.
- The others are –xenismos- or words taken from English and used with their exact pronunciation and spelling. This is the case of words describing words specifically used in the Anglo-Saxon world, such as sheriff, rough riders, cowboy.

This review of Anglicisms from the last century shows us the gradual involvement of Anglicisms in our Language.

Anglicismos usados en narraciones costarricenses en el futbol.

This study focuses in another type of source of information: radio broadcast, specifically during soccer games broadcasts from October 1988 to April 1989. Gonzales (2000) started this study being aware of not having any similar information prior to this investigation. It gathers the lexicon used by football commentators, which was obtained from some broadcast records during the dates above. The lexicon will be analyzed according to Ludtke's classification of types of borrowings.

The findings remind us of the great French influence that Spanish had in the 18th century and beginnings of the 19th century. Then, Gallicisms started to decrease whereas Anglicisms started to increase.

The reason?... Gallicisms had the books as the way to be introduced in our language, while English has several ways: news, TV, industry, science, technology, sports and many more. Sports is a field to be paid a lot of attention during this study. Its influence is without a doubt something big.

We need to remember that football originated in English speaking countries. Many of the sports news broadcasts are received in English, and then translated to Spanish before being shared with the public. This is another reason why Anglicisms are so common. The study gives a summary of the origins of this sport.

Then we read about what football is considered in Costa Rica. The author argues that not many studies have been done locally about Anglicisms, and only some vague articles describe a list of Anglicisms used. After a short introduction to lexical borrowing, a list of terminology borrowed and used in the studied football broadcasts is compiled. In the case of football, the author states that most of the Anglicisms used have a meaning almost impossible to translate to Spanish.

Some of the Anglicisms confined are: shoot, connect, ball back, outside, reprise, foul, sport, referi, etc. Every word is classified as borrowing by roots, borrowings of formation, semantic borrowing, etc. Then all the words are put together in a dictionary. It is very interesting to see how words like “servicio” or “guardameta” in sports are Anglicisms.

Glosario de Anglicismos en el Español Médico.

Ventura (n.d.)a professor of Universidad de la Habana, gathers Anglicisms used in different books about medicine, based on the years she has been working with translation in the medical field. The author says that due to the political and economical situation of Cuba, not many glossaries and dictionaries can be found in the island. This work can be modified with contributions since it is available on line too.

For Ventura, the unnecessary use of Anglicisms was increased by the use of English textbooks through which students get the information for their career. It was put online so that medicine students feel encouraged to find the correct translation for terminology found daily in their studies and investigations. This way Spanish language can be protected from the unnecessary use of terminology in English.

In this field of medicine, we can find several Anglicisms like: feedback, staff, spray, flush, flutter, scan, scanner, estándar, stress and more.

It is also mentioned that magazines use Anglicisms a lot, without justification for not using Spanish.

The purpose of this glossary is to encourage the proper use of Spanish and to create awareness of the process we are going through: losing our Language because of laziness when it comes to research and use of our own words.

El Anglicismo en el campo de la música en las revistas juveniles. Neología léxica: "Anglicismos, hispanismos y Spanglish".

Olivares (2005) investigates terminology used in the field of Music with the material offered by the published magazines for young people: Bravo in Spain.

The author doesn't want to explore the reasons why the use of Anglicisms has increased, but to explore how much music allows the adoptions of Anglicisms in our Language. This type of magazines tries to approach their target: young people, as much as they can, so their words have to be attractive, or "in".

Adolescents feel identified with these publications and the expressions or Anglicisms found there are finally introduced in our lexical. (Normally the most common expressions are the simplest ones because the target readers are not much likely to have a very good command of the English language. Some of the words used are: backstage, stage, punk, rock, hip hop, videoclip, rockeros, VIP, CD, blues, etc.

The different phonological and morphological variations are analyzed in this study. She also explores the reasons why users prefer Anglicisms instead of the proper translation of the word they want to use. She concludes that the use of Anglicisms exceeds the limits of the defense of the Language, which will cause different reactions in the public.

Investigación sobre anglicismos del español en hablantes chinos. Estudio Empírico.

Wen-Chu Lan (2004) does an excellent job gathering information about Anglicisms, borrowings, terminology related to Anglicisms, Anglicisms in mandarin Chinese, literal translations and many other topics, but basically the chapter that I wanted to refer to is the one comparing the Anglicisms in Spanish with those in Mandarin-Chinese

and the one which topic is: Anglicism acquisition process for Chinese students of Spanish language.

This study is the most extensive one and it has the most terminology of all the studies that I have revised. According to the author, an Anglicism undergoes a process before is completely used by the students, there are adaptations in vowels and consonants, as well as modifications in stress and orthography. There are more changes in vowel for adoptions in English than those needed for adoptions in Spanish Language.

In Spanish the adaptation is also made easier because of the “tilde”, which is similar to the stress used in intonation of English words. In mandarin Chinese, there is no such a thing (tilde).

In the chapter about Anglicism acquisition process for Chinese students of Spanish language, the author suggests a combination of acquisition and learning process. It also needs to be considered that English is more widely spread, so in this study all the students of Spanish were required to study English and somehow they were exposed to that language before they started studying Spanish, but in spite of the differences between Spanish and mandarin Chinese, the study shows that borrowings in Spanish are also reflected when students are learning the Language.

This means that Anglicisms are also studied as part of our language. This was a very interesting analysis because it involves 3 different languages and it has a detailed explanation of everything that might be needed to understand Anglicisms and their use.

RESULTS

Qualitative Tabulation

Table One

Variable: Cultural Magazines.

MAGAZINE AND DATE	ANCLICISMS	EXAMPLES	LEXICAL CATEG.	WORD REPET NUM.	HEADING	Pg.
Anaconda Cultura y Arte Año 4, N. 25 abr-10	Rock	, se habla sobre el rock en el Ecuador	Noun	1	Critica y Reflexión	7
		Hace más de 5 años, lo más común era escuchar a las bandas ecuatorianas del rock interpretar temas de otras	Noun	1	Rock en Ecuador	51
		El rock no muere ni en el Ecuador ni en el mundo	Noun	2		52
		Así, mientras el rock de los 60's se caracteriza por la rebeldía...	Noun			
		... y a la vez tener las condiciones para vivir del Rock	Noun	1	Sobre la formación musical en el Ecuador	53
	Fútbol	Si establecemos una analogía con lo que sucedería en el fútbol profesional	Noun	1	Sobre la formación musical en el Ecuador	49
	Beat Vive bajo las distorsiones de la guitarra y el acelerado beat de la batería	Noun	1	Rock en Ecuador	51

MAGAZINE AND DATE	ANCLICISMS	EXAMPLES	LEXICAL CATEG.	WORD REPETITION NUMBER	HEADING	Pg.
Anaconda Cultura y Arte Año 4, N. 25 abr-10	Rockera	Al haber una industria Rockera en el país		1	Rock en Ecuador	53
	covers	Tener una banda significaba tocar covers	Noun	2		51
		Al público no le interesaba en lo más mínimo escuchar un tema inédito hasta que surgió la idea de un concierto anti- covers	Noun			
	heavy metal	El Rock clásico de los años 60 y 70 se transforma entonces en heavy metal	Noun	1		52
	Punk	El movimiento punk nace a partir de una ideología muy marcada	Adjective	1		52
		El rock clásico de los años 60 y 70 se transforma entonces en Heavy metal, punk , blackmetal, gótico, death metal,...	Noun	1		
	Black metal	El rock clásico de los años 60 y 70 se transforma entonces en Heavy metal, punk, black metal , gótico, death metal,...	Noun	2		52
		Las letras del género del black metal son satánicas y de guerra	Noun			

MAGAZINE AND DATE	ANCLICIS MS	EXAMPLES	LEXICAL CATEG.	WORD REPET. NUMBER	HEADING	Pg.
Anaconda Cultura y Arte Año 4, N. 25 abr-10	Noise	, punk, black metal, gótico, death metal, noise y otros géneros más	Noun	1	Rock en Ecuador	52
	Death metal	LA vestimenta del death metal se asemeja a la del Heavy metal,	Noun	1	Rock en Ecuador	53
	Hippies	...en contra de la paz y amor que promovían los hippies	Noun	1	Rock en Ecuador	52
	Web	, varios investigadores y precursores de los sistemas Web crearon programas como Hypercard...	Noun	1	Los clásicos de la Literatura en el ciberespacio	60
	Internet	Antes de la aparición del navegador de internet	Noun	1		
	Software	..la compañía Eastgate mediante el software Storyspace	Noun	1	Los clásicos de la literatura en el ciberespacio	60
	Link	, pues cada palabra se constituye en un enlace link que lleva narración	Noun	1		
	Blogs	, algunos tienen Blogs para comunicarse con sus lectores	Noun	1		
	Rugby		el rugby siempre fue el deporte de los blancos y ricos	Noun	3	El Milagro de Mandela
		, parecería que Invictus fuera una película sobre Rugby	Noun			

MAGAZINE AND DATE	ANCLICISMS	EXAMPLES	LEXICAL CATEG.	WORD REPETITION NUMBER	HEADING	Pg.
Anaconda Cultura y Arte Año 4, N. 25 abr-10	Rugby	entre ellos el capitán de la selección de Rugby	Noun	3	El Milagro de Mandela	71
	majors	Summit no figura entre las grandes " majors " estadounidense	Noun	1	Porque la Academia premió a Hurt Locker y no a Avatar?	75
	Indie	Sin embargo, lo que acaso parecía hacerla mas merecedora al sello " indie " fueron los 14.7 millones	Adj.	1		
	Marines	..y el sufrimiento provocados en Iraq por las intervenciones de los marines..	Noun	1		

MAGAZINE AND DATE	ANCLICIS MS	EXAMPLES	LEXICAL CATEG.	WORD REPET. NUMBE R	HEADING	Pg.
Revista "El Búho" Diario "EL universo" Año 10 N.116	Folklóricas	danzas indígenas, folclóricas , populares	Adj.	1	Diversidad Cultural, procesos creativos y deslindos técnico teóricos en la danza latinoamericana actual	8
	Rock	artes del espectáculo contemporáneo como es el Rock...	Noun	1		11
	Happening	así como propuestas recientes como Happening , videodanza, etc.	Noun	1		9
	Internet	revistas, internet , casas de juegos	Noun	2	Para comprender los monopolios	13
		...servicios de telefonía local y larga distancia, internet,..	Noun			
		en mi página de internet , narré algunas anécdotas	Noun	1	Alberto Vásquez: El pecador	19
	Best Seller	Si todos escribiéramos nuestra historia, tal y como es sería un " Best Seller "	Noun	1		19
	Rock and Roll	diversos géneros como el Rock and Roll , el pop, la balada	Noun	1		20
	Pop	...diversos géneros como el Rock and Roll, el pop , la balada...	Noun	1		
	Homeless	ellos a quienes llamaban homeless	Adj.	1	Japón	48
Gay	Y no " gay " que debe pronunciarse "guy", homosexual	Adj.	1		50	

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Table Two

Variable: Scholarly Magazines

MAGAZINE AND DATE	ANCLICIS MS	EXAMPLES	LEXICAL CATEG.	WORD REPET. NUMBER	HEADING	Pg.	
Ciencia: Escuela Politécnica del Ejército, Vol 7, 2009	pushover	..a esta técnica se le conoce como Pushover	Noun	2	Pushover Controlado y espectro de capacidad solución paso a paso	2	
		La forma más sencilla para explicar la técnica del pushover .	Noun				
		, mediante la aplicación de la Técnica del pushover controlado	Noun	1		29	
			El programa CEINCI2 determina la curva de capacidad sísmica resistente en pórticos planos empleando la técnica del pushover que consiste en aplicar cargas laterales	Noun	2	Programa CEINCI2: ahora más amigable	91
	link	ciertas zonas de la estructuras "links" se diseñan....	Noun	1	100 años de Desarrollo de la ingeniería Estructural sismorresistente e programa CIENCI2: ahora más amigable	39	
	web	..libros que están en la Web de la ESPE	Noun	1		113	
	spray	oxido nitroso es transformado a un spray	Noun	1	Contaminación de suelos de la ESPE con metales pesados de la ESPE con metales	129	
	estándares	.. Es comparada con aquella obtenida con los estándares de concentración conocida,	Noun	1		130	

