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A DESCRIPTIVE ANALYSIS OF ANGLICISMS

USED IN ECUADORIAN MAGAZINES

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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, January 2, 2011.

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Abstract

The increasing number of anglicisms used everyday by printed media in Spanish generated the idea to carry out the present paper, which is a descriptive analysis of the anglicisms in Ecuadorian magazines. This study was developed in Quito-Ecuador, and the samples were taken from six magazines classified in three different variables such as: cultural, scholarly and general interest.

The methods used for this investigation were the quantitative and qualitative methods. Two phases were developed for the data collection, the first one was bibliographical material about prior studies of anglicisms; the second phase was gathering anglicisms found in the Ecuadorian magazines which were classified and tabulated according to the variable , frequency use, and types of anglicisms.

Regarding the results, the variable with more anglicisms was the general interest magazines with 46, 29% of the total anglicisms because this type of magazine broadcasts anglicisms constantly to be updated with the globalized world to get more costumers.

Finally, the usage of anglicisms in Ecuadorian magazines has increased in the last years, and the identity of Spanish and Ecuadorian culture has been evolved and diversified even by incorporating anglicisms in the linguistic system accepted in Spanish lexicon first by speakers, and later by Real Academia de la Lengua Española (RAE) through a long process.

Introduction

The growing influence of English in Spanish, as well as in other languages, is basically expanded through the media and technology which broadcast all kinds of English expressions quickly and easily. So, the purpose of this study is to gather data related to anglicisms used in Ecuadorian magazines, to identify these terms and analyze them in the linguistic aspect.

This paper is a descriptive analysis of the anglicisms in Ecuadorian magazines carried out in Quito-Ecuador, and its main objectives are to research the linguistic phenomenon of these anglicisms, to identify the most commonly used anglicisms in Ecuadorian magazines, to make a deep analysis of them regarding the syntactic, semantic and morphological aspects, and to establish which variable contains the highest number of anglicisms.

Throughout this analysis, the phenomenon of anglicisms used in Ecuadorian magazines and the process of their incorporation into Spanish lexicon is because of the contact languages fact that shows the lexicon of any receivable language is vulnerable and not a single language could be an exception to this phenomenon.

The relevance of this research is to provide a descriptive insight of the lexical interference of the English language into Spanish by compiling the most frequent anglicisms used in Spanish within the printed media, especially magazines.

In order to carry out the research it was necessary to use the quantitative and qualitative methods. The phases of this research were first, a bibliographical data collection to gather prior studies of the use of anglicisms all over the world. Then, the anglicisms were taken out from six Ecuadorian magazines classified in three types of variables: cultural, scholarly and general interest magazines. The anglicisms found in the magazines were listed and shown in tables to tabulate them according to their frequency.

This process of gathering the anglicisms was developed by writing down the whole sentence in which they occurred, and their frequency of use. Finally, an analysis of thirty anglicisms was carried out taking into account the syntactic, semantic, and morphological perspectives of each one.

One of the most relevant prior studies is “Anglicisms in Europe: Linguistic diversity in a global context” by Fischer (2008). This paper was carried out in the United Kingdom and provided enough bibliographical material of the use of anglicisms in different European countries, and how the attitudes towards this phenomenon vary from country to country.

Another important study related to this current research was “Anglicismos en el Español Urbano de Salta” by Fernández (2001). Its objective was to collect the level of English in four cities of the Northwest of Argentina and in some other countries in Latin America and Spain

through surveys via email. Therefore, this study is important as a reference, because it is closely related to current research topic and it provides some data of anglicisms used in some Latin American countries, including Ecuador, and some factors that influence their frequency in the Spanish language.

One of the most supporting studies was “Anglicismos en el Lenguaje Quiteño” by Mera (1970) in which the researcher wanted to look for the most used anglicisms in the Spanish language in the city of Quito, using the descriptive method to gather anglicisms from the media. In comparison to other Spanish speaking countries, Ecuador had the lowest influence in their usage in the 1970’s.

The beneficiaries of this paper are UTPL, the two researchers who carried it out, and people interested in Linguistics because this research contributes with a deep analysis of anglicisms in Ecuadorian magazines and it could be useful as a reference in the Linguistics field.

The current research has achieved the goals that were settled at the beginning of this introduction, since it identified the most frequent anglicisms in Ecuadorian magazines, the variable with the highest number of repetitions, the possible causes for this phenomenon; and it developed a descriptive analysis of thirty anglicisms according to the syntactic, semantic and morphological perspectives and how these words were adapted and adopted into the Spanish linguistic system.

Methodology

This paper was carried out in Quito, Ecuador, and for this study it was necessary to gather data about anglicisms from six Ecuadorian magazines, which were classified into three different variables: cultural, scholarly and general interest magazines.

The techniques applied for this research were note taking and reading, and the instruments used in this research were qualitative and quantitative tables for tabulating the anglicisms, and statistical graphics to demonstrate the results.

Regarding the sample, from all the anglicisms found in the selected magazines grouped per variable, only thirty anglicisms were selected to be analyzed and classified according to the different language vices such as: borrowings, barbarisms, and loans using the syntactic, semantic and morphological analysis.

The tabulation of data was analyzed taking into account the anglicisms and their frequency of use, types, morphological changes, function, registration in the Diccionario de la Real Academia de Lengua Española (DRAE), and if there are equivalent words in Spanish. Finally, a comparative analysis among the variables was developed.

Furthermore, when the field research was done, this information was classified and organized into tables according to the variables, and the results were presented in the same format. The methods used to carry out this research were quantitative and qualitative, but for the

description, analysis and interpretation of the results, it was very important to take into account the information of the Literature Review presented in the next chapter, in order to give relevance, consistence, and support to the basis of the paper as well as conceptual reference of the current analysis.

Finally, at the end of the process, conclusions were settled to state the results of the research and to summarize the contribution of this analysis to the linguistic field.

DISCUSSION

Literature Review

The relevance of the present paper is to provide a descriptive insight of the lexical interference of the English language into Spanish, by compiling the most frequent anglicisms used in Spanish within the printed media, in particular magazines. The Spanish language has been influenced by other languages like Latin, French and Italian, and lately by English. Rodriguez and Lilo's study (1997, as cited in Delgado & Hernández, 2001) showed that English has had more effect in Latin America in the last decades of the 20th century through science, technology, cinema, T.V., and music. In the same way, Rosenhouse and Kowner's study (2008, as cited in Domanska, 2009) said that due to globalization and development, every living language needs to be updated, and English is the mother tongue of some of the most advanced and developed countries such as: Great Britain, the United States, Canada, and Australia; therefore, English has become a donor to other languages because of its use in business and technology, using the Internet as one of the most frequent means of communication in a globalized world.

Sometimes the international role of English is controversial. Fisher (2008) stated "The increasing international influence of English has been welcomed by many, but criticized by many others. While some

appreciate its political, economic, and cultural advantages, others are sensitive to a possible threat to other languages and cultures” (p. 4).

In addition Fischer (2008) concluded anglicisms take place in high school and college levels of education with different frequency, since in the adolescence stage, young people start to use technology and follow tendencies from Anglo-Saxon countries. The incorporation of English into other languages generates new words and expressions, as loans and borrowings that often readjust the semantic aspect, displacing or replacing local words.

As this study is focused on anglicisms that are part of Linguistics, it is necessary to begin with its concept to introduce our topic in a general view. And then, continue describing the general concepts of branches of Linguistics, contact languages, types of language vices, and magazines.

Linguistics is the scientific study about human language” (Cardona, 1991, p. 172). Gimete (1994) says that Linguistics was different in the past, but nowadays there is a strong integral tendency giving a greater sense of Linguistics studies, since it is a socio-verbal science.

Some branches of Linguistics are going to be described to identify their relevance in this research study. These branches of Linguistics are the following: Morphology, Semantics, Pragmatics, Phonology, and Syntax.

Morphology is concerned with the forms of words themselves [...] it is the study of the meaningful parts of words” (Malmkjær, 1991, p. 32). This science will provide the root of the word and which transformation the word has suffered when it was introduced into Spanish.

“*Semantics* is not only concerned with words as much, but also figures at levels of language below the word and above it” (Widdowson, 2007, p. 53). This science will contribute to understand the meaning of anglicisms in this research.

Pragmatics is “what people mean by the language they use, how they actualize its meaning potential as a communicative resource” (Widdowson, 2007, p. 61). In other words, this science studies the rules and principles that govern a language and how they would be used in a practical way.

Phonology according to Wardhaugh (1972) Phonology studies the sounds in order to understand how they function and how small differences in sounds convey different messages. This branch of the Linguistics will provide a description of the meaningful sounds that human beings produce. And in the case of the anglicisms that are incorporated into Spanish sometimes these are used with a different pronunciation than in English.

Syntax is “The inflectional attachments we have been talking about can be seen as couple devices which allow words to function as constituents in larger structural units like phrases and sentences”

(Widdowson, 2007, p. 275). As Syntax is the study of the constituents of the sentences and phrases in a language its relevance in this study is to identify if the anglicisms are correctly used.

In the same way, going deeper into Syntax, the parts of the speech are relevant within a sentence. It is also important to identify their function in the sentence, and if the anglicisms suffered any variation when they were introduced in the Spanish language. The parts of the speech are the following: nouns, adjectives, verbs, and adverbs.

A *noun* is any member of a class of words that can be combined with determiners functioning as the subject of a verb. It can be replaced with a pronoun, and it refers on the same way to an entity, quality, state, action, or concept. (Merriam-Webster Online Dictionary, 2010).

An *adjective* is “a word that describes or modifies a noun or a pronoun”. (Qualls and Sánchez, 2008, p. XIII).

A *verb* is “a word that characteristically is the grammatical part with a predicate and expresses an act, occurrence, or made of being” (Merriam-Webster Online Dictionary, 2010).

An *adverb* is “a word that describes a verb, an adjective, or another adverb” (Qualls and Sánchez, 2008, p. XIV). However, adverbs do not change form to reflect gender and number, in most cases adverbs follow the verb and precede the adjective in a sentence.

Contact languages, according to Hymes (1971) contact language is a simplified form of speech that is usually a mixture of two

or more languages, it has a rudimentary grammar and vocabulary, and it is used for communication between groups speaking different languages, and it is not spoken as a first or native language. In addition, as all languages are dynamic and constantly in contact with other languages, this produces a phenomenon of the appearance of loans and adaptations of certain words in different cultures.

Language Vices stated by Fernández, B. (2008) “are inadequate forms of construction or inadequate uses of vocabulary that can make difficult the correct interpretation of writing” (p. 1). This inadequate construction of vocabulary is due to contact languages issue. The language vices are barbarisms, anglicisms, borrowings, and loans.

Barbarisms according to McArthur (1998) are a non-technical term by combining elements from different languages, especially classical with vernacular in an unsatisfactory way. And according to Cardona (1991) they could be considered as a result of an incorrect way of using when it is spoken due to the interference of the mother tongue. This phenomenon of barbarisms is commonly used not only by people who belong to low cultural level but also by high level people as writers, and journalists. When barbarisms are used in a general way, sooner or later they are going to be recognized by Real Academia de la Lengua Española in the case of the Spanish Language.

Anglicisms also take part of the language vices, and people could use them when there is no equivalent word in the mother tongue, rather

than an artificial invented word from Spanish. Sajavaara (1978) said “Anglicisms are all those words which can be determined to have English as their Language of origin or denote an object or a concept of English origin” (p. 5).

Borrowing is another language vice that is readjusted in the semantic space. Borrowings tend to be incorporated from the most influential language to the other language. These borrowings are taken from another language, adapting their primitive form, transforming them somehow, sometimes displacing, and sometimes replacing local words. López, (2005) said “Borrowing is the incorporation of a foreign word into a language either with some phonetic alterations or not, whose foreign origin (at least in the first step of incorporation) is clear to a greater or lesser degree” (p. 95). The use of borrowings in the Spanish Language is very common and for this research it is necessary to identify the adapted words used in the Ecuadorian magazines, in order to do a deeper analysis of the anglicisms.

Loan is another language vice that has more transformations in the target language since it is a literal translation of one word from another language. Sometimes there is a lack of sense in the translation. For example, rasca cielos, saca corchos, toma corriente, etc. Domaska (2009) stated “A calque is a special kind of borrowing whereby a language borrows an expression from another, but then translates literally each of its elements” (p. 6).

Magazine according to Casatti (2006) comes from the denomination “revista” in Spanish which means read again. The magazine in comparison to the newspaper comes with unpublished news that is more concentrated in the details of the present time. Magazines are very relevant to our study because English is an international language and there is a snobbish tendency to use this language frequently in this type of printed media. It is important to mention that media promotes this type of language to its readers. Furthermore, the most striking phenomenon in the printed media is the influence of English, because it is an international language phenomenon, and there is a tendency that most journalists use English words in their discourse to arise the audience’s attention. Nowadays, in the written media, anglicisms are very often used, and in the specific case of Sim and Pop’s study (2009) the most important target market in their study carried out in Rumania was women over eighteen years old. Besides, the most present domains were the musical domain, everyday life, fashion, sports and economics.

Prior Studies related to anglicisms are relevant to this study because they provide the foundation to the literature review, and then to the analysis of the present research. One of the prior studies found was carried out by Fischer & Pulaczewska in 2008. This study was related to anglicisms in Europe, in which some authors stated their findings about anglicisms. The term anglicism was first used in the 17th century and refers to an expression from English used in another language. The

word anglicism is not only connected to the English from England, but also to English loans from all varieties of the English language.

One relevant aspect of this study could be that as any new word, an anglicism may undergo certain phases of integration into a language. This process could make the anglicisms become part of the common lexicon of any language, properly recognized, and sometimes the anglicisms will not be recognized.

Doval's study (2005, as cited in Fischer & Pulaczewska, 2008) analyzed that the history of the purification of German from Anglo-Saxon influences in the late 19th and early 70's, demonstrating a historical continuity of fears regarding the English influence and maintaining the purist language ideology as well as the effects on the German language. In the same study, one fact is revealed even though it has some opposition, and it is said that nowadays of all European countries, it is France that is probably most widely heard as a site of organized and institutional purism directed against the influx of anglicisms. In contrast, Humbley's study (1997, as cited in Fischer & Pulaczewska, 2008) said the previous statement is questionable because this view of French is less susceptible to Anglo-Saxon influence than many other European languages.

According to Fischer (2008) modernization, globalization, and mass tourism may incur in social changes resulting in positive attitudes

to Anglophone values, which in turn, affect the choice of names given to the newly-borns.

Regarding the reasons for using anglicisms, Hietaranta (2008, as cited as in Fischer & Pulaczewska 2008) stated pragmatic factors, to use anglicisms in his study about the influx of anglicisms in Finnish which were technical and time savings in the process of translation.

Quantifying the impact of non-adopted anglicisms in Italian, Cristiano Furiassi's study (2008, as cited in Fischer & Pulaczewska, 2008) showed that even though the number of anglicisms in Italian dictionaries is considerable, this fact was much lower in newspapers.

In Fischer's study (2008) some observations were stated such as: languages respond to the changes need of communication; anglicisms concentrate on several main areas like printed media, dictionaries, opinions about attitudes towards anglicisms and certain language registers and technical languages. Görlach's study (2002, as cited in Fischer & Pulaczewska, 2008) observed that the English technical terms can often be attributed to the printed media, and the English colloquialisms then occur in advertising, in journalism, and in youth language.

In the same way, another important aspect of Fischer's study was when English words are integrated to another language, only one or a couple of the individual English meanings are borrowed and the rest are not used. Buse and Onysko's study (2005, as cited in Fischer &

Pulaczewska, 2008) showed that anglicisms are indeed on the rise, but foreignism of other languages through English seems unlikely. Fischer (2008) concluded that the increasing international influence of English has been welcomed by many speakers, but criticized by many others.

Moreover, Fischer stated anglicisms embody Anglophone or American social and cultural structure and values. Therefore, English is not perceived as a competitor language but as a communicative language, and the attitude towards anglicisms seems different from country to country.

Finally, according to Fischer (2008) the European Union applies its motto of “Unity in diversity” which means that they respect and promote the rich cultural and linguistic diversity of Europe to safeguard and to enhance Europe’s cultural heritage.

There have been other prior studies about anglicisms in different countries. For example, one was carried out by Domanska in 2009. This study is related to the influence of English in the Norwegian language used by young people because their mother tongue is changing in an alarming way.

Among the most important data about Domanska’s study there are the following statements:

This study examined if Norwegian students are aware of the danger caused by frivolous borrowing of English words, and their attitudes towards anglicisms.

Moreover, the author used the method of observation where she noted and created some judgments regarding anglicisms in everyday language. The researcher used a small set of interviews, but the main source of information was a questionnaire via email. The results obtained were that the majority of participants did not have any particular problem in communicating with foreigners, and they treated anglicisms as part of Norwegian language. Regarding the attitudes of the participants, Domanska found relaxed attitudes towards anglicisms and they did not have anything against the English words coming into their language mostly on the informal level among friends. Their language and culture have been influenced to some extent by English films, music, and magazines because young people want to be updated with the young slang and culture. Furthermore, most Norwegian students were very much aware of the intense usage of anglicisms in the Norwegian language.

According to Domanska (2009) even though Norwegian students did not pay much attention towards their mother tongue nor identify themselves with it; they are still careful in the amount of anglicisms they use. In addition, media in Norway tries to step in and inform people about the possible damages that anglicisms could cause in the Norwegian language. For this reason, an extensive usage of foreign words may lead to some serious changes in a language, and Norwegians

need to accept it, but at the same time they need to absorb and control it.

Domanska's study has great relevance to the present paper because it refers to one of the most important target groups that use the anglicisms around the world more frequently, which are teenagers and young adults, confirming the worldwide phenomenon of anglicisms.

Another important prior study was carried out by Fernández in 2001. This author used the descriptive method, which described and measured the phenomenon of anglicisms. The author also used an analytical method where he recognized and showed the lack of academic level of anglicisms in Argentina.

The sample of Fernández' study was taken from people of different socio-cultural levels, ages and educational backgrounds, and also from different countries of Latin America and Spain via Internet.

Among the results obtained in this research the following groups used the aglicisms more frequently: female informants and teenagers. Regarding the educational background: the university level participants. In addition, regarding the hometown factor: Argentinean people and this was because the original place where the research was carried out was the Province of Salta, Argentina.

From the sample taken via Internet, the most frequently used anglicisms were ok, please, sexy, shopping, thank you, zapping, camping, baby, and rock and roll.

The objective for carrying out Fernández's research was to collect the level of English in four cities of the Northwest of Argentina and in some other countries in Latin America and Spain through surveys via email.

Fernandez (2001) concluded that there was a sustainable advancement of the anglicisms not only in Spanish Language but also in other languages. Therefore, there was a technological contribution to the English Language, and the Internet was a relevant means for researching about this topic, whose sample was representative, contrastive, and updated according to the informants.

Fernández's study is important as reference because it is closely related to the Descriptive analysis of the anglicisms in the Ecuadorian magazines and this provides data about anglicisms used in some Latin American countries including Ecuador, and some factors that influence their frequency of use in the Spanish language.

Another important prior study found was Luján's (1998). This study was related to the influence of anglicisms in a specific place: the Canary Islands, and how a great number of English words have been introduced into Spanish.

This study used the descriptive and analytical methods, because it described the phenomenon of the anglicisms and the attitudes towards the Anglo-American Culture in the Canarian Islands through qualitative and quantitative forms.

In addition, the study was divided in two sections: the theoretical and the practical analysis of four Canarian newspapers and two Canarian television programs in which direct observation and note taking were the techniques to collect the data. Most Canarians stated that they preferred Americans rather than British because they are more open and accessible than the British, but they preferred to speak British English than American English. Besides, there was something special to mention they did not were interested in adopting Anglo-American culture.

As conclusions, Luján (1998) stated that most Canarians used English words in their daily language; moreover, there was a positive attitude towards the English language and the Anglo-American culture; also, a great deal of population needed to master English for many reasons, but they were aware of the influence over them as an invasion.

There is another important study of anglicisms that was carried out in Quito by Mera (1970). In this study the researcher wanted to look for the most used anglicisms in the Spanish Language in the city of Quito, Ecuador. By using the descriptive method, the researcher wanted to do an analysis of the anglicisms found in two newspapers, one radio station and some TV programs in Quito. The media analyzed was the newspapers “El Comercio” and “El Tiempo”, “Radio Quito”, and some TV programs.

The words found in this research were the following: brassiere, brandy, boycott, cake, candy, closet cocktail, chance, check, flash, film, folklore, football, hit, magazine, night club, park, pijamas, ok, record, standard, slogan, esmoquin, suéter, test, tique.

In 1970 the English influence in Ecuador was lower in comparison to other Spanish speaking countries. However, Anglicisms were not strange words for our lexicon, even some had been accepted by the Real Academia de la Lengua; in contrast, other anglicisms had been used because of the lack of the equivalent words in Spanish. Others had to adapt to the Spanish grammar regulations; for example, word endings, plural forms, syntax, and the appropriate use of gerunds, orthography and pronunciation. Finally, according to Mera (1970), for English teachers it is necessary to teach the original language of the words besides the language itself.

It is important to highlight the relevance of Mera's study because the topic is very similar to the current paper, since it is a field of investigation of the anglicisms in printed media, radio, and television. Mera's research could be considered as reference to this study since it could compare the anglicisms of 1970 with the present time ones.

A similar research was carried out in Cuenca by Córdova (1991). The results found by Córdova after an extensive research were 1481 anglicisms used all over Ecuador by literate and illiterate people. In

addition, the repetitions of some English words in the border cities with predominant political influence were outstanding.

Regarding the researcher's analysis, each word had the following aspects: the origin of the word, and its definition with several meanings according to the researcher's criterion.

As conclusions, Córdova (1991) stated that if there would not be contribution from borrowings and contact languages, Spanish could be isolated. For this reason, the linguistic borrowing is necessary to enrich and foster any language because it is absurd to think in the isolation of a language due to the extraordinary penetration of the modern mass media.

Moreover, Cordova (1991) stated that the neologisms in a language and the linguistic borrowing are relevant features of mutual sharing among languages. Also, there are some appropriate and useful words, but there are also useless and unnecessary words that are used in everyday language.

The difference between Cordova's study and the one performed by Mera was the analysis of the words. Cordova's study gathered as many anglicisms as possible in a glossary found in media, conversations, professional and street people, sings and labels. In contrast, the study performed by Mera was an analysis of the anglicisms of Quito in some media.

As Cordova (1991) mentioned in his study, this one provides bibliographical material for any linguistic research, mainly for the analysis of each word.

Regarding studies of compilation of anglicisms, the one made by Haensch (2008) presented a list of anglicisms frequently used in some countries that stressed the differences between European and Spanish American anglicisms. The author used a survey to consult linguists about the differences between the Spanish of Latin America and Spain, the rest of the information came from other lexical material like the dictionaries published in the University of Ausburgo. The author did not take into account those anglicisms that had the same meaning, but only those ones that showed differences among the following areas: different meanings, formal differences, changes about grammatical categories and frequency in use.

The method this research used was the descriptive method with a content analysis, as well as the observation of the anglicisms used in the Hispanic countries and their dictionaries.

As results of Haensch's study, there were the following: in countries which had had less contact with the United States there was more tendency to a graphical morphological adaptation and the Spanish system, than in the countries with a strong American influence, such as: the case of Mexico, the Caribbean Latin countries, Central America and somehow Chile.

In some countries there were anglicisms used with a different meaning from others, and formed with Spanish elements. For example, instead of *sleeping*, it is used “*bolsa de dormir*”, “*saco de dormir*”, “*talego de dormir*”, etc. In the Spanish of America the nouns are common names, for example: *quaqueres* instead of “*copos de avena*”, or *scotch* instead of “*cinta adhesiva*”.

Finally, Haensch’s study (2008) concluded the anglicisms have their own linguistic geography in the wide Hispanic world. Borrowings and loanwords coming from English differ from country to country in Latin America and Spain; and as limitations this study was only performed among linguist informants from 19 countries, consequently, the study did not include information gathered by common people from these countries.

The phenomenon of the use of anglicisms in the printed media and its influence in the Spanish of Latin America was developed in the study made by Delgado and Hernández (2001). This study took place in Costa Rica and the analyzed printed media was the newspaper “*La Nación*”. The researchers classified the sections of the newspapers to check the frequency of the anglicisms, taking into account the lexical, morphological, syntactic, phonological and semantic criteria. The section where most of the anglicisms appeared was “*Revista Viva*” with 45% of the total news; Sports had the second place with 23% and the National News with 18%.

Among the most important points about this research there were the following: within “Revista Viva” the sections with more frequent use of anglicisms were show business and society. The ironical issue was that in the International News section did not use as many anglicisms as expected. In the show business section the majority of movies used their original name in English, and there was also a tendency that the names of Latin musical bands used English names. In the Sports section the words used were calques or loanwords and they were mispronounced. For example, the word “fault” in English is pronounced “*faul*” in Spanish. Regarding one of the technological sections, the lexicon used was so specific that the level of comprehension depended on the reader and it was not written to everybody.

In the technology section there were the following words: *ciber*, *ciberspacio*, *cibernauta*, *ciberteca*, etc. and according to Delgado and Hernández (2001) some studies showed that more than 70% of the Internet users are English speakers, that is the reason why technological words are used as borrowings and loans. It is said that the informatics manuals are written in “Spanglish” using calques or loanwords. The most frequent anglicisms found in this newspaper were the following: e-mail, videos, shock, fútbol, country, rap, computadores, offshore, aplicar, round, super cross, set, minimizar, internet.

Delgado and Hernández (2001) concluded that some people might think the no use of English words could cause information and

comprehension interference between the writer and reader; however, some others think their equivalent word in Spanish is not the same, and the English word includes more meanings or it is more precise. With the rise of technology, a great amount of English words with difficult translation have been introduced into Spanish.

Another relevant conclusion Delgado and Hernández (2001) observed was that even though journalists, linguists, and translators are a small group, their responsible attitude against language could affect the society directly. In the same way, excessive borrowings and loanwords lead language and culture to the loss of identity. Because Delgado and Hernández (2001) thought the current degeneration of Spanish and neologisms are consequence of ease and laziness and they could be avoided if some people assume the leadership to become aware that language is a cultural heritage that should be protected.

Finally, Delgado and Hernández (2001) concluded that it is important to acquire other languages, but this learning should not harm our mother tongue towards the deformation of it.

It is important to mention that this study was so meaningful to the present research topic since it is an analytical study of the printed media in a Latin American country, Costa Rica. In addition, it provides a real perspective of what is occurring in the media of other countries, the English influence over them, and how this affects our mother tongue.

Some prior studies about anglicisms were made about mass media. For example, in the study carried out by Rábago (2008) in Baja California, Arkansas and Mexico City, the author tried to identify and explain the use of the new lexicon in the printed media with a relevant circulation in border cities as a result of the introduction of this new language and its cultural implications, and how well they were accepted or rejected by the society. Consequently, as Rábago (2008) says this phenomenon of lexicon exchange tends to stress socio-cultural transformations and reflects the way that a language evolves, especially if the newspapers transmit or promote the use of determined vocabulary.

After reading Rábago's study the following aspects were found: the method used by the author was descriptive with content analysis of the lexicon used in different newspapers; besides, Rábago's study was carried out with the help of direct observation and note taking research techniques to gather data. The results of Rábago's research were the words and phrases without translation, the words that could be translated, and the generated words by combination of elements of both languages. In this third type of anglicisms were the ones with adaptations and influenced by the "Spanglish" which were used by the inhabitants from Baja California with people from California, for example: "yonque" from English junk yard, "triqui-triqui" from trick or treat, "carros salvajes" from savage cars. Finally, newspapers with a low

level target market use more “Spanglish” words than newspapers with a selected target market.

The majority of people who immigrated to the United States came from low social level and they did not possess the necessary linguistic tools to acquire a new language appropriately, as consequence adaptations arise. For example, “*wachar*”, “*mapear*”, “*liqueur*”, *etc.* The intense interaction between the people from both sides searches links to ease communication.

Factors as the necessity of communication and the development of links between languages make immigrant groups use “Spanglish”. According to Avila’s study (2004, as cited in Rábago, 2008) language should resist transformations to maintain good health, since language transforms in relation to the reality its speakers live; but according to Rábago (2008) perhaps the transformations in Spanish used in different newspapers could come up with the official recognition of new terms from English that enrich the Spanish language.

Finally, Rábago (2008) concluded that the transformations that Spanish suffers go beyond the Spanish Language Academy regulations in a smooth way, mainly when its culture is in contact with other culture and accepts these transformations. It was difficult to analyze the cultural implications of the use of anglicisms and borrowings that reflect identity, acceptance or social rejection among others.

The great deal of anglicisms in Spanish language causes lexical interference; therefore, López (2005) presents her paper, and this provides a comparative insight into the semantic study of lexical interference in English and Spanish within economics terminology field. These adaptations also include borrowings, calques, and equivalents causing changes in lexis. Gimeno's study (2003, as cited in López, 2005) stated that different lexical types according to category changes, collocations and lexical calques are focused on social multilingualism; for this reason, some researchers highlight their work on the influence of English over Spanish studying the most common anglicisms, and the process of incorporation into the language whose new words and expressions are often unnecessary. Also Gimeno's study (2003, as cited in López, 2005) said the current influence of English upon Spanish makes it difficult to establish when we are using a foreign word.

From Lopez's study the most important obtained information was that Rábago used the bibliographical method to gather information about anglicisms, also the direct observation and a content analysis of books, written news, internet pages, and mass media. Finally, interviews and note taking were used as techniques.

As this is a compilation of prior studies of anglicisms, the following data was collected in Rodriguez's study (1997, as cited in López, 2005) who highlighted the cultural influence among English and Spanish speaking countries through the existing borrowings; also Gómez Capuz's

study (2000, as cited in López, 2005) considers “foreignism” a word the speakers perceive strange, either because of its spelling or by its limited usage. And finally, Zuluaga’s study (2001, as cited in López, 2005) described the equivalent relations in which translation is based; therefore, equivalences are text units that do not always coincide with their language system correspondences.

As conclusions, López (2005) stated that the Anglo-Saxon economic supremacy together with its ever expanding market are also exporting and increasing number of linguistic terms into other languages in the economic field. In the same way, the rapid growth of economic development makes borrowings necessary because there are no semantic equivalences in Spanish, taking the strongest influence in Marketing.

López’s research is relevant to the current paper because in the economics field there is not enough translation into Spanish and these new words have to maintain the English terminology. Besides, economics magazines are going to be observed in our research and this study will contribute to understand the globalization phenomenon from this perspective.

Results

QUALITATIVE TABULATION

Table One

Variable: Cultural magazine

<i>Magazine and Date</i>	<i>Anglicism</i>	<i>Examples</i>	<i>Lexical Category</i>	<i>Word repetition number</i>	<i>Heading</i>	<i>Page</i>
Letras del Ecuador: Revista de la Casa de la Cultura Ecuatoriana Benjamín Carrión Nº 195 del 2009	Filme	A quien recomendaba el filme no parecía muy convencido...	Noun	1	Otra historia de policías	19
	strip tease	Un salón de strip tease cuyas danzarinas que a todo espectador ...	Noun	1	Otra historia de policías	20
	Gay	Por las opciones sexuales alternativas y solo he ido a ese bar " gay " una o dos veces...	Adjective	1	El suicida reticente	40
	Rock	En el que todos llevan nombres de estrellas de rock fallecidas...	Noun	1	Reseñas	82
	Filmes	La lliada que no es tan distinta a los filmes ...	Noun	1	Reseña	82

La Casa: Revista de la Casa de la Cultura Ecuatoriana Benjamín Carrion 66 Nº 2 2009	performance	...un músico que desarrolle su performan- ce y que luego dialogue con los asistentes...	Noun	1	Tierra adentro en vivo.	5
	home run	...lanzar como Joe di Maggio lo hacía buscando el home run .	Noun	1	Nuevos libros.	6
	Hall	En el mismo hall que recorrió todos los días camino al despacho...	Noun	1	Aquí yace un hombre bueno.	7
	flash	...con una sonrisa espontánea y no de flash , con artistas y pensadores...	Noun	1	Aquí yace un hombre bueno.	7
	large	...algunos de aquí y otros de afuera pero todos espíritus extra large .	Adjective	1	Aquí yace un hombre bueno	7
	hobby	...la poesía como institución como resurrección para hobby ...	Noun	1	Crónica de consumo: la bombilla quemada de la poesía.	15

La Casa: Revista de la Casa de la Cultura Ecuatoriana Benjamín Carrion 66 Nº 2 2009	marketing	...desde alguna oficina de marketing al servicio de una postulante a la Alcaldía...	Noun	2	La Casa de Carrion organiza Núcleo de Pichincha	22-48
		...dando origen a la provechosa confluencia del marketing y a la industria automotriz.			El premio mayor.	
	western's	Y ni hablar de los innumerables y polvorientos western's en que los apaches acosaban a la diligencia.	Noun	1	Tráfico en las páginas	25
	Jeeps	...que no lo conduciré borracho ni lo arrojaré contra los jeeps .	Noun	1	Tengo un Ford Mustang	27
	Jean	Sería imposible mantener una imagen de James Dean que construyó de joven y bello rebelde, sin su jean , chompa de cuero,...	Noun	1	El escarabajo que se libró de la muerte.	30
fashion	...Barnaby Jones hasta llegar a lo fashion de Miami Vice.	Adjective	1	El escarabajo que se libró de la muerte	30	

Pop	...un culto por los objetos de consumo, pues el pop celebra las cosas más ordinarias...	Noun	4	Los automóviles en las artes.	33-34
	... pues tal popular-dad fue lograda por el pop .				
	El pop empleó los mismos elementos característicos ...				
	...vienen del pop porque incorpora una serie de elementos ...				
folclóricos	... pero los artistas pop no hicieron más que	Adjective	2	Los automóviles en las artes.	33-34
	El automóvil también aparece en la pintura pop ...				
google	La biblioteca del siglo XXI, el infalible Google muestra miles de artículos....	Noun	1	Las infracciones y las infractoras.	37

	Blogs	La biblioteca del siglo XXI, el infalible Google, muestra miles de artículos, blogs , estudios científicos, comentarios y fotografías. ...curiosos blogs dan cuentas de miles de mujeres que mienten tener autos.	Noun	2	Las infracciones y las infractoras.	37-38
	blogdice otra fémina en un blog se realizó un estudio...				
	webeantes	Al pie de los videos los curiosos " webeantes " y los machos...	Noun	1	Las infracciones y las infractoras	38
	Rock	...romance que tiene la música, en especial el rock y los autos...	Noun	2	Estrella de la carretera.	40-41
		El rock en español de los años ochenta,				41
	Rockers	... hace poco partió al infierno de los rockers...	Noun	1		41
	heavy	...tocando la guitarra para el grupo de heavy inglés...	Noun	1		41

watchman	... tercer piso me advierte el watchman , (guachimán decimos nosotros ...	Noun	1	Efraín Jara Idrovo. Habitante de Shangri-La	49
guachimán	...(guachimán decimos nosotros creyendo que es quichua)	Noun	1	Efraín Jara Idrovo. Habitante de Shangri-La	49
flash back	Mientras subo hago un flash back : año 2004.	Noun	1	Efraín Jara Idrovo. Habitante de Shangri-La	49
confort	...ya había cierto confort en la isla...	Noun	1	Efraín Jara Idrovo. Habitante de Shangri-La	52
shock	...causa gran impacto y shock emocional en el lector	Noun	1		53
skin heads	...había matado a dos skin heads con sus propias manos...	Noun	2	Canaán	58
	...capas de estrangular con sus propias manos a dos skin heads y de hacerles ...				
dandy	...lucía tranquilo y civilizado como un dandy de los criminales...	Noun	1	Canaán	58

AUTHORS: Carmita Morales and Patricia Yumi

Table Two

Variable: Scholarly magazines

<i>Magazine and Date</i>	<i>Anglicism</i>	<i>Examples</i>	<i>Lexical Category</i>	<i>Word repetition number</i>	<i>Heading</i>	<i>Page</i>
Ekos negocios N° 178 2009	shock	El shock positivo de los setenta, provocado por el auge petrolero...	Noun	1	Petróleo Aun queda un largo camino por recorrer	14
	boom	Desde el boom petrolero en los años 70. \$121 por barril, cifra que superó los índices del boom de precios que vivió el país...	Noun	3	Petróleo Aun queda un largo camino por recorrer	16
		Durante el boom petrolero, Ecuador no recibió los beneficios esperados.			Combustible ¿Existe la posibilidad de eliminar los subsidios?	73
	ítem	El tema subsidios también es un ítem pendiente...	Noun	1	Petróleo: Aún queda un largo camino por recorrer	18

	biodiesel	1.688 millones de litros de biodiesel junto con Brasil ...para la elaboración de biodiesel de aceite de palma africana...	Noun	2	Biocombustibles ¿Otra alternativa?	24-28
	Eyecatching	Sin duda el eyecatching es la carta mayor que las empresas...	Noun	1	Imagen corporativa , la evolución de los logos	38
	pod cast	Y cuenta además con un pod cast en www...	Noun	1	Temas de fondo en una charla agradable	40
	Management	... están en proceso de aplicar sistemas y metodologías de management	Noun	1	Mejores prácticas gerenciales campana piensa positivo	42
	banners	Se colocaron banners alrededor de la finca con pensamientos positivos	Noun	1	Mejores prácticas gerenciales campana piensa positivo	42
	stakeholders	de ello también se benefician los otros stakeholders relacionados con la compañía	Noun	1	Dos conceptos Gobierno Corporativo y Responsabilidad Social Empresarial	55
	Box	Pueden aprender mucho de los combates de box...	Noun	1	Cómo prosperar en mercados turbulentos	58

	diesel	... combustibles se distribuyó en un 49% al diesel	Noun	1	Combustibles ¿Existe la posibilidad de eliminar los subsidios?	74
Gestión: Marzo del 2010 No.189	feeling	Falta de billete o cuestión de feeling ?	Noun	1	Demagogia y economía	6
		Cuestión de feeling se podría decir, deseos de extender el poder...		1	Falta de billete o cuestión de feeling?	30
	e-mails	...recibir e-mails de proveedores conocidos...	Noun	1	Vida empresarial	14
	stand-by	...inversionistas privados sigan en stand-by ...	Noun	1	Los bancos entre la crisis y la revolución ciudadana.	17
	money market	...en cuentas de money market a pesar de los mínimos intereses...	Noun	1	Los bancos entre la crisis y la revolución ciudadana.	18
	subprime	...en lo más álgido de la crisis subprime , el Banco Central ofreció a la banca privada...	Adjective	1	Falta de billete o cuestión de feeling?	31
	swap	...en una tasa mayor que la habitual de mercado y swap de dólares (cambio de flujo en pesos a flujo en dólares)...	Noun	1	Falta de billete o cuestión de feeling?	32
		...una operación de swap de divisas...		1	Grecia: la cuna de los dioses en apuros.	49

Computadoras	Cada estación de servicio está dotada de computadoras personales.	Noun	1	Seguro de vehículos :mayor acogida a la delincuencia	44
robotizados	computadoras personales, brazos robotizados en el área de...	Adjective	1	Seguro de vehículos :mayor acogida a la delincuencia	44
liderazgo	El experto más famoso del mundo en liderazgo recurre...	Noun	1	Aumente su influencia: ethos, pathos, logos	39
	...y ahora en el liderazgo de una compañía propia	Noun	1	Los MBA logran una misión importante: que los gerentes hagan un alto.	51
ranking	... en puesto número 10 el ranking de seguros...	Noun	1	Seguro de vehículos: mayor acogido frente a la delincuencia.	44
	Y no le bastó el boca a boca, se remitió al ranking .		4	Los MBA logran una misión importante: que los gerentes hagan un alto.	52
	Si bien los rankings no son palabra santa, si resultan referentes de opinión.				
	...el ranking del diario británico Financial times es un referente ...				

	ranking	...lograron un puesto en el ranking latinoamericano ...				
	default	...para evitar un default soberano no es económicamente algo tan caro... ...consecuencias políticas y económicas de un eventual default de la deuda griega y de otros países. ...precio del seguro contra el riesgo de default soberano.	Noun	3	Grecia: la cuna de los dioses en apuros	49
	máster	El tiempo de estudio que requiere un máster es un factor de decisión...	Noun	1	Los MBA logran una misión importante: que los gerentes hagan un alto.	51
	soft	... las áreas soft , es decir a aquellas que desarrolle habilidades y destrezas como trabajo en equipo...	Adjective	1	Los MBA logran una misión importante: que los gerentes hagan un alto.	52
	software	El software puede ser de cualquier versión ...la contabilidad está integrada en el software de la empresa	Noun	2	¡Fuera papel! ¡llega el registro electrónico!!	59

	duty free	...aplica tasas de mercado no reguladas duty free...	Adjective	1	Cómo se logró la negociación del aeropuerto?	68
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AUTHORS: Carmita Morales and Patricia Yumi

Table three

Variable: General interest Magazine

<i>Magazine and Date</i>	<i>Anglicism</i>	<i>Examples</i>	<i>Lexical Category</i>	<i>Word repetition number</i>	<i>Heading</i>	<i>Page</i>
Vistazo Nº. 1016 Dic. 2009	stickers	Y como recuerdos se repartieron stickers con la imagen de la pantera rosa	Noun	1	Fiesta de "gangsters y truhanes"	16
	express	El secuestro express un delito que parecía ser propio de Guayaquil hoy se practica también en Quito.	Adjective	2	Opinión: Parálisis	20
... la belleza express con traumas mínimos en la primera década del siglo XXI son posibles gracias al avance de tecnologías según		Belleza Express			126	
Vistazo Nº. 1016 Dic. 2009	sexy	Búsquenle un nombre más sexy ...	Adjective	1	"busquemos un nombre más sexy para la V Socialista"	31
	stands	Igual cosa ocurre con los stands de libros... Editoriales, librerías, stands , aumentaron entre 30 y 40 por ciento.	Noun	2	Entre líneas: "La feria del libro debe ir madurando"	38

Vistazo Nº. 1016 Dic. 2009	Fitness center	Fitness center , un centro de convenciones con capacidad	Noun	1	Una gema en Esmeraldas	44
	Business center	Tecnología de punta, además de un business center ...	Noun	1	Una gema en Esmeraldas	44
	resort	El resort más grande del país y de Costa del Pacífico...	Noun	1	Una gema en Esmeraldas	44
	snacks	Siete bares, dos snacks , cinco piscinas	Noun	1	Una gema en Esmeraldas	44
	all inclusive	El negocio del hotel Decameron Mompiche, a través de la modalidad all inclusive , está en captar el número de turistas ...	Adjective	1	Una gema en Esmeraldas	44
	internet	Es la década atribuida al internet y el	Noun	1	Huellas para la próxima década	50
	boom	y el boom de las interacciones y redes sociales	Noun	1	Huellas para la próxima década	50
	e-mail	Ya no basta con tener e-mail , hoy...	Noun	1	Huellas para la próxima década	50
	country club	Un country club , un estadio para divisiones formativas	Noun	1	Rodrigo Paz : El gestor de liga	60
	Grammy	Con el disco "Esperando tu Voz" recibió el Grammy .	Noun	1	Paulina Aguirre: La voz de un ángel	60

	online	... sentido con el impacto que las redes sociales online han...	Adjective	3	Un millón de amigos	122-124
		Dichos sitios online han cobrado un valor informativo que está siendo explotado				
		Vistazo que está registrado en 25 redes sociales online .				
	cibernauta	Redes sociales que acaparan la atención de millones de cibernautas	Noun	1	Un millón de amigos	122
	lifting	Muchos tratamientos permiten que el lifting y la...	Noun	2	Belleza express	126
		Ese es el caso del Lifting , que reduce los signos de Envejecimiento en cara y...				