MAGAZINE AND DATE	ANCLICIS MS	EXAMPLES	LEXICAL CATEG.	WORD REPET. NUMBER	HEADING	Pg.
Index: Revista Económica Año1 N. 2 2010	máster	diplomado, máster , doctorado, etc.	Noun	1	Editorial: Educación Superior en Ecuador	3
	Porcentaje	,el porcentaje de desaprobados	Noun	1	LA calidad de la enseñanza Universitaria	9
	internet	La declaración se presentará mediante internet	Noun	1	Declaración Patrimonial	28

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Table Three

Variable: General Interest Magazines

MAGAZINE AND DATE	ANCLICISMS	EXAMPLES	LEXICAL CATEG.	WORD REPET. NUMBER	HEADING	Pg.
Revista Diners. May-10 N 336	Best Seller	Me encantan los best seller	Noun	1	Entrevista con MA. Fernanda Heredia	16
	Folclor	La gran figura del folclore chileno de estos años es Víctor Jara	Noun	1	Cien años de canción protesta	27
		..con lo más representativo de la canción del autor: el folclore	Noun	1		1
		Los grupos de folclore mejor apuestan por vender	Noun	1		30
	Cowboy	...entran a los ochenta un papa nuevo, un cowboy del cine a la presidencia de los USA...	Noun	1		28
	Punk	La banda inglesa Clash, una de las creadoras del punk , irrumpieron en Seattle		1		29
	Rock	, trajeron una regionalización en la producción del Rock	Noun	1		
		...ellas murieron en ataques suicidas: 2 en ataques en conciertos de Rock , otras dos en aviones....	Noun	1	Del terrorismo a la guerra Santa	56
	Underground	En México, desarrollan una actividad Underground	Adj.	1	Cien años de la canción protesta	29

MAGAZINE AND DATE	ANCLICISMS	EXAMPLES	LEXICAL CATEG.	WORD REPET. NUMBER	HEADING	Pg.
Revista Diners. May-10 N 336	hit	... como seguir soltero, (ese hit de Jaime Enrique Aymara, Cholero, es del grupo boliviano Tupay, por ejemplo)	Noun	1	Cien años de la canción protesta	30
	Rap metal	..la banda de Rap metal Molotov lanzó en 1997 dos temas...	Noun	1		
	Marketing	el modelo de democracia vuelto venta de candidaturas por obra y gracia del marketing .	Noun	1		
		estudiantes de robótica y marketing se transforman en....	Noun	1	Crónica: un día de Cachascán	35
		Llegó también a estudiar Marketing y al poco tiempo, bendecido por Dios, dice, consiguió el puesto de gerente.	Noun	1		36
	Happy	después del paseo, Happy volverá muy Happy	Adj.	1	Nota: Dónde está Happy?	32
	Ring	Unas ocho máquinas para hacer pesas, un ring negro, desgastado....	Noun	1	Crónica: un día de Cachascán	35
		El conde Valentino (el aristócrata del ring)	Noun	1		36
		Romeo descansa por un momento fuera del ring	Noun	1		37

MAGAZINE AND DATE	ANCLICISMS	EXAMPLES	LEXICAL CATEG.	WORD REPET. NUMBER	HEADING	Pg.	
Revista Diners. May-10 N. 336	War	para inscribirse en el circuito de peleas War	Adj.	2	Crónica: un día de Cachascán	36	
		Cumplió su sueño de ser parte de los eventos War					
	Drag queen	Encontró un personaje tipo Drag Queen , que se expresa dese...	Adj.	1		37	
	Fans	El grupo está convencido de que deben mostrar un espectáculo, lo más realista posible, de lo contrario perderán sus fans	Noun	1			
	boxeadores	Los dos boxeadores no dan más...	Noun	1			
	Ping Pong	Consigue una mesa de ping pong y la nza a Rickey..	Noun	1			
	Scorer	...la solidez que permite el rebote del balón e incentiva la agilidad de los jugadores; la solidez concluyendo del scorer;	Noun	1		Galerías: Esculturas en tiempos de Ideas	42
	Confort	..los apremios de la vida moderna y si confort electrizado	Noun	1			
	boyscouts	voluntarios, boyscouts , colegios de ingenieros	Noun	1		Testimonio: mi primer 8.8	49
	Duty free	se mezcla con los perfumes del duty free ...	Noun	1		Un deseo llamado Nueva Orleans	65

MAGAZINE AND DATE	ANCLICISMS	EXAMPLES	LEXICAL CATEG.	WORD REPET. NUMBER	HEADING	Pg.
Revista Diners. May-10 N. 336	Fútbol	La del hotel es una realidad genética protagonizada por fanáticos del fútbol	Noun	1	Un deseo llamado Nueva Orleans.	66
	Bikers	Un grupo de bikers estacionan sus motocicletas...	Noun	1		66
	Pub	.. Frente a un pub irlandés	Noun	1		66
	jazz	..fachadas de casas antiguas y retratos de músicos de Jazz	Noun	1		66
	hip hop	La calle se extiende a lo largo de 7 cuadras que para mí empezaron con un Big Band callejera, vientos y hip hop , tributo a Michael Jackson	Noun	1		67
	bartender	... que tienen lavadoras y secadoras de ropa; el detergente, por si acaso la despacha el bartender ,..	Noun	1		67
	Shot	pido un shot de Jagermeister y me aferro a la barra	Noun	1		67
	Póker	... se alquiló un departamento en la calle St. Peter y empezó a trabajar en un nuevo proyecto llamado la noche de póker	Noun	1	Lon inquilinos del barrio Francés	69

MAGAZINE AND DATE	ANCLICISMS	EXAMPLES	LEXICAL CATEG.	WORD REPET. NUMBER	HEADING	Pg.
Revista Diners. May-10 N. 336	Web	se ha montado una página Web para que se conozca el lugar	Adj.	1	El último rincón de la patria.	85
	Pancakes	, pueden reencontrarse con ese niño rubio comelón de pancakes	Noun	1	Cine: A perfect World.	97
	Boxee	Como es de suponerse, el padre quiere que su hijo boxee como una forma de hacerse hombre. quiere que su	Verb	1		98
	Blockbuster	compitiendo contra el titán de los blockbusters : James Cameron	Noun	1	Kathryn Bigelow: Una bomba cinematográfica	91
	station	Todos menos él, se recuperaban de un viaje station largo, duro, de seis horas:cinco en un carro maltrecho que parecía que se desbarataba	Noun	1	Oficios: Francisco	80
	Boom	En pleno boom bananero...	Noun	1	Oficios: Francisco Olivares: Un hombre que acaricia la muerte.	80
	Look	aparece sin nada de maquillaje con otra con el look al que nos tiene acostumbrados	Noun	1	Actualidad al día: EL maquillaje ayuda.	16
Prefiere el Look elegante del traje sastre y los vestidos		Noun	1	Teresa Alberca; Apasionada por el diseño	46	

MAGAZINE AND DATE	ANCLICISMS	EXAMPLES	LEXICAL CATEG.	WORD REPET. NUMBER	HEADING	Pg.
Revista Hogar N. 552 Ago-2010	Look	ideales para complementar los looks que van desde lo formal hasta lo informal	Noun	1	Moda: Super Trendy	58
		Los accesorios a usar deben ser del mismo tono de la ropa, para que ayuden a acentuar el look	Noun	1	Moda: plus Size	63
		Para ellos, este look es sumamente versátil	Noun	1	Especial Moda: con el paso de las horas.	81
		Los accesorios como cintillos, pueden cambiar totalmente el look .	Noun	1		
	Fútbol	De la Moda al fútbol .	Noun	2	De la Moda al Fútbol.	18
		..firmaron un acuerdo de 3 años con el Club de fútbol inglés Chelsea	Noun			
	Styling	productos de Styling según el corte de pelo	Noun	1	Tus Infaltables!	30
	Espray	Espray fijador y Espray de brillo para fijar y dar vida...	Noun	1		30
	Tissues	..Pañuelos o tissues luego de lavarte la cara	Noun	1		
	Shampoo	Shampoo y acondicionador de preferencia de la línea profesional	Noun	1		
Strapless Ivory	El modelo era strapless en color ivory	Adj.	1			

MAGAZINE AND DATE	ANCLICISMS	EXAMPLES	LEXICAL CATEG.	WORD REPET. NUMBER	HEADING	Pg.
Revista Hogar N. 552 Ago-2010	Miss	He representado al país en concursos importantes como el Miss universo	Noun	1	Olga Doumet: El alma de la moda	43
		... participar en algunos Miss Ecuador incluyendo el Miss universo que se llevó a cabo	Noun	2	Teresa Alberca: Apasionada por el diseño.	46
	Pop	..en la década en que el rey del pop estuvo presente	Noun	1	Olga Doumet: El alma de la moda	45
	Boom	.. Vine a vivir en Machala, aquí fue el boom de mi carrera	Noun	1	Teresa Alberca: Apasionada por el diseño	46
	Glamour	En sus diseños, apuesta al Glamour	Noun	1		
		Sus diseños llenos de Glamour sorprendieron....	Noun	1	Elie Saab: El genio del Medio Oriente	56
	Staff	Así mismo, en Perú fue parte del Staff de un grupo de reconocidos diseñadores	Noun	1	Teresa Alberca: Apasionada por el diseño	47
	Fashionista	Los vestidos de Eli Saab se han convertido en sinónimo de lujo y modernismo, dentro del mundo fashionista	Adj.	1	Elie Saab: El genio del medio Oriente	55
	Trendy	Accesorios trendy distinguen a los accesorios de esta temporada	Adj.	1	Moda: Accesorios: Super Trendy	58
		..debes lucir impecable y trendy .	Adj.	1	Especial Moda: Con el paso de las horas	81

MAGAZINE AND DATE	ANCLICISMS	EXAMPLES	LEXICAL CATEG.	WORD REPET. NUMBER	HEADING	Pg.
Revista Hogar N. 552 Ago-2010	Fashion	..opciones para que luzcas radiante y fashion	Adj.	1	Moda: Plus Size Noun	62
	Short	..para combinar con jean, falda, short o capri	Noun	1		65
	Light	La Favorita Light realza el sabor de sus comidas.	Adj.	3	Advertisement	67
	Hollywoodense	..remontan a las Heroínas del cine hollywoodense	Adj.	1	Moda Internacional: Paris- Shangai	73
	Happy hour	.. No deja de lado a sus amigos y con ellos un " happy hour "	Noun	1	Especial Moda: Con el paso de la horas	83
	Must	Las camisas blancas, de rayas y de cuadros son un must	Noun	1	Hombres con Estilo	85
	Sport	Alguien descomplicado: en ropa sport	Adj.	1	Personaje: Quién es Lolita?	87
	glamorosa	..diseñando su glamorosa línea de ropa	Adj.	1		
	Jeep	Un jeep básico o un sedán lujoso...	Noun	1	En busca del auto perfecto.	92
	Bol	..y dejarlos en un bol	Noun	1	Cocina Internacional: Lomo Rocotto	96
	Spring Break	...saltaron por la borda al puro estilo " Spring Break "	Adj.	1	Turismo internacional: Cat Ba	111
	Relax	..que es el único medio de relax y desinhibición	Noun	1	Alcoholoxia: Enemiga mortal	126
	Fútbol	..para apoyar a la selección de su país a la mundial del fútbol	Noun	2	La realeza española está de fiesta	152