	Confort	Esto además de dar confort , acelera la ...	Noun	1	Belleza express	128
	chequeos	Y por lo tanto deben realizarse chequeos clínicos...	Noun	1	Belleza express	128
	ranking	El ranking , dentro del cual se evalúa el desempeño	Noun	1	Planta Quito de Cervecería Nacional la mejor del mundo	157
Hogar : No. 548 Abril 2010	fans	...Mc Canaughey tiene acostumbradas a sus fans a su cuerpo escultural.	Noun	3	En la playa y de traje.	12
		Solo beso a fans de los yankees.			Sólo para fanáticas.	18
		...atribuye parte de su éxito a sus fans .			Las nuevas reinas del pop.	151
	glamour	A esto se le llama glamour! Estas pelucas para gatos se están convirtiendo en una sensación...	Noun	2	Pelucas felinas.	14
...Sandro la amó como a ninguna, aún sin glamour , ni estrellato...	Nuestros tiempos.	20				

	Computarizada	Con tecnología computarizada , Mullins convirtió en aliens a ...	Adjective	1	La moda avatar	18
	looks	...líder mundial en looks volumen nos aconseja...	Noun	1	Suban el volumen	21
	look	...fotos de famosas celebridades para darles un look de los alienígenas de Avatar.	Noun	5	La moda Avatar	18
		...con un cambio de look de morena a rubia			Sandra Bullock, la mejor.	119
		...la recuerda por sus constantes cambios de look .			Las nuevas reinas del pop.	151-152
		...con un look a lo Audrey Hepburn en Desayuno con diamante...				
		Renueva tu look : Nada mejor que empezar con un nuevo peinado.				Arriba los 30
	backstage	Está en el backstage de un desfile de modas internacional...	Noun	1	Salud para tu cabello	20

Hogar : No. 548 Abril 2010	tips	Para disfrutar de es este momento, te damos estos tips :...	Noun	2	Cocinando juntos.	24
		A partir de esta edición te damos algunos tips sobre las técnicas...			El arte de hornear.	90
	Set	...ganadoras de un set de libros...	Noun	1	Ganadoras	19
	snacks	Alimentos: bebidas, snacks ...	Noun	1	Como hacer un presupuesto .	33
	internet	Educación: clases especiales, internet ...	Noun	1	Como hacer un presupuesto .	33
	Cd's	Relaciones y entretenimiento s: CD's , libros, revistas, ...	Noun	1	Cómo hacer un presupuesto .	33
	blush	Además sirve para aplicar el blush y los iluminado-res...	Noun	1	La revolución del maquillaje.	35
	mochilear	La idea inicial fue la de " mochilear " junto a su esposo	Verb	1	Retratando vidas.	40

Hogar : No. 548 Abril 2010	show	Tras su triunfo en dicho show le propusieron participar...	Noun	3	Claudia Campusano el alma de la fiesta.	43
		Un show de choriho, un género musical popular...			24 horas en Sao Paulo	88
		Puedes ir al show del Maksoud Plaza, el mejor hotel de Latinoamérica de los 80.				
	staff	Claudia se disfraza de Rosita para formar parte del staff ...	Noun	1	Claudia Campuzano el alma de la fiesta.	43
	confort	...el confort y la accesibilidad de los productos.	Noun	1	El sofisticado estilo de Cartier.	47
	confortable	...y que lo llevan porque es muy confortable porque no se siente sobre la muñeca...	Adjective	1	El sofisticado estilo de Cartier.	47
	sandwich	...pastel del noreste de Brazil, algo similar a un sándwich ...	Noun	1	24 horas en Sao Paulo.	88
shopping	...plan de shopping admirar sus vitrinas y caminar...	Noun	1	24 horas en Sao Paulo.	89	

Hogar : No. 548 Abril 2010	ranking	...centro comercial más grande del mundo ubicado en el ranking de los primeros 20.	Noun	1	24 horas en Sao Paulo	89
	filme	...participó en el filme The Blind Side...	Noun	5	Sandra Bullock la mejor.	119
		El filme donde Bullock fue productora y protagonista...				
		El corazón rebelde filme por el que fue nombrado mejor actor...			El triunfo de Jeff Bridges.	122
		El último filme del cineasta español escarba en una explosión de amor.			Pedro Almodóvar, los abrazos rotos.	160-161
		...le siguieron el filme "Átame"...				
	pop	Y aunque el tema de quién es la actual reina del pop ...	Noun	5	Las nuevas reinas del pop.	150
...la siempre reina del pop es y será Madonna...						
...en la corte real del pop , no se puede negar que en ocasiones la fama es efímera.						
...la estrella de pop más importante, la eligieron por sobre Britney Spears.						

Hogar : No. 548 Abril 2010	pop	...y ha contagiado al mundo con sus toques de pop clásico...				
		Su estilo musical se afianzó cuando incorporó el género pop ...	Adjective	3	Las Nuevas reinas del pop.	151
		...el arte pop y la moda, ha dicho Lady Gaga maneja su propio equipo...				
		...pero sabe que ella ha revolucionado la música pop ...				
	glam	Con un estilo glam de vaqueros como David Bowie...	Adjective	2	Las nuevas reinas del pop.	151
		...el género pop y el estilo glam rock en su espectáculo de vanguardismo ...				
	singles	...en 35 millones de singles en todo el mundo digital...	Noun	1	Las nuevas reinas del pop.	151
	rock	... rock en su espectáculo de vanguardismo ...	Noun	1	Las nuevas reinas del pop.	151
tabloides	...por lo que ha debido disculparse y ha acusado a los tabloides ingleses de ser ...	Noun	1	Las nuevas reinas del pop.	152	
reality show	...el reality show de Paris Hilton y Nicole Richie...	Noun	1	Las nuevas reinas del pop.	154	

Hogar : No. 548 Abril 2010	estrés	...aliviarás la ansiedad y los niveles de estrés .	Noun	2	No más estrés	156
		Dar un respiro profundo cuando los niveles de estrés suben al máximo...				
	happy hour	Programa una cena o un happy hour con viejos amigos.	Noun	1	Arriba los 30	158
affair	...cuando ella vive este affair con su marido.....	Noun	1	Es complicado	165	

AUTHORS: Carmita Morales and Patricia Yumi

QUANTITAVE TABULATION

Table Four

The Most Frequent Anglicisms in all variables

Anglicisms	Word Repetition Number
Filme	6
strip tease	1
Gay	1
Rock	4
Filmes	1
Performance	1
home run	1
Hall	1
Flash	1
Large	1
Hobby	1
Marketing	2
western's	1
jeeps	1
jean	1
fashion	1
pop	14
folclóricos	1
google	1
blogs	2
blog	1
webeantes	1
rockers	1
heavy	1
watchman	1
guachimán	1
flash back	1
confort	3
shock	2
skin heads	2
dandy	1
boom	4
ítem	1
biodiesel	2
pod cast	1

management	1
banners	1
stakeholders	1
box	1
diesel	1
feeling	2
e-mails	1
subprime	1
stand-by	1
money market	1
eyecatching	1
swap	2
computadoras	1
robotizados	1
liderazgo	2
ranking	7
default	3
máster	1
online	3
soft	1
software	2
duty free	1
stickers	1
express	2
sexy	1
stands	2
fitness center	1
business center	1
resort	1
snacks	2
all inclusive	1
internet	2
e-mail	1
country	1
Grammy	1
cibernauta	1
lifting	2
chequeos	1
fans	3
glamour	2
computarizada	1
looks	1

look	5
backstage	1
tips	2
set	1
Cd's	1
blush	1
mochilear	1
show	3
staff	1
confortable	1
glam	2
sandwich	1
shopping	1
singles	1
tabloides	1
reality show	1
estrés	2
happy hour	1
affair	1
TOTAL: 108 anglicisms	158

AUTHORS: Carmita Morales and Patricia Yumi

TABLE FIVE

Comparison between variables

	VARIABLES	F	%
Anglicisms	Scholarly Magazines	26	24.07
	Cultural Variables	32	29.62
	General Interest	50	46.29
	TOTAL :	108	100%

AUTHORS: Carmita Morales and Patricia Yumi

Description, Interpretation and Analysis of the Results

Linguistic Analysis

In the following section 30 anglicisms taken from the Ecuadorian magazines are going to be analyzed in three linguistic fields such as: syntactic, semantic, and morphological. In the syntactic analysis the anglicisms will be studied according to their function; in the semantic analysis referring to their meaning; and in the morphological aspect according to the structure of the words. These terms were taken from six magazines divided in three kinds of variables such as: cultural, scholarly and general interest magazines.

The sources used to support this analysis were the following: Real Academia de la Lengua Española (RAE) , Diccionario de la Real Academia de la Lengua Española (DRAE), Dictionary.com, Merriam Webster Online Dictionary (MWOD), Corpus of Contemporary American English (COCA); and etymological sources such as: My Etymology.com, and Online Etymology Dictionary (OED).

Western's

According to the Online Etymology Dictionary (OED), western comes from the Middle English "*westerne*" which also originally comes from Old English with the word west. And it was first used before the 12th century.

In the syntactic analysis, as stated in Merriam Webster Online Dictionary (MWOD) the functions of this word in English are as adjective and noun.

From the semantic point of view, as adjective western means coming from the west; however, in the text the word was found as a noun. Western as a noun means a story, movie, or radio or television play about the U.S. West.

The word *western's* was found in the following sentence: "...y ni hablar de los innumerables y polvorientos **western's** en que los apaches acosaban a la diligencia."

Regarding the morphological aspect the word *western's* as found in the text was not used in the incorrect way. Because western when uses the apostrophe means possession, and in the text the word does not have a possessive case. The author refers to westerns as a plural noun of western, which correct form is westerns. Indeed, the word used in the magazine could be considered as a barbarism, which is one of the language vices as a result of an incorrect way of writing. In the same way, and according to Corpus of Contemporary American English (COCA) westerns as plural noun is more commonly used in written English than in spoken one especially in newspapers and magazines.

There is no word for replacing western in Spanish, so the "Diccionario de la Real Academia de la Lengua" (DRAE) has accepted this term, and the meaning is a kind of Wild West movie. To sum up,

this word has already taken part of Spanish lexical corpus as a borrowing without the apostrophe. However, the researched magazine used the apostrophe.

Therefore, western's could be considered a barbarism due to the incorrect orthographic way of using it. It is important to mention that for the writer it was more common and much easier to use this word in English than to say a whole phrase to describe it in Spanish.

Folclóricos

This word comes from the English word folkloric that also comes from folklore. And according to OED folklore was first used by William J. Thoms in 1846, as Anglo-Saxonism.

Regarding the syntactic perspective as is stated in MWOD, folklore is a noun, and folkloric is an adjective that comes from it.

According to the same dictionary regarding the semantic analysis, folklore is a noun that means traditional customs, tales, sayings, dances, or art forms preserved among a people. And folkloric is an adjective that means: which belongs to and is related to folklore. There is not equivalent word in Spanish for this term.

The word *folclórico* was found in the following sentence: “Los diseños de los autos aparecen, coloridos, glamorosos, **folclóricos** y gigantescos.”

From the morphological aspect the word folclóricos has suffered some transformations such as: the use of the letter “c” instead of the

letter “k”; the suffix “s” to express plural number, and the introduction of the mark indicating stress in Spanish this symbol is known as “tilde”.

According to DRAE, folclórico is an adjective that means related to folclóre and this one is a noun. Both words were introduced into Spanish from English and it is relevant to mention that these words could be considered borrowings because they come from English and have suffered some important changes in the written form and there is no Spanish word to use instead. In the same way, both are very common words in Spanish referring to customs and traditions of a people. Furthermore, according to COCA folkloric is mostly used in written articles of newspapers and magazines than in the spoken language.

Blogs

OED says that the origin of the word blog is the shortest version of weblog which was first used in 1998. Blog also comes from Joe Bloggs, a British slang for "any hypothetical person" in 1969. The U.S. equivalent was Joe Blow.

From the syntactic analysis MWOD states that blog is a noun and it is the informal word of weblog, which was first used in 1999.

Semantically speaking, and as reported by the same dictionary, blog means a Web site that contains an online personal journal with reflections, comments, and often hyperlinks provided by the writer.

The word *blogs* was found in the following sentences: “La biblioteca del siglo XXI, el infalible Google, muestra miles de artículos, **blogs**, estudios científicos, comentarios y fotografías.” “...curiosos **blogs** dan cuentas de miles de mujeres que mienten tener autos.”

Regarding the morphological aspect of this word, there is no transformation from the English language, but the only inflection added to it is the letter “s” to express plural number.

In both examples of this word, blogs are used as nouns and they represent the same meaning as in English. Blog as singular noun was also found in a similar context; however, DRAE does not state this word as a recognized one, yet. In addition, this word does not have an exact equivalent in Spanish, but it could have a close meaning which could be “bitácora” or “diario en línea”. As a result, this is used as an English borrowing with no transformation at all.

Finally, according to COCA this word is more commonly used in spoken than in written language, and among the American printed media it is most used in newspapers with a continuous and frequent increase since 1990.

Rock

This word has several meanings and functions; however, only the most important ones are going to be mentioned in this analysis.

According to OED rock principal entry is a stone which comes from the Old English *rocc* which means “stone, rock or obelisk”. It also

comes from Old French *roque*, and from Middle Latin *rocca*. It seems to have been used in Middle English principally for rock formations, as opposed to individual stones.

In the same dictionary rock is a verb that means to sway. This term came from Middle English *rokken*, and it was first used in the 12th century.

From the syntactic point of view, rock has various entries in the MWOD and it functions as a verb and noun.

Semantically speaking this word has different meanings; for example, rock as a verb means to move back and forth in or as if in a cradle. With the function as a noun MWOD stated that the main meaning is “popular music usually played on electronically amplified instruments and characterized by a persistent heavily accented beat, and often with country, folk, and blues elements”. Other common meanings functioning as a noun are the following: the wool or flax on a distaff; a large mass of stone forming a cliff; peak, and others. It is important to mention that the most relevant meaning according to the use found in the magazines was rock as a shortened form of *rock 'n' roll*, to address to a specific style of popular music used in popular dance music lyrics and song titles since at least the 1934. The shortened form *rock* was first attested in 1957 in the U.S.

The word *rock* was found in the following sentences: “En el que todos llevan nombres de estrellas de **rock** fallecidas...”

“...romance que tiene la música, en especial el **rock** y los autos...”

“El **rock** en español de los años ochenta...”

In the morphological aspect, the word rock has not suffered any transformation when used in Spanish, so it could be considered as a borrowing.

In the DRAE the word is registered as a recognized anglicism and belongs to the Spanish language long time ago. To conclude, this word is commonly used as a noun in COCA, especially in a written language such as in: magazines, newspapers, and fiction books. In addition, this word is also widely used in the spoken way, but in the academic papers this word has the least use.

Skin heads

Etymologically speaking OED states that skin head is a compound word that comes from English in the 50's, and refers to "a man with a crew cut" especially a military recruit, then it was used by the British in 1969, in a youth gang sense.

From the syntactic analysis of this word, Dictionary.com states that skin head functions as a compound noun, formed by the words skin and head.

In the semantic analysis the word skin head has different meanings. According to MWOD the two most important ones are a person whose hair is cut very short, and a usually white man belonging to a violent youth gang whose members have close-shaven hair and

often espouse white-supremacist beliefs. In the researched magazines the word *skin heads* has the second meaning mentioned above and this word does not have an exact equivalent in Spanish; however, it is possible to use the loan expression “los cabeza rapadas”.

The word *skin heads* was found in the following sentence: “...había matado a dos **skin heads** con sus propias manos...”

In the morphological aspect *skin heads* does not have any transformation from English, just the suffix “s” to express plural number of the noun.

As reported by COCA this term was used just one time in the spoken language in the 90’s. It is interesting to mention that this is not a common term in the USA according to this source.

To sum up, this word was used exactly in the same meaning as in English to describe a person who has strong beliefs in the racial aspect, and it could be referred to a person with an offensive attitude towards other races than the white one. Unfortunately, these groups formed by *skin heads* in Latin American countries, offend other people verbally and even physically for not being similar to them.

Confort

According to OED the origin of this word came from the Middle English and this one from the Anglo-French *comforter*, and Late Latin *confortare*. This word was first used in the 13th century.

In the syntactic analysis MWDO states this word has the following functions: as a verb and as a noun.

Regarding the semantic aspect, as stated in the same dictionary, the word *comfort* has the following meanings as verb: to cheer and to console. As noun this word means: assistance, support and consolation; feeling of relief and contented well-being.

The word *confort* was found in the following sentences: “...ya había cierto **confort** en la isla...” “...el **confort** y la accesibilidad de los productos.”

In the morphological aspect this word has suffered a transformation. The original word is *comfort* with “m” and in Spanish this word uses *confort* with “n”.

In the DRAE this word is recognized as both French term and also as an English one that means something that produces well-being or *comfort*.

In the American corpus COCA the word “*confort*” has not been registered as this is a borrowing, but *comfort* with “m” was found with more frequency in the printed media. In contrast, the least frequency use of this word is in spoken language.

To summarize, in Ecuadorian magazines this word was used with the meaning of giving well-being, and it functions as a noun. It is relevant to mention that this word has an equivalent in Spanish which

is “comodidad”; however, people prefer to use the anglicism which is a borrowing with transformation.

Marketing

According to Dictionary.com this word comes from Middle English, probably from Germanic; akin to *market* from Old Saxon which is a marketplace, the first use was known in the 12th century, but from 1555 to 1565 the word marketing was used as a present participle of the word market which is a verb.

Syntactically speaking, the Dictionary.com states that *marketing* functions as a noun, but the root word is market that also comes from middle 12th century and means “a meeting at a fixed time for buying and selling livestock and provisions”.

Semantically in English this term has the following meanings, as stated in Dictionary.com: the act or process of selling or purchasing in a market, and the total of activities involved in the transfer of goods from the producer to the consumer or buyer, including advertising, shipping, storing and selling.

The word marketing was found in the following sentences:
“...desde alguna oficina de **marketing** al servicio de una postulante a la Alcaldía.”

“...dando origen a la provechosa confluencia del **marketing** y a la industria automotriz.”

Morphologically, the word marketing does not present morphological changes when used in Spanish and indeed, DRAE adopted the term marketing and identified it as an English word.

As conclusions, the term has an equivalent word in Spanish which is “mercadotecnia”, but it is more common the use of the word in English maybe to impress, attract and give style to the activity and the consumers. In the text the word is found as a noun.

As mentioned in COCA, this term is more commonly used in printed media than in spoken language.

Finally, in Spanish this word means technique of promoting products to increase the demand of trade.

Watchman

Syntactically OED states watchman is a noun that comes from Middle English specifically from 14th century, it referred to male servant also called waiter. Watchman was first used as a guard sense in the 15th century.

Dictionary.com provides the following meaning for the semantic analysis: somebody who guards a building during nights in order to protect it against vandals, or thieves. In Spanish it has the same meaning which is a person who works during nights watching the private property to prevent damages.

The word *watchman* was found in the following sentence: “El elevador llega sólo hasta el séptimo piso, me advierte el **watchman**...”

Morphologically speaking, this word does not suffer any change when it was found in the sentence.

To conclude, there is an equivalent word in Spanish which is “vigilante” but the use of this term is not common. The word does not exist in the DRAE because is an English word. The word in the text has replaced the Spanish term “guardia”. The existence of the term does not alter the Spanish lexicon because it is not used by average people; in everyday life the word “guachimán” is more commonly used.

Finally, as reported in COCA this term is not widely used; however, this word is more used written language especially in fiction books rather than spoken language.

Guachimán

The origin of the word comes from the English word watchman already mentioned above.

Syntactically the word watchman functions like a noun. And in the text it is also a noun in Spanish language.

As “guachimán” does not exist in English from the semantic point of view, guachimán does not have a meaning either. In contrast, in Spanish it means a guard who protects a property.

The word *guachimán* was found in the following sentence: “...**guachimán** decimos nosotros creyendo que es quichua a un guardia...”

Morphologically this word has suffered adaptations in the Spanish language since it comes from the English word watchman and in the Spanish lexicon the word is guachimán. The word has been transformed closely as it is read in Spanish, using the letters “gu” instead of the letter “w” in English, in addition one accent symbol is added to the last syllable.

This word could be considered as a lexical borrowing because was incorporated from the English word watchman into Spanish vocabulary as guachimán. This shows changes in the word formation but not in its function and meaning.

DRAE recognizes the origin of the term as English but adapted into the Spanish language with some changes, this transformed borrowing is accepted by RAE. Something interesting is that RAE does not accept the spelling with “h”, but accepts the spelling with “g”

To conclude, this term has equivalent words in Spanish such as: “rondín, vigilante, guardia”, which are also used. But in this case, this word replaced the Spanish word guardia. The word guachimán is commonly used in the scope of the construction to define the person who lives in a property or building to protect it. This word does not interfere or causes damages in Spanish vocabulary since it has been accepted by RAE and it is used in everyday vocabulary in several Latin American countries such as: Costa Rica, Guatemala, Honduras,

Panama, Peru and Dominican Republic with the same meaning. In countries like: El Salvador and Nicaragua its meaning is a servant.

Filme

The origin of *filme* comes from *film* and as stated in OED comes from Old English *filmen* which means “*membrane, skin*”, also from the Proto-Germanic root *filminjan* and the Proto-Indo European root *pel*. It was first used for “motion pictures” in 1905 and the verb "to make a movie of" since 1899.

Syntactically speaking, Dictionary.com states this term could function as noun and as verb.

Semantically in English this term written as “*filme*” does not have any meaning, but according the Merriam-Webster dictionary the word *film* means: a thin skin or membranous covering; an abnormal growth on or in the eye a thin coating; a thin sheet of cellulose or nitrocellulose coated with a radiation-sensitive emulsion for taking photographs; a motion picture. In Spanish according to DRAE *filme* means: movie, picture, film-making.

The word *filme* was found in the following sentences: “A quien recomendaba el **filme** no parecía muy convencido...” “El **filme** donde Bullock fue productora y protagonista...”

Morphologically the word *film* has suffered a change in form when it is used as “*filme*” in Spanish which is the inflection “*e*” added to the word *film* without changing number and gender. The meaning is the

same in both languages. There is an equivalent word in Spanish which is “película”.

According to COCA the word “filme” has not been registered, the one which is registered is film and it has more frequency in printed media than in spoken language; and it has increased since 1990.

As a consequence, RAE has accepted this word in Spanish and it has been registered in the DRAE as filme because it derives from the English word film. As a result, it is a borrowing of the English term and it does not cause any problem because there is a minimum change in the morphological aspect. This word is more used in general interest magazines probably because they provide more information about show business.

Boom

The word boom according to OED comes from the Middle 15th century which was earliest used for bees and wasps, probably for the echoic sound of the bugs’ humming. On the other hand, the meaning "make a loud noise" appeared in the 15th century, too. Moreover, the meaning "long pole," was firstly used in the 1540s, from Scottish *boun*.

Syntactically speaking and according to Dictionary.com, boom functions as a verb, as a noun with different meanings.

From the semantic point of view the above mentioned dictionary states that the word boom has the following meanings: as a verb, the word boom means to make a deep, prolonged, resonant sound. In

contrast, this word functioning as a noun means: a deep, prolonged, resonant sound produced by an animal, bird or bug ;a rapid increase in price, development; a period of rapid economic growth, prosperity and a rise in popularity. Finally, as an adjective it means caused by or characteristic of a boom e.g.: boom prices.

The word *boom* was found in the following sentences: “Desde el **boom** petrolero en los años 70...” “...\$121 por barril, cifra que superó los índices del **boom** de precios que vivió el país.”

In the morphological perspective, the word boom used in Gestión Economy magazine does not have any change from English.

According to COCA the word boom as a noun is more used in the printed media rather than in spoken language.

On the other hand, RAE has recognized and accepted this word in the DRAE as an anglicism, and the meaning is “auge” or a sudden success of something especially of a book. In the context used in the research, this word is related to the economic aspect which means prosperity, rise in the economy of our country, high wages and prices and relatively full employment. Even though this word could have equivalent words in Spanish such as: “auge, alza o éxito repentino”, journalists and writers of “Gestión” and “Ekos” magazines prefer the English term to the Spanish one.