MAGAZINE AND DATE	ANCLICISMS	EXAMPLES	LEXICAL CATEG.	WORD REPET. NUMBER	HEADING	Pg.
Revista Hogar N. 552 Ago-2010	Fútbol	Y dejándose llevar por la pasión del fútbol .	Noun	2	La realeza española está de fiesta	152

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Quantitative Tabulation

Table Four
The most frequent Anglicisms (in all variables)

Anglicism	Word Repetition Number
rock	7
fútbol	6
look	6
internet	5
pushover	5
light	3
marketing	3
miss	3
ring	3
rugby	3
spray/espray	3
web	3
best seler	2
black metal	2
boom	2
covers	2
glamour	2
hippies	2
link	2
pop	2
punk	2
trendy	2
war	2
bartender	1
beat	1
bikers	1
block buster	1
blogs	1
bol	1
boxeadores	1
boxee	1
boyscouts	1
ciberespacio	1
confort	1
cowboy	1
death metal	1
drag queen	1
duty free	1
estándares	1

fans	1
Anglicism	Word Repetition Number
fashionista	1
folclòrico	1
folklòre	1
gamorosa	1
gay	1
happening	1
happy	1
happy hour	1
heavy metal	1
hip hop	1
hit	1
hollywodense	1
homeless	1
indie	1
ivory	1
jazz	1
jeep	1
majors	1
marines	1
màster	1
must	1
noise	1
pancakes	1
ping pong	1
pòker	1
porcentaje	1
pub	1
rap metal	1
relax	1
rock and roll	1
rockera	1
scorer	1
shampoo	1
short	1
shot	1
software	1
sport	1
spring break	1
staff	1
station	1
strapless	1
styling	1
tissue	1
underground	1
TOTAL: 85	135

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Table Five

Comparison between Variables.

	Variable	f	%
Anglicism	Cultural Magazines	30	29,71
	Scholarly Magazines	8	7,92
	General Interest magazines	63	62,37
	Total	101	100

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Description, Interpretation and Analysis of Results

Linguistic Analysis

This analysis focuses on the syntactic analysis of the words or the functions they have in the sentence, as well as the semantic study or the meaning in context of the words in the examples found.

With these two analyses we will know what constituent structure is being used with each anglicism: noun, verb, adjective, etc. We will also focus on the context in the examples, to differentiate the analyzed words from all the different meanings that these anglicisms can have.

We will also analyze the morphology of each Anglicism in order to see if any changes or adaptations occurred in the use of these words in our language.

The first aspect analyzed was the etymology of every word. Then, we focused on the denotation, connotation, implication and ambiguities of all the Anglicisms found.

Another part of the investigation was to find the equivalent word in Spanish for each Anglicism, if there is one. As it will be seen during this investigation, some Anglicisms have even replaced Spanish words in

normal ways of communication. On the other hand, some Anglicisms are being used in our language, because we do not have an equivalent word in Spanish.

Finally, it is shown whether the Anglicism is accepted by the RAE or not. There were many findings that demonstrated that even though the Anglicism is not accepted by the RAE, it is widely used in our Language.

We will analyze in detail the following Anglicisms:

Rock

Syntactically this word was found several times as a noun, like in the following examples:

“Respecto de la formación musical en nuestro medio, ésta es tratada de manera especial en este número; además de modo muy informativo, se habla sobre el *rock* en el Ecuador”; “Así, mientras el *rock* de los 60's se caracteriza por la rebeldía...”; “EL *rock* no muere ni en el Ecuador ni el mundo.”

This Anglicism is accepted by the Real Academia de la Lengua: RAE, and its dictionary defines *rock* as: “Género musical de ritmo marcado,

derivado de una mezcla de diversos estilos de folclore estadounidense y popularizado desde la década de 1950; Baile de pareja que se ejecuta con esa música”.

Semantically, this Anglicism refers to several rhythms related to Rock and Roll, a musical style: Música Rock, in Spanish (wordreference.com).

In all the examples found in the Ecuadorian magazines analyzed, *Rock* refers to a popular type of music: “*rock* en Ecuador”; “el *rock* de los 60’s”; “el *rock* no muere...”

Etymologically, *Rock* comes from Middle English *rokken*, from Old English *roccian*; akin to Old High German *rucken*, which means to cause to move, according to the Dictionary Merriam Webster.

In English, the word *Rock* has many other meanings and uses, for example as a transitive verb: A back and forth movement; to play or dance to Rock and Roll music, and in slang it means: enjoy, have a good time. Examples: “The mother rocks the cradle”; “We rocked the night away”; “Thank you for the party. You rock!”

As a noun, it works with the same meaning in English and Spanish: A type of music; however there is another use of *rock* as a noun in English, the one that refers to a big mass of stone. In Slang, it also replaces the word: Gem or diamond. As a Geographical name, we have places which contain the word *Rock*, for example: Rock Island.

This Anglicism does not have an equivalent in Spanish, which makes it broadly used, without any morphological changes.

Fútbol

In Spanish, syntactically the word *fútbol* is used as a noun, as in the following example: “...Si establecemos una analogía con lo que sucedería en el *fútbol* profesional”.

Football is accepted by the RAE, although it has its equivalent in Spanish which is: “Balompié”, but the word has been replaced by the Anglicism.

In the same dictionary, the equivalent word in our language is found: “Balompié.- Masculino. Fútbol, calco del inglés Football”.

In Diccionario de sinónimos y antónimos, *Football* is cited as: “Anglicismo. Fútbol”

The DRAE, defines fútbol or futbol as: “Juego entre dos equipos de once jugadores cada uno, cuya finalidad es hacer entrar un balón por una portería conforme a reglas determinadas, de las que la más característica es que no puede ser tocado con las manos ni con los brazos”.

In English, *football* is also a noun that was used for the first time in the 15th century, according to the Dictionary of María Molinar.

This word has morphologically changed from *football* to fútbol or futbol, undergoing a transformation in its presentation: the stress in some cases can occur as a result of a grammar rule – tildado de palabras graves-, and the spelling changes are especially due to pronunciation adaptations: “oo” in Spanish sounds like “u” and “ball” is closer to the pronunciation “bol”.

Etymologically, football comes from the combination of *foot* and *ball*.

Foot comes from Middle English *foot*, from Old English *fōt* which refers to the lowest extremity of the leg.

Syntactically, *foot* in English functions as a noun: for example I hurt my foot; and also as a transitive verb with the meaning “to dance”. Or foot also works as a verb in the expression: To foot the bill, which means to pay.

Ball comes from Middle English *bal*, probably from Old English **beall*; from Old High German *balla*: ball, Old Norse *bǫllr*, from Old English *blāwan*: to blow.

Syntactically, *ball* also functions as a noun to refer to a round object: “I kick the ball”. In addition, it is also used to refer to a social gathering to dance: “Let’s go to the ball room”. As a verb, to *ball* means to form a ball, as a synonymous of roll, wad, agglomerate: “I balled the snow to throw it to them”.

The examples found during the analysis, semantically use the word *Fútbol* to refer to a sport played between 2 teams of 11 players each, in which the winner is the first to score more points, according to the rules set. This is the only meaning given to this word in our Language.

Hippies

This word comes from the word *hippy* or *hippie* and it is syntactically found as a noun and as an adjective in English, as well as in Spanish.

The example: “Su temática está en contra de la paz y amor que promovían los *“hippies”*”, shows its use as a noun in our language, as well as this other example: “The band appeals to a new generation of hippies”; whereas this sentence shows the word as an adjective: “The *hippiesh* message for the world: peace and love.”

Therefore we can say that syntactically speaking, Hippy or Hippie is an Anglicism that can be used in English as a noun and as an adjective also.

The word hippy has 2 morphological changes in this analysis: the first one as in the previous examples: *hippie* or *hippies*, changes to *hippiES*, with the “es” termination which is adopted in Spanish words in order to change nouns from singular to plural forms; and the variation of a termination “iesh” at the end of the word in the last example: “The *hippiesh* message for the world: peace and love”. The termination “iesh” in the English language is added to adjectives to establish a comparison

diminishing the meaning below the one of the original adjective, in this case, the adjective *hippy*.

This Anglicism is accepted by the RAE written in singular as “hippie” or “hippy”.

Etymologically, *hippies* dates back from the 60’s when the word was used to refer to a pacifist movement, according to the dictionary Merriam Webster. The English definition in the same dictionary says: *Hippie*: a usually young person who rejects the morals of established society (as by dressing unconventionally or favoring communal living) and advocates a nonviolent ethic; broadly: a long-haired unconventionally dressed young person.

The examples found, semantically refer to the pacific movement in favor to nature, peace and love which was popular in the 60’s and 70’s in the United States.

The DRAE accepts this Anglicism and defines *hippie* as an adjective which describes a cultural movement: “Se dice del movimiento contracultural juvenil surgido en los Estados Unidos de América en la

década de 1960 y caracterizado por su pacifismo y su actitud inconformista hacia las estructuras sociales vigentes.”

Hippy is also accepted as a common name which refers to anything involved with the noun.

There is not another terminology to describe this cultural movement in our language; therefore it is used just as it is found in English: as hippy, or hippie.

Black Metal

This Anglicism can be analyzed separating the two words that make it up: “*Black*” and “*metal*”.

Merriam Webster Dictionary, refers to *Black*, as a color, normally related to supernatural things, and the evil (maybe the word is used in heavy metal, because of the type of messages involved in this type of music). It also refers to a status of calamitous, gloomy or sad state.

Black, comes from Middle English *blak*, from Old English *blæc*; akin to Old High German *blah*: black, and probably to Latin *flagrare*: to burn.

Semantically the word in the example refers to something dark.

Syntactically we see that in English this word by itself has many meanings such as the adjective which refers to a color, something evil, to the African American race, and also something gloomy or depressing, according to The freedictionary.com, while in Spanish the most popular use of this word is what we have combined with the word metal, to create the noun and adjective related to this subgenre of music: *Black metal*.

Black is not accepted by the RAE, and when it is used combined as *Black Metal*, a musical genre, it does not present any morphological change.

The other part: *metal*, has the following origin or etymology: Middle English, from Anglo-French, from Latin *metallum* mine, metal, from Greek *metallon*, according to Merriam Webster dictionary. This word is syntactically used in English as a noun, which describes energetic and highly amplified electronic rock music having a hard beat; very similar to another noun: heavy metal.

It is also used to describe chemical elements and a material known as a good conductor of heat or electricity. Among these uses, metal can also be found as an adjective.

In our Language the word *metal* also describes chemical elements, and a type of material. By itself, the word does not refer to anything related to music, whereas the same word combined with other words like Heavy or Black, does refer to musical genres, such is the case of the examples found.

The semantic use of the *metal* is understood when combined, as in *Black Metal*: a musical genre.

In the examples: “El rock clásico de los 60 y 70 se transforma entonces en heavy metal, punk, *black metal*, gótico...”; the Anglicism Black metal is used as a noun to define a subgenre of heavy metal music that uses screamed Satanic lyrics, fast guitar playing and drumming, and heavily distorted music with a focus on satanic imagery and occult themes, as found at Dictionary.com.

Semantically, this Anglicism refers to a style of music and everything related to it.

Syntactically, *Black metal* is used as a noun (the examples found in the magazines analyzed) and as an adjective too.

The word is used combined as *black metal* because *metal*, refers to a type of music; but the word *black* is added so that the concept or musical genre is differentiated. There are many subgenres of rock music and each one has its own name and characteristics.

Black Metal has no equivalent word or term in Spanish, and although it is not accepted by the RAE, it is widely used in areas such as entertainment, music, and culture, without undergoing any morphological change.

Punk

The example: “El movimiento *punk* nace a partir de una ideología muy marcada..”; uses the Anglicism as an adjective which is one of the uses of the word in Spanish, whereas the example : “El rock clásico de los 60 y 70 se transforma entonces en heavy metal, *punk*, black metal, gótico...” uses the same word as a noun.

Semantically we have examples with 2 meanings: the adjective and the noun and those are the uses that Spanish has for the Anglicism “*Punk*”: a musical style and everything related to it.

Dictionary.com etymologically defines this word as an Americanism of origin uncertain, probably first used in 1680 or 1690.

According to Etymonline, its origin is unknown too, but there it is also said that *punk* might have been first used probably in Delaware, USA.

Syntactically, *Punk* is found in English as noun and as an adjective as well. In English, *punk* can describe a prostitute, something foolish, a novice, a ruffian, or a punk rock musician. These uses are describing qualities, so they are used as adjectives.

As nouns it can describe a wood so decayed as to be dried, or a preparation that burns slowly.

It is also used as a noun combined as punk rock: rock music marked by extreme and often deliberately offensive expressions of alienation and social discontent. Merriam Webster.

This word is accepted by the RAE which cites the definition of it as an adjective “de voz inglesa”, which describes everything or every person related to the punk movement. As a noun, the DRAE defines it as “Movimiento musical aparecido en Inglaterra a fines de la década de 1970, que surge con carácter de protesta juvenil y cuyos seguidores adoptan atuendos y comportamientos no convencionales”.

In many Anglicisms related to technology and culture, there are no other findings or equivalents to express the same contents or concepts and that is why the word is used in Spanish as it is found in English, without any morphological changes.

Software

In English and Spanish syntactically speaking, this word is used as a noun, as seen in the example: “...Es el relato paradigmático hipertextual, desarrollado por la compañía Eastgate mediante el *software* Storyspace”.

Semantically, the example uses the word software to describe a type of programs and instructions given to a computer or device.

In English, Dictionary.com defines *software* as anything that is not hardware but is used with hardware, especial audiovisual materials as film, tapes, records, etc.: a studio fully equipped but lacking software.

The etymology of the word *software* is English, from technology and computer science, as found: “software (voz inglesa) m. inform. Conjunto de programas que pueden ser ejecutados en un ordenador”.
Thefreedictionary.com.

Software is an Anglicism accepted by the RAE, and its dictionary gives the following definition: “Conjunto de programas, instrucciones y reglas informáticas para ejecutar ciertas tareas en una computadora”.

According to Etymonline, *software* is part of technical terminology based on computer vocabulary, first used maybe in the 60’s.

The word is used in Spanish without any morphological changes in its writing and spelling. There is not an equivalent for Software.

Folclóricas

This word is used in Spanish as an adjective which comes from the English voice: *Folklore*.

The morphological change given to the Anglicism “*folklore*” is the use of “c” instead of “k”, and the specific example, the termination “icas” which is given to the noun to transform it into a feminine, plural adjective.

The RAE has accepted the word “*folklore*” as Folclore: “Conjunto de creencias, costumbres, artesanías, etc., tradicionales de un pueblo.” According to RAE’s dictionary.

Etymologically speaking, we find that Folklore comes from 2 words: *Folk*, old English word which describes common people; and the word *lore*, from Old English too, which means learning, what is taught, knowledge or doctrine, according to Etymonline.

Syntactically the noun *Folklore*, presents its modification to be used as an adjective in English and Spanish: folkloric and folclóricas, correspondingly.

Folclóricas, semantically describes anything that is related to folklore. It is an adjective for plural and feminine things as found in the example which describes types of dances and rythms: “La rumba, el

mambo, el tango, las danzas indígenas *folclóricas* mexicanas no son sino pruebas fehacientes de esta propagación mundial de la cultura”.

According to the dictionary Merriam Webster, this word is considered as an Anglo-Saxonism for its origin, and it is also defined as traditional customs, tales, sayings, dances, or art forms preserved among a people.

There is not another word in Spanish which describes the whole concept of *Folcklore* in our language. When the word is used, we can think of words such as “costumbres”, “tradiciones”; however they are all involved in *folcklore*, therefore if we use these words, we will not be using exact equivalents.

Ring

This word is used in Spanish as a noun, which has the proper equivalent in meaning: “cuadrilátero”; however, *Ring* has been accepted by the RAE and it’s broadly used.

DRAE, defines *Ring* as follows: “espacio limitado por cuerdas; de voz inglesa.”

Syntactically in the English Language, *ring* can be used as a noun to refer to a circular band for holding; an encircling arrangement, shapes of objects, etc. For example: I'll give you this ring; or Onion rings, etc.

Also, ring is used as a verb to describe the action of providing with a ring or to encircling something.

Etymologically, according to the Merriam Webster dictionary the word *ring* comes from Middle English, from Old English *hring*, akin to Old High German *hring*, which means ring, Old Church Slavic *krqgŭ*: circle.

In the magazine analyzed, the examples found are: "... ir a un *ring* negro desgastado."

"...EL monje loco, el conde Valentino (el aristócrata del *ring*)"

"... Romeo descansa por un momento fuera del *ring*."

The word is used in Spanish with the exact same writing and spelling than in English.

Semantically, *ring* refers to the place where men are fighting, or practicing the sport.

Pushover

This word was found several times in *Ciencia* magazine, where some articles about specific science topics are published. This Anglicism is not very common and it is not accepted by the RAE, but since the article was: “El *pushover* controlado”; the noun was mentioned many times. For example:

“... a esta técnica se la conoce como *pushover*.”

“La forma más sencilla de explicar la técnica del *pushover*...”

“... mediante la aplicación de la técnica del *pushover* controlado”

Syntactically in all the examples, *pushover* was found as a noun and according to the dictionary Merriam Webster, it describes something achieved without difficulty, or to an opponent easy to defeat.

Semantically, *pushover* describes a technique to calculate the curve of seismic capacity in a two floor building.

The word *pushover* does not have an equivalent in Spanish and we can find it as *Pushover*, or *push-over* that is without any meaningful morphological change.

This Anglicism is a term results joining two words; but if the separated analysis of them is done, we find that *Push* and *over* are two words that only function together with a meaning in our language, whereas the two words by themselves are not used, according to Etymonline, Thefreedictionary.com, and Merrian Webster dictionaries.

Push is not accepted by the RAE; it is syntactically found as a noun and as an intransitive verb, according to Merriam Webster dictionary; this word by itself does not present any semantic use in Spanish.

Etymologically, the word *push* comes Middle English *possen*, *pusshen*, probably from Old French *pousser*: to exert pressure; from Latin *pulsare*, frequentative of *pellere*: to drive, strike.

Syntactically, *Over* can be found as a noun, preposition, adverb, adjective and interjection in the English language.

Semantically it is not found by itself and it is not accepted by the RAE; and etymologically, *over* comes from Middle English, adverb & preposition, from Old English *ofer*; akin to Old High German *ubar* (preposition): above, beyond, over; and those from Latin: *super*; and Greek: *hyper*.

Link

The word was found in 2 different magazines with the function of noun. The scholarly magazine *Ciencia*, had the following example: “ciertas zonas de la estructuras llamadas “*links*”, se diseñan..”; the cultural magazine *Anaconda*: “pues cada palabra se constituye en un *link* que lleva narración...”

Syntactically the word is used as a noun in English and in Spanish as well, to describe connection, a piece for transmitting force, a part of an electrical fuse, and a unit in a connecting system.

In English, it can also be found functioning as a verb that describes the action of connecting or coupling, as indicated in the dictionary by Maria Molinares.

The word *link* is not accepted by the RAE, but it is very common in Spanish, especially in the field of technology, used without any morphological changes; although we do have an equivalent for this word in our mother tongue, which would be: “enlace” or “conector”.

Thefreedictionary.com classifies this Word as an Anglicism; and semantically the examples use *Link* to refer to structures used to join different information sites.

Etymologically, according to the Merriam Webster dictionary, *Link* comes from Middle English, of Scandinavian origin; akin to Old Norse *hlekk*: chain; akin to Old English *hlanc* lank: hanging straight and limp without spring or curl.

Spray

This Anglicism is accepted by the RAE, which defines it as: “Envase con un dispositivo especial para pulverizar los líquidos que contiene” or “Sustancia líquida contenida en este envase”.

This Word can be found as written in English or with a morphological change when used in Spanish: “*espray*”, to make pronunciation easier for Spanish speakers.

According to the dictionary by Maria Molinares, syntactically the word is found as a noun which describes water flying in small drops or particles blown from waves or thrown up by a waterfall, a container by which a spray is dispersed, or a jet of vapor.

In English, *spray* is also used as a transitive verb which describes the action of dispersing or applying a spray, according to wordreference.com.

In Spanish this Anglicism is used only as a noun, as in the example: "... el óxido nitroso es transformado a un *spray*".

Semantically *Spray* indicates the state of a substance which is transformed to gas.

Etymonline dictionary suggests the following origin for the word: possibly related to Old English *spræc*: shoot or twig.

Thefreedictionary.com, gives us the equivalent word in Spanish: *aerosol*, although the Anglicism *Spray* is more commonly used nowadays.

Estándares

The word has been accepted by the RAE and changed to be used in Spanish from its original English spelling: standard. The morphological changes are: the letter E at the beginning, to make the Spanish pronunciation easier, and the termination -es, normally used to make the plural forms in nouns.

The DRAE gives the following definition for the use of the word as an adjective: *Estándar*: “Que sirve como tipo, modelo, norma, patrón o referencia”.

As a noun, *estándar* is defined as “tipo, modelo o patron”. All these words can be considered equivalents to the Anglicism; however *Estándares* or *estándar* is more widely used.

Etimologically, according to the Merriam Webster dictionary *Spray* comes from Middle English, from Anglo-French *estandard* banner: standard; of Germanic origin, akin to Old English *standan*: to stand.

The same dictionary explains the syntactic uses of the word in English: noun to describe a conspicuous object, something established by authority, or the finesses and legally fixed weight of the metal used in coins; As an Adjective, *Standard* describes something familiar, or something substantially uniform.

In Spanish it is also found as an adjective and a noun, as the noun from the following example: “...es comparada con aquella obetenida con los *estándares* de concentración conocida”.

In the example taken from the magazine, *estándares* is semantically used to refer to a model or pattern which functions as the reference while comparing concentration of substances.

Máster

According to Merriam Webster, the etymology of this Anglicism comes from Middle English, from old English *magister*, and this one from Latin: *magnus*: large.

Máster has been accepted by the RAE, with the addition of “tilde”. This morphological change is done to follow the Spanish Grammar rule: “tildado de palabras graves.”

RAE’s dictionary says: “Del ingl. *master*, y este del lat. *magister*, maestro. *Maestría* (título tras la licenciatura)”. As it is seen, we have the equivalent word for *Máster* in Spanish, however both: *Máster* and *maestría* are used probably in the same percentage.

The word *máster* is syntactically found in English as a noun which describes a male teacher, a religious leader, an artist, a player or a performer of consummate skills; as an adjective the word describes everything related to master, having a chief authority, something

principal or predominant; as a transitive verb, *máster* means to overcome or become skilled or proficient.

In Spanish, *Máster* is a noun related to education, as in the example: “..si no tiene refuerzo de los modernos llamados: diplomado, *máster*, doctorado y PHD y cuantos más se puedan presentar e inventar.” With this example, we can semantically see the use of *máster*: a type of degree in Education, higher than the degrees obtained by graduates from university, like: “Licenciatura, doctorado, ingeniería”, etc.

Porcentaje

This is an Anglicism accepted by the RAE, with a small morphological change: the letter J used in English is changed for the letter G in Spanish. The DRAE says: “Del inglés Percentage : tanto por ciento.”

According to the dictionary Merriam Webster, this word syntactically functions as a noun which describes parts of a whole expressed in hundreds, a share of profit or winning.