Feeling

According to OED, the origin of this word comes from the English verb to feel which was used by the Old English word *felan* which means to touch and it was firstly used before the 12th century. In contrast, feeling was used in the Middle 14th century and it is considered as a verbal noun of the verb to feel.

From the syntactic analysis, Dictionary.com states two different functions for this word such as: noun and adjective.

Regarding the semantic aspects of this word the above mentioned dictionary presents several meanings, among the most used ones are as noun the word means: the function of perceiving by touch; a physical sensation not connected with senses; a particular sensation of something; an emotional perception or attitude; a sentiment. On the other hand, the word feeling as an adjective means sensitive and readily affected by emotion.

The word *feeling* was found in the following sentences: “Falta de billete o cuestión de **feeling**?” “Cuestión de **feeling** se podría decir, deseos de extender el poder a todas las instituciones.”

Morphologically speaking, the word feeling has not suffered any transformation when it was used in the magazines.

According to DRAE this word has not been recognized yet, but journalists used it even though the equivalent words in Spanish could be “sensación o presentimiento”.

To conclude, according to COCA this word is frequently used in the following fields: fiction, magazines, newspapers, spoken language and with the least frequency in the academic field.

Swap

The OED states that this word appeared in 1300 to refer to the action to strike the hands together, it could also mean the sense of exchange, barter, trade which was first recorded in 1590s.

In contrast, for the syntactic analysis the Dictionary.com provides several functions to this word such as: verb, noun, and even as an acronym.

From the semantic aspect the same dictionary provides the following definitions according to the function: as a verb swap means to exchange, barter or change. As a noun the word swap means: an exchange; in the legal field this word means a derivative contract to in which to parties agree to exchange rates related to debts.

The word *swap* was found in the following sentences: “...en una tasa mayor que la habitual de mercado y **swap** de dólares (cambio de flujo en pesos a flujo en dólares).” “...una operación de **swap** de divisas...”

Regarding the morphological point of view, the word swap has not suffered any transformation, and it was used as in English.

As stated in DRAE the word swap has not been recognized yet. There is no equivalent word in Spanish to be used instead of this

anglicism. This word was found in the economics magazine “Gestión” and its meaning was as stated in the legal definition provided by Dictionary.com which refers to a contract between parties or corporations in this case that agree to exchange debt rates.

Even though globalization made all the countries be updated with different borrowings in lexis and cultures, in the Economics field DRAE does not provide an equivalent word in Spanish to use instead of it, so it is much easier to use the anglicism than the whole concept in Spanish. Finally, this word is more commonly used in the academic field especially magazines as reported by COCA.

Software

The origin of this word is interesting, since it was first used with other meaning in 1851 when soft wares meant “woolen or cotton fabrics”, and it was also related to perishable goods, as stated by OED. As time passed by, this word was used in the computers field and this word is a separate coinage from hardware in 1960.

According to MWOD, and syntactically speaking the word software functions as a noun.

In the semantic analysis the above mentioned dictionary states that software is the entire set of programs, procedures and documentation related to the computer system and it could refer to materials used with audiovisual equipment.

The word *software* was found in the following sentences: “El **software** puede ser de cualquier versión.” “...la contabilidad está integrada en el **software** de la empresa.”

In the morphological aspect, this word has not suffered any transformation when used in Spanish.

Until today, there is no equivalent word in Spanish to use instead of it; however, this word has been already recognized by RAE and registered in the DRAE as an anglicism which definition is similar to the one provided by Merriam Webster. It is important to mention that even though this anglicism has been recognized by RAE, there is no equivalent for such word in Spanish, so people have to use this word as a borrowing. To end up with this word, COCA states that this word was more used in the 90's than in the present decade probably because of the boom of the computer science. Finally, this word is less used in the spoken language in relation to the written language which uses this word especially in magazines and academic papers.

Liderazgo

The word *liderazgo* is a noun that comes from the verb to lead. According to OED this verb first appeared with the Old English verb *leden* and means to guide, and it was first used before the 12th century. Then, *leader* appeared from Old English and means “one who leads” and *leader & ship* means “the characteristics necessary to be a leader” which first appeared in 1821.

From the syntactic perspective, “liderazgo” in Spanish, functions as a noun in a sentence.

As reported by Dictionary.com, leadership is a noun and means: the position of a leader; ability to lead and an act of leading.

The word *liderazgo* was found in the following sentences: “El experto más famoso del mundo en **liderazgo** recurre...”

“y ahora en el **liderazgo** de una compañía propia...”

In the morphological aspect, it is so interesting to see the transformations this word has suffered. Liderazgo comes from leadership which had already had a transformation: the root noun is lead and “*er*” is the suffix that denotes a person or thing that performs a specified action; and “*ship*” is a suffix that denotes condition, character and skill. In the case of “liderazgo”, this has also been transformed from the word *líder* that was introduced from English and this added the Spanish suffix “*azgo*” which designates dignity or position.

It is interesting to see how this word has been adapted and then transformed in the Spanish language. *Líder* is recognized in the DRAE and it is registered as an anglicism; however, *liderazgo* exists in the DRAE but is not registered as a word that comes from English.

In the semantic aspect DRAE provides the following meaning: “condition of a leader”.

Liderazgo is considered as loan since it comes from English, but it is used with several transformations that made this word an adapted

one in the Spanish language. This term does not exist in the COCA source; however, this word is so widely used in Spanish that most of the speakers might not think this comes from another language.

Eyecatching

OED states the origin of this word comes from 1923 when used as a noun and it is a compound noun that comes from eye & catch; later this term was used as an adjective in 1933.

As reported by Dictionary.com syntactically speaking, the correct way of writing this word is eye-catching, and in English it functions as an adjective that derives from the word eye-catcher that is a noun which was first used in 1923, but in the example found eyecatching is functioning as a noun.

Semantically, in English according to MWOD as a noun it means: likely to attract attention; something that arrests the eye. And as stated in Dictionary.com, this word functions as adjective and its meaning is: tending to attract attention. In respect to Spanish, the word *eyecatching* does not exist in the dictionary, and it is used as a noun in the following sentence: “Sin duda, el **eyecatching** es la carta mayor que las empresas...”

Morphologically the word presents one change; there is no hyphen between the two words, so the correct use in English is eye-catching.

In conclusion, the word has an equivalent word in Spanish which is “atractivo”. This anglicism has not been accepted in RAE yet, and

eyecatching could be considered as barbarism from the English vocabulary because it was not written correctly.

It is relevant to mention that as reported in COCA, this expression is more frequently used in magazines and newspapers than in spoken language.

Computadoras

According to OED the term *computadoras* comes from the English word *computer* which was first used in 1640's that means "one who calculates" from the verb to compute. The meaning of "calculating machine" was used in 1897, and the modern use of "programmable digital electronic computer" was first used in 1945.

Syntactically this English word "computer" in Spanish *computador* with the suffix "a" is found in Modern English, and is derived from the English word "computer" that functions as a noun. Its first known use was in the 1640s as a noun.

Semantically this word in English means: one that computes; specifically is a programmable usually electronic device that can store, retrieve, and process data. This term has the same meaning in Spanish. The word *computadoras* was found in the following sentence: "Cada estación de servicio está dotada de **computadoras** personales."

Morphologically the word has suffered changes in gender and in number like the other nouns in Spanish language; for example, *computador*, *computadora*, *computadores*, and *computadoras*.

As reported by DRAE this term functions as an adjective and as a noun. The word has been recognized by RAE and it is registered in the DRAE mostly used in the technological world. On other hand, this word has been used as a borrowing with transformation from English. In COCA the term “computadora” has not been recorded but the word computer is more used in written language than spoken language.

Even though the Spanish equivalent is “ordenador”, people prefer to use the English borrowing *computador* which has been adopted by everybody in everyday lexicon.

Ranking

As stated in MWOD, the origin of this word is from the English word rank that is a verb, the term was known in 1847 for the first time.

Syntactically the English word ranking functions as an adjective and as a noun. In the context it is functioning only as a noun.

In the semantic analysis MWOD shows that ranking as a noun means: having a high position; being next to the chairman in seniority. As stated in Dictionary.com as adjective this word means: senior or superior in rank, position; prominent or highly regarded; and occupying a specific rank, position.

The word *ranking* was found in the following sentence: “Y no le bastó el boca a boca, se remitió al **ranking**.”

“...lograron un puesto en el **ranking** latinoamericano...”

In Spanish according to DRAE this term functions only as a noun and means classification from largest to smallest and useful to establish validation criteria.

Morphologically this word ranking does not present any change. According to COCA the term ranking has been recorded more in the written papers than in the spoken language.

DRAE has recognized this word as an English term, and it has equivalent terms which could be “posición or lista de posiciones”. Nevertheless, the anglicism is more used than the equivalent expressions in Spanish probably because this term is in vogue. Even though the word was found in the scholarly magazines, this expression is more used in the spoken language to refer to general interest topics.

Máster

Etymologically the word *máster* comes from the original English word *master* as reported by OED this comes from Old English *mægester* which means “one having control or authority” and also from the Latin *magister* which means “chief, head, director, and teacher”. In academic sense *magister* from Middle Latin dates from late 14th century and means “a degree conveying authority to teach in the universities”.

Regarding the syntactic aspect Dictionary.com states the term *master* functions as a noun, as adjective and as verb.

Semantically speaking, Dictionary.com provides several meanings and among the most important ones as a noun are: a person with the

ability or power to use and control of something; an owner of a slave or animal; and employer of workers or servants ; a person who has awarded an academic degree higher than a bachelor's but lower than a doctor's.

As an adjective: being master; chief or principal; directing or controlling. And finally as a verb: to make oneself master of; to conquer; to rule or direct.

The word *máster* was found in the following sentence: “El tiempo de estudio que requiere un **máster** es un factor de decisión...”

Morphologically the word *máster* has a little additional element represented by the accent symbol that does not exist in English. The term used in the researched magazines is “*máster*” which functions as a noun.

DRAE registers the word *máster* as an anglicism that comes from the English term *master*. And the meaning is the title obtained after a Bachelor's degree. This expression is found as a noun and an equivalent word could be “*maestría*” for the academic degree, but for the term found in the text there is no equivalent in Spanish, the closest word could be the Latin one *magister* for referring the person who has such academic degree which functions as a noun as well.

As reported by COCA the English term *máster* does not exist; however, *master* is used with a high frequency in printed documents than spoken language.

Robotizados

The term *robotizados* is derived from the word *robot* that comes from English. At the beginning this word was related to slaves; hard work; forced labor. Later the word was popularized by Karel Capek's play, but it was coined by his brother Josef who used this term initially in a short story. The term *robotics* was coined in a science fiction context by Isaac Asimov, who proposed the "Three Laws of Robotics" in 1968. The first known use of the word *robotize* was in 1927 as a transitive verb.

For the syntactic analysis of this word *robotizados* in Spanish, *robotized* in English functions as a verb which is the past participle of the verb "robotize".

Semantically speaking the verb *robotize* according to MWOD means: to make automatic; equipped with robots; to turn (a human being) into a robot.

The word *robotizados* was found in the following text: "...computadoras personales, brazos **robotizados** en el área de..."

Morphologically *robotizados* comes from *robotized* which is the result of the root *robotize* that for the past and past participle just one "d" is added as in *robotized*. However, in Spanish the verb has already been transformed in *robotizar* eliminating the letter "e" and using "ar" instead as a suffix to express infinitive form and in the case of *robotizados* from this adapted root *robotizar* the "r" has been eliminated

to use the suffix “dos” instead, to express to be mechanized as past participle of the verb robotize, and also expresses the plural number and the masculine gender.

Furthermore, RAE recognizes the word robot as an anglicism providing the meaning as an electronic and programmable machine able to manipulate things and perform operations only designated to people. In contrast, the verb robotizar is registered as a transitive verb which means to mechanize and to introduce robots in industrial processes.

The expression robotizados could be considered as a loan that has been used literally from English. The word robotizados could have a close idea of the meaning which is “mecanizados” the past participle of the term mecanizar. The word mecanizados has been used as a past participle of the robotizar.

The technological advance often imposes fashion still in the vocabulary of the people who are directly related to means. Moreover, the word is used and related to technology that is not difficult to understand the meaning.

To conclude, it is interesting to mention that the word robotized has been more used in Spanish than U.S. English which has a minimum frequency in usage in the American language as reported by COCA with 9 repetitions only since 1990, especially in written language.

Estrés

The term *estrés* comes from the English word *stress*. And according to OED this word was originally from the 1300s and means “hardship, adversity, force, pressure”. The purely psychological sense was attested in 1942.

In the syntactic analysis from this word, the Dictionary.com provides two principal functions for the word *stress* which are as noun and as verb.

The same dictionary provides several meanings for the functions mentioned above; however, the most important ones are going to be stated in this semantic analysis. As a noun the word *stress* means: importance or significance; in Phonetics is the emphasis in the relative loudness of a syllable; the physical pressure; physical, mental or emotional strain or tension. In contrast, as a verb this means to lay stress on and to emphasize.

The word *estrés* was found in the following sentences: “...aliviarás la ansiedad y los niveles de **estrés**.”

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

From the morphological point view, this word has suffered the following transformations: *estrés* added the letter “e” at the beginning of the word, also the Spanish accent symbol was added; and one final “s” was omitted to the Spanish word.

As stated in DRAE this word was registered and recognized as an anglicism whose meaning is the tension provoked by exhausted situations. In the same way, this word has been registered as *estrés* with the Spanish adaptation and there is an equivalent Spanish word which is “*tensión*” in the physical, emotional, or mental forms. To conclude, according to COCA the equivalent word in English stress is frequently used in the academic written papers as well as in the American magazines; furthermore, this word has been also used in the spoken language with a lower frequency.

Look

The word *look* is a noun that comes from the verb to look. And this verb according to OED comes from the Old English *locian* which means see, gaze, look, and spy. And the meaning “appearance of a person” firstly appeared in the late 14th century.

The word *look* has different functions and to do a syntactic analysis the Dictionary.com provides the following functions: as a noun and as a verb.

In the semantic analysis *look* as a verb means : to glance or gaze in a specified manner; to use one’s sight or vision in seeking, searching, watching, etc. And this word when functioning as a noun means: the act of looking; a visual search or examination; general aspect or appearance.

The word *look* was found in the following sentences: “...fotos de famosas celebridades par darles un **look** de los alienígenas de Avatar.”

“...con un cambio de **look** de morena a rubia.”

From the morphological aspect, the word *look* used in the researched magazines does not have any transformation.

According to DRAE *look* is a word registered as an anglicism and it means the image or the aspect of people or thing. As this word maintains the same form as in English is a borrowing without adaptations. Despite there are equivalent words in Spanish which are “*apariencia o aspecto*”, people prefer to use this snobbish term to express the same in English.

According to COCA the word *look* is more used in the spoken language than in the written one. Within the written language is more used in the printed media than in the academic papers.

Show

The origin of this word according to the Dictionary.com comes before 900 as a verb from the Middle English *showen*, *schewen* which mean to look at. And as stated in OED *show* as a noun comes since 1300 and means “the act of exhibiting to view”.

Regarding the syntactic point of view this word could be a verb and a noun, and both of them with several meanings.

Merriam Webster Dictionary provides the following meanings as a verb for the semantic study: to exhibit; to offer for sale; to present as a

public spectacle. As a noun: a demonstrative display; chance; spectacle; entertainment; enterprise.

The word *show* was found in the following sentences: “Tras su triunfo en dicho **show** le propusieron participar...”

“Un **show** de Chorinho, un género musical popular...”

“Puedes ir al **show** el Maksoud Plaza, el mejor hotel de Latinoamérica de los 80.”

In the morphological aspect this word has not suffered any change when it was used in the sentences already mentioned.

In DRAE this word is registered and recognized as an anglicism, and the meaning is spectacle; an action to be exhibited. And as collocation DRAE states “montar un show” which means to organize or produce a scandal. It is important to mention that in COCA show is more frequently used in the spoken language than in printed media and academic papers.

This word was found in the magazines with the meaning of spectacle. However, there is an equivalent word in Spanish “espectáculo” people and writers try to use the anglicism as a borrowing from English.

Pop

OED provides the origin of this word as a noun which means “a hit with an explosive sound”, this term was first used in 1400. As an adjective means “having a popular appeal” and it was first used in 1954.

There are several functions of this word provided by Dictionary.com such as: verb, adverb, adjective and noun, which are relevant for the syntactic analysis.

From the semantic perspective, the word has different meanings according to its functions. As a verb Dictionary.com says this word means: to make a short, quick explosive sound; to burst open with such a sound; to shoot. As a noun the word means: a short, quick, explosive sound; a shot, soda pop. As an adverb: with an explosive sound. Finally, as an adjective it means: unexpected; of or pertaining to popular songs and to popular art.

The word *pop* was found in the following sentences: “Instrumentos andinos, fusionados con ritmos **pop** y rock.”

“Y aunque el tema de quién es la actual reina del **pop**...”

“...el arte **pop** y la moda, ha dicho Lady Gaga maneja su propio equipo...”

In the morphological aspect this word has been used as in English, with no transformation in writing.

As reported by COCA this term has been registered more in the printed media than in the spoken language.

As stated by DRAE this word has been recognized as an anglicism and provides two meanings as adjectives. This dictionary states that *pop* is: a shortened word from popular; a kind of light music from black

people and British folkloric music; and pop also means an American artistic trend inspired in the society.

The word pop found in the magazines was used as noun for instance, “la reina del pop” and as an adjective “pop music”. In Spanish there is no equivalent word to use instead of this and the full name of it is popular, so this word is a borrowing from the English language.

Sexy

As reported by OED the term sexy comes from sex which first appeared in late 14th century to distinguish males or females collectively and this one from Latin *sexus* which is the “state of being either male or female gender”. Later on, sexy appeared as a result of sex & y in 1905, which meaning was “engrossed in sex” that had the sense of “sexually attractive” as reference to Valentino in 1923.

From the syntactic point of view, Dictionary.com states that sexy functions only as an adjective.

Semantically speaking and according to MWOD the expression sexy is an adjective that means sexually suggestive or stimulating; erotic; generally attractive or interesting and appealing. And Dictionary.com provides other terms besides the already mentioned to define sexy such as: cute, lovable, charming, beautiful, adorable, etc.

The word *sexy* was found in the following sentences: “Búsquenle un nombre más **sexy...**”

“Madonna aparece como ama de casa, lavando platos con un **sexy** vestido.”

Regarding the morphological aspect, this word has not suffered any transformation when it was used in Spanish.

As stated in DRAE, *sexy* is recognized as an anglicism and even it is registered in this dictionary. The meanings provided by this source are the following: as an adjective means the one who has physical and sexual appeal, and *sexy* as a noun means physical and sexual appeal.

As reported by COCA the word *sexy* is more frequently used in the following order: in magazines, fiction books, spoken English and then in newspapers and academic papers. Probably the last two areas do not use this word so frequently because they have an upper level of formality and the topics are different.

Both examples found in the magazines are adjectives whose meaning express physical and sexually attractiveness. There is not an exact equivalent word in Spanish, even though it is possible to say “atractivo (a)”. Magazines and printed media writers prefer to use *sexy* than *atractivo* or a phrase that implies such a meaning probably because this word is in vogue all over the world.

Fans

OED states that the origin of the word *fan* comes from Old English and its meaning was “a basket or shovel for winnowing grain” then at late 14th century the meaning was “a device for moving air”; until 1819

was related to a fan-light like a lady's fan; but in 1889 as an American English this word is found in Modern English related to baseball enthusiasts, probably a shortening of fanatic, term for followers of a certain hobby or sports.

For the syntactic study, as stated in Dictionary.com this word in English functions as a noun and as a verb even though in Spanish it functions only as a noun.

In the semantic analysis MWOD gives as results the following meanings as noun: any of various devices for winnowing grain; an instrument for producing a current of air; an enthusiastic devotee (as of a sport or a performing art) usually as a spectator and it is also the shortening of fanatic. As a verb it means: to eliminate (as chaff) by winnowing; to move or impel (air) with a fan; to direct a current of air upon with a fan.

The word *fan* was found in the following sentences: "Mc Canaughey tiene acostumbradas a sus **fans** a su cuerpo escultural."

"Solo beso a **fans** de los yankees..."

Morphologically this word does not present any change from English, just the letter "s" was added to this word changing only the number into plural.

This term has equivalent words in Spanish which are: "admirador", "seguidor", "fanático" and in the case of sports field "hinchas", but many people prefer to use the word fan instead of the

Spanish ones. In the case of the text, the word was used for “admiradoras” and “hinchas”. DRAE adopted this word as an anglicism and the meaning is an admirer or follower of somebody, as well as enthusiastic of something.

On the other hand, the word fan appears with more frequency in the printed media according to COCA, with less frequency in the spoken language.

Cibernautas

Regarding the origin of the term cyber, OED shows that it was extracted from cybernetics; its first known use was in 1989. It had an explosive use with the rise of the Internet in early 1990s. One researcher (Nagel) counted 104 words formed from it by 1994. And in 1986 the word cyberspace appeared. Cybernetics according to the same dictionary was coined in 1948 by the U.S. mathematician Norbert Wiener who gives the meaning of “steersman” that metaphorically speaking was a “guide or governor”. As stated in the same source perhaps cybernetics is based on a French word “*cybernétique*” which means “*the art of governing*” and this appeared in the 1830s.

The term *naut* comes from the word *nautical* from Middle French *nautique* that means “pertaining to ships or sailors” and appeared in the 1550’s.

Cybernaut is compound noun which results as a combination form the words *cyber* & *naut*.

From the syntactic point of view Dictionary.com shows this term as a noun only.

Semantically speaking, the above mentioned dictionary states the following meanings: a person who uses Internet, especially one involved in a community; a computer user who uses the Internet and explores cyberspace. In Spanish the meaning is about a person that navigates through cyberspaces.

The word *cibernautas* was found in the following text: “Redes sociales que acaparan la atención de millones de **cibernautas...**”

From the morphological point of view, this term has suffered some changes. The English word is cybernaut, and the adaptation to Spanish has changed the letter “y” for the vowel “i” , and the second term of the word naut in English changed into “nautas” in Spanish, adding “as” to the last syllable. And this suffix expresses plural number; however, there is no distinction between genders.

DRAE has registered this term, but it does not mention this is an anglicism. Furthermore, according to this dictionary this term comes from cybernetics and this from French and English. Cybernetics as registered in this dictionary means the study of the analogies between control and communication systems of the human beings and machines. It could be considered as a borrowing with the transformations already mentioned. The word *cibernautas* does not have

any equivalent word in Spanish. Besides it is more used technically by users of cyberspaces and it is not used frequently by average people.

Finally , according to COCA *cibernautas* does not appear; however, it is relevant to mention that the word *cybernaut* is not so common in American language, and precisely in this corpus it has been used only three times since 1995 in fiction books .

Online

Etymologically speaking OED states the word *online* was first attested in 1950 and means “directly connected to a peripheral device”. This term appeared originally as *on-line*.

Regarding the syntactic point of view, MWOD provides the following functions: as an adjective and as an adverb.

The MWOD already gives the following meanings for the semantic analysis, for example as adjective means: connected to, served by or available through a system especially a computer or telecommunications system as the Internet. In contrast, as adverb means: with or through a computer, especially over a network.

The word *online* was found in the following sentences: “Un nuevo sentido con el impacto que las redes sociales **online** han...”

“Dichos sitios **online** han cobrado un valor informativo que está siendo explotado.”

“Las reinas de las descargas **online...**”

Morphologically this term has suffered a change; that means the original English word is on-line which uses a hyphen in between, but in Spanish this hyphen has not been used.

According to RAE this word has not been accepted yet; consequently, in DRAE it has not been registered either.

In the text it was used as an adjective and refers to be connected by Internet network. It is important to state this term has no equivalent in Spanish, but a loan expression could be used which is “en línea”.

Finally, according to COCA online is more used than on-line, but both of them are more used in printed papers than in spoken language.

Snacks

According to OED, the word snack comes from the Middle Dutch *snacken* which means “to snatch, chatter” And from Middle English this word means: to have mere bite or morsel; eat a light meal. This word was first attested in 1807, and *snack bar* was first attested in 1930.

In the syntactic analysis, as stated in Dictionary.com the functions of this word in English are: as a noun and as a verb.

From the semantic point of view and according to the dictionary mentioned above, the word snack as a noun means a small portion or drink or a light meal between regular meals. As a verb the word snack means to eat a snack.

The word *snacks* was found in the following sentences: “Siete bares, dos **snacks**, cinco piscinas...”

“Alimentos: bebidas y **snacks**...”

Regarding the morphological aspect, the word snack has not suffered any change when it was used in the context found; only there is an “s” added to use it as a plural noun.

In the same way, according to COCA the word snack as singular noun is more used in the printed media than in the spoken language.

In the first sentence, this word was used with the idea of “bar de bocaditos, but in the second sentence there is a word for replacing snacks in Spanish which is “bocaditos”. Finally, in DRAE the word snack has not been registered yet.

Tips

According to Dictionary.com, the word tip as a noun comes from Middle English since 1175 with the meaning of “a slender or pointed end or extremity, especially of anything long”. The word tip as verb means “give a small present of money to” and it was first used in 1300. And with the meaning of “a useful hint or idea” was first attested in 1600.

In the syntactic analysis, as stated in MWOD the functions of this word in English are: as a noun and as a verb.

From the semantic point of view, and as it was stated in Dictionary.com, the word tip functioning as a noun means: a slender or pointed end or extremity, especially of anything long, a small piece or part, as of metal or leather; a small present of money given directly to someone performing a service or task; a useful hint or idea. As a verb

tip means: to cause, to assume a slanting or sloping position; to upset; to give gratuity to.

The word *tips* was found in the following sentences: “Para disfrutar de este momento, te damos estos **tips**:...” “A partir de esta edición te damos algunos **tips** sobre las técnicas...”

Regarding the morphological aspect, the word tip has not suffered any morphological change when it was used in Spanish. Only one “s” was added to the word to specify change in number.

In the same way, according to COCA, the word tip is more used in the written language than in the Spoken one.

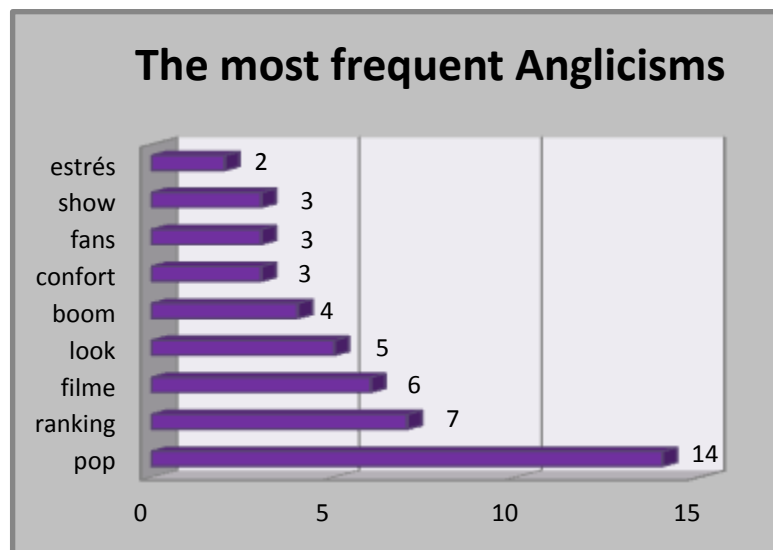
There is a word for replacing tips in Spanish, which is “consejos”. Finally, in DRAE this word has not been registered yet. Also, the word could be considered as a borrowing without transformation because it is used as in English without a morphological change.

As conclusion, the analyzed words in this section have contributed to widen the Spanish lexicon because they were introduced into it, using the printed media. Besides it is important to mention that the continuous tendency to acquire information through mass media provokes that people introduce new vocabulary from other countries into their mother tongues, in the case of this research into Spanish.

Comparative Analysis

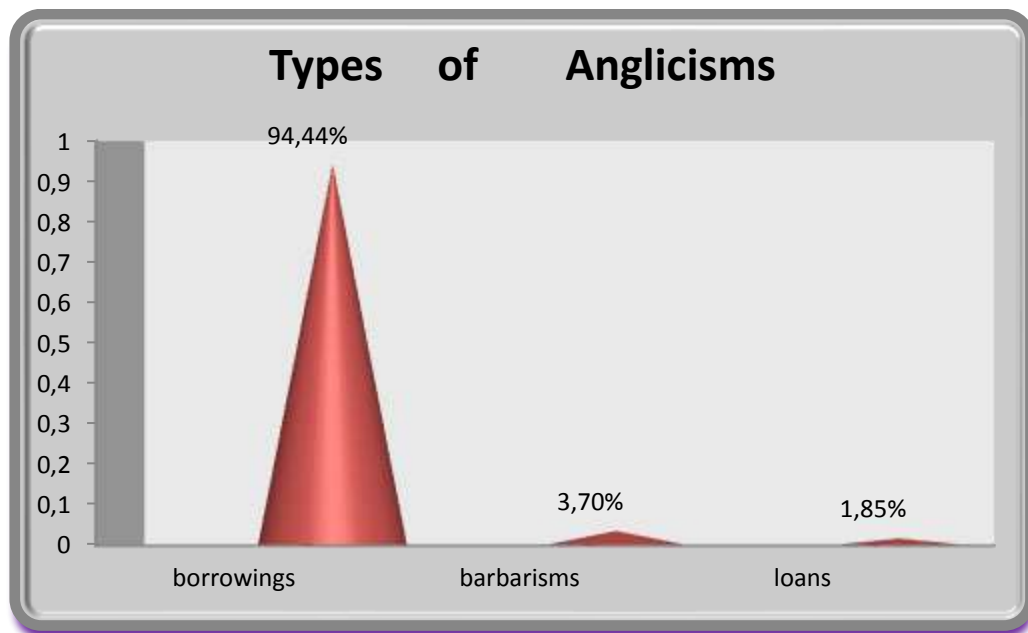
Regarding the interpretation of the results and their analysis, it is possible to state that the anglicisms were compared according to their frequency. Therefore, the most used words according to the three variables were the following : pop (with 8 repetitions); look (5); filme (5); fans (3) ; ranking (2); boom (1); confort(2) show (3); estrés (2), these terms were found in the general interest magazine. In the scholarly magazines were ranking (5); online (3), boom (3); and in the cultural variable were the following: pop (6), filme (1), confort (1). Probably the cause of the usage of these anglicisms and their frequency vary in relation to the target market of the three variables such as: scholarly, cultural and general interest magazines, also the topics vary according to their readers, as shown in Table 1.

Table N°1 The 10 most frequent anglicisms in the Ecuadorian magazines



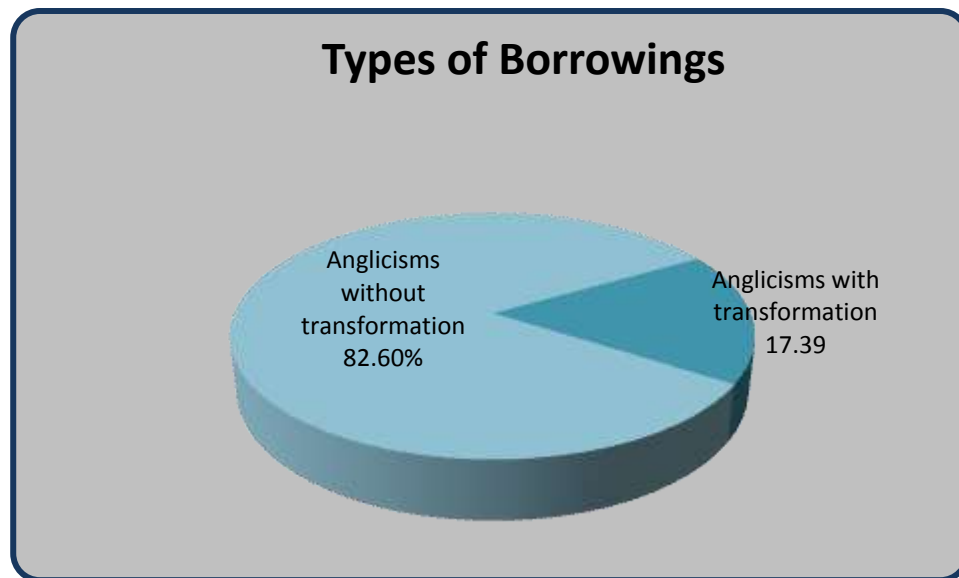
The anglicisms were classified as follows: borrowings, barbarisms and loans. From 108 anglicisms the frequency in these types of anglicisms is represented as follows: 102 were borrowings that represent 94.44%, 4 were barbarisms with 3.7%, and 2 were loans with 1.85% as shown in Table 2.

Table Nº 2 Types of anglicisms



Borrowings were classified in: borrowings with transformation either in spelling and pronunciation with 16 anglicisms which represent 17.39%; and 76 borrowings without transformation that represent 82.60%, as shown in Table 3.

Table N°3 Types of Borrowings

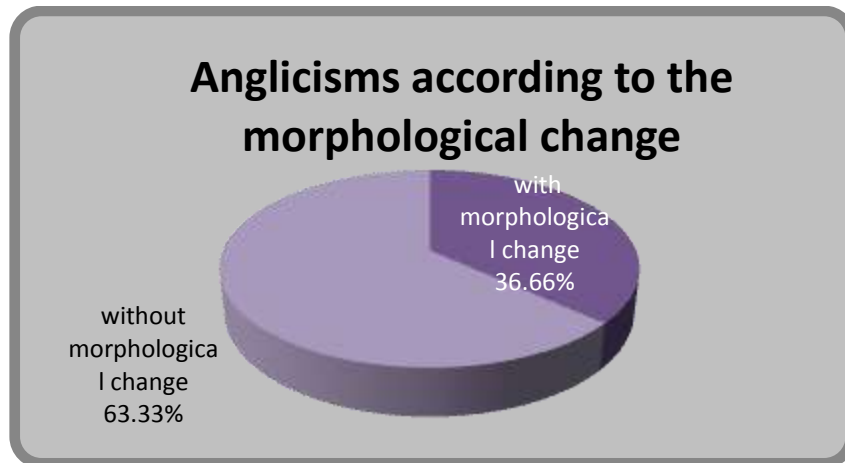


Probably the highest usage of borrowings with no transformations is because the globalized society has more tendencies to use these terms in everyday life through the media.

All anglicisms found in the six magazines used as sample for this research showed the same meaning as in the English language. In addition, almost all the anglicisms researched showed the same function as in English, representing 96.6% , with the only exception of the word “eyecatching” which functioned as noun in the context found , rather than an adjective in English.

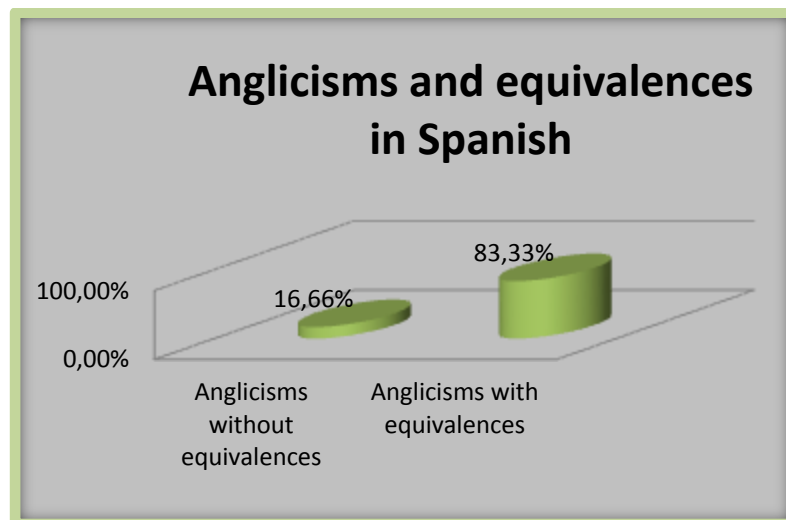
Morphologically speaking, the anglicisms which had suffered changes in writing were 11 out of 30 which represented the 36.66% of them, 19 anglicisms had not suffered any morphological transformation that represent 63.33% as shown in Table 4.

Table 4. Anglicisms according to the morphological changes.



Furthermore, 25 anglicisms had an equivalent word in Spanish language which represents 83.33%. In contrast, 5 anglicisms had no equivalent word in Spanish which represents 16.66%, as shown in Table 5.

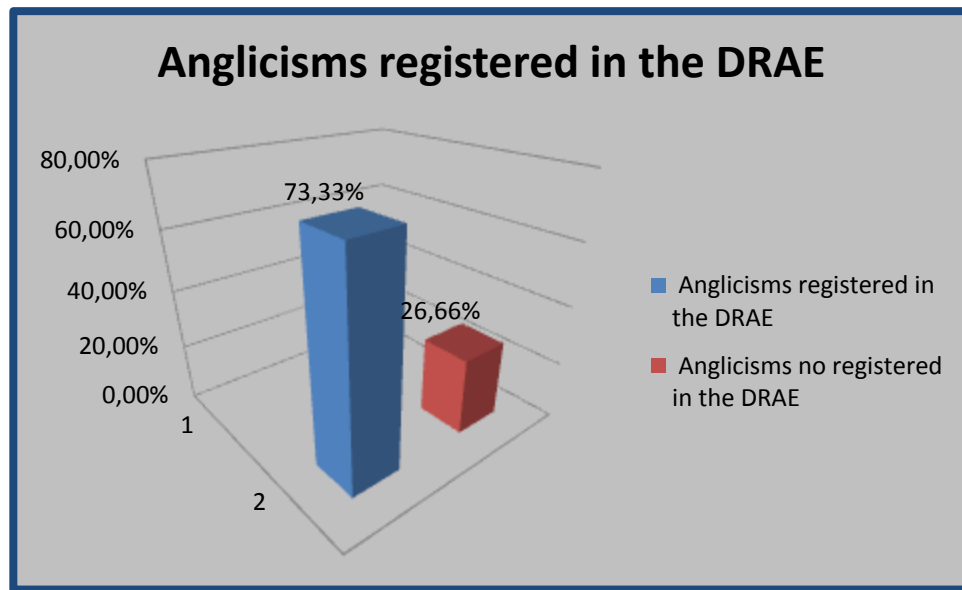
Table 5. Anglicisms and equivalences in Spanish



Regarding Diccionario de la Real Academia de la Lengua (DRAE) 22 words had been registered in it. These terms represented 73.33% and only 8 terms had not been recorded in the DRAE representing

26.67%. According to Pratt (1997) anglicisms in order to be registered in the DRAE should go through a long process that sometimes becomes decades too late to be of any relevance or use. The results found in the current paper are shown in Table 6.

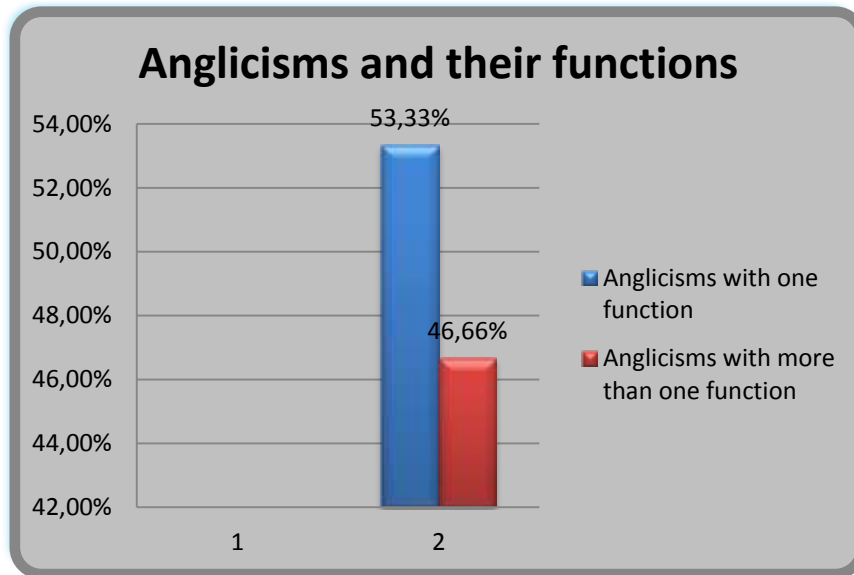
Table 6. Anglicisms registered in the DRAE



Syntactically speaking, from the words found in the six magazines used as sample for this research, 16 terms had only one function, representing 53.33 %, and 14 had more than one function in English according to MWOD and Dictionary.com representing 46.66% as shown in Table 7.

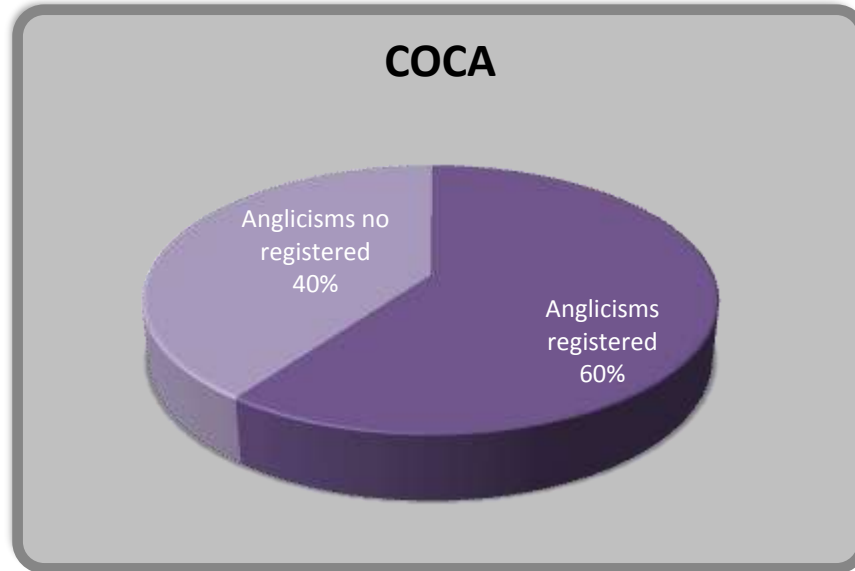
Besides the majority of the analyzed anglicisms did not use the main function nor meaning, as stated in the above mentioned dictionary; as a result, the anglicisms researched were found with a less important meaning and function as in English.

Table 7. Anglicisms and their functions



According to Corpus of Contemporary American English COCA, 18 words were recorded in this corpus representing 60% from the anglicisms found, and 12 terms were not registered in this source since they were borrowings with transformations, representing 40%, as shown in Table 8.

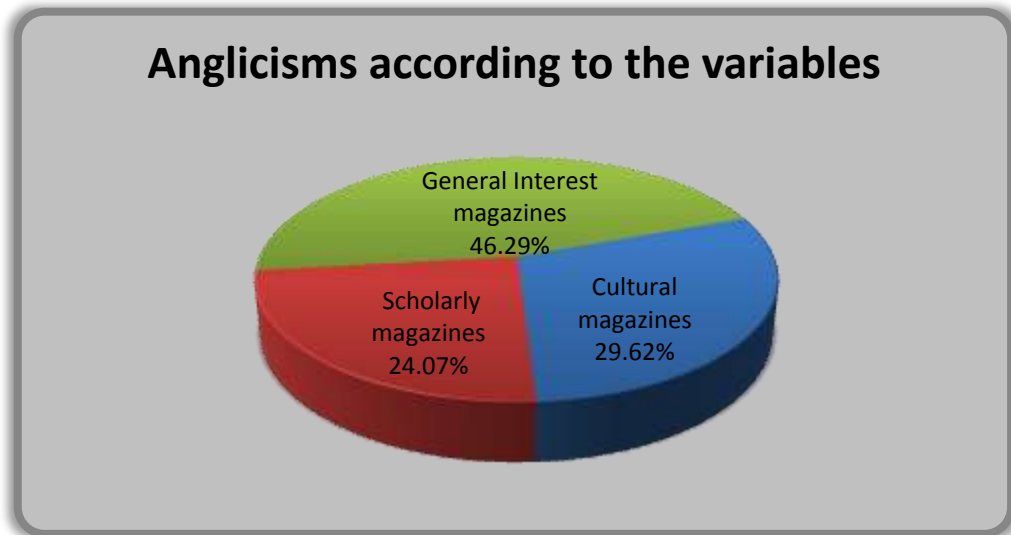
Table 8. According to COCA



In the same way, from the recorded terms in COCA only one term was not so commonly used in US English and this was “skin heads” which showed only one repetition.

For the comparative analysis from 108 anglicisms, it is possible to state that the variables have the following order in accordance with their frequency: the variable of General Interest with 50 anglicisms that represents 46.29%; the cultural variable with 32 terms that represents 29.62% and the scholarly variable with 26 anglicisms that represents 24.07% and as reported in the results of the Table 9.

Table N°9 Anglicisms according to the variables



In the same way, regarding the comparative aspect among the variables it is possible to mention that the general interest variable has the highest frequency of anglicisms; perhaps, because this type of magazines is better sold. The general interest magazines have the tendency to catch more customers, and use anglicisms in news, show business, fashion, sports and technology in order to maintain expectative and interest of the readers.

Indeed, Domanska's study (2009) affirms a similar idea that people in her study were aware of the frivolous usage of the anglicisms, but they have been influenced in some extent by films, music, show business because they want to be updated with fashion, news, technology and culture.