Etymologically this word comes from English and before, from the Latin words: *percent*: by the hundred; and *age* from middle English from Old French: indefinite period of time.

Syntactically, in Spanish the Anglicism *porcentaje* is used as noun, as in the example: "... el *porcentaje* de desaprobados".

There is not an equivalent word for this Anglicism in Spanish. *Porcentaje* (with the morphological change) is the only word used to express the idea of portions.

The example shows the semantic meaning of this Anglicism: quantity of students who failed school years, which is not expressed in whole numbers but in parts of a whole expressed in hundreds.

Internet

This is a word accepted by the RAE as an Anglicism, which is an acronym of Internet Network.

RAE's dictionary has the following concept for internet: "Red informática mundial, descentralizada, formada por la conexión directa entre computadoras u ordenadores mediante un protocolo especial de comunicación."

According to the dictionary Etymonline, this word was first used in 1985 as a noun related to technology, "the linked computer networks of the U.S. Defense Department," shortened from *internetwork*, and this is considered the etymology of the *internet*.

Syntactically, *internet* functions as a noun in English and in Spanish as well. The example: "La declaración se presentará en *internet*," shows the word, that semantically describes a place: the international virtual red of communication where some information will be presented.

As it was said before, all the terminology related to technology is increasingly being adopted from English and used in Spanish, and specially the Anglicisms such as this one, which do not have an equivalent word in our mother tongue, and are being used without any morphological changes.

Web

This word is accepted by the RAE, and its dictionary DRAE, has the following definition: "Del inglés web, red, malla. Red informática"

Web, syntactically functions as noun and as adjective and Spanish and English as well.

In English, according to Merriam Webster dictionary, *Web* is a noun for a fabric or loom. It also describes a tissue or membrane, an intricate pattern or the part of a ribbed vault between the ribs. As a verb, indicates the action of making a web, or to entangle.

This Anglicism was first used in the 90's according to Etymonline dictionary.

Etimologically, Merriam Webster dictionary gives the following origin for the word web: Middle English, from Old English; *akin* to Old Norse *vefr*: web, Old English *wefan*: to weave

This word is one of the many words adopted from technological terminology, the same ones that are increasingly being used in our language, as the following example shows being used as a noun: “libros que están en la *Web* de la ESPE”.

Semantically speaking, the meaning is clear: *Web* is a network of interlinked stations where some books can be found.

In Spanish there is an equivalent that would be “*red*”, or more specifically: “*red informática*”, but web is probably more commonly used, whatsoever.

This Anglicism is adopted without any morphological changes.

Blogs

This is another example of Anglicism’s adopted from technological terminology, but this one is not accepted by the RAE.

Blog is an abbreviation from *Weblog*, according to the dictionary by Maria Molinares, and according to the dictionary Merriam Webster, *Blog* was first used in 1999 to be used syntactically as a noun. This dictionary defines *Blog* as a Web site that contains an online personal journal with reflections, comments, and often hyperlinks provided by the writer.

In Etimonlyne, the etymology presented is: “1998, short for *weblog* (which is attested from 1994, though not in the sense 'online journal'), from (*World Wide*) *Web* + *log*”.

In Spanish and also in English, the word functions as a noun, as it can be seen in the following portion of a sentence: "... algunos tienen *blogs* para comunicarse con sus lectores."

According to this example, *blogs* semantically refers to an online journal where expressions and opinions can be posted to the public.

Finally we can indicate that this word does not have an equivalent in our Language, as in many cases of terminology adopted from technology, they usually come from The United States, because the origin of the word, the service or article was there.

All these words created in the United States, and related to technology might be new but their use is increasing nowadays.

In the case of *Blog*, the word does not undergo any morphological changes.

Fans

Fans is a word used as the plural form of *Fan*, which is an Anglicism accepted by the RAE. The DRAE, has the following information for this Word: "del inglés *fan*, acortación de fanatic. Admirador o seguidor de alguien. Entusiasta de algo."

“*Admirador*” could be the equivalent Word in our language, but Fan is more widely used, without any morphological changes.

In Etimonlyne, we find the etymology of this word: an abbreviation for fanatics. It means "devotee," first used in 1889, in the USA originally of baseball enthusiasts, probably.

Syntactically this word in English can be used as a noun to describe an instrument for producing an air current; an enthusiastic devotee (as of a sport or a performing art) usually as a spectator or an admirer, just as the use of the noun found in the Ecuadorian magazines as follows: “EL grupo está convencido de que debe mostrar un espectáculo lo más realista posible, de lo contrario perderán sus *fans*, aunque son pocos.”

It can also be found as a verb: to stir up to activity as if by fanning; to strike (a batter) out in baseball; or to drive away the chaff of (grain) by means of a current of air, as shown in Merriam Webster dictionary.

As it can be seen, the word *fan* has a lot of meanings in English, whereas In Spanish the only use of this Anglicism is as a noun, with the meaning “admirer”.

Semantically this word is used in the example found to refer to the followers of boxing, who will have to be entertained by the fighters to be kept.

Boxeadores

This word is the plural form of *Boxeador* that is cited in the RAE as “persona que se dedica al boxeo”.

Boxeador, or *boxeadores* come from of the word *Box*, or *boxeo* which is the verb with origin of Anglicism accepted by the RAE. Therefore, we can say that *Box* being the accepted Anglicism, has undergone a morphological change to refer to the people practicing Boxing: the change is the termination –ADOR, added to the noun to transform it in another noun which refers to a male person –in case of singular- and in the example found in addition to –ADOR, we find the termination –ES, which is added to the noun to be used in plural for masculine.

This is the first meaning of the word, and the second one is an Anglicism that comes “en una cuadra o hipódromo, compartimento individual dotado de servicios para los caballos”; “En un hospital, compartimento que se reserva a los enfermos ingresados en urgencias o que necesitan estar aislados”; “En determinados establecimientos, compartimento individual”. DRA.

Etymologically, the word comes from Middle English, from Old English, from Latin *buxus*, from Greek *pyxos*, according to Merriam Webster.

The same dictionary Merriam Webster gives us the syntactic analysis of the Word in English. The word functions as a noun: an evergreen shrub or small tree; coffin; container of a vehicle; a usually self-contained piece of electronic equipment; a punch or slap especially on the ear.

As a transitive verb, *Box* can has different meanings: to enclose in or as if in a box; to engage in boxing; or to hit.

As an intransitive verb, the Word means to fight with the fists: engage in boxing.

The examples found in the magazines are the following: “Los dos *boxeadores* no dan màs, Ricky lo estrella contra el piso...”

Semantically, *boxeadores* is the word defining the people involved in fighting, in the sport: Boxing.

There is an equivalent Word in our mother tongue which is: *pelear*.

Bol

This Word has been accepted by the RAE, with a modification to the original Word *BOWL*, because the pronunciation in English does not read the sound of the letter “w”, and this is the morphological change in the Anglicism.

The DRAE, has the following definition for *bol*: “del anglès *Bowl*, tazòn sin asa; pronchera”.

There are other 2 meanings given to the Word *bol*, but with other etymologies.

Etymonline, cites the etymology of the Word *bowl* with the meaning in which the word is used in Spanish: from Old English: *bolla* : pot, cup, bowl.

In Spanish there are two words that have the same meaning and could be used: *tazón* and *ponchera*. These nouns can be considered equivalent words to *bol*, although the Spanish nouns and the Anglicism are equally used.

According to wordreference.com, the word *bol* in Spanish is used as a noun with the same meaning than “ponchera” or “tazon”; and also it is a noun used to describe “lanzamiento de la red”.

Merriam Webster dictionary gives the syntactic analysis in English, the word *bowl* can be used as a noun with eight different meanings: a concave vessel, the one that is adopted in Spanish; the hollow of a spoon or tobacco pipe; the receptacle of a toilette; a natural formation or geographical region shaped like a bowl; a delivery of the ball in bowling;

As a verb, the meaning of *bowl* is to participate in a game of bowling. Also it is found to describe the action of traveling smoothly and rapidly, as in a wheeled vehicle.

The example found in the magazine was: “... cortar al pescado en cubitos uniformes y dejarlos en un *bol*.”

If we analyze examples where the Anglicism is used, we will always find the same meaning semantically speaking: a container or recipient.

Miss

According to Etymonline and Merriam Webster dictionaries, this word is a short way of saying *mistress*; that is to say that etymologically, *miss* is an abbreviation of the word *mistress*.

The dictionary DREA has the following definition: “Voz inglesa, acortación de *mistress* '*señorita*'; ganadora de un concurso de belleza”.

Miss is an anglicism that has been accepted by the RAE.

According to etymonline, *miss* is used as a noun or the term to honor to a young girl, shortened form of *mistress*.

The word had an earliest use for prostitute, concubine; sense of title for a young unmarried woman, girl.

Syntactically, the uses of the Anglicism *Miss* in English are many: As a noun: a title or an unmarried woman or girl; a series of clothing sizes for women and girls of average height and proportions.

As transitive verb: to fail to hit or receive, to fail to accomplish; to escape or avoid; to discover the absence or loss; to leave out; to fail to attend.

As an intransitive verb, miss means to fail to make contact; to be unsuccessful.

Semantically the word *miss* in Spanish and in the examples found, describe a title in a beauty pageant, as it is shown: "... participar en algunos *Miss* Ecuador, incluyendo el *Miss* universo que se llevó a cabo..."; "He representado al país en concursos importantes, como *Miss* Universo...".

This Anglicism is used without any morphological change, and it is very common, especially because there is not another word with an equivalent meaning in our language.

Shot

This Word is used in Spanish as a noun, as it is shown in the following portion of the sentence: "... Pido un *shot* de Jagermeister y me aferro a la barra".

Semantically this Anglicism refers to a small measure or serving of an alcoholic drink.

Syntactically, *Shot* has several meanings in English, whereas in Spanish the only use of this Anglicism is as a noun.

According to Cambridge dictionary, *shot* can be found as a verb, because it is the form of past participle of the verb SHOOT.

As a noun, *shot* has several meanings: sport; weapon; attempt; film; drug; or an amount of drink (the same meaning as the Anglicism *Shot*, used in our language).

According to Merriam Webster, the word *shot* is also used as an adjective with a similar meaning to another adjective: iridescent; another use as an adjective is having the form of pellets resembling *shot*; reduced to a ruined or useless state.

There are a lot of combined words with Shot: shot-free, boot shot, combination shot, money shot, etc.

This Word has not been accepted by the RAE, but it has recently become popular in Spanish to speak about a small portion of strong alcoholic beverages. There is not equivalent Spanish word to be used in

such a context, which makes the Anglicism very popular and adopted without any morphological changes.

Etymologically, *shot* comes from Middle English, from Old English *sceot*, *scot*; akin to Old High German *scuz*, Old Norse *skot* shot, Old English *scēotan*: to shoot, according to Thefreedictionary.com.

Look

This Word has been accepted by the RAE, which says:

Look: “voz inglesa. Imagen o aspecto de las personas o de las cosas, especialmente si responde a un propósito de distinción”

A similar meaning is given in thefreedictionary.com, where it is also indicated that in Spanish the Word is used as a noun, as we can see in the different examples: “Aparece sin nada de maquillaje con otra con el *look* al que nos tiene acostumbrados”; “Prefiere el *look* elegante del traje de sastre y los vestidos”; “Ideales para complementar *looks* que van desde lo formal hasta lo informal”; “Los accesorios a usar deben ser del mismo tono de la ropa, para que ayuden a acentuar el *look*”; “Para ellos este *look* es sumamente versátil y práctico”; “Los accesorios como cintillos, pueden cambiar totalmente tu *look*”.

All these examples semantically use *look*, to describe the way a person is seen by others, or the way someone presents themselves to other people, or a tendency in fashion, as well.

In Etymonline, it is said that the word *look* comes from Old English: *locian*: see, gaze, look, spy.

Syntactically, the word *Look* functions as a noun in Spanish, whereas the same word has several meanings in English: As nouns, it defines physical appearance; a combination of design features giving a unified appearance; the state or form in which something appears. There are also combination of look and other words to form more nouns, according to Merriam Webster: look alike, for example.

Look also works as transitive and intransitive verbs with several meanings, depending on the context where the word is found.

The verb *Look* in combination with prepositions also has different meanings as phrasal verbs: look after, look at, etc.

In our language, the word *look* has been adopted from English, with the exact spelling, no morphological changes made to the word.

Spanish does not have equivalent words for *look*, according to wordreference.com

Boom

According to the dictionary Merriam Webster, boom is a noun that represents a booming sound or cry often used interjectionally to indicate suddenness; it also indicates a rapid expansion or increase; a rapid widespread expansion of economic activity or a temporary floating barrier used to contain an oil spill.

Etymologically according to Merriam Webster dictionary, the Word *Boom* comes from Middle English *bomben*, *bummen*, of imitative origin, with the First Known Use: 15th century.

Thefreedictionary.com, gives the meaning of this Anglicism in other expressions as well as the combinations of it with some other words like prepositions. For example: boom box, baby boom, boom town, etc.

RAE has accepted this Anglicism giving the following information about it: “*Boom*: voz inglesa: éxito o auge repentino de algo, especialmente de un libro”.

Syntactically in Spanish, *boom* is only used as a noun, whereas in English we can find it functioning as a noun, transitive verb and intransitive verb: as an intransitive verb, it means to make a deep hollow sound; to increase in importance, popularity, or esteem; to increase greatly in size or number. As transitive verb, boom means to cause to resound often used without; to hit or kick forcefully; to burst.

There is not a Spanish word with the exact meaning to express what boom is, therefore this Anglicism is very common in our language.

Boom has not undergone any morphological change in order to be used in our mother tongue.

The examples found in the ecuadorian magazines analyzed are: “Vine a vivir en Machala, aquí fue el *boom* de mi carrera”; “En pleno *boom* bananero, en la costa siempre había desayunos para todos”.

This examples show how boom is used semantically: to refer to a period of expansion or growth of a situation.

Shampoo

This word has undergone a morphological change to be accepted by the RAE, which has it as *champú*. Its dictionary: DRAE indicates that *champú* refers to a word from English voice: shampoo: “friccionar”

The morphological change is the first consonant: -Sh which does not exist in the Spanish Alphabet, is changed to -Ch and the English termination -Oo, is changed to -U which is the pronunciation of the 2 vowels “o” in Spanish.

The same dictionary DRAE, gives us the etymology of the word: from the English word: shampoo y éste del hindi *chāmpnā*: sobar: locion para el cabello”.

Merriam Webster dictionary says that syntactically the word *Shampoo* is used in English as a noun and also as a verb: as a transitive verb it has the meaning of giving a massage, or to wash (as the hair) with soap and water or with a special preparation.

As a noun the word defines a preparation used in shampooing.

Thefreedictionary.com, also defines the word as: Any of various cleaning agents for rugs, upholstery, or cars. (Not only for hair).

Champú is syntactically used in Spanish only as a noun, in which there is not an exact equivalent to the word, making it very common.

The following example shows us the meaning: “...y cuidarlos con *shampoo* y acondicionador, preferiblemente de línea profesional”.

Semantically the example uses the word *shampoo* (not presented as it is accepted by the RAE), to refer to a substance used in hair care and treatment.

Confort

This Anglicism has been modified from its original English spelling: *comfort* (the grammar rule in Spanish says that the letter M, is placed in a word only before the letters P or B, not before the letter F).

Confort is accepted by the RAE. Its dictionary DRAE says that this word has the following origin: “Del francés *confort*, y este del inglés *Confort*: Aquello que produce bienestar y comodidades”.

Thefreedictionary.com, has the following etymology for *comfort*: Middle English *comforten*, from Old French *conforter*: to strengthen, from Late Latin *cōnfortāre*.

Similar information is found in Merriam Webster and other sources; therefore, the word can be classified as an Anglicism.

According to Merriam Webster, *shampoo* is syntactically used in Spanish as a noun only; whereas in English, it has several uses as detailed:

-As a noun: assistance, support, a satisfying or enjoyable experience; one that gives or brings comfort. This word has been combined with other to form new nouns: comfort zone, comfort food, comfort, cold comfort. As geographical name for example we have: Old Point Comfort.

-As a transitive verb, comfort has the following meanings: to ease the grief or to give strength.

This noun and its meaning in Spanish has an equivalent word which is: *comodidad*. Although we have an equivalent, the Anglicism *comfort* is widely used, as shown in the example: "... los apremios de la vida moderna y su *comfort* electrizado."

This example semantically uses this Anglicism to refer to a satisfying or enjoyable experience in modern life.

Short

This word is an Anglicism accepted by the RAE, without any morphological change.

DRAE, gives the following definition: “short: Voz inglesa. Pantalón muy corto, usado principalmente para practicar deportes”.

Semantically speaking, Spanish Language only uses *short* as a noun; whereas English has the word *short* with the following varied syntactic uses, according to Merriam Webster dictionary: an adjective, a verb, an adverb, a prefix, a noun. There are also many other words that are used combined with *short*, having different meanings as the following nouns: short time, short wave, short change, short circuit, etc.

Etymologically the word short has the following origin: Middle English, from Anglo-French *cunforter*: comforter, from Late Latin *confortare*: to strengthen greatly, from Latin *com-* + *fortis*: strong.

In Spanish we do not have other equivalent for short to be used as a noun, therefore the Anglicism is used exactly as in the English Language: “... para combinar con jean, *short*, falda o Capri”.

Semantically, the example shows the use of the Anglicism: as a noun related to a clothing item.

Sport

Etymologically and according to dictionary.com, the word *sport* comes from Middle English *sporte*: short for *disporte*, from Old French *desport*: pleasure, from *desporter*: to divert.

First Known Use: 15th century.

Syntactically, the uses of this word in English are several: as an intransitive verb; as transitive verb; as a noun; as adjective.

Other combinations are also considered as nouns: sportsman; sportsmanship; sportfish; sport-utility vehicle, etc. .

This word is an accepted Anglicism. In the DRAE we have the following information: “Sport, de voz inglesa, dicho de una prenda: que es informal, con respecto a la de vestir. Adjetivo que describe algo cómodo e informal.”

The only syntactic use of the word *Sport* in Spanish is as an adjective.

Sport does not undergo any morphological change when used in our language. There is an equivalent word in meaning: the Spanish adjectives “deportivo” or “deportiva”; however the word *sport* is frequently used when talking about fashion or entertainment.

Semantically the adjective *sport* is used to refer to a comfortable and casual style of clothing.

The example found in the Ecuadorian magazine is: “En ropa *Sport*: Alguien descomplicado con una camiseta polo de 3 botones y un jean está contento”.

Marketing

This is an Anglicism that has been accepted by the RAE, although we could use the Word: *mercadotecnia*, the equivalent Spanish word for *marketing*.

This Anglicism does not have any morphological changes when being used in our mother tongue.

RAE’s dictionary says about the Anglicism: “Marketing: de voz inglesa: sustantivo. Mercadotecnia.”

Thefreedictionary.com, also says: “voz inglesa, conjunto de técnicas para colocar y vender un producto en el mercado. Comercio y Economía.”

Dictionary.reference.com, gives the etymology of the Word: *Marketing*: 1100–1150; Middle English, late Old English from Vulgar Latin: *marcātus*, and this one from Latin *mercātus*: trading, traffic, market.

Syntactically speaking *marketing* is being used in Spanish only as a noun; whereas English has two different uses for this Anglicism: noun and also as a verb in the form of “market”, according to Merriam Webster dictionary. As a noun, Marketing means: the act or selling or purchasing in the market; the process of promoting or distributing a service or a good; an aggregate of functions involved in moving goods from producer to consumer. With other words, marketing is also combined to make other nouns: direct marketing, marketing research, telemarketing, etc.

There is an equivalent Spanish word that could be used with the same meaning than marketing: *Mercadeo*, although the Anglicism

is more commonly used.

The examples found in the magazines analyzed are: “El modelo de democracia vuelto venta de candidatos por obra y gracia del *marketing*.”; “Estudiantes de robótica y *marketing* se transforman en...”; “Llegó también a estudiar *marketing* y al poco tiempo, bendecido por Dios dice, consiguió el puesto de gerente”.

Semantically in all the examples found the word *marketing* refers to a technique of promoting and advertising goods or services.

Underground

This Word has not been accepted by the REA; however it is commonly used as an adjective to speak about a new type of places, clothes, music and lifestyles. The word *underground* is used without morphologically changing it from its original presentation in English.

According to Wordreference.com., the meaning of *underground* is: something that takes place or is being produced of or relating to the avant-garde (*Clandestino*). Thus, we can say that this Anglicism is being used in our mother tongue as an adjective and as an adverb.

The meanings of the word in English are varied, as seen in Merriam Webster dictionary where we find the syntactic uses of the word: an adverb which means under the surface; into or in a hiding or secret operation. (used like this in Spanish too); a noun which describes a subterranean place or channel, an underground city railway; a clandestine or conspiratorial set up for revolutionary or disruptive purposes; a movement or group secretly meeting usually in occupied countries for keeping communication, popular solidarity, etc.; it is also used to define a unofficial, unsanctioned or illegal informal group. As an adjective, *underground* defines something growing or functioning under the surface; produced or published outside the establishment; something conducted by secret means.

In Spanish the word *underground* syntactically functions as an adjective as the one in the example shown in the magazine analyzed: “En México desarrollan una actividad *underground*”.

Semantically speaking, the magazine shows *underground*, referring to a secret activity or operation which takes place in México.

The etymology of the word is given by searching two words: under + ground:

Under: Middle English, adverb & preposition, from Old English; akin to Old High German *untar*: under, from Latin *inferus*: situated beneath or below.

Ground: noun and verb that comes from Middle English: *ground*, *grund*, from Old English: *grund*; cognate with Dutch: *grond*, German: *Grund*; and as a verb, *ground* comes from Middle English: *grundien*, *grounden*: to set on a foundation, establish, derivative of the noun.

None of these 2 words are accepted by the RAE by themselves either, and we can also say that semantically speaking “under” and “ground” do not have any meaning used in our language.

Trying to focus on the cultural point of view, it is known that language is the strength of cultural identification, which can lead us to think that Anglicisms are damaging for our language, especially when we adopt words that have an equivalent in Spanish, but we borrow them, only because we get used to them. However, there are cases where Anglicisms are obviously justified, as when we do not have the

word in Spanish with the exact meaning we need to express, therefore if there is an Anglicism which describes what we need to express; its use is extremely useful.

We cannot keep being original by hiding or avoiding the phenomena of Anglicisms or lexical borrowing in general. If we try to do it, our Culture will end up isolated and not being part of the evolution and globalization.

We all know that monetary and political power pushes part of their “whole being” into the societies that are not so strong, which is our case in Ecuador. Language is part of our “whole being”, thus, it needs to change and adapt to new realities and concepts; consequently we have to accept Anglicisms as something favorable, as long as they do not deteriorate what is part of our identity: adaptation should also be balanced.

Our mother tongue must be used without the fear of doing something inevitable as the borrowing of Anglicisms.

All Spanish speakers should be encouraged to learn our mother tongue in its pure state, especially considering situations like Literary

pieces which will be one of our traces to be left for the future; on the other hand, in the everyday communication, I personally think that Anglicisms can enrich a language, as long as we learn our own as it is, so that we can distinguish what has been ours and what has been adopted. Considering this, it is very important for written media to try to maintain our mother tongue, as much as possible.