The results of the Descriptive Analysis of the Anglicisms in Ecuadorian Magazines regarding the general interest variable coincide with Mera's (1970) study and Delgado, A. & Hernández's (2001) study which concluded after their researches that this variable obtained the highest frequency in use.

The cultural variable in this descriptive analysis has the second frequency of the anglicisms, probably because the journalists want to be updated in their field using mixed lexis from English and Spanish. In the analysis of the Ecuadorian magazines, journalists used borrowings with morphological changes which had been adapted to the Spanish language changing gender, number and stress with the accent symbol, and in the majority of cases these terms have been registered in DRAE.

In contrast, Mera's study (1970) showed that the fewest anglicisms were found in the newspapers especially in the cultural section. In the same way, the usage of anglicisms in Mera's study regarding the cultural variable is lower than the current study which is in the second place of frequency. It is possible to conclude Mera's prior study already mentioned was carried out some decades ago when technology was not very advanced as nowadays; therefore, the introduction of anglicisms in Spanish lexicon was very scarce in the 1970's.

In the case of the scholarly magazine variable, the usage of anglicisms was the lowest in this current study probably because it was

used only for specific cases. And this fact was caused by the lack of equivalence in Spanish since the source for this study was Economics magazines where journalists preferred the English term rather than the whole concept in Spanish. This fact is confirmed by Lopez's study (2005) that says there are few semantic equivalences in Spanish in the economic area and also the usage is due to the rapid growth of economic development; therefore, this makes the use of borrowings and imported anglicisms necessary in this field.

In fact, Fernández's study (2001) as well as Lujan's study (1995-1998) stated that according to the educational background, the use of anglicisms increase and decrease; therefore, in the scholarly variable only people related to the economics field could have higher level of comprehension, so the usage is the lowest.

To conclude, as the use of anglicisms phenomenon in Spanish is on the rise with this analysis it was possible to confirm that even though there are equivalent words in Spanish, journalists preferred to use anglicisms. In addition, as result of the present paper there is a high usage of borrowings without changes because this is the first introductory phase that words should go through, and as Pratt (1997) said there is a long process these new words should undergo to be accepted and registered in the RAE and then in the DRAE.

Conclusions

- This study was relevant since the highest usage of anglicisms in Spanish is not a recent phenomenon, so it is necessary to accept that their use is on the rise in the Spanish lexicon because every living language evolves constantly and the mass media has been incorporating them into the Spanish linguistic system going through certain phases of integration.
- The results found in the Ecuadorian magazines were borrowings with transformation, borrowings without transformation, loans and barbarisms. The most used ones were borrowing without transformation because the mass media broadcasts plenty of them constantly. Therefore, Spanish is adopting and adapting them in the linguistic system.
- From the syntactic perspective, the majority of the anglicisms researched in the Ecuadorian magazines showed the same functions as in English even though these functions were not the most used ones in English.
- Semantically speaking, from 30 words used as sample, 83.3% had an equivalent word in Spanish and 16.6% did not have an equivalent, so the use of anglicisms in the second ones was necessary.

- From the morphological point of view, 63.3% of the studied anglicisms have not suffered any transformation, and 36.6% showed morphological change.
- The general interest variable has the highest frequency because there is a tendency to catch more customers using anglicisms through news; show business; fashion; sports and technology because it is a way to maintain expectative and interest , also this variable has the biggest market.
- The results obtained in the cultural variable were surprising since the expectations about the use of anglicisms were different in 1970 when the use was scarce. But, nowadays people accept and adopt the anglicisms more frequently in the cultural variable.
- In the case of the scholarly variable, the usage of anglicisms was the lowest in this current study, because these words were used for Economics specific cases due to the lack of equivalence in Spanish.

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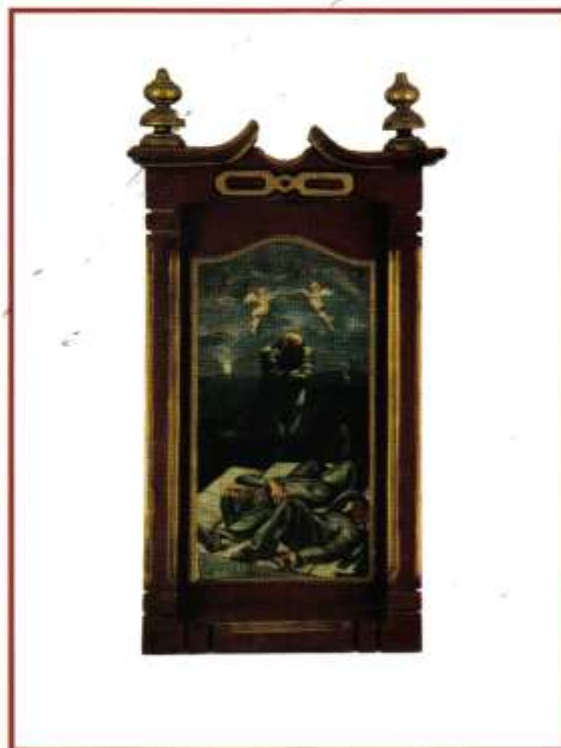
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Annexes

Annex No. 1 Cultural magazine

195

LETRAS DEL ECUADOR



CASA DE LA CULTURA ECUATORIANA



BENJAMÍN CARRIÓN • JULIO 2009

Annex No. 2 Samples

Otra historia de policías

Por Yanko Molina

No hace mucho, recomendaba a un amigo que viera *Bailarina en la oscuridad*, la película de Lars von Trier, cuya principal peculiaridad es que renueva el género del musical. A quien recomendaba el filme no parecía muy convencido de la validez de mis argumentos y el hecho de que se la hubiera anunciado como un musical era el principal reparo que hacía cuando se negaba a mirar la cinta.

La descarnada estética de mi amigo no coincidía con la imagen que la mayoría de nosotros, e incluso la propia protagonista de *Bailarina en la oscuridad*, tenemos de los musicales, a los que automáticamente asociamos con el hueco despliegue coreográfico de las películas de los cincuenta o, aún peor, con la patética mirada que Travolta nos entrega de esa misma década, casi treinta años después.

Sin embargo, la película de Von Trier es una profunda reflexión moral sobre la

fragilidad humana, en que los intercalados musicales y sus coreografías no hacen más que acentuar la angustia de la protagonista ante los dilemas que le impone el guión, sin concesiones, despiadadamente. El musical ha sido transformado, se renueva plenamente, empieza a ser otra cosa, el redescubrimiento del género llena a los espectadores de deleite.

Este proceso de combinar un género conocido por el lector para reinterpretarlo ya ha sido aprovechado desde el Renacimiento (el Quijote es un ejemplo quizá demasiado obvio) y con una aguda perspicacia ha sido retomado teóricamente no hace mucho por Julia Kristeva. Tiene ventajas evidentes: el lector se enfrenta con algo que le resulta conocido, un horizonte en el que se siente cómodo; luego, los nuevos elementos, pocos o muchos, lo sorprenden, satisfacen su ansia de novedad, lo dejan saciado y complacido.

Annex No. 3 Samples

Pero, ¿qué pasa si los elementos renovadores son insuficientes? El colapso no tarda demasiado en llegar. El lector, que emprendió la lectura con el entusiasmo de lo que le es conocido, se aburre pronto, se decepciona, no pocas veces deserta.

II

El género policial —con todas sus derivaciones— ha sido explorado en nuestro país, con desigual fortuna, ya desde los veinte. El pionero, Palacio, lo retransforma en piezas magistrales como “Un hombre muerto a puntapiés” o “El antropófago”. Luego, desde hace un par de décadas, la novela negra se ha enfocado desde diversas perspectivas y ha tenido un relativo desarrollo en el Ecuador. Son aciertos en este género, por ejemplo, *Los archivos de Hilarión*, de Santiago Páez; *Sara y el dragón*, de Rocío Madriñán; o la más reciente *Miércoles y estiercoles*, de Diego Cornejo Menacho. Todas ellas, de manera diferente, han sabido aprovechar el género sin caer en sus estereotipos, han incorporado novedad y han salido airosas.

No sucede lo mismo con *El último caso del Guatón Ramírez*, de Leonardo Escobar Konanz, que no puede separarse de la rigidez de un esquema predecible y cae en todos los estereotipos del género.

Un policía al borde del retiro afronta un último caso que no parece ser sino otro más de la larga lista que había constituido su rutina. Pero la intervención de personajes más o menos poderosos lo transforma en una

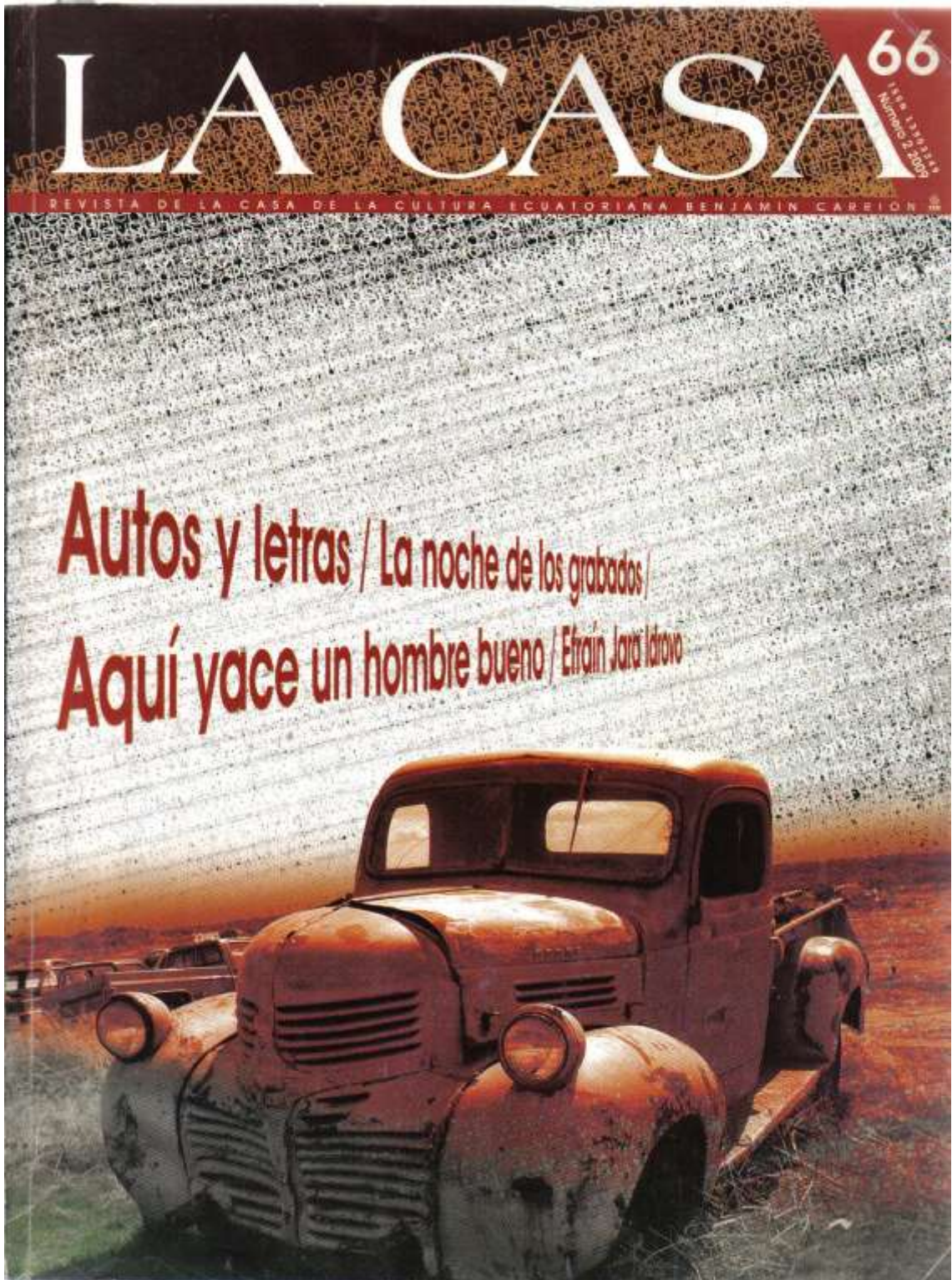
aventura que involucra a las altas esferas del gobierno, al que el valeroso —aunque un poco chavacano— investigador se enfrenta solo.

En las primeras páginas de *El último caso del Guatón Ramírez* nos encontramos con las pequeñas corruptelas políticas y policiales, sospechas de infidelidad, bravuconadas de nuestro protagonista y, como colofón a esta parte inicial, un salón de *strip tease* cuyas danzarinas que a todo espectador de películas televisivas del género le resultarán demasiado fáciles de imaginar.

El lenguaje es funcional, casi mecánico, con una frialdad que sólo se interrumpe por los fogonazos de jerga remotamente ecuatoriana, que se apagan rápidamente con las expeditas explicaciones del narrador, que reduce su brillo —su mediana fuerza verbal— a la palidez del color local. Son un acierto, en cambio, los diálogos, que resultan verosímiles y revelan el buen oído del escritor. Los personajes hablan cada uno en un estilo diferente, y aportan una pincelada de riqueza a la monotonía de la narración omnisciente. También, cada dos o tres capítulos, se reproducen supuestos despachos de una agencia de noticias, que en principio parecen funcionar como parodias del estilo periodístico y aportes de una nueva perspectiva a la trama, pero que terminan asumiéndose como simples aportes de información, en los que el lugar común resulta una debilidad inexplicable.

El tejido de la trama tiene una cierta complejidad que la vuelve, sin duda, entretenida,

Annex No. 4 Cultural magazine



Tráfico páginas



Puede que es el invento más importante de las tres últimas siglos y la tecnología —incluido lo de Kármán— es parte de la solución por las páginas de la literatura más **automática** que corren nuestras calles en este momento en que los fabricantes se quejan de la falta de espacio para quienes conducen el día de todos los días como el día de ganar únicamente algunas de las obras que hacen a auto como o personas fundamentos. Situación de seguridad. Avanzamos.

Un auto hecho por coballos

El segundo invento, como se nota, es el Siglo de Oro, y más específicamente en las obras costumistas españolas como el popular *El auto* de Luis Vélez de Guevara, que habla de una familia que se gastó todo su dinero en un coche, y el *Buque* de Francisco de Quevedo, que refiere a la obsesión de coches en Madrid.

El petróleo es un invento, la máquina del guano biológico, el motor escrito por el inventor Ben Stoker bajo la influencia del opio, y en la que se refiere por verdadera pasión a las hembras canavas, que inspiraron a las demencias personales que atormentaban su alma.

Y la historia de las máquinas y coballos **automáticos** que se aplican a la conducción y la diligencia.

Uno de estos, uno de esos y un poco de aquello

Es el portugués Fernando Pessoa quien tiene sentido en vida en lo que ama a los autos sencillos. Bajo el seudónimo Álvaro de Campos escribe, cuando el **automático** como a un símbolo del futuro, tanto como el que otro construcción viciosa que han de tener febre en el cuerpo del Siglo de Oro, y cuando por estos coches de transmisión y por estos coches y por estos coches y sugerido, se han ido, sumando, abriendo, leyendo, haciendo un espacio de calidad en el cuerpo con una sola calidad en el alma. Sin, poder expresarse todo como un motor se expresa / Se completa como una máquina / Poder y por la vida turbante como un automóvil último modelo.

Camus más sencillamente en un accidente de auto caído de La Rem Vélèbech, finalmente, pues pocos días antes había escrito: «No conozco nada más bello que morir en un accidente de automóvil. Entre los papales que se encuentran en el cajón de su padre» René Wéga después está el momento increíble de su día de ganar contenido autobiológico. Fútil hombre.

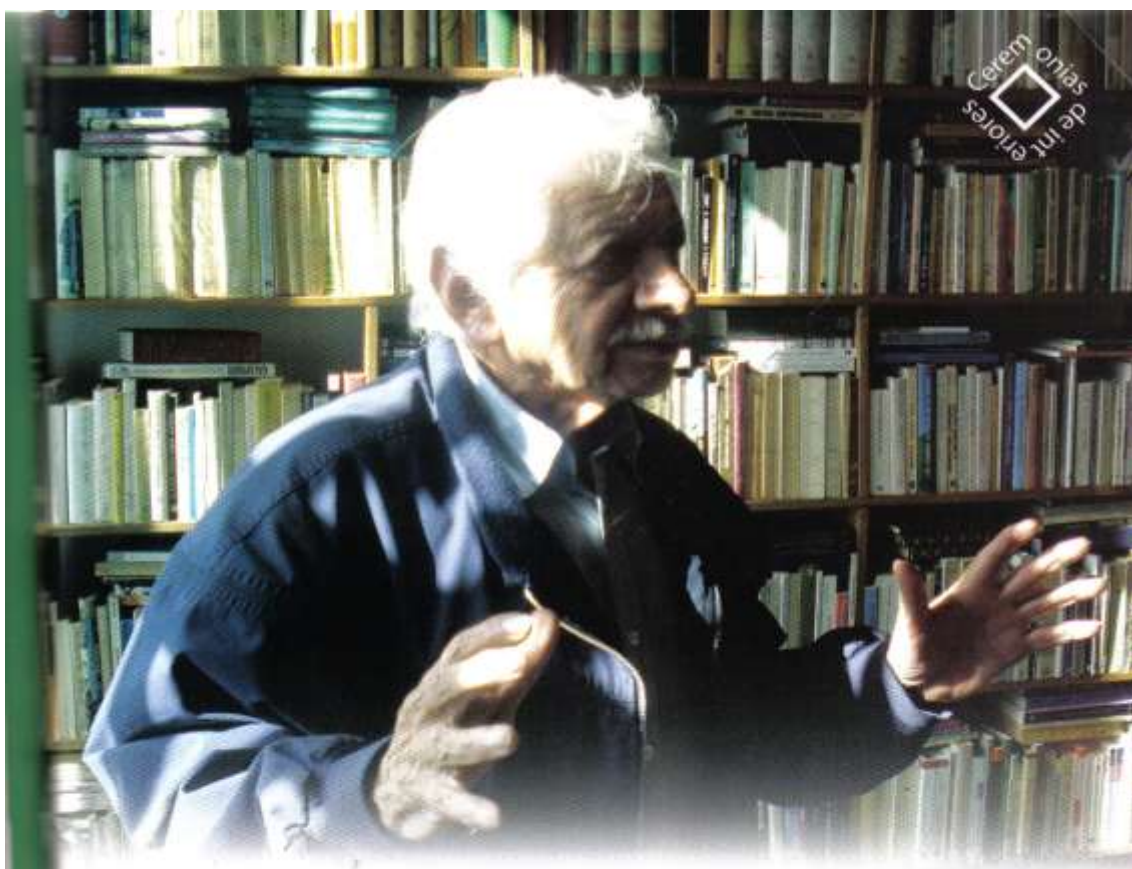
Otro de los escritores que amaba los autos era Pier Paolo Pasolini, poeta y cineasta italiano que fue visto vivo por última vez en compañía del chapero Pino Rizzo, aborreciendo su Alfa Romeo GT, cada día, en una historia de la Via Delfina en la que había tomado una birra y comido una banana...

En *Autobus de air*, el primer cuento de Taita los fuegos al fuego, el argentino que se fue quien por todos, Julio Cortázar, cacahuetas, no a personas de carne y hueso, sino, en todo caso, de mástil y vicio, pues

24 La Casa

La Casa 25

Annex No. 7 Samples



Efraín Jara Idrovo.

Habitante de Shangri-La

—¿Efraín Jara Idrovo? —le pregunta al guardia de un edificio, como todos los de Cuenca, de consistente y colorido ladrillo.

—Octavo piso. El elevador llega únicamente hasta el séptimo —me advierte el **watayman (quichimán, decimos nosotros creyendo que es quichua) fraj cecloratao**, por medio de un intercomunicador, de que el poeta, efectivamente, me espera.

Mientras subo, hago un **awu**. **Awu**: Año 2004. Despacho del presidente del Núcleo del Azuay

de la CCE. Efraín Jara Idrovo de traje azul marino, intentando recuperar la memoria que dejó en el redondeo en el que la camioneta del Núcleo fue impactada por la blazer de un desconocido.

Por eso cuando el poeta me abre la puerta y me da la bienvenida con la fluidéz con que corre el río que se ve desde su ventana, no puedo si no sorprenderme de lo vigoroso que se ve. ¿Será por las pesas que levanta en la máquina de musculación que ha colocado al centro mismo de su estudio? ¿Será

por el sabor a eternidad que ha saboreado en playas propias de historias de Stevenson? ¿Será por las dos películas diarias que mira desde que se volvió insomne? ¿O por las conejas de **Ribayba** que guarda, como dentro de un armario, en el libro con el que se conmemoraron los cincuenta años de la revista fundada por Herber?

Debe ser por todo eso, y por que puede ver, desde su ventana, una ciudad, como las contadas por Silvio Rodríguez, sumergida en un baño de tejas.

Annex No. 8 Scholarly magazine

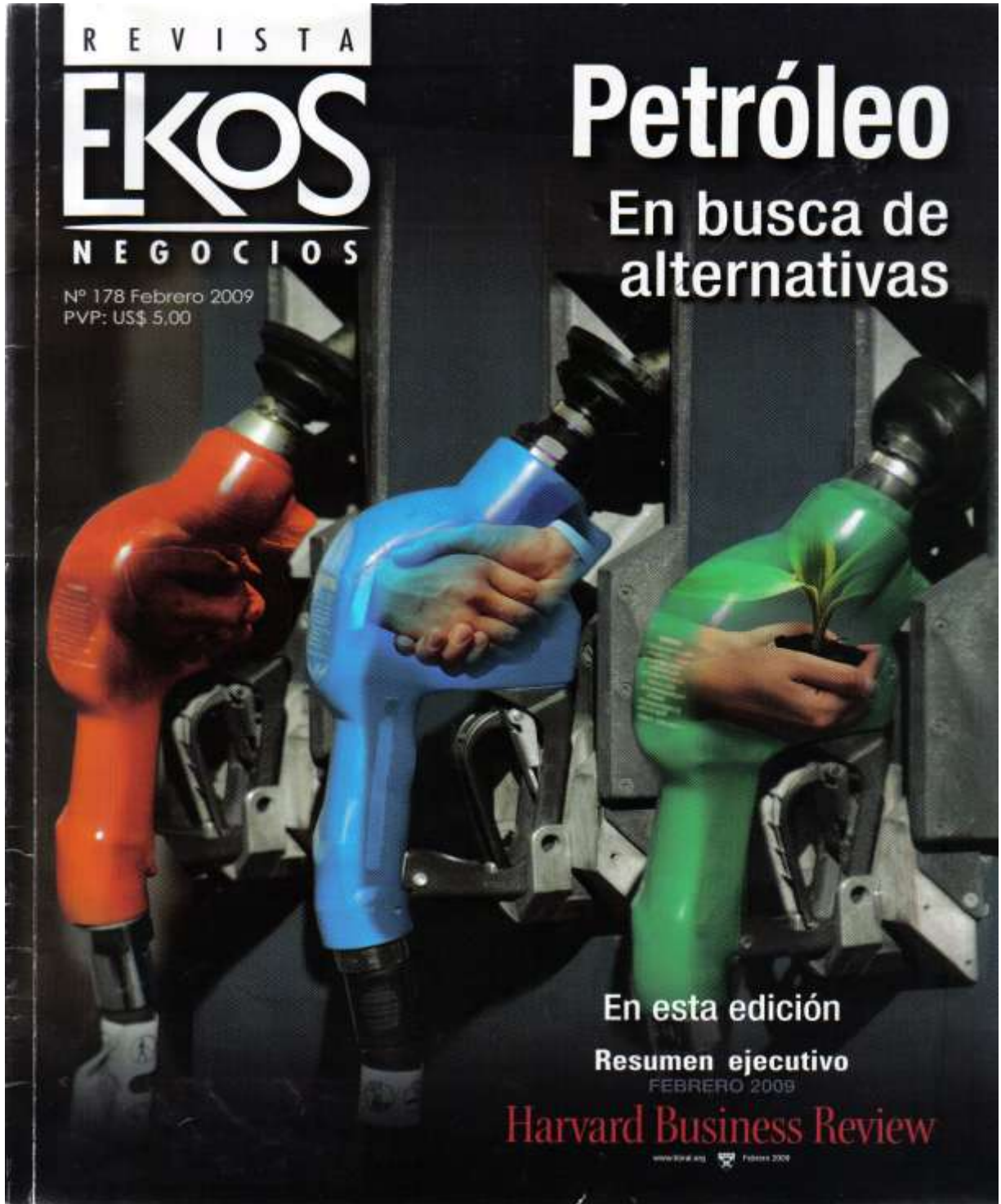


Imagen Corporativa

La evolución de los logos



Por Ángel Cahuasquí

¿Qué toma en cuenta una empresa cuando cambia de imagen y logo? ¿Por qué de la noche a la mañana vemos marcas habituales con una presentación distinta? ¿Qué quieren ver los actuales consumidores?

“Lo único permanente es el cambio”: así reza el adagio popular bajo el que evolucionan las empresas y su imagen. En un mundo de consumo, quienes más ganan son los que más rápida y efectivamente ganan la atención de los consumidores. Sin duda, el *eye-catching* es la carta mayor que las empresas lanzan sobre la pelecada mesa de los mercados.

Un logo representa a una compañía y a su misión. Por eso las compañías invierten millones y millones de dólares cada año en desarrollar logos

que generen diferenciación, individualidad, calidad y atributos específicos. El objetivo es que puedan transmitir ese mensaje de manera fácil e inmediata, y que sean reconocidos en el tiempo y en el espacio, más allá incluso del nombre de la empresa.

BBR, por ejemplo, buscando un logo tan reconocible como el de Adidas, que pudiera reforzar el atractivo de una de sus líneas de ropa y transmitir la idea de acción, creó a inicios de los setentas su famoso visto bueno o *‘Swoosh’* acompañado en minúsculas

de la palabra *‘nike’*, que rápidamente consiguió extraordinarios resultados. Uno de ellos fue transformar a BBR en Nike, empresa hoy conocida a nivel mundial. El logo ha sido considerado uno de los mejores de la historia, a tal punto que hoy Nike no usa más su nombre, sino únicamente su increíble visto bueno Swoosh.

Unos logos evolucionan más que otros, dependiendo de sus necesidades, del impacto conseguido y del ritmo de los tiempos. Algunos tienen un impacto integral de color, forma

Annex No. 10 Samples

Estimados amigos:

El año 2008 terminó con muchos sobresaltos en el manejo macroeconómico del país, con sus consecuentes impactos en las distintas actividades que de ninguna manera pueden abstraerse de lo que ocurre en el conjunto de la economía.

La calificación de riesgo país sumó los 3.000 puntos básicos, lo que nos sitúa como el país con la peor percepción de riesgo de toda la región. La situación generada con la decisión gubernamental de no pagar la deuda comercial, nos aísla rápida y gravemente de las fuentes de liquidez internacional, tan necesarias en una época de crisis como la que ya estamos viviendo. La Reserva Internacional de Libre Disponibilidad ha descendido de más de US\$ 6.000 millones a apenas algo más de US\$ 4.000 millones, con una caída que tiene un ritmo de casi US\$ 250 millones semanales. El déficit de la balanza comercial se acentúa gravemente. El gasto público creció en una suerte de burbuja rodeada del artificial precio del petróleo, burbuja que explotó en nuestras propias narices.

Las amenazas más evidentes están, en consecuencia, en la rapidísima pérdida de la liquidez del sector público, en la contracción de la producción y el empleo, en una elevada inflación, en la pérdida de competitividad cada vez mayor de la producción nacional y, consecuentemente, en la supervivencia del modelo monetario anclado en el dólar. No deja de ser una amenaza el carácter que va teniendo la construcción del nuevo andamiaje institucional, con unas cuestionadas Cortes Constitucional y de Justicia

y con un confuso proceso de organización de la nueva función del Estado, el Consejo de Participación Ciudadana y Control Social, así como el contenido de la nueva Legislación que se está procesando en múltiples materias.

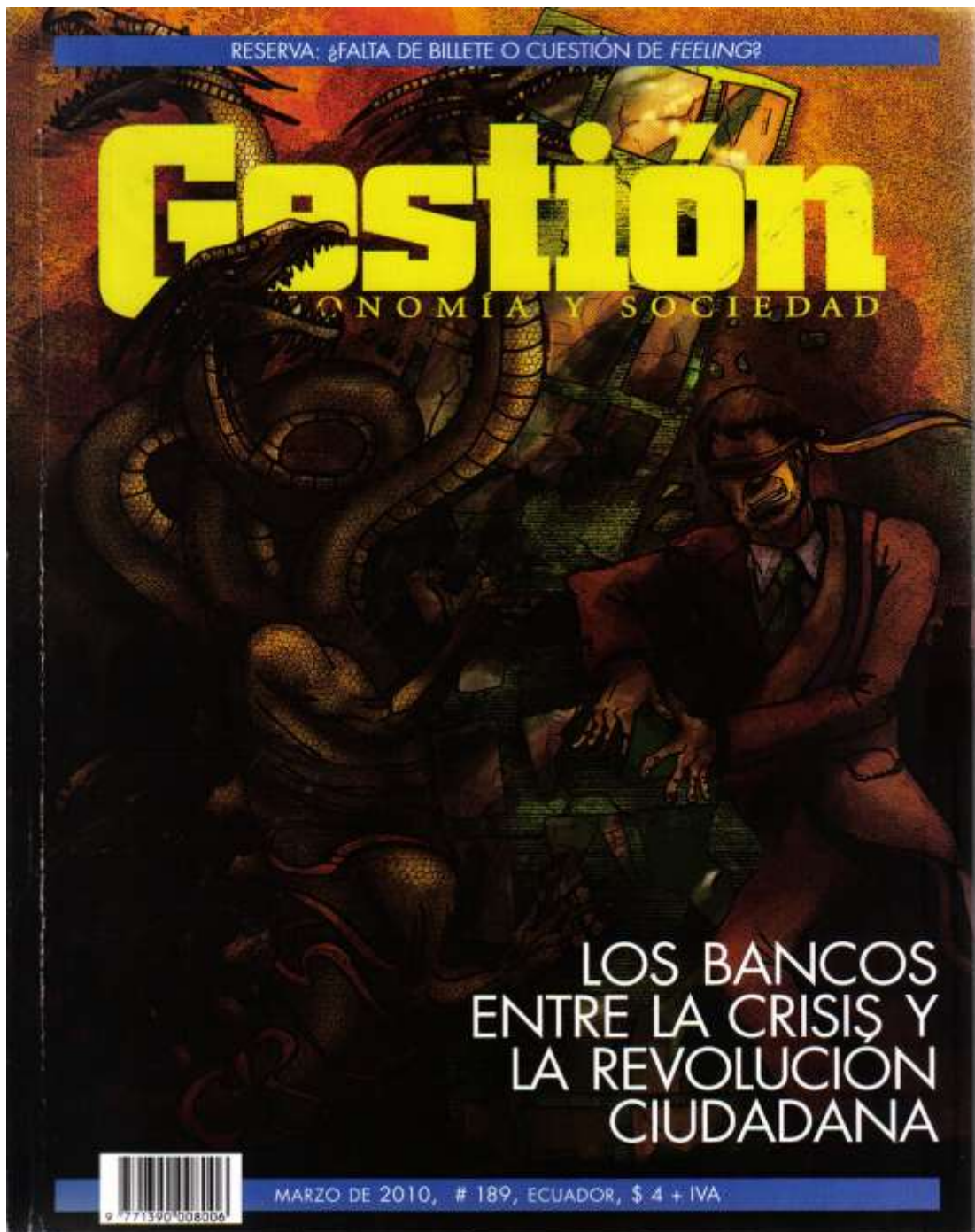
En ese escenario, al gobierno le corresponde tomar las cosas con muchísima serenidad, más allá de la calentura de un proceso electoral que ya estamos viviendo, a efectos de controlar y priorizar al máximo el gasto público y tomar medidas concertadas con el sector privado que estimulen la inversión, la producción y el empleo. También deberá definir con mucha atención el incremento de comercio con los países o zonas con los que tenemos superávit comercial, como son Estados Unidos, la Unión Europea y Perú, privilegiando estos mercados y no aquellos con los que tenemos déficit como son los países del Asia.

El año 2009 será, a nivel global, el año en que en verdad se conocerá la profundidad de la crisis económica. Hay gran expectativa, en ese contexto, en la gestión del nuevo gobernante norteamericano y en la orientación de las medidas que adopten los gobiernos de las principales economías del mundo y del continente.

Sin embargo, la tarea es casa adentro y deberemos concentrarnos en proteger las fortalezas y trabajar fuertemente en mitigar las debilidades. Hoy por hoy, importantes fortalezas constituyen la solvencia y liquidez del sistema financiero y el importante desarrollo del mercado de valores a partir del segundo semestre del año 2008.

Infomercados

Annex No. 11 Scholarly magazine



RESERVA: ¿FALTA DE BILLETE O CUESTIÓN DE FEELING?

Gestión

ECONOMÍA Y SOCIEDAD

LOS BANCOS
ENTRE LA CRISIS Y
LA REVOLUCION
CIUDADANA



MARZO DE 2010, # 189, ECUADOR, \$ 4 + IVA

creativa" memó la credibilidad de Grecia y molestó a la UE.

Por otro lado, los diarios *New York Times* de EEUU, *Der Spiegel* de Alemania y *Le Monde* de Francia denunciaron créditos otorgados a Grecia desde 2002 por parte de Goldman Sachs que, mediante artificios financieros y legales, no habrían sido registrados como deuda. En 2002, una operación de **swap** de divisas habría permitido aplazar artificialmente el pago de intereses de la deuda griega. Así, el banco central griego habría camuflado el monto real de la deuda y, por lo tanto, del déficit fiscal, lo que impidió a la UE vigilar el gasto gubernamental heleno. Según el diario francés *Le Monde*, Grecia no es el único país que ha utilizado complejos instrumentos financieros para ocultar parte de su deuda temporalmente. Países como Italia, Bélgica e incluso Francia también lo han hecho.

Europa no la dejará caer: el costo no es solo financiero

Hoy, la tierra de los dioses es el país más débil de la región. ¿Será que España, Portugal, Irlanda o Italia son los siguientes? En ese caso, ¿Alemania y Francia estarán dispuestas a rescatar esas economías? Un rescate integral a Grecia por parte de la Unión Europea para evitar un **default** soberano no es económicamente tan caro en términos relativos. Desde 2007, Europa ha inyectado miles de millones de euros para evitar un

colapso financiero y una profundización de la crisis y el PIB griego es menos del 3% del PIB de la Eurozona.

Pero el costo de rescatar a Grecia no es solo financiero. El problema de fondo es político y de riesgo moral: si un país sabe o anticipa que sus desórdenes fiscales serán financiados por el resto de países de la zona euro, no tiene motivación alguna para llevar un orden y disciplina fiscal (no gastar en exceso y sin financiamiento asegurado) en los próximos años. Un rescate total sin sanciones no sería una buena señal de la Eurozona para los países de Europa del Este interesados en adherirse al euro.

También habría problemas casa adentro: además de las restricciones de crédito generalizadas en el mundo, todos los países de la zona euro se vieron afectados, en mayor o menor medida, por la crisis internacional. No sería bien visto por los votantes que sus Gobiernos destinen recursos a reactivar otra economía, como la griega, en lugar de reactivar la doméstica. Pero no hacerlo, supone grandes costos económicos y políticos para la UE. En medio de la crisis, ningún votante de la Eurozona aprobaría un rescate sin beneficio de inventario para reactivar la economía griega.

Por otro lado, un no pago de los bonos soberanos griegos podría generar especulación sobre: 1. la capacidad de otros países de la Eurozona con problemas similares para cubrir sus obligaciones soberanas; 2. la capacidad de la Unión Europea como bloque para garantizar la estabilidad de la zona y ayudar a los más débiles, e incluso, 3. la credibilidad de este mecanismo de financiamiento para países en desarrollo. Además, afectaría a los bancos europeos que poseen bonos griegos o que aseguraron los mismos mediante la venta de CDS *Credit Default Swap* (precio del seguro contra el riesgo de **default** soberano). Todo esto, desestabilizaría más a los mercados financieros internacionales, en especial los europeos, algo que la Eurozona no está dispuesta a asumir.

Para la Unión Europea es muy importante asegurar su recuperación económica, minimizar el riesgo de contagio,

impedir la depreciación del euro y evitar posibles turbulencias en bancos europeos que invirtieron en bonos helenos. Europa no quiere la intervención económica del Fondo Monetario Internacional, pues eso indicaría que el bloque no puede salir adelante por sí mismo. La ministra de Finanzas de Francia ya lo dijo: "creo que la voluntad colectiva de todos nosotros es arreglar el tema dentro de la zona euro". Al cierre de esta edición, ya se avizoraba un plan de rescate económico para Grecia **liderado** por las economías más fuertes del bloque: Alemania y Francia. Ambos países están conscientes de las consecuencias políticas y económicas de una eventual **default** de la deuda griega y de otros países de la región.

La lección para el Ecuador

El caso griego es una experiencia a considerar en la integración latinoamericana, pues refleja los costos de defender una moneda única (soberanía supranacional) en un entorno donde cada país maneja la política fiscal a su discreción (soberanía nacional) y las especulaciones en los mercados financieros pueden facilitar o complicar la evolución económica. No hay duda, Grecia es un gran reto económico y político para el bloque europeo. Para superar la crisis, varios países tenían la idea de que los Gobiernos podían gastar lo que quisieran sin tomar en cuenta sus fallas estructurales. Dos años y medio después, países como Grecia enfrentan serias dificultades. En esas condiciones, endeudarse fuera es más caro.

El desorden en el manejo fiscal tiene peores consecuencias en un entorno sin política monetaria y cambiaria propia (caso griego con el euro y el ecuatoriano con el dólar). Un gasto público exagerado, un endeudamiento agresivo sin transparencia, una amplia economía informal y fallas estructurales en el mercado laboral son algunos de los motivos que llevaron a la crisis griega. Vale la pena tomar en cuenta este caso en las decisiones de política económica pues, finalmente, el pueblo paga las malas decisiones gubernamentales. □

Resumen 2

EL IMPACTO EN AMÉRICA LATINA

El impacto de la crisis griega en América Latina dependerá del que tenga en la zona euro en conjunto y, en particular, en España, país más ligado a la región por medio de flujos de bancos españoles y la serie de inversiones españolas, colombianas, peruanas y bolivianas. Una mayor asociación de Europa dentro de las exportaciones latinoamericanas hacia esa región y una depreciación del euro significaría menor monto de remesas recibidas en moneda local de los países latinoamericanos. El efecto que genere la crisis griega en los mercados financieros de petróleo y de commodities podría incidir en el sector externo y en el balance fiscal de algunos países de la región como el Ecuador.

Annex No. 14 Samples

ESTRATEGIA

Aunque parezca curioso, hasta ahora no han aparecido los contenidos como un componente esencial. Si bien cada universidad ofrece un valor diferenciador, los MBA son programas generalistas que más que una especialización técnica buscan el desarrollo de competencias gerenciales. Virginia Lasio, directora de Espoe, explica esa transición: "Hemos transitado del dominio de lo funcional hacia las áreas **soft**, es decir, a aquellas que desarrollan habilidades y destrezas como trabajo en equipo, relaciones interpersonales, comunicación, manejo de conflictos, negociación y toma de decisiones".

Por ello, la diferenciación de los programas viene por otras vertientes. Una que últimamente las escuelas de negocios se esfuerzan en obtener es la de las alianzas estratégicas con otros programas, universidades y países. Así, las entidades educativas agregan valor a sus contenidos con viajes al extranjero, con el intercambio de docentes y estudiantes, y con la que se ha convertido en la joya de la corona: la doble titulación.

El prestigio se mide en un ranking

Andrés Naranjo quería internacionalizar su compañía de soluciones de impresión, Print Mate, que por ahora tiene operaciones medianas en Venezuela y Colombia. Para ello, en 2008, se fijó la misión de investigar cuál MBA tenía una oferta que estuviera en sintonía con sus objetivos. Para él, el prestigio era una condición sine qua non. Y no le bastó el boca a boca, se remitió a los **rankings**.

En Latinoamérica, uno de los más reconocidos es el elaborado cada año por la revista regional *América Economía*, que toma en cuenta criterios de fortaleza académica, producción y difusión de conocimiento, internacionalización y el poder de redes (Cuadro 1). Mientras que a escala global, el **ranking** del diario británico *Financial Times* (Cuadro 2) es un referente obligado.

Si bien los **rankings** no son palabra santa, sí resultan referentes de opinión. ¡A quién no le agrada presumir que su título es de las universidades mejor posi-

CUADRO 1
LOS MEJORES MBA DE AMÉRICA LATINA 2009

Posición	Institución educativa oferente	País sede
1	Incae Business School	Perú
2	Pontificia Universidad Católica de Chile	Chile
3	Fundación Getulio Vargas / Escuela de Administración de Empresas	Brazil
4	Universidad de los Andes	Colombia
5	Instituto Tecnológico Autónomo de México (ITAM)	México
6	Universidad Adolfo Ibáñez	Chile
7	Escuela de graduados en Administración y Dirección de Empresas	México
8	IAE Business School	Argentina
9	Instituto de Estudios Superiores de Administración	Venezuela
10	Universidad de Chile	Chile

FUENTE: AMÉRICA ECONOMÍA

CUADRO 2
LOS MEJORES MBA GLOBALES 2009

Posición	Institución educativa oferente	País sede
1	University of Pennsylvania Wharton	EEUU
2	London Business School	Reino Unido
3	Harvard Business School	EEUU
4	Columbia Business School	EEUU
5	Insead	Francia, Singapur
6	Stanford University GSB	EEUU
7	IE Business School	España
8	China Europe International Business School	China
9	MIT Sloan School of Management	EEUU
10	New York University Stern	EEUU

FUENTE: FINANCIAL TIMES

cionadas en la región o en el mundo! Es inevitable el endoso de prestigio de las universidades a sus graduados... Y viceversa.

En el Ecuador, solo dos de las 34 instituciones de educación superior que ofrecen programas de posgrados, MBA y doctorados en negocios, según registros del Consejo Nacional de Educación Superior (Conesup), lograron un puesto en el **ranking** latinoamericano de *América Economía* 2009: IDE Business School, en el puesto 24, y Espoe Graduate School of Management, en el lugar 35.

Sin embargo, para el empresario ecuatoriano Ernesto Kruger ni el reconocimiento internacional ni ninguno de los argumentos expuestos es razón suficiente para sacrificar el tiempo de su familia. Ése es un precio que él no está dispuesto a pagar y cita a Bill Gates (**Microsoft**) o a Steve Jobs (**Apple**) como ejemplos de que, más que títulos, lo que los negocios requieren es sentido común.

Teóricamente, el argumento se aplicaría también al señor Arthur Lok Jack, uno de los más importantes empresarios del Caribe y benefactor de la escuela de negocios que lleva su nombre. Así que GESTIÓN le planteó el dilema: "¿Por qué recomienda estudiar un MBA si su historia personal da claro testimonio de que no hace falta tener un título para cosechar frutos?" Su respuesta, contundente: "Yo tuve suerte, pero si hubiera estudiado, me habría ahorrado unas cuantas decisiones equivocadas".

Estudiar un MBA es un compromiso. Una vez escogido el programa, los resultados dependen de uno. Habrá quienes lo capitalicen de inmediato con ascensos y salarios atractivos, mientras que para otros no pasará de ser una línea adicional de su currículum vitae o un espacio de esparcimiento. Romper paradigmas y ver en cada episodio de la vida una opción de aprendizaje es la verdadera decisión. **□**





Dinero

Una gema en Esmeraldas

En 2007, cuando el grupo francés *Admiral Raineau and Resort* se hizo cargo del hotel *Mercure*; la constructora *Uribe Schwarzkoif* y *Aerogal* construyeron el hotel *boutique Le Parc*; y el Grupo *Futuro* puso la plata para restaurar el inmueble que sería el hotel *Casa Gangotena*, la cadena de hoteles *Decameron* desembarcó en Ecuador.

Ese año inició la construcción del hotel *Royal Decameron Mompiche*, el *resort all inclusive* (todo incluido) más grande del país y de la Costa del Pacífico en Sudamérica. Cuenta con 300 habitaciones, cuatro restaurantes, siete bares, dos *snacks*, cinco piscinas, *fitness center*, *spa*, un centro de convenciones con capacidad para 600 personas y tecnología de punta, además de un *business center*. Este proyecto tuvo una inversión superior a los 30 millones de dólares. "Un *resort* debe reunir todas las comodidades y atractivos que el turista requiere para sus vacaciones sin salir del hotel", explica Enrique Ponce de León, gerente general de *Decameron* en Ecuador.

Un lugar bendecido

¿Qué vieron los inversionistas extranjeros en

Con una inversión mayor a 30 millones de dólares, la cadena hotelera *Decameron* abrirá su primer hotel en Mompiche, Esmeraldas.

Diego Palacios / dpalacios@vivo.vistazo.com

Mompiche, una zona deprimida del cantón *Muisne*, en Esmeraldas? Todos coinciden destacar su belleza natural. "Es un lugar bendecido, paradisíaco, con toda la vocación para ser un destino turístico de descanso, placer y ecología", argumenta *Martín Maya*, gerente comercial de la compañía.