We must be recognized and remembered for what is actually ours; but also, we must be up to date in communication and use what is needed nowadays.

Comparative Analysis.

For this analysis, we will study the ten Anglicisms most commonly used, and focus on their frequency in the different magazines analyzed.

The type of magazines that has the most Anglicisms, is the ones belonging to the type of General interest. In those magazines, we have topics like: fashion, music, and sports which show a great influence of the English Language. Other type of Anglicisms that are repeated, are those that belong to technology, because it is another area where globalization is widely spread.

Some Anglicisms are found in two or more magazines of different category, for example:

Fútbol, which is presented in the cultural magazine Anaconda, is also used once in the general interest magazine Diners, and four times in Hogar magazine in three different articles.

Fútbol became very popular when English people started travelling around Europe for business, so in Spain they adopted both: the sport and the Anglicism, and also the term became popular y Spanish speaking countries.

Fútbol has replaced the word “balompié”; therefore we could express the idea of this sport but somehow the Anglicism is more common.

Internet was used in the Scholarly Magazine Index; in the Cultural magazine Anaconda, whereas the same word was used in the Cultural Magazine El Búho, where one article describes monopolies in the market like internet companies and in other article a famous singer tells the public how he sometimes writes in his internet virtual page.

The main reason why this Anglicism is very common is because nowadays terminology related to technology and science has been adopted without having equivalent Spanish words. This Anglicism enriches the language because thanks to it we can fully express our ideas related to his type of technology.

Specifically speaking about internet, this mean of information and communication has become one of the greatest and most used technological systems, and it is increasingly being used in Latin America, where it is changing from being seen as a luxury, to actually being seen as a necessity.

Marketing has been found 3 times in the General Interest Magazines Diners, where the importance of marketing in order to make democracy popular is being described. The other article is about marketing as subject of study nowadays.

The possible reason why this Anglicism is very common is because marketing is highly important when talking about finances, enterprises and other fields where globalization is also a strong influence. The

Spanish word that can be used instead of Marketing, or “Mercadeo” is more widely used. It is part of our Language.

Pushover was found several times also. Although it was repeated in only one article of the Scholarly magazine Ciencia: this is a special case of usage of an Anglicism since there is not another name except “Pushover”, to describe the technique to calculate the curve of seismic resistance capacity in a construction.

Pushover is clearly the only word used to understand such a technique, and this is only one example as many other words where terminology inside the field of machinery and factories are enriching our day to day language coming from English, because many of the machines are built in the United States or even in European countries where English is the most common language if not the first one.

The word Rock is clearly introduced to many languages through music, and there is not another Spanish word to refer to this music genre. It was found five times in the Cultural magazine Anaconda and two times in the general interest magazine Diners. In both magazines the evolution of music is explored.

Rock has also been modified to express different meanings related to the topic like: rockero, rockera, rockanrollear, etc.

Undoubtedly, music is one of the biggest influences on culture and language evolution and adaptation, and this Anglicism is one of the many examples of music genre names that have become part of many cultures worldwide, being a positive addition to our ways of expression.

The Anglicism Look has been used 6 different times in the General Interest magazine Hogar. In this type of magazines there are a lot of articles about fashion, beauty and shopping, therefore the word to describe physical appearance is very common.

Look is also very popular in the written media because an Anglicism turns out to be more attractive and “in”, and that is probably the reason why the word look has almost completely replaced the word “apariencia” in magazines or articles about fashion and beauty, to get more readers and potential buyers or consumers. The Anglicism light used as an adjective has become very popular nowadays in many cultures because there is a tendency to fight health problems as obesity

and also because fashion has led to a food culture where light products claim to be better for humans. This is the reason why although the word light was not in an article; it had to be counted as one of the Anglicisms most commonly used, which has even been accepted by the RAE.

Miss is an Anglicism that was found 3 times in the general interest magazine Hogar. The article that contains this word tells us about a fashion designer who creates clothing for many beauty queens. It can be said without a doubt that beauty and fashion topics have great influence in Languages. As one example we have the word miss, which is used worldwide to refer to a girl who represents her country in the beauty pageant: Miss Universe. As it is shown, this Anglicism enriches Spanish and many other languages.

Ring is an Anglicism which has been introduced to Spanish in the field of sports. The article about the fights War in Ecuador, a type of boxing sport whose practice is increasing in our country, is presented in the general interest magazine: Diners.

As many other words related to sports, cuadrilátero is a Spanish word that has been widely replaced by the Anglicism in our Language. Boxing

as a sport existed already in England in XVI, and at the end of XIX, was introduced to non Anglo-Saxon countries, and from then, ring has been more commonly used than the Spanish word *cuadrilátero*.

Espray is an Anglicism that has been accepted by the RAE written as it was found twice in the general interest magazine Hogar. In this magazine, the article analyzed was about hair care and hair products, again the topics of beauty and fashion which are of a great influence in our language. Espray replaced the Spanish word aerosol to refer to the same products.

This word was also found in the scholarly magazine Ciencia written as in the English voice: spray. Here, the topic was totally different. There an article about the transformation of a substance from liquid to gas was analyzed. This new substance could have also been described as aerosol, but the word most commonly used is the Anglicism Spray. At this point, it is necessary to say that this Anglicism is more broadly used and understood by Spanish Speakers, which makes it very important in our vocabulary.

The greatest percentage of Anglicism: 58.77% was found in General Interest magazines, which have different topics and do not have a defined target of public. Therefore, we will find articles about beauty, fashion, shopping, technology, sports, music, entertainment and more which will be read by teenagers, adults, and people with different interests. Obviously the type of text will have to be casual, attractive, popular and “in”. This is probably the reason why most of the Anglicisms were found in this type of magazines.

Following this percentage, we have Cultural magazines with a 31.95% of Anglicism due to topics such as music, lifestyles, and traditions that nowadays are being influenced by English language and Culture. We need to keep in mind that any modern tongue is the product of cohabiting with the others, so we can say without a doubt that our Culture has the influence of the English language through cable TV, internet, movies, music and more.

Scholarly magazines have the 9.28% of Anglicisms found in this study, which shows another point of view: the type of articles and journals in these magazines probably leave behind colloquial

expressions, because their target is people with similar educational background.

This numbers also demonstrate that even in certain types of written formal ways of communication where the readers may encourage the authors to keep a proper and genuine way of expression; it is impossible to deny the inevitable phenomena of adopting Anglicisms in fields such as technology, machinery and more.

Conclusions

- This study demonstrates that there is a wide use of words that come from English. Many words used from colloquial communication to a more formal type of expression as the one used in written media, are Anglicisms. Some of them have even been accepted by the Real Academia Española de la Lengua (RAE).
- General interest magazines present the highest percentage of Anglicism, because they hold a great variety of topics such as music, sports, fashion, technology and entertainment (movies, books, novels, etc.) which use English as the main language for being the global way of communication in the world.
- Culture has different manifestations, one of them is language and that shows us how our own culture is being combined with others, like the American one, resulting in the use of English words for new ways of oral and written expression.
- The Anglicisms most commonly used are those that come to us through technology. Countries like the United States are the pioneers in this

field; therefore their language is introduced into our culture and everyday's life.

- The use of Anglicisms in our language is inevitable despite our positions towards their use. Some people can see the use of Anglicisms as part of the evolving and necessary process of our language, and others can see it as a risky movement which will lead us to lose our identity; however, the adaptation of languages with lexical borrowings, loans Anglicisms is a process that started a long time ago and it is not going to stop.
- In several fields we can find Anglicism that have been adopted because our language does not have a lexical or semantic equivalent as in the case of the words rock, internet, champú, and others.
- Many of the Anglicisms that have become popular among us have been introduced to our language through media. Perhaps because writers, editors and reporters have the task to inform and to be up to date, they are increasingly using the new ways of expression used nowadays: the Anglicisms, as it can be seen in newspapers, ads, billboards and of course magazines as those analyzed.

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ANNEXES

Annex N.1

Tables for Qualitative Analysis by variables. (3 tables)

Magazines and date	Anglicism	Examples	Lexical Category	Word Repet. Number	Heading	Pg.

Annex N. 2

Table for Quantitative Analysis in all variables.

Anglicism	Word Repetition Number
TOTAL:	

Annex N. 3

Table for comparison between variables.

	Variable	f	%
Anglicims	Cultural Magazines		
	Scholarly Magazines		
	General Interest Magazine		
	Total		

Annex N. 4

Examples of the Anglicisms found in the Ecuadorian Magazines.

Scholarly Magazines: “Ciencia” and “Index”

Es por ello que surgieron los pórticos metálicos con diagonales de arriostramiento, con los cuales pueden diseñarse estructuras con elevada rigidez lateral. Sin embargo, el comportamiento bajo acciones sísmicas no muy adecuado, debido a que es difícil asegurar la ocurrencia de un mecanismo dúctil de deformación plástica y la falla usualmente está controlada por problemas de pandeo. En la década del 1980, E. Popov y sus colaboradores realizaron una contribución muy importante con la propuesta y desarrollo de los pórticos con arriostramientos excéntricos, en los cuales se ciertas zonas de la estructura, llamadas conectores (“links”), se diseñan especialmente para fluir por corte y disipar energía en forma dúctil y estable [8]. Esta tipología estructural reúne las ventajas de las dos anteriores y contrarresta sus defectos.

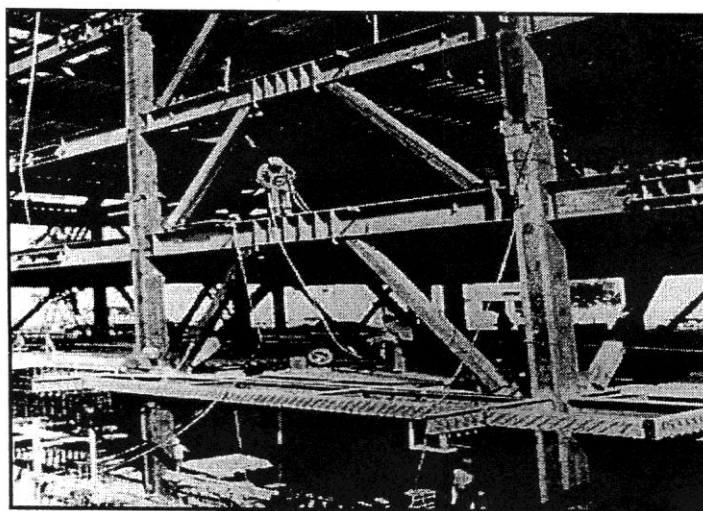


Figura 7. Edificio de acero con arriostramientos unidos excéntricamente.

De tal manera que asociado al primer ciclo de carga se tiene un cortante basal V y un desplazamiento d_f , se tiene un punto de la curva de capacidad sísmica. El proceso se repite: se vuelve a aplicar las mismas fuerzas iniciales y se obtiene otro punto de la curva de capacidad sísmica que se indica a la derecha de la figura 1, así hasta llevar a la estructura al colapso el mismo que está asociado a un desplazamiento d_f .

La aplicación de las fuerzas laterales puede realizarse para el segundo ciclo de carga en forma proporcional a los desplazamientos y así sucesivamente, a esto se denomina ...Pushover Controlado...

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Editorial

La Educación Superior en el Ecuador

Se ha observado que la educación en el país presenta serias deficiencias identificadas fundamentalmente en aspectos como: la calidad, la eficiencia del sistema y la sostenibilidad del financiamiento, básicamente. Estos aspectos que afectan a todos los niveles educativos, trascienden reflejándose finalmente en la universidad que ha visto multiplicarse en establecimientos tanto públicos como privados que, en la práctica, han llevado a una verdadera masificación del estudiantado, donde se pierden los horizontes de la investigación científica y el profesionalismo a cuenta de obtener un título, el mismo que para poder utilizarlo, es indispensable recurrir a nivelaciones posteriores, ya que casi de nada sirve ser economista, médico, administrador, ingeniero, si no tiene el refuerzo de los modernos llamados: diplomado, master, doctorado, PHD y cuantos más se puedan presentar e inventar.