El negocio del hotel *Decameron Mompiche*, a través de la modalidad *all inclusive*, está en captar el mayor número de turistas nacionales que suelen viajar a las playas de Esmeraldas, *Atacames*, *Sua*, *Tonsupa*, entre otros destinos. Sólo durante el feriado de difuntos de este año,

Esmeraldas recibió a 49.150 visitantes, según cifras del Ministerio de Turismo.

Carlos Acosta, presidente de la Cámara Provincial de Turismo de Esmeraldas, estima que los feriados de Carnaval, Semana Santa, Navidad y Año Nuevo significan para la provincia ingresos por cuatro millones de dólares. Durante los meses de julio y agosto, temporada de vacaciones en la Sierra, los turistas dejan dos millones de dólares en la zona.

Desde luego, la cadena hotelera *Decameron* también apunta al turismo extranjero y para eso cuenta con 37 oficinas e

Antonio Valencia: La joya del fútbol

A los 15 años dejó el seno de su humilde familia en Lago Agrio y se fue a probar suerte a El Nacional de Quito. Allí, tres años después, dio el salto a la selección nacional, donde debutó con dos goles ante Paraguay en las eliminatorias al Mundial de Alemania 2006.

Pronto fichó por el Villarreal y el Recreativo Huelva de España, donde no tuvo mayores oportunidades; sin embargo demostró todo su talento en Alemania 2006, donde se consagró como el mejor jugador juvenil elegido por los internautas de la FIFA, razón por la que el Wigan Athletic de Inglaterra decidió comprar su pase. Tuvo tres temporadas brillantes en Wigan. Y pronto los millonarios Real Madrid y Manches-

ter United mostraron su interés por el mediocampista.

Finalmente, en junio el Manchester adquirió su pase por 26 millones de dólares y Valencia se convirtió en el jugador ecuatoriano más caro de todos los tiempos.

"Siento que vivo un sueño, lo estoy disfrutando", reconoce el jugador, titular indiscutible y figura en la Premier y Champions League. "El 2009 habría sido un año espectacular, pero lamentablemente no pude clasificar con la selección de mi país al Mundial de Sudáfrica", ha dicho.



Rodrigo Paz El gestor de Liga

Se sumó a la dirigencia de Liga Deportiva Universitaria en 1955, cuando tenía 21 años de edad y el club recién llevaba una temporada en el profesionalismo, jugando los torneos de la Asociación de Fútbol No Amateur de Pichincha.

Rodrigo Paz Delgado (Tulcán, 1933) empezó como último vocal suplente de las divisiones menores de Liga. Desde allí fue ascendiendo hasta convertirse en el dirigente más trascendental e influyente en la historia del club más exitoso del Ecuador tras haber ganado en apenas un año y medio tres títulos internacionales: la Copa Libertadores de América 2008, la Recopa Sudamericana y la Copa Sudamericana 2009.

Cultor del trabajo constante y sin desmayos, fue además gestor de nueve títulos nacionales.

También fue el mentalizador y realizador de la construcción del estadio Casa Blanca, inaugurado en 1997, así como de toda la infraestructura de la institución, que incluye: un Country Club, un estadio para divisiones formativas, un colegio, edificio de concentración y almacén de productos oficiales.

Es el líder de un modelo de gestión admirable. "Hemos logrado que Liga sea la institución deportiva más sólida del Ecuador, con 1.200 socios y un patrimonio de 80 millones de dólares", dice el hombre que, a pesar de sus éxitos, no se considera el alma de Liga, "porque Liga no tiene alma negra", según comenta en tono jocoso.



Paulina Aguirre • La voz de un ángel

"No podemos olvidar el propósito de nuestro trabajo, lo que importa no es a quien llegue, sino que el mensaje llegue". Quien escribió esto es la primera ecuatoriana en recibir un Grammy Latino.

Paulina Aguirre es una Mujer de Fe, como se llama su álbum debut aparecido en 2007 y con el que recibió su primera nominación al Grammy en la categoría Música Cristiana. Paulina Rendón Reinoso llegó a Los Ángeles a los 27

años, con un puñado de dólares en el bolsillo, que le robaron sin que se diera cuenta en un restaurante. En Ecuador esta joven de origen lojano había puesto su voz a varios comerciales (entre ellos, uno de Coca Cola y otro de Banco de Guayaquil) y algunas bandas como Contrapunto; en ese país se encontró con pruebas a su talento y a su perseverancia. Fue corista de Luis Miguel, Marco Antonio Solís y Gloria Trevi, pero buscaba algo más.

Al reencontrarse con el productor ecuatoriano radicado en Estados Unidos, Pablo Aguirre, Paulina halló el camino para conciliar su talento y

su fe. Con el disco "Esperando tu Voz", recibió el Grammy. "Este reconocimiento lleva la identidad de mi país a otro nivel, y por eso se lo dedico", dijo la cantautora durante la ceremonia.

En el trabajo premiado se incluye "Cuando me vaya de aquí", un tema a dúo con Armando Manzanero.

La producción premiada incluye 40 cuerdas grabadas en vivo, e incorpora instrumentos andinos, fusionados con ritmos pop y rock.

Con Pablo Aguirre, su esposo, trabaja en la productora Mucho Fruto y espera llevar su voz angelical y su mensaje de fe por todo el mundo.



Annex No. 18 General interest magazine



Annex No. 19 Samples

Consejos » Finanzar

Por Alexander Sotelo Andújar - csotelo@elcomercio.com - Foto: Stockphoto



Cómo hacer un presupuesto

Si no sabes a dónde se va tu dinero, llegas con lo justo a fin de mes o simplemente quieres organizar mejor tus ingresos y gastos, no dejes de leer esta.

NO A TODAS PERSONAS SE LE VENDE LA IDEA DE NO PODER AFRONTAR no poder hacer una inversión importante. En ocasiones no es por falta de dinero, sino por un mal manejo. Hacer un presupuesto mensual es la forma más sencilla de proveer los gastos, y abstenerse a él, limita responsable para manejar los recursos. El gran problema está en que la mayoría no tiene como costumbre planear con seriedad sus movimientos monetarios, sino que le deja esta tarea al cálculo mental o, peor aún, a lo "que venga" día a día.

Por qué hacer un presupuesto
Porque este es un ejercicio de disciplina

que da libertad financiera y permite saber cuánto se puede gastar en cada compra. Un presupuesto deja saber si gastamos más de lo que debemos, si satisficimos o no nuestras necesidades, si gastamos por impulso, es qui podemos comenzar y cuál es nuestra real capacidad de pago. Lo definitivo, es una forma de ordenar las finanzas, llevar el control de lo que se tiene, planear y ahorrar para el futuro.

Así debes hacerlo

Lo más importante es que lo hagas en papel o en una hoja de cálculo de la computadora. No lo dejes a tu mente. Empieza haciendo una lista de todos tus ingresos mensuales, calculando también cuáles son los descuentos de ley que le haces a tu sueldo y demás cobros. Después, haz una lista de todos los gastos, tanto los fijos como los que varían mes a mes. Aquí deben ir también aquellos que parecen insignificantes como el café de la mañana, la botella de agua que compras de vez en cuando, la revista que adquieres mientras manejas, etc. Con los gastos identificados puedes hacer una comparación de estos con tus ingresos y tener la certeza de cuánto afijas lo que ganas.

Algunos consejos

- Si no sabes cuáles son tus gastos variables, apunta todo lo que compras y pagas durante dos meses.
- Si tus gastos son demasiado altos en relación a tus ingresos, empieza eliminando o disminuyendo los gastos variables que no son necesarios.
- Si no tienes suficientes ingresos para cubrir todos tus gastos, utiliza la información de tu presupuesto para decidir dónde cortar gastos.
- Si te sobra dinero al restar tus gastos fijos y variables de tus ingresos, primero paga todas las deudas con intereses más altos que tengas y

En su caso. Cuando el dinero no alcance. María Benavides y María Cecilia Masó ofrecen un sistema práctico y efectivo para aprender a controlar los gastos. Si quieres acceder a la plantilla para realizar tu presupuesto desde tu computadora, ingresa a Crediblog.com/michelo en la sección Tu dinero - Calculadora, donde dice "Si es posible controlar tus gastos". También puedes elaborar tu presupuesto anotando tus gastos según lo que ellas proponen.

Categoría	Subcategoría	Gastos variables	Contingencias
1. Gastos	Alquiler	Alquiler	Reserva de fondo
	Comida	Comida y bebida de maridaje	
	Comida	Comida y bebida de maridaje	
	Comida	Comida profesional	
	Comida	Comida profesional	
2. Ahorro	Alquiler	Alquiler	Reserva de fondo
	Comida	Comida y bebida de maridaje	
	Comida	Comida y bebida de maridaje	
	Comida	Comida profesional	
	Comida	Comida profesional	
3. Ahorro	Alquiler	Alquiler	Reserva de fondo
	Comida	Comida y bebida de maridaje	
	Comida	Comida y bebida de maridaje	
	Comida	Comida profesional	
	Comida	Comida profesional	
4. Ahorro	Alquiler	Alquiler	Reserva de fondo
	Comida	Comida y bebida de maridaje	
	Comida	Comida y bebida de maridaje	
	Comida	Comida profesional	
	Comida	Comida profesional	
5. Ahorro	Alquiler	Alquiler	Reserva de fondo
	Comida	Comida y bebida de maridaje	
	Comida	Comida y bebida de maridaje	
	Comida	Comida profesional	
	Comida	Comida profesional	
6. Ahorro	Alquiler	Alquiler	Reserva de fondo
	Comida	Comida y bebida de maridaje	
	Comida	Comida y bebida de maridaje	
	Comida	Comida profesional	
	Comida	Comida profesional	
7. Ahorro	Alquiler	Alquiler	Reserva de fondo
	Comida	Comida y bebida de maridaje	
	Comida	Comida y bebida de maridaje	
	Comida	Comida profesional	
	Comida	Comida profesional	
8. Ahorro	Alquiler	Alquiler	Reserva de fondo
	Comida	Comida y bebida de maridaje	
	Comida	Comida y bebida de maridaje	
	Comida	Comida profesional	
	Comida	Comida profesional	
9. Ahorro	Alquiler	Alquiler	Reserva de fondo
	Comida	Comida y bebida de maridaje	
	Comida	Comida y bebida de maridaje	
	Comida	Comida profesional	
	Comida	Comida profesional	
10. Ahorro	Alquiler	Alquiler	Reserva de fondo
	Comida	Comida y bebida de maridaje	
	Comida	Comida y bebida de maridaje	
	Comida	Comida profesional	
	Comida	Comida profesional	

*Este concepto puede ser manejado como fijo o variable según las necesidades de cada persona o familia.

Después de eso, lo que te quede tras pagar todas tus deudas puedes ahorrarlo o invertirlo.

• Cuando creas tu presupuesto, es importante que seas disciplinada y lo

respetes.
• Ten claro que las necesidades cambian con el tiempo, por lo que el presupuesto también lo hará.

Sandra Bullock: la mejor

En la última ceremonia del Oscar quedó demostrado que esta actriz es capaz de interpretar roles más maduros, dejando atrás su trayectoria de comedias románticas.

A SANDRA BULLOCK EL TRIUNFO REALMENTE LE AGARRO POR SOBRESA. "Yo no aspiraba esto... Nunca pensé que la oportunidad se me presentaría", dijo la actriz de 45 años, luego de recibir el galardón otorgado por la Academia, por su papel de Leigh Anne Touhy, en la cinta *The Blind Side*. Y es que luego de ausentarse de la pantalla grande, durante dos años, Bullock volvió en junio del 2009 con fuerza con el estreno de la comedia *La propuesta*, junto a Ryan Reynolds. Meses más tarde, participó en el *filme* *The Blind Side*, película que le dio la oportunidad de llevarse la estatuilla dorada. Con este papel, la actriz pudo cambiar la percepción que la crítica especializada tenía de esta mujer como la reina de las comedias románticas. "He sido realmente muy afortunada por los papeles que he tenido este año. No sé cómo uno los escoge", confesó la actriz nacida el 26 de julio de 1964, en Virginia, Estados Unidos. Sandra Annette Bullock tuvo contacto con los escenarios, desde pequeña,

como parte de un coro. Años más tarde, Sandy (como la llaman sus seres queridos) estudió actuación en la Universidad de Carolina del Este con el respaldo y aprobación de sus padres. Poco a poco consiguió papeles en series de televisión y películas. De una desconocida, Sandra impactó al instante. Saltó a la fama en 1994 con *Speed* y protagonizó éxitos como *Mik*, *Simpatía* y *Mientras dormías*. Pero también apareció en una cadena de fracasos cinematográficos. No hay duda que su victoria se debe por mantenerse de pie entre los buenos y malos papeles.

Su glorioso papel

El melodrama que le dio su primera nominación al Oscar se basa en el libro *The Blind Side: evolution of a game*, escrito por Michael Lewis, donde cuenta la historia de Michael Oher, un adolescente negro, pobre y sin educación que se convierte en estrella de la NFL. Bullock interpreta a una mujer de dinero, quien junto a su esposo, adoptan al joven y lo preparan para convertirlo en uno de los mejores jugadores universitarios de fútbol americano de Estados Unidos. Con un cambio de *color* de morena a rubia y dejando atrás una trayectoria de comedias románticas, la estrella aceptó la propuesta para desempeñar un rol en el que pudo demostrar un talento

El otro extremo

24 horas antes del Oscar, la reina de las comedias obtuvo el premio a peor actriz, por su actuación en *All about Steve*, en la *Frambuesa de Oro* de los Razzie. Esta ceremonia honra lo peor en Hollywood y es considerada como el anti-Oscar.

El *filme*, donde Bullock fue productora y protagonista, fue aplastada unánimemente por la crítica. La protagonista de *Mik* Simpatía es la primera persona que gana un Oscar y un Razzie el mismo fin de semana.

más maduro. Y lo logró, ya que gracias a su papel de Leigh Anne, la actriz también obtuvo el premio a mejor actriz en los Globos de Oro y en el Sindicato de Actores.

"Quiero hacer de todo", afirmó Bullock en respuesta a una pregunta relacionada a su selección de proyectos tras ganar el Oscar. "Nunca me ha gustado que me digan que no puedo lograr algo. El que haya hecho películas 'comerciales' no significa que no esté dispuesta a participar en esos maravillosos filmes de pequeño presupuesto... Aunque haya ganado un Oscar, nunca dejaré de hacer cintas que hagan reír", confesó la actriz.

Annex No. 21 Samples

Actualidad » música

Las NUEVAS REINAS del POP

Su música suena en todas partes y la fama las rodea. Al igual que otras cantantes con más tiempo en el medio artístico sueñan con ser las sucesoras de Madonna

de en este momento forma parte de esta melódica "revolución". Así tenemos a Rihanna (con su popular Umbrella, ella, ella, etc...), a Kylie Minogue (con su poppinero "It's in your eyes, Oh, ah, ah, ah, ah, ah...") y su campaña publicitaria de Tim y a la adolescente pero millonaria Hilary Duff (con sus mega éxitos Party as y The dance, sin dejar de lado a las señoras conocidas Hillary Duff, Avril Lavigne, Miley Cyrus, Carrie Underwood, Gwen Stefani, Amy Winehouse y Kelly Rowland o a las siempre populares e inolvidables Cher, Mariah Carey, Céline Dion, Christina Aguilera, Jennifer Lopez y Madonna).

Y aunque el peso de quién es la actual reina del pop no tiene lugar a discusión, sí hay muchas que aspiran a ser el nombre de la sucesora de la "falsa materialista". Si bien es la actualidad hay muchas "pretencas" en la corte real.

Para recordarnos en la materia y fantasmas del mundo entero, la siempre reina del pop es y será Madonna. Y aunque Britney Spears es la última "pretencas" de este género, no se puede negar que el talento, la popularidad y la capacidad para hacer dinero de Beyoncé, Fergie y Pink no pasan desapercibidos en el turbulento mundo del espectáculo, a tal punto que bien podría asegurarse que este trio supera, y con mucho, a la rubia y problemática **popstar**. Tampoco hay que olvidar que en el amplio firmamento musical hay otras estrellas que según la cantidad que estén publicitando

de en este momento forma parte de esta melódica "revolución". Así tenemos a Rihanna (con su popular Umbrella, ella, ella, etc...), a Kylie Minogue (con su poppinero "It's in your eyes, Oh, ah, ah, ah, ah, ah...") y su campaña publicitaria de Tim y a la adolescente pero millonaria Hilary Duff (con sus mega éxitos Party as y The dance, sin dejar de lado a las señoras conocidas Hillary Duff, Avril Lavigne, Miley Cyrus, Carrie Underwood, Gwen Stefani, Amy Winehouse y Kelly Rowland o a las siempre populares e inolvidables Cher, Mariah Carey, Céline Dion, Christina Aguilera, Jennifer Lopez y Madonna).

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Aunque es dicha de un gran talento, su imagen como **popstar** ha ocupado la atención del mundo entero.



LADY GAGA

La mujer espectáculo

Si alguien no ha escuchado lo que canta esta joven de 24 años, seguramente sí la ha visto y la recuerda por sus constantes cambios de **look**. Con un estilo **glam** de rodados como David Bowie o Freddie Mercury y de cantantes pop como Michael Jackson y Madonna, esta cantante neoyorquina de 24 años está muy metida en el mundo de la música. Cuando estoy escribiendo mi música, estoy pensando en la ropa que voy a usar en el escenario. Se trata de todo un conjunto de cosas: performance, el arte **pop** y la moda", ha dicho. Lady Gaga maneja su propio equipo de producción

Notas con ritmo

- » Su nombre viene de la canción 'Just Dance' de la banda Queen.
- » Ha habido abiertamente de su bisexualidad.
- » Es la directora creativa de una línea de productos de **fragancia**.
- » Aunque parte de su éxito a sus **24 años** quiere la considere un icono.
- » Donó los ganancias de un concierto para las víctimas del terremoto de Haití.
- » Aparecerá cambiando en un episodio de la gira musical que televisa **Vevo**.
- » Luchó a la música a su hermano menor **Natalie** con el nombre de **Stacy Gaga**.

compositora para otros artistas. Su **debut** fue en el 2008 con su álbum llamado The Fame, del que se desprenden sus éxitos Just Dance y Poker Face. En noviembre del 2009 lanzó The Fame Monster, su segundo disco. Hasta ahora, ha vendido más de 8 millones de álbumes y 35 millones de **copias** en todo el mundo digital, además de haber recibido 53 premios internacionales. Todo es menos de dos años, lo estilístico se afianza cuando **recorrió** el género **pop** y el estilo **glam** en su espectáculo de vanguardia y música dance y electrónica. Se viene a las comparaciones con Madonna y Christina Aguilera, sino que las ignora, pero sabe que ella ha revolucionado la música **pop** y ha contagiado al mundo con sus toques de **pop** clásico de los '80 y '90 que se combinan exitosamente con moda, arte y tecnología.

Notas » actualidad

No más estrés

Domina las presiones del trabajo con estos sencillos consejos.

Duerme lo suficiente. Nunca podrás rendir al máximo si no descansas. Quienes no duermen al menos siete horas al día, por lo general sienten ansiedad y se ahogan en las cuestiones laborales.

Piensa positivo. Los pensamientos negativos no harán otra cosa que dificultarlo todo. Si te mentalizas a que todo resultará bien, aliviarás la ansiedad y los niveles de estrés. Será como quitarse un gran peso de encima.

Prepárate. Si sabes que vas a tener días de mucho trabajo, organízate con tiempo

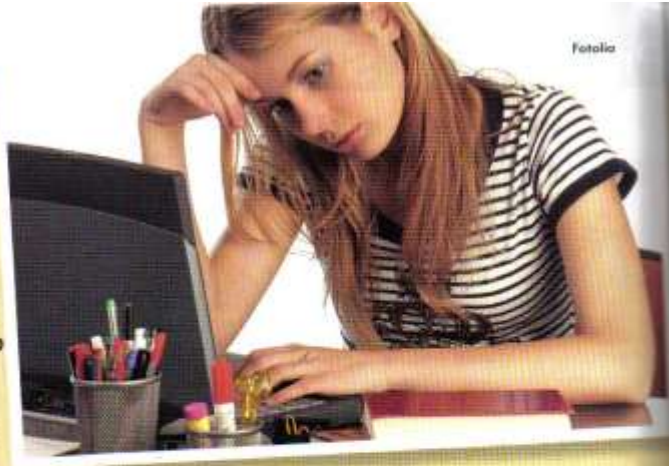
y haz una lista de cosas por hacer, para que no se te escape ningún detalle y puedas estar tranquila.

Arregla tu escritorio. Parece mentira, pero tener el área de trabajo despejada ayuda mucho, no solo a relajarse, sino a realizar las tareas con mayor rapidez y eficiencia.

Disfruta esos minutos libres. Aprove-

cha esos momentos para salir de la oficina, respirar aire fresco y recibir sol.

Respira. Dar un respiro profundo cuando los niveles de estrés suben al máximo es una válvula de escape instantáneamente. En estas situaciones, inconscientemente dejamos de respirar por unos segundos, así que lo mejor es inhalar y exhalar con calma hasta sobreponerse.



Fotolia

Reuters



Tim Burton y Marion Cotillard junto al Ministro francés Frederic Mitterrand.

Galardonados en París

El Ministerio de Cultura francés reconoció a dos grandes artistas.

El director estadounidense Tim Burton y la actriz francesa Marion Cotillard fueron condecorados con la medalla de las Artes y las Letras del Ministerio de Cultura de Francia, ceremonia efectuada el mes pasado, en París.

Burton, acompañado de su esposa, la actriz británica Helena Bonham Carter, recibió la distinción en virtud de

una conexión especial con el público francés y me siento en casa aquí más que en mi propio país. Les agradezco mucho", dijo el director de Alicia en el país de las maravillas y Charlie y la fábrica de chocolates.

Para Marion Cotillard debía ser una hermosa recompensa, pero la francesa tuvo que sufrir para obtenerla. Un

su destacada trayectoria, que incluye filmes emblemáticos como Edward manos de tijeras y parte de la saga de Batman. "Tengo

tanto torpe, el ministro Frederic Mitterrand le clavó el alfiler de la medalla al condecorarla. Cotillard no pudo evitar el dolor y tras el incidente empezó a reír mientras el ministro se disculpaba. "Estoy feliz de recibir esta distinción con Tim Burton, quien me abrió las puertas del cine estadounidense", declaró la actriz, de 34 años, quien participó en el filme Big fish, bajo la dirección de Burton. "He vivido muchas cosas inesperadas en mi vida durante los últimos años", dijo la francesa, quien ganó un Oscar por su interpretación de Edith Piaf.