¿Es que la universidad no cubre todos los campos de dominio profesional en cada una de las inimaginables especializaciones que ofrece? ¿Es el propósito de estos establecimientos que se mantengan espacios del conocimiento reservados para cubrirlos a posteriori con la intención de explotar a los profesionales que salen de sus aulas? Es verdad que se arrastran problemas desde los peldaños inferiores como el jardín, la escuela y educación básica, secundaria con sus especializaciones, que no pueden ser evitados en la institución superior.

Sin embargo, las políticas educacionales que cada gobierno pone en acción, poco han logrado hasta la presente fecha para corregir las deficiencias denunciadas en cientos de documentos, claras, visibles, cuantificables, manipulables, hasta el extremo que el pedagogo profesor o maestro, el catedrático o el académico, el guía espiritual, deben asimilarse al sistema, dejando en algunos casos que prime la indisciplina donde el alumno es el que dirige e impone las reglas, por lo que las asociaciones, consejos estudiantiles, federaciones, partidos o movimientos, han llegado a tener un sitio privilegiado.

Las consecuencias están a la vista, no se logra integrar al hombre ecuatoriano en el camino del progreso, no hay innovación tecnológica o está en pañales, el fuerte de la actividad económica sigue dominante en las ramas de extracción sin visos de reforzamiento de los sectores de servicios técnicos o profesionales que ocupan los primeros lugares en los países desarrollados.

Los cambios son oportunos, es indispensable hacer de las instituciones educativas instrumentos de este cambio, convirtiendo al ecuatoriano, mujer u hombre, en los hacedores del nuevo Ecuador que todos ambicionamos.

General Interest Magazines: “Hogar” and “Diners”

■ LAS PIEZAS BASICAS DE UN GUARDARROPA MASCULINO: Traje azul marino, traje gris, traje azul o gris con rayas, blazer azul, pantalones azul marino, gris y beige chaquetas de tweed o pied de poule, que son muy versátiles al momento de combinar. Las camisas blancas, celestes, de rayas y de cuadros son un must.

■ ¿RAYAS O CUADROS?: En trajes, definitivamente rayas; en chaquetas pueden ser cuadros. En camisas, tanto rayas como cuadros siguen muy vigentes. La clave es saber combinar texturas y colores.

■ EN ROPA SPORT: Alguien descomplicado con una camiseta polo de 3 botones y un jean estará contento. Hay chaquetas de algodón o de lino de varios colores que visten muy bien para un almuerzo campestre o en la playa.

■ LOS ZAPATOS: Los de cordón siempre son formales. Los de hebillas a un lado también visten muy bien; los mocasines son los informales o semiformales. En colores, el negro nunca pasa de moda y es el que debe usarse para la noche. Los café chocolate y café miel siguen siendo muy vestidores para el día.

*Las corbatas sólidas
en casi todos los
colores siguen
estando vigentes.*

El rock alza su voz en español

Los ochenta, además de trovadores cubanos (no olvidamos mencionar a Pablo Milanés, Noel Nicola, Vicente Feliú y Sara González), trajeron una regionalización de la producción de rock que venía desarrollándose en el continente. En medio de propuestas pop, grupos como Soda Stereo o solistas como Charly García se daban modos para meter cuñas críticas, casi siempre veladas y defendidas por la ambigüedad de una poética enredada.

Más directos eran Los Prisioneros, banda chilena que surge con temas de gran impacto como *Sexo*, pero que por debajo lanza himnos que dicen mucho del desencanto que carga la generación nacida y crecida bajo Pinochet en *El baile de los que sobran*: "Nadie nos va a echar de más, nadie nos quiso ayudar de verdad". También serán críticos con el sistema capitalista, tal y como lo confirman en *Quiéren dinero*: "Es el cómo y el porqué, es el presente y el futuro. Es el poder y la pasión, el atractivo más seguro. El profesor no tiene la cabeza en enseñar, como el doctor no sale de su casa para sanar: somos mil perros tras un hueso, esclavos de los pesos".

Grupos como Maldita Vecindad y los Hijos del 5º Patio, en México, desarrollan una actividad *underground* con canciones cargadas de crítica social, muchas veces desde el humor y el sarcasmo, otras desde la picardía del relato popular. En España (en Euskadi, en realidad) la banda Eskorbuto irrumpe con una propuesta de *punk rock* car-

seo Julio César Hidalgo recibió al Tercer Festival de la Nueva Canción. Figuras de la talla de Pete Seeger (el Víctor Jara gringo, más o menos), Silvio Rodríguez, Luis Eduardo Aute, Quilapayún, León Gieco, Luis Enrique Mejía Godoy y Tania Libertad formaron parte de ese importantísimo cartel. Se editó un disco doble en México, donde quedó registrada, por ejemplo, la potente voz de Enrique Males.

Los festivales no siempre fueron tan espectaculares, pero sí frecuentes. Decayeron con la década, también se fueron apagando las peñas (cediendo espacio a los bares, las guayasas a los cocteles), y el último gran aquelarre de la música protesta tal y como se la conoció durante décadas fueron los tres días de *Todas las voces todas*, en 1996. *Todas las locas todas* se nombró un festival alternativo, con Hugo Hidrovo y el Viejo Napo a la cabeza en El Pobre Diablo.

Y para financiar la construcción y decoración de La Capilla del Hombre, don Oswaldo Guayasamín & Co. armaron una programación para tres días con lo más representativo de la canción de autor, el *folclore* inteligente (que no el romántico, que es Leo Dan con charango, quena y poncho, o sea Los Kjarkas) y demás géneros aledaños. Incluso Sabina y Fito Páez demostraron que pueden pertenecer al club de la protesta sin cambiarse demasiado el peinado...

Nuevos tiempos para la protesta

La protesta ha abandonado los territorios de la canción de autor y del

Cultural Magazines: “Anaconda” and “Búho”

¿Por qué la Academia premió a **Hurt Locker** y no a **Avatar**?

Y el Oscar va para... el Ejército de Estados Unidos

Gerardo Merino

Periodista, guionista
y realizador audiovisual.

ón que quizás sorprendió
lores pero no a los críticos
actores hollywoodenses, el
mejor Película de 2010 fue
Hurt Locker (traducida al espa-
tierra hostil), de Kathryn
para la favorita *Avatar*, de
on.

llegó a la entrega de los
precedida por una cam-
cierto punto feminista,
ho de que su realizadora
y la Academia nunca ha-
una “mejor directora”,
años anteriores hubiera

aspirantes a este título tan destacadas
como Jane Champion y Sofía Coppo-
la). Pero, además, el filme de Kathryn
Bigelow arribó a la candidatura a “me-
jor película” cobijado por la etiqueta
de “independiente”. Tal calificación se
debió a varios hechos: en primer lugar,
la compañía que la produjo, Summit
Entertainment, no figura entre las
grandes *“majors”* estadounidenses. Por
otra parte, entre los actores que la pro-
tagonizaron, con excepción de Guy
Pearce, no figuraba ninguna “estrella”.
Sin embargo, lo que acaso parecía ha-
cerla más merecedora al sello *“indie”*
fueran los 14,7 millones de dólares que
costó su producción en los desiertos de
Jordania, lo que, en el medio hollywo-
odense, se considera como película de
bajo presupuesto, y su temática “rea-
lista”: el peligrosísimo día a día de los
soldados estadounidenses acantonados
en Irak.

En la orilla absolutamente opuesta se

encontraba la grandilocuente *Avatar*.
La película de ciencia ficción de James
Cameron no solo contaba con el sello
de una de las grandes productoras
de Hollywood, la 20th. Century Fox,
sino que había roto todos los récords
económicos. Los cerca de 500 millones
de dólares que, según la prensa estado-
unidense, había costado su producción
la convertían en la cinta más cara de
la historia. Pero, al mismo tiempo, los
más de 2.200 millones de dólares que
había conseguido en las salas de cine
del mundo la convertían en la película
más taquillera de todos los tiempos,
desplazando a su hermana *Titanic*,
también de James Cameron, que por
más de una década gozaba la fama de
ser la imbatible en taquilla.

De modo que cuando el pasado 7 de
marzo se decidió que el Oscar a la
mejor película fuera para *En tierra hostil*
y el de mejor directora para Bigelow,
muchos se apresuraron a decir que

Alberto Vázquez el pecador*

LUZ GARCÍA MARTÍNEZ

A Juan Alberto "Coquito", el ángel más bello

“ Quizá usted apreciable lector se preguntará: ¿Por qué es importante que mis memorias queden plasmadas para el conocimiento del público? Siempre he dicho como muchos otros, que mi loquera es que el hombre tiene que escribir un libro, tener un hijo, sembrar un árbol, estar en la cárcel y en un hospital y yo he hecho y he tenidos todas esas cosas y vivencias, pero no había hecho el libro de mi vida.

Creo que es importante que si soy una persona pública me conozcan realmente tal y como soy, sin tapujos, qué cosas he hecho, qué cosas no hice, en qué líos me he metido, de cuáles he salido, es decir, la verdadera historia de mi vida: cómo conviví con mis padres, cómo crecí, en qué medio viví, cómo fue mi vida, cómo fue mi adolescencia, quienes fueron mis novias, lo loco que fui, los juegos que hice, a lo que me dediqué, cosas que hice mal, cosas que corregí, todo eso es importante para que la gente diga: "Pues, éste cuate era tremendito" o "¡Qué buena onda, qué bueno que hizo esto, qué bueno qué salió de esto, qué bueno que se metió en esto!" y que el lector en ciertos momentos piense: "Híjole, Alberto Vázquez está haciendo esta estupidez, ipero que idiota!", es decir, que se metan en la historia, como sucede con los libros de Irving Wallace, excelente escritor y de quien he leído casi toda su obra, donde te metes en la historia del personaje y eso es lo que traté de hacer, qué conozcan realmente mi vida, sin falsearla, tal y como fue.

Gracias a Dios, nosotros los cantantes y los que andan en

creo que es importante que no me quede con las ganas de escribir un libro, de narrar mi vida.

Hace tiempo, en mi página de *Internet*, narré algunas anécdotas y la gente me escribió diciéndome que estaban fascinados: "Alberto, ¡está padrísima la historia de tu vida, cuéntanos más!", así decidí narrar mi vida, reflexionar sobre los diversos sucesos que cuento en este libro, trabajando con mi gran amiga, la periodista y escritora Luz García Martínez, quien conoció al ser humano y al artista, cuestionándome sin complacencias, escuchando, grabando los recuerdos de mi vida, sin inventar cosas porque no sería realmente la historia de Alberto Vázquez.

Muchos han escrito sobre mí, pero aquí estoy yo de cuerpo entero, hablando de lo que verdaderamente soy, y si bien hubo partes que quizá no recordaba, éstas se enriquecieron con las charlas que Luz García Martínez tuvo con mis amigos y la gente que me conoció desde que era un niño.

Si todos escribiéramos nuestra historia tal y como es, cada libro sería un "best seller", porque todo ser humano tiene mil cosas y circunstancias que contar, las cuales lo formaron e hicieron su permanencia en este mundo. Por ello, con mi mayor sinceridad y humildad pongo ante ustedes, mi verdadera historia: *Alberto Vázquez, El Pecador...*

-Alberto Vázquez Gurrola. Torreón, enero de 2010

Ahí viene el "Coco"

Sus padres, su familia y sus amigos lo llaman simplemente "Coco" desde antes de nacer. "Coco", ese personaje imaginario con que se asusta a los niños cuando se les dice:

