



# **UNIVERSIDAD TÉCNICA PARTICULAR DE LOJA**

*La Universidad Católica de Loja*

ESCUELA DE CIENCIAS DE LA EDUCACION  
MENCION INGLÉS

**MODALIDAD ABIERTA Y A DISTANCIA**

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

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

**AUTHOR:**

FLORES CABEZAS JEANETH GUADALUPE

**DIRECTOR:**

M.S. NINA NESTERENKO

**CENTRO UNIVERSITARIO QUITO**

**2010**

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## **Abstract**

The present investigation, “A Descriptive Analysis of Anglicisms in Ecuadorian Magazines”, took place in Quito, capital of Ecuador.

The aim of this investigation was to analyze the way that anglicisms are used in Ecuadorian magazines. As a sample, the following magazines were chosen **“La Casa”, “Gestion”, “Vistazo”** and **“Hogar”**.

The purpose for this study was to investigate the linguistic phenomenon of anglicisms used in Ecuadorian magazines. In order to analyze the data, two methods were used: qualitative and quantitative.

The following results were obtained: quantitatively were found 584 anglicisms in all magazines, and qualitatively: in General interest magazines there have been found 287 anglicisms, so these magazines have the majority of anglicisms, followed by Scholarly magazines where were found 207 anglicisms and in the last position with 90 anglicism found are the Cultural magazines.

As a consequence the great numbers of anglicisms were found in General Interest Magazines as a result of their topic that they have in their articles. In the other hand, the least number of anglicisms was found in Cultural magazines, because they are concentrated in artistic and cultural reports about Ecuador; for that reason these magazines maintain the established style.

## **Introduction**

The presence of Anglicisms is a phenomenon which is a consequence of the incursion by people of other nationalities, and by emigration of people to countries where English language is spoken.

In addition, English language has become a global language and this language is being used around the world capturing more and more of it. Nowadays, English language is used to break barriers in different areas.

For that reason many researchers of linguistics have investigated the origin of different utterances used in Spanish language.

This research is called a Descriptive Analysis of Anglicisms in Ecuadorian Magazines and the principal aim is to research about this linguistic phenomenon.

The purpose of this investigation is to carry out a descriptive and linguistic analysis of written language in Ecuadorian magazines in order to analyze the presence of Anglicism terms in Ecuadorian Spanish language. To identify the syntactic and lexical anglicisms it is necessary to make a deep analysis of the anglicisms found in Ecuadorian magazines regarding syntactic, semantic, and morphological aspects According to variables. Within variables used in this investigation work, are: cultural, scholarly, and general interest magazines. During this investigation, it was noticed that

these sources contain the highest number of anglicisms and it was determined which anglicisms are most frequently used.

The use of anglicism in the Spanish written language in our country is an important topic because it provides information about the way English language is influencing our native language with certain terms.

In order to achieve the objectives and determine the influence of anglicisms two methods were used: Qualitative and Quantitative.

Quito was the place where this study was done. During this investigation, different resources such as the technology, the human, the variables and time, were used.

In order to know more about this topic it was necessary to read about some previous studies done in different countries.

The beneficiaries of this study will be the Universidad Tecnica Particular de Loja in order to continue the different graduation programs that is University has; and the students who are involved in this study and expect to get their degree as teachers of English as foreign language.

Some of limitation encountered during this investigation was the lack of information about some utterances; and scarce information about terms and their etymology given in the different dictionaries consulted by the author for the investigation purposes.

The topic for this research is very extensive; for that reason there is the possibility to continue the investigations and make a deeper analysis in future studies.

## **Methodology**

A Descriptive Analysis of Anglicisms Used in Ecuadorian Magazines was the theme for this research, which was developed in Quito, it was necessary to choose magazines edited in Ecuador.

The magazines were cultural, scholarly and general interest, this work presented a great piece of work for the author because it was necessary to read all the chosen magazines entirely for the investigation and detailed analysis reasons.

In order to understand better the topic of this investigation, “a descriptive analysis of Anglicisms used in Ecuadorian Magazines”, it was essential to look for previous studies related with this theme and it was necessary to look for that information in some Libraries of the city at the same time on the Internet.

In addition, qualitative and quantitative methods were used for this investigation in order to carry out the analysis and interpretation of the obtained results. These methods helped to arrive to conclusions that are at the end of his research.

For the data collection some instruments were used, particularly in the early stage of this research, such as bibliographic tabs, charts, readings and others which helped to do this study adequately and satisfactorily.

## **DISCUSSION**

### **Literature Review**

English has become a global language. It is one of the most widely spoken languages around the world and Ecuador is not an exception. In Ecuador, more and more people are studying this language in order to become bilingual, but all of them already use a few words of English, sometimes unconsciously. This phenomenon is known as English language interference. In Ecuador it is natural to use anglicisms day after day, especially by young people. They use many of these terms.

The usage of anglicisms depends on some aspects such as the globalization of the language, the influence of TV, the Internet, in other words by the media; they are factors that allow the community to mix between languages.

Some foreign words are recognized by the REAL ACADEMIA DE LA LENGUA ESPAÑOLA (RAE), but under some changes in their morphological form.

This section includes briefly related topics which have conceptual sustain about important themes that are based in systematic information in order to understand what the research is going to talk about. Additionally it contains various other previous studies, researched before in diverse places of the world.

It is important to mention that the following topics are going to be explained sequentially.



First of all, it is necessary to mention an important science *Linguistics* as Yanez, (2001, p. 49), according to him “Linguistics is a Science that studies the procedures in order to evaluate a language or several languages, to know its function and to know its organization, how the elements relate each other, how to acquire a language, what is its purpose in society”. The same author states that Language Teachers need to have some knowledge about this science and basically they need to master the language and know how to use it when teaching it.

Besides, Wikipedia free dictionary (2010), explains that Linguistics is divided in: the study of language structure and the study of meaning.

In order to maintain a clearer idea and knowledge, it is important to know that Linguistics encompasses a number of sub-fields that are going to be explained bellow.

### *Branches of Linguistics*

It is a very extensive theme and very important too. It is going to be listed below.

### *Morphology*

According to Yanez (2001), “Morphology is the distribution and meaning of morphemes that integrate the structures and thoughts of a language”. Additionally Dubois, Giacomo, Guespin, Marcellesi, Marcellesi, & Mevel (1986), states that Morphology studies de forms of words, their flexion and derivation.

### *Semantics*

Matthews (1997), states that Semantics is the study of meaning and Yanez (2001), that it is the organization of semantics fields, words and terms meaning.

### *Phonology*

According to Saussure (1972 p. 102), “Phonology is not more than an auxiliary discipline and it refers to the speech only”, but according to Dubois, Giacomo, Guespin, Marcellesi, Marcellesi, & Mevel (1986), Phonology is the science which studies sound of languages. To carry on with these concepts it is time to talk about Syntax.

### *Syntax*

Saussure (1972), establishes that Syntax is about linguistic unit functions, and Yanez (2001) explains that syntax contains several of grammatical structures in order to establish the correct way in the text.

These are not all of the topics; in fact, there are more branches of this interesting science.

Dubois, Giacomo, Guespin, Marcellesi & Mével (1986) documented in their Dictionary another branch called *Pragmatics* which is the aspect of the language that involves the ways in which contributes the meaning and is implicated the speech act

It is important to know more about Syntax, which explains the grammatical structure, and also it has its lexical categories which are

important in all languages in order to not lose their correct use according to Yanez.

### *Lexical Categories*

According to Dubois, Giacomo, Guespin, Marcellesi & Mével (1986) each one of them has its explanation and use in the sentence, they are listed below.

#### *Verb*

These authors state that verb is the word that expresses the process, namely the action, or the subject's. It is subdivided into transitives and intransitives.

#### *Noun*

Gleason H.A. (1965, p. 116) defines noun as a name of a person, place, or thing, besides he explains that it is a word which forms a plural by adding -s or the equivalent.

#### *Adjective*

Dubois, Giacomo, Guespin, Marcellesi & Mével (1986) states that it is the word that qualifies the noun, divided into numerals, possessives, demonstratives, relatives, interrogatives and undefined; they express the quality of the noun.

#### *Pronoun*

According to Dubois, Giacomo, Guespin, Marcellesi & Mével (1986) pronoun is the word which in all languages is used to refer to and replace another term already used in the statement (anaphoric use) or to represent a participant in the communication or an object

presents at the moment to the statement (deictic use). Besides the authors documenting the pronoun is distinguished as a personal pronoun, possessive pronoun, demonstrative pronoun, and relative pronoun, indefinite or interrogative pronoun.

The authors have explained a little about Lexical categories which are important to identify.

Moreover other important themes are included such as:

#### *Contact Languages*

It is important to know about contact languages, *because* human beings have to know that no language is pure; all of them have some of other languages according to *Dubois*, Giacomo, Guespin, Marcellesi and Mével (1986). This is a human condition where a person or a group is obliged to use two or more languages. The authors explained that people can go from one place to another because of different reasons such as for business, etc. The mixture of two or more languages makes a contact language, which can be present for either a short time or forever in people's vocabulary.

#### *Language Vice*

It is the wrong form to use the language. There are several types of language vice that have to be shown, known and try to be avoided in order to use language in its proper form. Mejía (2008) says that all those incorrect forms or constructions or uses of the word in the wrong way can often become complicated when interpreting. In

other words the incorrect use of a language breaks the semantic thread, violates the grammar rules, and causes ambiguity.

### *Barbarisms*

Escarpanter (1992) explains that barbarism is the incorrect written language, every lack of language against the correct pronunciation or bad use of the language, besides it incurs, therefore, in barbarism when an orthographic mistake is committed, incorrect use of letters, wrong accentuation of words or changing a letter for another one. (p.17)

According to Wikipedia (2010), people use barbarism for different reasons; it could be due to fashion, ignorance issues or just because they want to use them.

### *Anglicisms*

According to Dubois, Giacomo, Guespin, Marcellesi & Mével (1986), all borrowed English words are called anglicisms. They are words taken from the English language. In Spanish language the use of anglicisms started in the eighteenth century when elements from the world of politics, sport, new science and technical progress were introduced. Anglicisms were introduced into Spanish in order to enhance or increase the vocabulary in different topics; however Escarpanter (1992) establishes that anglicisms are multiple causes of "interference" in Spanish language. There are many terms accepted by the REA. Others should not be recognized, because there are

equivalents in Spanish or because its form does not obey the rules of the language.

### *Borrowing and loans*

According to Dubois, Giacomo, Guespin, Marcellesi & Mével (1986) borrowing and loans is the most important sociolinguistic phenomenon in all contacts of languages. It is, in general, when a group of people is able to use two different languages all the time

Here we have learned further about these important themes, but it is also essential for us to know about magazines, because they are going to be our source for this study.

### *Magazines*

First of all it is important to know when and where the first magazine appeared. In an article published on the Internet by Powered by Wordpress (2008), the origin of magazines dates back to Germany 1663. In the next few years France, Italy, and England also began to publish various types of magazines.

A magazine is a printed publication which is edited periodically, sometimes daily. Like newspapers, magazines earn an income from the sale of copies, subscriptions, and advertisements. Nowadays, there are magazines on a wide variety of topics which target different audiences. Also, as with some newspapers that are published on a daily basis, the magazine has an interval, it could be weekly, monthly and some even come to be published every two months. Magazines are very interesting way of communication.

In addition, it is important to include the studies about Anglicisms done in different universities.

The first one was done in Quito (2008) by Bonilla P., who said in her hypothesis that nowadays many people talk about telecommunications very often, not necessarily the experts in the field of telecommunications but also the users of those services in this area and information networks at the Commercial, Industrial, and Residential; thus, the knowledge of the language on a topic related to technology is applied.

The methods used in this study consisted of two phases: the theoretical and practical. As a result, Bonilla obtained a massive amount of information on the subject, so she had to classify all documentation and develop an initial list of words. However the glossary presented is only a selection of terms chosen according to their frequency of use. In conclusion, the above mentioned author found many unfamiliar words and acronyms and the most of them were only recognize by people that working in that field (telecommunications).

The next study was also done in Quito, by Mera (1970). This author states that there was not another study about anglicisms in Ecuador and her objective in her research was to determine what anglicisms were more commonly used among people in Quito city. Her methodology was simple but clear. Mera spent her time listening to the radio, watching TV programs, and reading newspapers in order

to be able to do her research. In addition, she organized the glossary with letters that showed if the anglicisms were legitimate or not.

As a consequence, Mera said that Ecuador is under the influence of English language.

The third study was done by Naranjo (n/d) in Cuba; his hypothesis was vicissitudes of people have been accompanied by the events of their languages, so intersect with other population groups. The method was scientific, as a result for this study involves a historical record of the conduct of this linguistic phenomenon which would have provided a modification of the Cuban Spanish in the first two decades of the last century and the way in which languages contact Cuba - Spanish has been influenced by English.

Consequently for this research the matter was not enough in order to do an extensive research, because Naranjo used old newspapers from 1900 and 1020 years, and the author did not find the material necessary for his research.

The next study was done in Argentina by Fernandez (2001), in his study in order to evaluate the degree of progress of English words into the Spanish in Salta, the author investigated and did a methodical study in the northwest of Argentina and collected the material under a poll revision, having different levels of linguistic communication, different social classes, ages and levels of study, informants made a distribution of lexical material according to the



previously selected variables, and applied suitable statistical techniques to capture the progress of English.

This research could have been organized in different ways, way gathered with questionnaires from groups of people of different socio cultural status, age groups, and levels of education. This would probably have provided an extensive variety of Anglicism users. However, the especial characteristic that stands out in this study is that, almost ninety percent were obtained via Internet or e-mail.

In Spain it was done a research by Alcazar (1998) this research is related to medicine. The author states that the presence of Anglicisms in the language is a science related to our health and is not appropriate to any linguistic superiority or almost all of the concepts associated with this topic can be expressed in English. In particular, technological advances through huge resources for both researches and the results were spread in magazines and books, in the five continents.

Alcazar based her study in biomedical journals, recorded monographic activity, monographic magazine medical files and several more general journals, records of the Royal Academy of Medicine of Zaragoza. The method used by her was selecting only those anglicisms that were repeated often, especially those designated to projects or which refer to certain techniques that are not at risk of becoming obsolete.

Sometimes anglicisms were easily understood and some concepts chosen gave the equivalent only in English. In addition, the case of voices that had no native terms, description with some terms find new phenomena or concepts had become more necessary, added encyclopedic data, as well as with the names of people or places, in order to situate them. After studying these parameters as a result, she found that some exclusive anglicisms were just visible in resources which are clear because neither of them had to collect them.

*The last study was done in Colombia by Bedoya & Casanova (2009), in this research they investigated how students used the anglicisms in oral communication, the research was relatively short.*

They interviewed 20 students between 17 and 23 years old, ten for each sex. In that way they made a comparison between women and men in the observation and experimentation. They used a tape recorder in order to collect their material for the thesis.

As a result they could see that there was almost no difference in the use of anglicisms between two sexes, which means its socio-economic condition in which each is situated and accordingly to those data collect they obtained the conclusion that both, men and women employed in his repertoire a large number of anglicisms.

RESULTS

Magazine and date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
<b>La Casa:</b> <b>Revista de la Casa de la Cultura Ecuatoriana Benjamín Carrión</b> <b>No. 65</b> <b>2009</b>	performance	De entre los músicos y cantantes se destaca la <b>performance</b> de...	noun	1	Tierra adentro	5
	hippies	Pelos largos, <b>hippies...</b>	Adj.	1	Carlos Catasse el Oficio de Crear	9
	beatniks	...o <b>beatniks</b> , formas de negación de todo autoritarismo	Adj.	1	Carlos Catasse el Oficio de Crear	9
	Fútbol	...si fuera Carnaval de Brasil o un partido de <b>fútbol</b> .	noun	1	Entrevista a Galo Duque	13
	holiday	Se trata <b>holiday</b> , amigo del pintor	noun	1	Entrevista a Galo Duque	13
	Ready-mady	...bajando por una escalera o sus” <b>ready-mady</b> ”	noun	1	Viteri, más allá del arte	16
	bares	Es diciembre en las plazas y en los <b>bares</b> .	noun	1	Oswaldo Viteri: A Dios gracias soy la oveja negra de la familia.	18
	Performances	...de las <b>performances</b> , de las instalaciones ... Y el <b>performance</b> hace treinta	noun	2	Oswaldo Viteri: A Dios gracias soy la oveja negra de la familia	19

		años.				
	Happenina	El único <b>happenina</b> autentico...	noun	1	Oswaldo Viteri: A Dios gracias soy la oveja negra de la familia	19
	futbol	Entonces también restrinjamós el <b>futbol</b> ...	noun	1	Oswaldo Viteri: A Dios gracias soy la oveja negra de la familia	19
	box	Entonces también restrinjamós el futbol, el <b>box</b> ...	noun	1	Oswaldo Viteri: A Dios gracias soy la oveja negra de la familia	19
	tenis	Entonces también restrinjamós el futbol, el box, el <b>tenis</b> .	noun	1	Oswaldo Viteri: A Dios gracias soy la oveja negra de la familia	19
	casta	...mientras que el toro de <b>casta</b> tiene la oportunidad ...	Adj.	1	Oswaldo Viteri: A Dios gracias soy la oveja negra de la familia	19
	jazz	Me encanta el <b>jazz</b>	noun	1	Oswaldo Viteri: A Dios gracias soy la oveja negra de la familia	21
	Performances	instalaciones, <b>performances</b>	noun	1	Toda la energía de los	23

					Andes	
	multimedias	<b>Multimedias</b> , arte no comercial.	noun	1	Toda la energía de los Andes	23
	video	Se conto con un <b>video</b> elaborado por el Area ...	noun	1	El narrador en su tinta ahora con los jóvenes	29
	Ring tone	...que no le quedan a nadie como <b>ring tone</b> .	noun	1	La salvación	30
	chequear	Apurates que no voy a alcanzar a <b>chequear</b> , me dijo.	Verb	1	La salvación	31
	ticket	...interior importante del <b>ticket</b> aéreo.	noun	1	La salvación	31
	detectives	...escarlata fue la primera novela de <b>detectives</b> ... ...las bases para que se cree el relato de <b>detectives</b> . ...el <b>detective</b> inventado por Allan Poe. ...un subgénero del relato de <b>detectives</b> . ...realizados por el <b>detective</b> para averiguar... ...la presencia de un <b>detective</b> y de su ayudante. Fue Edgar	noun	15	Neo policial y novela negra	36 37

		<p>Allan Poe quien describió a un <b>detective</b>...  ...los <b>detectives</b> que surgieron después.  ...y es el <b>detective</b> privado...  ...el <b>detective</b> de Manuel Vásquez Montalván.  ...personalidad del <b>detective</b> refleja...  Por eso son un subgénero del relato de <b>detectives</b>.  El <b>detective</b> tiene un fuerza excepcional...  ...gusto por la novela de <b>detectives</b>.  ...que provienen de la novela de <b>detectives</b>...</p>				
	comic	...una especie de <b>comic</b> sobre el mundo de los traficantes del alcohol. ...al <b>comic</b> sobre...	noun	2	Neo policial y novela negra	36-37
	gánster	...sobre los <b>gánster</b> de los años veinte.	noun	1	Neo policial y novela negra	37
	marketing	El <b>marketing</b> ha hecho del mundo actual una pancarta de mensajes camuflados.	noun	1	El poeta y su voz	38
	Futbol	Igual que los equipos de <b>futbol</b> ...	Noun	1		44

Marketing	...al margen del mundo perverso de la industria y el <b>marketing</b> .	Noun	1	Victor Hugo Gallegos: perfil al otro lado del escritorio	45
Stands	Por los corredores y <b>stands...</b>	Noun	2	Bienal fronteras abirtas	51
stands	...condiciones para compra de <b>stands...</b>	Noun	1	Entrevista a Floriano Martins, curador de la Bienal.	55
estands	Decenas de <b>estands...</b> ...Océano, está en el <b>stand</b> de la Casa de la Cultura.	noun	1	Libros en las tierras del Arauco vibrador.	58
bares	...y propietarios de <b>bares...</b>	noun	1	Un cazador de brujas en la CCE	60
Messenger	Apague su celular, cierre el <b>Messenger...</b>	noun	1	Un cazador de brujas en la CCE	61
Snot	...fulminante como un <b>snot</b> de tequila flameado.	Noun	2	Un cazador de brujas en la CCE	61
Futbol	Amor, hermandad, sexo, <b>futbol</b> , borracheras y cigarrillos.	noun	2	Un cazador de brujas en la CCE	61
Chat	La llegada y expansión del internet, el <b>chat...</b>	noun	1	Epistolario	63
Messenger	La llegada y expansión del internet, el	Noun	1	Epistolario	63

		chat, el <b>Messenger</b>				
<b>La Casa: Revista de la Casa de la Cultura Ecuatoria na Benjamín Carrión No. 70 2010</b>	hippies	Pelos largos, <b>hippies...</b>	noun	1	Carlos Catasse, el oficio de crear. El artista y el tiempo	3
	beatniks	Pelos largos, hippies, <b>Beatniks...</b>	noun	1	Carlos Catasse, el oficio de crear. El artista y el tiempo	3
	club	...la programación de Cine <b>Club</b> de nuestra Cinemateca.	noun	1	Editorial. Esos locos bajitos	5
	Land art	Me refiero al arte minimalista, al <b>land art...</b>	noun	1	Fernando López, el arte que no cesa	11
	Body art	Me refiero al arte minimalista, al land art, al <b>body art...</b>	noun	1	Fernando López, el arte que no cesa	11
	performances	<b>performances</b> , proposiciones multimedias	noun	1	Fernando López, el arte que no cesa	11
	multimedias	Proposiciones <b>multimedias</b> , conceptualis mos...	noun	1	Fernando López, el arte que no cesa	11
	happenings	Que le parecen los <b>happenings?</b>	noun	1	Jaime Villa, pintor de los sentimie ntos	19
	pop art	...el <b>pop art</b> (extravaganci a no exenta de genialismo)	noun	1	Mario Ronquillo , el pintor de una ciudad llamada	22



					Quito.	
	gay	...el <b>gay</b> albino, paranoico y calvo...	noun	1	Mario Ronquillo , el pintor de una ciudad llamada Quito.	22
	punk	...el <b>punk</b> y el rock de la nueva ola.	noun	1	Mario Ronquillo , el pintor de una ciudad llamada Quito	22
	rock	...el punk y el <b>rock</b> de la nueva ola.	noun	1	Mario Ronquillo , el pintor de una ciudad llamada Quito	22
	estatus	...exornar el ridículo <b>estatus</b> de un grueso hacinamiento ...	noun	1	Mario Ronquillo , el pintor de una ciudad llamada Quito	22
	top	...podría ser como esa <b>top</b> model a la que no hay que demostrarle...	noun	1	Edwin Ulloa y sus memoria de agua de fuego	24
	rock	... el reguetón ha ocupado el lugar de <b>rock</b> ...	noun	1	Edwin Ulloa y sus memoria de agua de fuego	25
	links	...otros <b>links</b> con la sociedad. ... pensaba que pueden servir de <b>links</b> entre los capítulos de una novela	noun	2	Edwin Ulloa y sus memoria de agua de fuego	26-28
	performance	...un incesante	noun	1	Temblor de la	30

		<b>performance</b>			palabra	
web	Podemos encontrar páginas <b>web</b> ...páginas <b>web</b> donde coinciden...	noun	2	Poetry & Facebook : poesía en la red	34	
blog	...tiene un <b>blog</b> que... ...virtuales y blogs literarios...	noun	2	Poetry & Facebook : poesía en la red	34	
new-age	...regodeos <b>new-age</b> , ejemplificaciones...	Adj.	1	Poetry & Facebook : poesía en la red	34	
comics	Sus <b>comics</b> favoritos.	noun	1	Leer con los niños, otra forma de decir te quiero.	39	
comics	Muchos <b>comics</b> , las novelas del Oeste...	noun	1	No existe la literatura infantil simplemente existe la literatura	41	
detectives	...hormiguero de hormigas locas, <b>detectives</b> , inventoras...	noun	1	Hormigas locas val al doctor	42	
set	...un <b>set</b> completo de arte...	noun	1	Primer Salón Nacional de Pintura de los Museos de la CCE	44	
fax	/en la celda de un <b>fax</b> /	noun	1	Tierra Adentro	49	
gay	...lo <b>gay</b> en el arte...	Adj.	1	Parece que fue ayer.	65	

	full	...se imprimió a <b>full</b> color... ...el papel couche <b>full</b> color	Adj.	2	Parece que fue ayer.	65 66
	comic	...creo Historias del Sauce, <b>comic</b> cuyos personajes...	noun	1	Parece que fue ayer.	66
	Cómic	...creó un <b>cómic</b> ...	noun	1	Parece que fue ayer.	66
	bond	...por lo que se convirtió en tradicional <b>bond</b> .	noun	1	Parece que fue ayer.	66
	incorpore	...que la edición <b>incorpore</b> el papel...	verb	1	Parece que fue ayer.	66

Author: Jeaneth Flores

Table Two

Variable: Scholarly magazines

Magazine and date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Pag .
<b>Gestión Economía y Sociedad Jun. 2010</b>	online	...servicios <b>online</b> como Tendencias 21...	Adj.	1	Carta Dieciséis años de Gestión	6
	rankings	Esta vez nuestros <b>rankings</b> tienen un giro... ...presentar más adelante los <b>rankings</b> anuales.	Adj.	2	Carta Dieciséis años de Gestión	6
	liderazgo	...una dimensión moral de <b>liderazgo...</b>	Adj.	1	Carta Dieciséis años de Gestión	6
	lideres	...empresas <b>líderes</b> en el mercado IT,	Adj.	1	Vida empresarial	14
	full	Samsung ofrece 3D en <b>Full</b> HD...	Adj.	1	Vida empresarial	14
	performance	Ahora cuenta con un diseño que mejora su nivel de <b>performance</b>	noun	1	Vida empresarial	14
	confort	Ahora cuenta con un diseño que mejora su nivel de performance, <b>confort...</b>	noun	1	Vida empresarial	14
	estándares	...alcanzaron los <b>estándares</b> requeridos	noun	1	Vida empresarial	15

		para merecer el distintivo ESR				
	stands	Se presentaron <b>stands</b> de consejos provinciales ...	noun	1	Vida empresarial Feria de turismo y ambiente	15
	ranking	<b>Ranking</b> de Gestión ...para que el <b>ranking</b> refleje mejor el complejo... ...desde el año 2005 GESTION decidió realizar un <b>ranking</b> ampliado... ...el <b>ranking</b> de cooperativas se incluyo... ...a la primera en el <b>ranking</b> a diciembre del 2009. ...varios años en el <b>ranking</b> por tamaño... Por primera vez en el <b>ranking</b> empresarial ... ...20 ciudades representadas en este <b>ranking</b> ...	noun	8	Ranking de Gestión	18 27 30 36 40 70 78
	líder	...siendo el <b>líder</b> en todas las variables... ...logro ubicarse como <b>líder</b> por	noun	3	Ranking de Gestión	20 38 84

		tamaño... ... <b>líder</b> en la cobertura de educación primaria....				
	lidera	...el Guayaquil <b>lidera</b> en rentabilidad ... ... <b>lidera</b> en 3 de las 4 variables... El Oro <b>lidera</b> la cobertura de agua entubada y Azuay <b>lidera</b> la de servicio eléctrico.	Verb	4	Ranking de Gestión	20 30 86
	liderazgo	Otros indicadores que explican su <b>liderazgo</b> ... ...lo que obedece a su <b>liderazgo</b> en activos ... ...que cedió el <b>liderazgo</b> de años pasados.	noun	3	Ranking de Gestión	21 32 41
	record	Se espera para finales de este año llegar a cifras <b>record</b> . El <b>record</b> de remesas	Adj.	2	Ranking de Gestión	23 92
	focalización	Programas de educación, salud y bono de desarrollo: diferente <b>focalización</b> Falta mejorar la <b>focalización</b> y	noun	2	Ranking de Gestión	88

	cobertura...				
focalizado	...relativamente bien <b>focalizado.</b>	verb	1	Ranking de Gestión	88
rol	GESTION entrevista a quienes jugaron un <b>rol...</b>	noun	1	Y probablemente no sea favorable al Ecuador Se viene la sentencia en arbitraje de la OXY	95
líder	El año pasado apareció muerto el <b>líder</b> de la banda...	noun	1	Esther Landetta Chico la mujer que se enfrento a la mafia minera	103
futbol	...tanto que cuando quiere ir a jugar <b>futbol</b> a su pueblo...	noun	1	Esther Landetta Chico la mujer que se enfrento a la mafia minera	105
fútbol	...deseo de la Federación Internacional de <b>Fútbol</b> Asociado (FIFA)... ...de la liga de <b>fútbol</b> más importante del mundo... ...adorar al dios <b>fútbol</b> ... ...si la magia y el talento del <b>futbol</b> sudamericana no...la promesa mayor de <b>fútbol</b> mundial...	noun	11	Sudáfrica 2010 entre la euforia y la miseria	112 113 114 115 117 118

		...para recibir a la elite del <b>fútbol</b> mundial. ...el mercado de piernas del <b>fútbol</b> europeo... ...lo mismo sucedía en el <b>fútbol</b> . ...la credibilidad y transparencia del <b>fútbol</b> , en especial... ...y de la Federación Alemana de <b>Fútbol ...</b> ...FIFA, como institución rectora del <b>fútbol</b> a nivel mundial...				
	Futbolísticos	...los progresos <b>futbolísticos...</b> ...un reconocimiento a este progreso <b>futbolístico</b> ... Ya en temas netamente <b>futbolísticos</b> , resalto el trabajo... ...el mercado <b>futbolístico</b> también sufre críticas y riesgos que se ciernen sobre él.	Noun  Adj.	4	Sudáfrica 2010 entre la euforia y la miseria	112 117 118
	goleador	...las principales estrellas africanas es	noun	1	Sudáfrica 2010 entre la euforia y	112



		el actual <b>goleador</b> de la liga...			la miseria	
futbolística	...más atractivos de la industria-espectáculo <b>futbolística</b> ... ...dinero que invade cada vez más la esfera <b>futbolística</b> .	Adj.	2		Sudáfrica 2010 entre la euforia y la miseria	113 117
marketing	...como elemento de <b>marketing</b> del evento.	noun	1		Sudáfrica 2010 entre la euforia y la miseria	113
focalizada	...esta <b>focalizada</b> en dar un salto...	verb	1		Sudáfrica 2010 entre la euforia y la miseria	114
líder	...utilizaron la figura del <b>líder</b> Nelson Mandela... ...en el cual Brasil es el <b>líder</b> indiscutible.	noun	2		Sudáfrica 2010 entre la euforia y la miseria	114 -
record	La temporada 2009-2010 inicio con un traspaso que rompió el <b>record</b> ...	noun	1		Sudáfrica 2010 entre la euforia y la miseria	115
club	El <b>club</b> Real Madrid adquirió al portugués... “limitar el gasto de los <b>clubes</b> en salario y transferenci a proporcionalmente...” ...han comprado	noun	3		Sudáfrica 2010 entre la euforia y la miseria	115 117

		grandes participaciones en <b>clubes</b> , especialmente ingleses.				
	ranking	La clasificación no coincide con el <b>ranking</b> establecido por la FIFA...	noun	1	Sudáfrica 2010 entre la euforia y la miseria	117
	futbolístico	“indicador de desempeño <b>futbolístico</b> ”	noun	1	Sudáfrica 2010 entre la euforia y la miseria	118
	ranking	...los equipos en copas de mundo y por su <b>ranking</b> actual de FIFA. La selección verdeamarilla encabeza los <b>rankings</b> , actual e histórico... Y España es el equipo que debe probar su actual segunda posición en el <b>ranking</b> de la FIFA.	noun	3	Sudáfrica 2010 entre la euforia y la miseria	118
	Best-sellers	...el gran autor de <b>best sellers</b> sobre el liderazgo ...	noun	1	Sea leal con el ausente	120
	liderazgo	...sobre el <b>liderazgo</b> y la gerencia... Creo que una de las pruebas más	noun	2	Sea leal con el ausente	120

		notables del <b>liderazgo</b> es ser leal a todos...				
	deflación	...de una combinación de inflación y <b>deflación</b> . ...la salida debería ser una <b>deflación</b> .	noun	2	Grecia la punta del iceberg	125
	Implementar	La UE debe <b>implementar</b> herramientas políticas...	verb	1	Grecia la punta del iceberg	126
	ranking	...Chile y Uruguay, todavía se presentaron fuertes diferencia en el <b>ranking</b> ... (puesto 31 en el <b>ranking</b> mundial)	noun	2	El Ecuador está rezagado en Gobierno Electrónico	126
	online	Este avance en servicios <b>online</b> también es desigual...	noun	1	El Ecuador está rezagado en Gobierno Electrónico	126
	líderes	...será estudiada por los <b>líderes</b> de la UE...	noun	1	Cifras	128
	cocteleras	Tienen terror de que Correa les tilde de "momias <b>cocteleras</b> )	Adj.	1	Nos contaron que...	129
	Ripley	¿No es de <b>Ripley</b> ?	verb	1	Nos contaron que...	129
	Implementado	...el Gobierno de la	verb	1	Nos contaron	129

		revolución ciudadana ha <b>implemen- tado</b> un curso...			que...	
	multimedia	...un curso interactivo <b>multimedia</b> ... ...a través de un CD <b>multimedia</b> .	Adj.	2	Nos contaron que...	129
	CD	...a través de un <b>CD</b> multimedia.	noun	1	Nos contaron que...	129
	líder	Todos estos <b>líderes</b> veteranos no eran solo creyentes... Los <b>líderes</b> toman riesgos solo cuando... Los actuales <b>líderes</b> de Medo Oriente... En segundo lugar las grandes decisiones requieren <b>líderes</b> fuertes... Esto requiere <b>líderes</b> con legitimidad ... ...En tercer lugar, incluso con <b>líderes</b> fuertes... (y los <b>líderes</b> de EEUU) ...parecía ser una convergenci a mágica de <b>líder</b> y el	noun	9	Durante 30 años, mi religión fue la paz en el Medio Oriente. Pero ya no	133 135

		momento... ...Oí al <b>líder</b> palestino Yasir Aragat decir al menos tres veces...				
VIP		...escribí notas personas <b>VIP...</b>	Adj.	1	Durante 30 años, mi religión fue la paz en el Medio Oriente. Pero ya no	133
fútbol		Este es un lema apropiado para un equipo de <b>fútbol</b> del colegio...	noun	1	Durante 30 años, mi religión fue la paz en el Medio Oriente. Pero ya no	134
puritanos		(hayan sido los que hayan sido nuestros orígenes <b>puritanos</b> o calvinistas)	Adj.	1	Durante 30 años, mi religión fue la paz en el Medio Oriente. Pero ya no	134
implementaron		(nunca se <b>implemen- taron</b> )	noun	1	Durante 30 años, mi religión fue la paz en el Medio Oriente. Pero ya no	135
liderazgo		Pero el <b>liderazgo</b> actual está constituido ... ...voluntad y <b>liderazgo</b> de los árabes e israelíes...	noun	2	Durante 30 años, mi religión fue la paz en el Medio Oriente. Pero ya no	135 136
Carter		...o la terquedad y la fuerza motriz de un <b>Carter</b> .	noun	1	Durante 30 años, mi religión fue la paz en el Medio Oriente. Pero ya no	136

	lobbyistas	Los <b>lobbyistas</b> hacen lobby...	noun	1	Durante 30 años, mi religión fue la paz en el Medio Oriente. Pero ya no	136
	lobby	Los lobbyistas hacen <b>lobby</b> ...	noun	1	Durante 30 años, mi religión fue la paz en el Medio Oriente. Pero ya no	136
	lideran	Los mandatarios se suponen que <b>lideran</b> .	verb	1	Durante 30 años, mi religión fue la paz en el Medio Oriente. Pero ya no	136
<b>Gestion Economía y Sociedad julio 2010</b>	web	En efecto, en la <b>web</b> del GAFI...	noun	1	GAFI saco al Ecuador de lista de países con deficiencias estratégicas	9
	kit	-un <b>kit</b> de accesorios deportivos exteriores.	noun	1	Renault Sandero Musique GT llega a Ecuador	12
	pixeles	...576.000 <b>pixeles</b> comando satelital y control remoto adicional.	noun	1	Renault Sandero Musique GT llega a Ecuador	12
	aerolínea	Taca, la mejor <b>aerolínea</b> ...la encuesta global de pasajeros de <b>aerolínea</b> de aviación comercial... "Mejor <b>aerolínea</b>	noun	4	Taca, la mejor aerolínea	12

		de Centroamér ica y el Caribe” ...percepcio nes y estándares que la <b>aerolínea</b> mide...				
	estándares	...percepcio nes y <b>estándares</b> que la aerolínea mide...	Adj.	1	Taca, la mejor aerolínea	12
	implementación	...elaboració n, <b>implemen- tación</b> y ejecución...	noun	1	Pichicha con plan de promoción turística	12
	web	Cerveza Conquer presento su <b>web</b> ...realizo la presentació n oficial de su página <b>web.</b>	noun	2	Cerveza Conquer presento su web	12
	videos	La página dispone de <b>videos</b> de las campañás... ...donde se podrá revisar <b>videos</b> y canciones de moda.	noun	2	Cerveza Conquer presento su web	12- 13
	supermercados	...disponible en tiendas y <b>supermer- cados</b> a nivel nacional...	noun	1	Club Social presenta prácticos estuches coleccionabl es	13
	stock	...estará vigente hasta agotar <b>stock.</b>	noun	1	Club Social presenta prácticos estuches coleccionabl es	13

liderada	...y será <b>liderada</b> por Jaime Ardila...	verb	1	GM con nueva dirección para Sudamérica	13
implementando	...que está <b>implemen-tando</b> el Gobierno...	verb	1	Del Dicho al hecho...	15
commodities	...y la subida de precios de los <b>commodities</b> a nivel internacion al...	noun	1	Del Dicho al hecho...	16
gross	( <b>gross</b> nacional happiness)	noun	1	Del Dicho al hecho...	18
ranking	Dado que el <b>ranking</b> del Ecuador es bueno... ...no sorprende que se quiera imponer el mejor ranking	Adj.	2	Del Dicho al hecho...	19
Trade off	...socios ideológicos del Caribe, <b>trade-off</b> que acepto Lula...	noun	1	Del Dicho al hecho...	22
lider	...no perder su puesto de <b>líder</b> político	noun	1	Del Dicho al hecho...	22
rol	...sustituirán el <b>rol</b> del...	noun	1	Del Dicho al hecho...	23
eslogan	Como dice su <b>eslogan</b> : El mundo está en Shanghai”	non	1	Expo Shangai 2010 China anfitriona del mundo entero por segunda vez	35



					en dos años.	
liderazgo	...posicionamiento hacia el <b>liderazgo</b> en la economía. ...hace algunos años bajo el <b>liderazgo</b> del ministerio...	Ajd.	2		Expo Shanghai 2010 China anfitriona del mundo entero por segunda vez en dos años.	35 - 38
record	Esta diversidad cultural en tiempo <b>record</b> es la...	noun	1		Expo Shanghai 2010 China anfitriona del mundo entero por segunda vez en dos años.	36
CD	Con la venta de <b>CD</b> costearan tres meses de estadia...	noun	1		Expo Shanghai 2010 China anfitriona del mundo entero por segunda vez en dos años.	36
videos	...que pasan incesantemente <b>videos</b> del Ecuador... ...una cámara de <b>video</b> ...	noun	2		Expo Shanghai 2010 China anfitriona del mundo entero por segunda vez en dos años.	36 - 38
tickets	Antes había <b>tickets</b> , literalmente	noun	1		Expo Shanghai 2010 China anfitriona del mundo entero por segunda vez en dos años.	36
Fútbol	...dos clasificaciones al Mundial de <b>Fútbol</b> .	noun	1		Expo Shanghai 2010 China anfitriona del mundo entero por segunda vez	36

					en dos años.	
	conecta	... <b>conecta</b> en tiempo real a algún sector de Santiago con China.	verb	1	Expo Shanghai 2010 China anfitriona del mundo entero por segunda vez en dos años.	38
	líder	" <b>líder</b> revolucionario"	noun	1	La ruina cubana	40
	balanced	...en el llamado <b>balanced scorecard</b> . A través del sistema <b>balanced scorecard</b> se evalúan cuatro secciones... Para el <b>balanced scorecard</b> es un tablero de control...	Adj.	3	Cada vez es más urgente medir el desempeño empresarial	42-43
	scorecard	...en el llamado <b>balanced scorecard</b> . A través del sistema <b>balanced scorecard</b> se evalúan cuatro... Para el <b>balanced scorecard</b> es un tablero de control...	noun	3	Cada vez es más urgente medir el desempeño empresarial	42-43
	liderazgo	... <b>liderazgo</b> y comunicación...	noun	1	Cada vez es más urgente medir el desempeño empresarial	43
	value	...permitió visualizar los <b>value</b> ...	Adj.	1	Cada vez es más urgente medir el desempeño	43

					empresarial	
	drivers	...permitió visualizar los value <b>drivers</b>	noun	1	Cada vez es más urgente medir el desempeño empresarial	43
	estatus	...necesitan estableces cual es el <b>estatus</b> de su negocio.	noun	1	Cada vez es más urgente medir el desempeño empresarial	43
	conecta	... <b>conecta</b> centros de producción ...	verb	1	Financiar infraestructura local, una via para permear el desarrollo	47
	implementación	La <b>implementación</b> de proyectos...	noun	1	Financiar infraestructura local, una via para permear el desarrollo	49
	implementarse	...que de otro modo no podrían <b>implementarse</b>	noun	1	Financiar infraestructura local, una via para permear el desarrollo	49
	esquiva	Una reforma <b>esquiva</b> durante años	Adj.	1	EEUU Obamacare, una reforma histórica.	55
	Lideres	Si los <b>líderes</b> demócratas de la Casa de los Representantes consiguen...	noun	1	EEUU Obamacare, una reforma histórica.	55
	Corporación	De acuerdo al think-tank <b>Corporación</b> Rand...	noun	1	EEUU Obamacare, una reforma histórica.	56
	supermercados	...que se coloca en <b>supermercados</b> ,	noun	1	Capital semilla impulsa	60

		hoteles...			negocios innovadores	
	devaluar	Divisas <b>devaluadas</b> , estabilidad ...	verb	1	Cielos despejados y sin turbulencia para aviación mundial	64
	aerolíneas	...las <b>aerolíneas</b> se vieron obligadas a modificar... ...variable del costo para las <b>aerolíneas</b> ... ...dicha actividad afecte o incida la operatividad de las <b>aerolíneas</b> . ...se han vendido todos los cupos que su <b>aerolínea</b> ... La flexibilidad adoptada por las <b>aerolíneas</b> ... La mayor <b>aerolínea</b> de mundo. La nueva <b>aerolínea</b> que resulte de la fusión...	Noun	7	Cielos despejados y sin turbulencia para aviación mundial	64
	officer	(Chief Executive <b>officer</b> o CEO)	noun	1	Cielos despejados y sin turbulencia para aviación mundial	64
	focalizar	...se insiste en la	verb	1	Calidad de gasto	68

	importancia de <b>focalizar</b> la calidad del gasto			inversión pública subnacional	
Web	Pero la década pasada marco para muchos el inicio de la <b>Web 2.0...</b> En el año 2000 este sitio <b>web</b> de clasificados gratis... ...debido a que la mayoría de las personas no acceden a ella desde un sitio <b>web</b> central.	noun	3	Wikipedia, iPhone y Facebook,k éntrelos 10 hitos de Internet de la década	72 73
video	...una nueva forma de obtener música y <b>videos...</b> La revolución de los <b>videos</b> en línea: ... <b>video</b> player de You Tube... ...los videos en línea...	noun	4	Wikipedia, iPhone y Facebook,k éntrelos 10 hitos de Internet de la década	73
records	...de pequeños donantes que rompió todos los <b>records...</b>	noun	1	Wikipedia, iPhone y Facebook,k éntrelos 10 hitos de Internet de la década	73
resort	...un <b>resort</b> carísimo en Republica Dominicana ...	noun	1	Nos contaron Que...	78
charters	...llegaron en cuatro	Adj.	1	Nos contaron	78

	vuelos <b>charters...</b>			Que...	
boys	La situación les tiene nerviosillos al grupo de los <b>boys scouts</b>	noun	1	Nos contaron Que...	78
scouts	La situación les tiene nerviosillos al grupo de los <b>boys scouts</b>	noun	1	Nos contaron Que...	78
Trade off	...y su expansión depende de un <b>trade off...</b>	noun	1	Reactivacion Crediticia	80
rankings	<b>Rankings</b> muestran menor libertad económica y mayor corrupción. El <b>ranking</b> de libertad económica de 2010...	noun	2	Rankings muestran menor libertad económica y mayor corrupción.	82
conectar	...en una gran aldea global <b>conectada.</b>	Adj.	1	Mitos y Verdades de Internet	84
web	...A los lectores a navegar por las páginas <b>web</b> en ingles... ...lanzaron un sitio <b>web</b> que publica las fotos... ...alegan que la <b>web</b> ha hecho más fácil la organización. ...nuevos sitios <b>web</b> independien	noun	10	Mitos y Verdades de Internet	84 85 86 87 88

	tes entre los registros... ...perdiendo cuota de mercado en la <b>web</b> . ...los efectos positivos de la <b>web</b> sobre... ...un sitio <b>web</b> en particular. ...mismas páginas <b>web</b> ... ...ciertas propiedades <b>web</b> a los extranjeros. World Wide <b>Web</b> en numerosas ...				
conectarse	“libertad de <b>conectarse</b> ”	verb	1	Mitos y Verdades de Internet	84
video	... <b>videos</b> y pruebas de violaciones de los derechos humanos... ...fotos y los <b>videos</b> subidos a...	noun	2	Mitos y Verdades de Internet	85
blogueros	...o en los <b>blogueros</b> de la oposición... ...a Washington <b>blogueros</b> de Oriente Medio... ...un <b>bloguero</b> de Giorgia que se volvió blanco de intensos...	noun	3	Mitos y Verdades de Internet	85
pixeladas	...presión de las fotos <b>pixeladas</b> de abusos...	Adj.	1	Mitos y Verdades de Internet	85

lider	<b>-lider</b> indiscutible del mundo de búsqueda en...	noun	1	Mitos y Verdades de Internet	85
blog	-y mantuvo en línea su <b>blog</b> alojado en Google. Tras el incidente, el <b>blog</b> de políticas públicas... Muchos antes de que se inventaran los <b>blogs</b> , los estudiosos y expertos...	noun	3	Mitos y Verdades de Internet	85 86 87
Best-seller	En su <b>best seller</b> de 1007...	noun	1	Mitos y Verdades de Internet	87
corporaciones	...y de las <b>corporaciones</b> ... ...por parte de <b>corporaciones</b> y de sus abogados...	noun	2	Mitos y Verdades de Internet	88
World	<b>World Wide</b> Web en numerosas	noun	1	Mitos y Verdades de Internet	88
Wide	World <b>Wide</b> Web en numerosas ...	Adj.	1	Mitos y Verdades de Internet	88
Splinternet	Está llegando a la edad de la <b>Splinternet</b>	noun	1	Mitos y Verdades de Internet	88

Author: Jeaneth Flores



Table Three

Variable: General interest magazines

Magazine and date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
<b>Vistazo Junio 2010</b>	radar	<b>Radar</b>	noun	1	Radar	6
	fouls	“...para recibir <b>fouls</b> , sin recibir tarjeta roja”.	noun	1	Perlas	13
	clip	...sonaba <b>clip</b> y uno pensaba que ya volaba ese rato...”	noun	1	Desempolvando el pasado	15
	lider	...es asesinato del <b>líder</b> de AVC...	Noun	1	Desempolvando el pasado	16
	detective	La última persona que los vio es el <b>detective</b> privado... El <b>detective</b> simulaba ser un coleccionista interesado ... El <b>detective</b> supo que los uniformados ultimaron a ...	noun	3	Nueve vidas por una custodia	20
	tenis	¿Juegan <b>tenis</b> con el fiscal para lanzarse la pelota de las	noun	1	Justicia: la pata mas coja del Gobierno	23

		responsabilidades?				
	record	...obtuvo su primer <b>record</b> ...	noun	1	Impacto profundo	30
	mall	La cultura <b>mall</b> . Tras los <b>mall</b> hay una cultura de nuevos hábitos... ... de los 15 <b>malls</b> que hay en la capital... ...nada que envidiar a los grandes <b>malls</b> de las grandes capitales del mundo. ...los <b>malls</b> más visitados son el <b>Mall</b> del Sur, le sigue el <b>Mall</b> del Sol... ...administración de los <b>malls</b> desde 1993. ...los <b>malls</b> dan a las personas esa sensación de seguridad ... ...los <b>malls</b> están fuera de los centros	noun	12	La cultura mall	34 35 36

		urbanos. Los <b>malls</b> emergen como nuevos espacios... ...el nuevo <b>mall</b> ...				
bingo		...sala de juego de bolos y <b>bingo</b> .	noun	1	La sultura mall	34
bares		...artículos para el hogar hasta <b>bares</b> y restaurantes	noun	1	La sultura mall	35
supermercados		<b>Supermercados</b> y otras actividades.	noun	1	La sultura mall	35
brokers		...”intermediarios” o “ <b>brokers</b> ” ...	noun	1	La Corpeise reinventa	38
logísticas		...y dar soluciones <b>logísticas</b> al comercio exterior.	noun	1	Vientos de inversión	40
marketing		...jefa de <b>marketing</b> de... ...gerente de <b>Marketing</b> de Superdeporte.	noun	2	Dinero /notas	40
show		La política ha dejado de ser el <b>show</b> de los feos.  “La política es el <b>show</b> business	noun	2	La hora de los Bellos	42

	de los feos”.				
business	“La política es el show <b>business</b> de los feos”.	noun	1	La hora de los Bellos	42
sexy	Ciertamente porque es mujer, bonita, carismática y <b>sexy</b> ...	Adj.	1	La hora de los Bellos	42
Fútbol	...juega <b>fútbol</b> dos veces por semana...	noun	1	La hora de los Bellos	44
surf	...muscultura y <b>surf</b> cuando le “queda tiempo”...	noun	1	La hora de los Bellos	44
software	...de la Asociación Ecuatoriana de <b>Software</b> ... <b>Software</b> libre o <b>software</b> propietario ... ... <b>software</b> , instalación ...	noun	4	Tecnología para el ahorro	46-47
chat	...unificada con videoconferencia y <b>chat</b> que...	noun	1	Tecnología para el ahorro	46
hardware	La inversión en <b>hardware</b> también se reduce. ...los elevados costos de <b>hardware</b>	noun	2	Tecnología para el ahorro	47

	...				
cloud	...al optar por el <b>cloud</b> computing o contratación.	noun	1	Tecnología para el ahorro	47
marketing	La empresa de <b>marketing</b> por...	noun	1	Tecnovedades	48
Robot	<b>Robot</b> para el autismo Un <b>robot</b> que ayuda tanto... El <b>robot</b> está programado para hacer... <b>Robots</b> como bandit...	noun	4	Tecnovedades	48
escáner	Del <b>escáner</b> a la web Doxie es un <b>escáner...</b>	noun	2	Tecnovedades	48
web	Del escáner a la <b>web</b> La nube o colgado en servicio de la <b>web</b> De cientos de canales a millones de sitios <b>web</b>	noun	3	Tecnovedades	48 49
websites	...para encontrar canales, <b>websites</b> , aplicaciones, programas y películas.	noun	1	Tecnovedades	49
software	¿Cómo ha recibido el	noun	2	Tecnovedades	49

		público latinoamericano el lanzamiento de nuevas versiones de <b>software</b> ? ...la industria de exportación de <b>Software</b> genera más de...			des	
	record	...que fue un <b>record</b> .	noun	1	Tecnovedades	49
	blog	...en abril cuando el <b>blog</b> de tecnología	noun	1	Manzana imparables	48
	video	...aparece una cámara para las <b>video</b> llamadas. ...permitir a grabar <b>videos</b> en alta definición.	noun	2	Manzana imparables	49
	FaceTime	...su aplicación <b>FaceTime</b> .	noun	1	Manzana imparables	49
	megapíxeles	...en su resolución de tres a cinco <b>megapíxeles</b>	noun	1	Manzana imparables	49
	flash	...e incluye un <b>flash</b> LED.	noun	1	Manzana imparables	49
	display	...su retina <b>display</b>	verb	1	Manzana imparables	49
	píxeles	Este aumenta la nitidez y densidad de <b>píxeles</b> ...	noun	3	Manzana imparables	49

		La densidad de los <b>pixeles</b> se multiplica ... ( <b>pixeles</b> por pulgada)				
chip	Sistema en un <b>chip</b>	noun	1	Manzana imparabale	49	
GPS	Sin olvidar su <b>GPS</b>	noun	1	Manzana imparabale	49	
multitasking	...cuya característica principal es el <b>multitasking</b> ... ...momento preciso para que el <b>multitasking</b> no comprometera el...	noun	2	Manzana imparabale	49	
emails	...y leer <b>emails</b> simultáneamente...	noun	1	Manzana imparabale	49	
notebook	...recibieron una <b>notebook</b> como herramienta para continuar ...	noun	1	Jóvenes Inventores	52	
rol	El <b>rol</b> del docente es apoyarlos en el proceso...	noun	1	Jóvenes Inventores	53	
top	...la ponen en los eventos <b>top</b> de la agenda de noticias del mundo.	Adj.	1	Shakira ¡En las pupilas del mundo!	55	

	videoclips	Lo mismo ocurre con sus <b>videoclips</b> ... ... a los hombres de sus <b>videoclips</b> , como hizo con el español...	noun	2	Shakira ¡En las pupilas del mundo!	56 57
	show	A excepción de los que pagaron la entrada a su <b>show</b> , nadie la vio.	noun	1	Shakira ¡En las pupilas del mundo!	56
	tenis	Promesa del <b>tenis</b> ... ...torneo de <b>tenis</b> más importante del mundo... ...una grata realidad del <b>tenis</b> ecuatoriano. ...divirtiéndome al jugar <b>tenis</b> ... ...periodista especializado en <b>tenis</b> ... ...juega al <b>tenis</b> desde los siete años... ...ganadores del torneo de <b>tenis</b> más importante ... Promesa del <b>tenis</b> ...	noun	8	Promesa del tenis	58 59



Playboy	...atribuir a una conejita <b>Playboy.</b> ...fundador de <b>Playboy,</b> seleccionara a una chica...	noun	2	Gente	60
fútbol	...y el más rentable de la historia del <b>fútbol</b> ... ...el mundial de <b>fútbol</b> de 2010.	noun	2	Gente	60
Orange	...de la línea <b>Orange</b> de Hugo Boss.	noun	1	Gente	61
striptease	...un aeropuerto en <b>striptease</b> y llena el escenario ...	noun	1	Gente	61
multimedia	...fusiona el mimo con herramientas <b>multimedia...</b>	Adj.	1	Gente	61
Miss	Nuestra ex <b>Miss</b> Ecuador ya está acostumbrada al asedio...	abbreviation	1	Gente	61
filmes	Y guionista de cortometrajes, codirigió <b>filmes</b> comerciales	noun	1	Solá el genio excéntrico	62

		s en Europa				
	blog	...columnas de opinión y <b>blogs</b> .	noun	1	José Saramago 1922 - 2010	80
	fútbol	...en Sudáfrica el <b>fútbol</b> tiene un toque de samba, tango y mariachis. ...”que por lo general practican un <b>fútbol</b> de altísimo nivel”. En el planeta <b>fútbol</b> de Sudafrica ...	noun	3	El Mundial tiene rostro latino	84
	futboleros	...los fanáticos <b>futboleros</b> esperaban una gambeta... ...industria <b>futbolera</b> en su partido... ...presidente del organismo <b>futbolero</b> ...	Adj.	3	El Mundial tiene rostro latino	84 85 87
	gol	...unos cinco <b>goles</b> de la gran favorita, España. ...18 <b>goles</b> marcados y cuatro recibidos. ...a la cancha para	noun	14	El Mundial tiene rostro latino	84- 85- 86- 87

		<p>hablar con talento y <b>goles</b>.  ...y su compañero de <b>gol</b>...  ...tímido y con pocos <b>goles</b>...  ...tres <b>goles</b> a cero a Sudáfrica.  ...al marcar el primer <b>gol</b> del grupo F...  ...naufrago de <b>goles</b> a Dunga.  ...por un <b>gol</b> a cero. Con sus dos <b>goles</b>...  Con su <b>gol</b>, número 50...  ...un <b>gol</b> a Francia en el Mundial de Suiza 1960.  ...ante la falta de <b>goles</b> y espectáculos...  ...el primer <b>gol</b> paraguayo  ...</p>				
	futbolista	<p>Los protagonistas de estos partidos son ocho <b>futbolistas</b>  Es un <b>futbolista</b> de pocas palabras...  ...sobre el <b>futbolista</b>.  ...también</p>	noun	4	El Mundial tiene rostro latino	84 85 86

		<b>futbolista</b> y su abuelo...				
fútbol	...millones de <b>dólares</b> por temporada ... ...miles de <b>dólares...</b> ...por nueve millones de <b>dólares.</b>	noun	2	El Mundial tiene rostro latino	85 87	
fútbol	...reyes de la democra- cia y el <b>fútbol ...</b> ...por el <b>fútbol</b> no se limita... ...el <b>fútbol</b> era una vía de resistencia ... ...que brotan en torno al <b>fútbol ...</b> ...en un juego de <b>fútbol</b> que celebro el aniversario ...	noun	5	Mandela y Pele vidas paralelas	88 89	
cricket	...como el rugby y el <b>cricket.</b>	noun	1	Mandela y Pele vidas paralelas	88	
Líder	...prisión los <b>líderes</b> más peligrosos ... ...dijo el <b>líder</b>	noun	2	Mandela y Pele vidas paralelas	88 89	

		africano				
	boxeo	...en la historia del <b>boxeo</b> y la lucha...	noun	1	Mandela y Pele vidas paralelas	89
	gol	El primer <b>gol</b> es la pérdida de un ser querido... El segundo <b>gol</b> –el de la definición-	noun	2	Sicarios 2 Victimas 0	90
	cheques	...sustraer on varios <b>cheques</b> de la víctima.	noun	1	Sicarios 2 Victimas 0	90
	Estatus	... <b>estatus</b> de refugiado ...	noun	1	Sicarios 2 Vitimas 0	90
	filmaban	...compañeros de reclusión los <b>filmaban</b>	verb	1	Sicarios 2 Vitimas 0	92
<b>Hogar</b> <b>Julio</b> <b>2010</b>	fútbol	Domingos de <b>fútbol</b> ...los amantes del <b>fútbol</b> ... Pero ni con la fiesta del <b>fútbol</b> del horror se detuvo. ...grandes aplausos al <b>fútbol</b> latinoamericano.... ...con un profesor de <b>fútbol</b> que se niega a recibir mis	noun	6	Domingos de Futbol	12

		besos. ...los domingos son de <b>fútbol</b> y en el Mundial también fueron los sábados...				
	futbolistas	...soy una vieja para hablar así de los <b>futbolistas</b> .	noun	1	Domingos de Futbol	12
	goles	... <b>goles</b> gritados a todo pulmón frente a la pantalla...	noun	1	Domingos de Futbol	12
	jeans	...por unos <b>jeans</b> desteñidos ...	noun	1	Domingos de Futbol	12
	detecta	Si en el álbum usted <b>detecta</b> a una señora...	verb	1	Contenga el aire seniora	16
	whisky	...por la dudosa calidad del <b>whisky</b> ...	noun	1	Contenga el aire seniora	16
	confort	...un momento de mayor <b>confort</b> .	noun	1	Aprenda a dormir bien	19
	photoshop	...que no me hicieron <b>photoshop</b> en la cintura...	verb	1	Gloria Gallardo: Mejor que nunca	24
	web	...pagina <b>web</b> para una empresa local...	noun	1	Gloria Gallardo: Mejor que nunca	24
	leggings	<b>Leggings</b> , con	noun	2	Gloria Gallardo:	26

		camisetas largas. “...a esta edad se va a poner <b>leggings</b> ”.			Mejor que nunca	
lifting		Me hice un <b>lifting</b> hace como 8 años...	noun	1	Gloria Gallardo: Mejor que nunca	26
estrés		Su receta infalible contra el <b>estrés</b>	noun	1	Gloria Gallardo: Mejor que nunca	26
spinning		...ciclismo y <b>spinning</b> .	noun	1	Veronica Jarrin: una mujer con carisma	28
networking		...una organización dedicada al <b>networking</b> de mujeres profesionales...	noun	1	Marian de la Fuente Rompiendo barreras	30
líder		¿A qué <b>líder</b> mundial le gustaría entrevistar?	noun	1	Marian de la Fuente Rompiendo barreras	30
manager		Tu papa es tu <b>manager</b> y tu mamá fue tu primera secretaria ...	noun	1	Jencarlos Canela: Los pecados de un Diablo	34
show		...para presentar su <b>show</b> con su disco...	noun	1	“buenas tardes, Corporación Canela Entertainment”	34
Short		...Models 2007, fashion <b>Short</b>	Adj.	1	Mujeres en verde Un compromiso con el	36

		2008...			planeta	
	Implementando	... <b>imple- mentando</b> el uso de fibras naturals...	Verb	1	Mujeres en verde Un compromis o con el planeta	36
	spray	Todo fue pintado con <b>spray</b> plateado.	noun	1	Ecomoda	42
	lideres	... una de las <b>lideres</b> actualmen te.	noun	1	Perfumes aromas que encantan	45
	estrés	...a olvidarse del <b>estrés</b> y de los problemas ...	noun	1	Aires frescos	49
	Line filler	...un producto localizado <b>“line filler”</b> .	noun	1	Las gurus del maquillaje	55
	rol	Su trabajo, su <b>rol</b> como maquillad ora... Cuty, quien combina su trabajo con su <b>rol</b> de esposa de ...	noun	2	Las gurús del maquillaje	57
	Miss	...maquilla dora de <b>Miss</b> Universo y su faceta... ...del certamen de <b>Miss</b> Universo, desde hace 6 años. ...maquilla r a gente famosa como las	Abbrevia tion	3	Las gurús del maquillaje	57



		chicas de <b>Miss</b> Universo...				
staff	...ha sido el formar parte del <b>staff</b> de maquilladoras del...	noun	1	Las gurús del maquillaje	57	
lifting	...para causar un efecto <b>lifting</b> , en caso que el cutis...	noun	1	Las gurús del maquillaje	57	
tips	<b>Tips</b> que no fallan	noun	1	Las gurús del maquillaje	57	
Look	...te va a dar un <b>look</b> juvenil. ...sino que ellas se sienta contenta con su nuevo <b>look</b> . Un <b>look</b> fresco y natural.	noun	3	Las gurús del maquillaje	57 59 62	
blush	La aplicación del <b>blush</b> debe ser sutil...	noun	1	Las gurús del maquillaje	59	
boom	El <b>boom</b> de la queratina llego con fuerza.	verb	1	Mitos y verdades	64	
marketing	¿Esta afirmación es totalmente cierta o solo es cuestión de <b>marketing</b> ?	noun	1	Mitos y verdades	64	

marketing	Ocupo diferentes puestos como jefa de <b>marketing</b> ... ...trabajando como jefa de <b>marketing</b> de la marca del diseñador ...	noun	2	Herederas Chic	68 70
sexys	Es una de las herederas mas <b>sexys</b> y millonarias...	Adj.	1	Herederas Chic	70
estatus	Michael Kors: Símbolo de <b>Estatus</b>	noun	1	Michael Kors: Símbolo de Estatus	72
confort	...combinar el lujo con el <b>confort.</b>	Noun	1	Michael Kors: Símbolo de Estatus	72
sport	Con su estilo chic y <b>sport</b> sabe combinar ... ...se pueden definir como <b>sport</b> de lujo.	noun	2	Michael Kors: Símbolo de Estatus	72 74
jersey	...combinados con <b>jersey</b> y abrigos de piel	noun	1	Michael Kors: Símbolo de Estatus	73
gay	...quien a confesado abiertamente que es <b>gay</b> ...	Adj.	1	Michael Kors: Símbolo de Estatus	74
show	...jurado del reality	noun	1	Michael Kors:	74

		<b>show...</b>			Símbolo de Estatus	
	Fun	... <b>Fun</b> and Basic...	noun	1	La magnética Madrid Una capital para volver mil veces	77
	jazz	...Café <b>Jazz</b> Populart...	noun	1	La magnética Madrid Una capital para volver mil veces	77
	cocteleria	Las andanzas de la oscuridad pueden iniciarse en la <b>cocteleria</b> ...	noun	1	La magnética Madrid Una capital para volver mil veces	79
	conectivo	Para carnes con tejido <b>conectivo</b> y todo tipo de alimento...	Adj.	1	Fácil y saludable	85
	test	<b>Test</b> de sensibilidad. ...se realiza el <b>test</b> en el brazo o en la espalda	noun	2	Apiterapia: Un veneno que cura	87
	shock	...se nota un <b>shock</b> anafiláctico... ...pueden presentar un <b>shock</b> anafiláctico...	noun	2	Apiterapia: Un veneno que cura	87
	coach	...sicoterapeuta y <b>coach</b> personal española...	noun	1	¿Qué nos hace felices?	93

	web	...escribe en su página <b>web</b> que muchas veces las mujeres...	noun	1	¿Qué nos hace felices?	93
	estrés	...lleno de <b>estrés</b> y problemas ...	noun	1	¿Qué nos hace felices?	93
	marketing	...cuento de hadas que la publicidad y e <b>marketing</b> nos venden.	noun	1	¿Qué nos hace felices?	93
	Cake	...era un <b>cake</b> de 11 pisos y más de 3 metros de altura.	Noun	1	Boda real en Suecia: como en los cuentos de hadas	101
	Blackberrys	...al tomar fotos con sus <b>blackberrys</b> y otros tipos de cámaras...	noun	1	Boda real en Suecia: como en los cuentos de hadas	102
	fitness	...un reconocido empresario en el ámbito de <b>fitness</b> -salud. ...asi como de un centro de <b>fitness</b> con...	noun	2	Boda real en Suecia: como en los cuentos de hadas	104
	golf	...fitness con <b>golf</b> en le Hotel Hof Slott...	noun	1	Boda real en Suecia: como en los cuentos de hadas	104
	strapless	La parte de arriba es <b>strapless</b>	Adj.	1	Boda real en Suecia: como en los cuentos	105

		cruzada y ligeramente drapeada.			de hadas	
	video	Durante el <b>video</b> la duquesa se lamenta de su situación económica .	noun	1	Sarah Ferguson en medio del escándalo	108
	crossfit	Aun cuando exista el <b>crossfit</b> , tarde o temprano aparece	noun	1	Sexo después de los 40...	110
	Push ups	...no hay más remedio que un buen par de <b>push ups</b> .	noun	1	Sexo después de los 40...	110
	goles	La andropausia hace sus jugadas con <b>goles</b> fatales	noun	1	Sexo después de los 40...	110
	moteles	...al comedor o a <b>moteles</b> .	noun	1	Sexo después de los 40...	110
	fútbol	No molestamos ya con el <b>fútbol</b> y los amigos....	noun	1	Sexo después de los 40...	110
	marketing	Una clave del <b>marketing</b> es estar donde la gente está.  ...consultor de <b>marketing</b>	noun	3	Se una ejecutiva Facebook	112 113

		en redes sociales. Otro recurso, que sugiere el experto en <b>marketing</b> de redes...				
	conectado	...un usuario promedio está <b>conectado</b> alrededor de 55 minutos...	verb	1	Se una ejecutiva Facebook	112
	catering	...dedicada al <b>catering</b> de postres...	noun	1	Se una ejecutiva Facebook	112
	fans	Atrae <b>fans</b> . Debes saber que los <b>fans...</b> ¿...en alguien que ya es <b>fan</b> de tu negocio? Hazte <b>fan</b> .	noun	4	Se una ejecutiva Facebook	113
	web	...por cualquier sitio <b>web</b> ...	noun	1	Se una ejecutiva Facebook	113
	blog	...por cualquier sitio web, tu <b>blog</b> ...	noun	1	Se una ejecutiva Facebook	113
	link	...poniendo o un <b>link</b> junto a la firma de correos electrónicos...	noun	1	Se una ejecutiva Facebook	113
	web	Si aún desconocemos como emprender algo en vía <b>web</b> . ...lo	noun	5	Negocios electrónicos: Emprende el tuyo	114

		necesario para que su negocio <b>web</b> este siempre en línea. ...para el diseño de tu <b>web</b> o utiliza plantillas ... Haz que tu página <b>web</b> sea sencilla, breve y atractiva. ...y haz alianzas con <b>webs</b> relacionadas con tu producto.				
	e-mail	...en la firma de <b>e-mail</b> , en motores de búsqueda ...	noun	1	Negocios electrónicos: Emprende el tuyo	114
	videos	...incluir <b>videos</b> , canciones y contar sus experiencias y pensamientos	noun	1	¿En donde navegan tus hijos?	116
	web	...limitar el acceso al sitio <b>web</b> de tu hijo... Aunque eliminen la información de un sitio <b>web</b> ... Verifica las políticas de privacidad del sitio <b>web</b> .	noun	3	¿En donde navegan tus hijos?	116

spam	...lo cual podría traer correo <b>spam</b> ...	Adj.	1	¿En donde navegan tus hijos?	116
spyware	...lo cual podría traer correo spam y <b>spyware</b> ...	noun	1	¿En donde navegan tus hijos?	116
e-mail	Comienza comunicá ndote solo por <b>e-mail</b> o...	noun	1	Relaciones virtuales ¿Un Imposible?	118
chat	Comienza comunicá ndote solo por e-mail o <b>chat</b> ...	noun	1	Relaciones virtuales ¿Un Imposible?	118
estándar	Antes la laptop era el <b>estándar</b> de las computadoras	Adj.	1	¿Cuál es la diferencia?	120
notebooks	<b>Notebooks</b> ...menos costosa que una <b>notebook</b>	noun	2	¿Cuál es la diferencia?	120
hardware	Ideal para la casa o el trabajo por sus capacidades es de <b>hardware</b> ...	noun	1	¿Cuál es la diferencia?	120
software	Ideal para la casa o el trabajo por sus capacidades es de hardware y <b>software</b> .	noun	1	¿Cuál es la diferencia?	120
bluetooth	antena de	noun	1	¿Cuál es la	120



		<b>bluetooth</b>			diferencia?	
	DVD	...lector de <b>DVD...</b>	noun	1	¿Cuál es la diferencia?	120
	web	...cámara <b>web</b> integrada ...	noun	1	¿Cuál es la diferencia?	120
	netbook	<b>Netbook</b>	noun	1	¿Cuál es la diferencia?	120
	smartphones	Algunos <b>Smart-phones</b> ya cuentan con gran potencial ...	noun	1	¿Cuál es la diferencia?	120
	spam	<b>Spam</b> hasta en la sopa El <b>Spam</b> e el llamado correo basura o no deseado. ...de estos el 70% son <b>spam</b> . Nunca solicites que te den de baja en un mensaje <b>spam...</b> Combate el <b>spam</b> . Aquí algunos programas anti- <b>spam</b> . ...por error a la carpeta de <b>spam</b> .	noun	7	Spam hasta en la sopa	122
	web	No publiques tu correo en páginas <b>web</b> .	noun	1	Spam hasta en la sopa	122
	e-mail	Ten dos direccio-	noun	1	Spam hasta en la	122

		nes de <b>e-mail.</b>			sopa	
	Block	<b>Block</b> para filtrar y...	verb	1	Spam hasta en la sopa	122
	unblock	... <b>Unblock</b> para cuando los mande por error....	verb	1	Spam hasta en la sopa	122
	spammers	...gran cantidad de <b>spammers</b> y es peor. ...con una base de datos contra <b>spammers</b> ...	noun	2	Spam hasta en la sopa	122
	web	...entrar a una página <b>web</b> haciéndole creer...	noun	1	Cuidado: estafas por el Internet.	124
	e-mail	...que se instalan por medio de un <b>e- mail...</b> En el caso de <b>e-mails</b> , borrarlos y bloquéalos ... ...que venga insertada en un <b>e-mail...</b> No envíes contraseñas ni datos personales por <b>e-mail...</b>	noun	4	Cuidado: estafas por el Internet.	124
	link	...que se instalan por medio de un e- mail o	noun	2	Cuidado: estafas por el Internet.	124

		<b>link...</b> Nunca accedas a la pagina o <b>link</b> de un banco				
	conectarse	...inalámbrico para <b>conectarse</b> en más de 100 países.	verb	1	Kindle: Miles de libros en uno solo	126
	nook	También tiene competidores como <b>e-nook</b> de...	noun	1	Kindle: Miles de libros en uno solo	126
	e-mail	...recibes un <b>e-mail</b> un día antes de que te llegue...	noun	1	Kindle: Miles de libros en uno solo	126
	conectarse	...la posibilidad de <b>conectarse</b> a Internet...	verb	1	Internet en tu carro	127
	Blackberry	...y correos de <b>blackberry</b> , entre otros.	noun	1	Internet en tu carro	127
	web	...en su página <b>web</b> .	noun	1	Internet en tu carro	127
	smarthphone	...desde el navegador del <b>smarthphone</b>	noun	1	Internet en tu carro	127
	show	El Consumer Electronics <b>Show</b>	noun	1	Internet en tu carro	127
	pop	...famosa estrella del <b>pop</b>	noun	1	Justin Bieber: La nueva sensación	154

					juvenil	
	videos	...y lo dio a conocer por los <b>videos</b> subidos...	noun	1	Justin Bieber: La nueva sensación juvenil	154
	fan	...por su madre y primera <b>fan</b> ... ...conquistó a sus <b>fans</b> ...	noun	2	Justin Bieber: La nueva sensación juvenil	154
	Electro-pop	...interpretó a música <b>electro-pop</b> ...	Adj.	1	Justin Bieber: La nueva sensación juvenil	154
	top	...en el <b>top</b> 30 en más de 10 países.	Adj.	1	Justin Bieber: La nueva sensación juvenil	154
	look	...con su <b>“look</b> de niño lindo”	noun	1	Justin Bieber: La nueva sensación juvenil	154
	video	“Mejor <b>video</b> internacional” “Mejor <b>video</b> ”	noun	2	Justin Bieber: La nueva sensación juvenil	154
	show	...un explosivo <b>show</b> en compañía de...	noun	1	Justin Bieber: La nueva sensación juvenil	154
	videoclip	...grabando el <b>videoclip</b> del tema principal...	noun	1	Justin Bieber: La nueva sensación juvenil	154
	rol	Probablemente la presión de su <b>rol</b>	noun	1	Alberto de Monaco: ¡Al Fin se	158

		como cabeza del principado			Casa!	
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Author: Jeaneth Flores

Table Four

The Most Frequent Anglicisms (in all variables)

<b>Anglicisms</b>	<b>Word repetition number</b>
Fútbol	39
web	36
líder	26
rankings	20
detectives	19
gol	18
video	18
marketing	13
mall	12
aerolínea	11
liderazgo	11
tenis	10
emails	9
blog	8
Implementar	8
spam	8
conectar	7
Futbolístico	7
Performances	7
record	7
show	7
software	7
comic	6
fans	6
rol	6

futbolista	5
lideran	5
links	5
multimedias	5
club	4
estatus	4
look	4
Miss	4
pixeles	4
Robot	4
stands	4
balanced	3
bares	3
blogueros	3
Chat	3
confort	3
Corporación	3
estrés	3
full	3
futboleros	3
gay	3
hardware	3
notebook	3
scorecard	3
supermercados	3
top	3
videoclips	3
beatniks	2
Best sellers	2

blackberry	2
CD	2
deflación	2
escáner	2
estándares	2
estands	2
fitness	2
focalizacion	2
focalizada	2
hippies	2
jazz	2
leggings	2
lifting	2
Messenger	2
multitasking	2
online	2
Playboy	2
rock	2
sexy	2
shock	2
smartphones	2
Snot	2
spammers	2
sport	2
test	2
ticket	2
Trade off	2
bingo	1
Block	1
bluetooth	1



blush	1
Body art	1
bond	1
boom	1
box	1
boxeo	1
boys	1
brokers	1
business	1
Cake	1
Carter	1
casta	1
catering	1
charters	1
chequear	1
cheques	1
chip	1
clip	1
cloud	1
coach	1
cocteleras	1
cocteleria	1
commodities	1
conectivo	1
cricket	1
crossfit	1
detecta	1
devaluar	1
display	1

drivers	1
DVD	1
Electro-pop	1
eslogan	1
esquiva	1
estándar	1
FaceTime	1
fax	1
filmaban	1
filmes	1
Flash	1
focalizar	1
fouls	1
Fun	1
gánster	1
goleador	1
golf	1
GPS	1
gross	1
Happenina	1
happenings	1
holiday	1
incorpore	1
jeans	1
jersey	1
kit	1
Land art	1
liderada	1
Line filler	1

lobby	1
lobbyistas	1
logísticas	1
manager	1
megapíxeles	1
moteles	1
netbook	1
networking	1
new-age	1
nook	1
officer	1
Orange	1
photoshop	1
pixeladas	1
pop	1
pop art	1
punk	1
puritanos	1
Push ups	1
radar	1
Ready-mady	1
resort	1
Ring tone	1
Ripley	1
scouts	1
set	1
Short	1
spinning	1
Splinternet	1
spray	1

spyware	1
staff	1
stock	1
strapless	1
striptease	1
surf	1
tips	1
unblock	1
value	1
VIP	1
websites	1
whisky	1
Wide	1
World	1
TOTAL : anglicisms 584	

Author: Jeaneth Flores

Table Five

Comparison between variables

Anglicisms	Variable	f	%
	Cultural Magazines	90	15
	Scholarly magazines	207	36
	General interest magazines	287	49
	Total	584	100

Author: Jeaneth Flores

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

### *Linguistic Analysis*

In this section will be included the morphologic and syntactic-semantic study of each word or anglicisms. All of these aspects will be investigated in dictionaries such as Diccionario de Real Academia Espanola and Merriam-Webster Dictionary among others especially for English language.

#### **Bar**

According to the definition provided by Merriam Webster Dictionary, the word **“bar”** is a place where alcoholic drinks are sold and drunk, or the area in such a place where the person serving the drinks stands. Morphologically speaking, it is a noun.

The Royal Spanish Academy Dictionary defines this term as a noun: “Local en el que se despachan bebidas que suelen tomarse de pie, ante el mostrador”.

In the sentence taken from La Casa magazine No. 65, 2009: **“Es diciembre en las plazas y en los bares”**, **“bar”** is acting as a noun. The plural is formed adding the suffix **“-es”**. It does not change in its phonetic form. The word **“bar”** is pronounced the same way in English and Spanish.

The written form of this term in Spanish has not changed morphologically. It has been accepted by the Royal Spanish Academy.

There is not an equivalent in Spanish referring to this term, so this English word “**bar**” enriches our language.

### **Box**

Merriam Webster Dictionary describes it as an object or a sport. As an Anglicism, the meaning depends on the context of where the word “**box**” is used. It could be a sport or an object where things are kept in.

This anglicism “**box**” comes from the Middle English. This word “**box**” is accepted by Royal Spanish Academy as a sport so, it is a noun. However “**boxear**” is a verb, but “**box**” has another meaning which refers to a single compartment for horses or for sick people at a hospital.

This word can work as a noun as in the following example taken from “La Casa Magazine” (p.19):

***“Entonces también restringimos el futbol, el box.....”***

However, as previously mentioned, it can be use as a verb too. In Spanish grammar, the verbs are formed by adding the suffixes “**-ar, -er, -ir**”, so in order to fit Spanish grammar, the word was adapted by Spanish with this change, so the verb is “**boxear**” as shown below:

***“Oscar de la Hoya boxeara hoy”.***

It is considered as verb in Spanish because it is an action that is being done by someone. In the last example the word changes its form because it depends on the tense that the verb is being used.

The word **“box”** also does not change in its written form, but sometimes can endure some changes in the tense. As in English, as in Spanish this word is pronounced the same way, so this word does not change its phonological form.

This word **“box”** as a sport enriches our language, because it does not have another equivalent, but in order to refer to a compartment as is shown in the meaning above, I do not agree that it enriches Spanish because our language has other equivalents such as **“compartimento, seccion, pieza, etc.”**

### **Stand**

According to the definition provided by Merriam-Webster Dictionary this word **“stand”** functions as a noun which refers to a small often open-air structure for small trade commerce such as **“a vegetable stand”** and **“a hot dog stand”**. Also this term functions as a verb which means **“to support oneself on the feet in a straight position”**.

The Royal Spanish Academy Dictionary defines it as: “Instalación dentro de un Mercado o feria, para la exposición o venta de productos”.

This term is originally from Middle English and was first used before the 12<sup>th</sup> century.

The word **“stand”** is accepted by the Royal Spanish Academy without morphological changes as shown in the following example taken from Gestion Economia y Sociedad magazine (p. 15):



**“Se presentaron stands de Consejos Provinciales...”**

In this sentence, **“stand”** is a noun that has a direct relationship with **“de Consejos Provinciales”**, and this word refers to a place where people show different expositions in a small shop or an area where products can be shown, usually outside or in a large public building, at which people can buy things or get information.

As was explained before, the term **“stand”** is accepted by the Royal Spanish Academy without morphological changes, however, sometimes in Spanish **“Stand”** has a little variation in its written form because in Spanish the word has the vowel **“e”** added at the beginning of the word. This alteration was done in order to maintain the sound of **“e”**, because in Spanish the consonant cluster **“st”** does not exist. That is why the morpheme **“-e”** was added at the beginning of this word, to fit Spanish pronunciation rules.

According to the last edition of the Royal Spanish Dictionary (23th.) the word **“stand”** without the added prefix **“e”** is going to be eliminated, instead of the correct manner of writing this word will be **“estand”**.

Besides, morphologically, **“stand”** in Spanish language can be inflected adding the suffix **“s”** in order to form the plural.

This word has its equivalents in the Spanish language such as **“caseta”** or **“pabellon”**; however, I think this word enriches Spanish because it is a more specific word and has a slight difference in

meaning from its Spanish equivalents, thus it is a word that makes communication more precise and clear.

### **Chat**

According to the definition provided by Merriam – Webster Dictionary, the term **“chat”** means **“conversation”** and it comes from English. In Spanish its equivalent is **“charla”**, and it is also known as **“cibercharla”**. For that reason this word is not accepted by Real Spanish Academy (RAE). It is used to mean a written snapshot of communication on the Internet among two or more people.

The following example shows the term **“chat”** used as a noun in the Spanish context **“La llegada y expansion del internet, el “chat”, el messenger...”**

According to the definition provided by Merriam – Webster Dictionary this word **“chat”** is a verb, but in the Spanish language, the use of this word originated from the verb **“chatear”** in order to indicate the action related with information technology, however, this word is not accepted by Royal Spanish Academy.

According to *Diccionario Panhispánico de Dudas* 2005 (published by the Real Academia Española and the Asociación de Academias de Lengua Española) in June 2007, the word **“chat”** refers to a communication by Internet that settles the verb **“chatear”**, and is defined as **“it maintains a conversation through using electronic messages”**. In Spanish grammar, the

verbs are formed by adding the suffixes “-ar, -er, -ir”. In Spanish the word was adapted to conform to this rule, so it becomes the verb “**chatear**”. It is considered a verb because it is an action and this action is done by someone.

For instance:

***“Francisco pasa demasiadas horas chateando con su novia”***

In the example, Francisco has done the action “**chateando**”. In Spanish the word changes its form depending on the tense of the verb. This sentence includes an adjective. The adjective “**demasiadas**” has a relation with the verb “**chateando**” because it is the period of time in which the action is being done.

Phonologically, this term “**chat**” has not changed in Spanish; the pronunciation is the same.

In my opinion, I think this word “**chat**” is suitable to be used when people utilize the computer to communicate with other people, so I think the term “**chat**” enriches the Spanish language.

## **Club**

According to the Merriam – Webster Dictionary the word “**club**” refers to a group of people or society whose members have with similar opinions. Its origin is English.

This word “**club**” is accepted by Royal Spanish Academy with the same meaning in Spanish “Sociedad fundada por un grupo de personas con intereses comunes y dedicada a actividades de distinta especie, principalmente recreativas, deportivas o culturales”.

In the following example the word **“club”** has the meaning explained above.

***“El club Real Madrid adquirió al portugués...”***

The word **“club”** has the same meaning in English and in Spanish: “a society or group of people sharing the same interest”. In the example, the word **“club”** is a noun complemented by **“Real Madrid”**.

Morphologically **“club”** does not have any variation in its written form.

However; phonetically, **“club”** has changed in order to accommodate Spanish. The word **“club”** sounds different in English than in Spanish. In English its pronunciation is /ˈklʌb/, the vowel **“u”** is not pronounced clearly, but in Spanish, the **“u”** sounds are pronounced clearly.

This word **“club”** is accepted by the Royal Spanish Academy, and for that reason I think the Spanish language is enriched by this word in order to maintain a correct meaning in a context.

### **Fax**

According to the definition provided by Merriam-Webster Dictionary, this term refers to a device in order to send written communications and this word comes from the English language. It is an abbreviation of the word **“facsimile”**.

This word **“fax”** is an anglicism accepted by Royal Spanish Academy (RAE). **“Fax”** is also the abbreviation of **“telefax”**, which is

actually the abbreviation of **“telefacximil”**. **“Telefax”** is not frequently used.

**“Telefacsimil”** consists of **“tele”**, which means **“distance”**, **“fac”**, the imperative verb, from Latin **“facere”**, which means **“haz”**; and the Latin adjective **“simile”**, which means **“semejante”**. **“Telefacsimile = 'haz semejante'”**. In another words it means **“reproduce exactamente”**.

**“En la celda de un fax”** is an example that indicates its function as a noun, so in English as in Spanish, the word **“fax”** has its plural form.

The plural of **“fax”** is **“faxes”** (never **“faxes”**. The English grammar rule defined to pluralize a word that ends in **“x”** it is necessary to add the suffix **“-es”** at the end of the word. The Spanish rule according to Seco, Manuel: *Diccionario de dudas y dificultades de la lengua española*. Madrid: Espasa-Calpe, <sup>10</sup>1998, p. 213 says that the words ending in **“x”** do not vary in the plural form, but it does not refer to monosyllables such as **“fax”**.

An important observation in this word is that **“facsimile”** comes from Latin, but in English language **“facsimile”** suffered a shortening transformation **“fax”**, and Spanish adapted this word in order to fit it in the lexical group.

Phonologically, the word **“fax”** does not change. The pronunciation is the same in Spanish.

The word **“fax”** is accepted by Royal Spanish Academy REA, but it has its equivalents in Spanish. They are **“reproduccion, duplicado, copia, etc.”**, but it is not used by speakers to communicate among one another about sending written documents by phone. So I think **fax** enriches the Spanish language and increases the lexicon.

### **Comic**

The Merriam – Webster Dictionary states that **“comic”** refers to magazine, especially for children, which contains a set of stories told in pictures with a small amount of writing. It also refers to someone who entertains people by telling jokes. For that reason, **“comic”** can be used as a noun and as an adjective. For instance the word **“comic”** appears in the the example taken from “la Casa magazine No. 70 2010”.

***“...creó Historias del Sauce, comic cuyos personajes eran un tucán y el sauce podado de Tonybe, el filósofo de la historia tan citado por Benjamín Carrión en su teoría de la nación pequeña.”***

**“Comic”** acts as a noun describing actors. Analyzing this word morphologically, **“comic”** was accepted by Royal Spanish Academy and adapted to Spanish by adding a stress mark to the vowel **“o”** as in **“cómic”**, following the Spanish written system. The rule indicates **“graves”** words are the ones that are accentuated on the penultimate

syllable, so the accent can be spelling or prosodic. If the words end in **“n”**, **“s”** or a **“vowel”**, there is no inflection.

However, **“comic”** is sometimes written without the stress mark, but when it is pronounced by people the accent is manifested as in English, so phonologically **“comic”** does not change in Spanish.

After I have conducted this analysis, I could say this word enriches the Spanish language since people use it more frequently in their speech.

### **Charter**

According to the Royal Spanish Academy RAE **“charter”** means to rent a vehicle, especially an aircraft, for a special use and not as part of a regular service. **“Charter”** comes from Middle English and this word is recognized by Royal Spanish Academy. It was found in the example:

***“El equipo rento un vuelo charter para viajar a Argentina”.***

**“Charter”** acts as a noun in the sentence followed by the preposition **“para”** that expresses the usage **“charter”**.

The Merriam – Webster Dictionary states that this word may act as a noun, a verb and an adjective. This Anglicism can be pluralized in Spanish by adding the suffix **“-s”** at the end of the word.

In order to be accepted by Royal Spanish Academy, the word **“charter”** was modified in its written form by adding a stress mark on the vowel **“a”** because in Spanish **“charter”** is a **“palabra grave”**

and according to Spanish graphemic rules, these kinds of words have to be stressed.

Phonologically, the term “**charter**” does not change its pronunciation. In English and in Spanish “**charter**” is pronounced in the same way. In Spanish the stress mark is added on the vowel “**a**”.

In addition, this word does not have any equivalent in Spanish, so I think this word enriches the Spanish lexicon and people familiarized gain a richer vocabulary and more varied speech.

### **Coctel**

According to the Merriam – Webster Dictionary, this word refers to an iced drink of wine or distilled liquor mixed with flavoring ingredients. “**Cocktail**” comes from the English language. This word is accepted by Royal Spanish Academy as shown in the following example, “**el coctel mas delicioso se encuentra en la coctelera azul**”.

In the sentence above, the word “**coctel**” is a noun and this word has other derivations such as “**conctelera**”, “**cocteleria**”, so the word “**coctel**” has suffered changes in its morphological constitution.

In the Royal Spanish Dictionary, this word is registered in two manners. The first one is “**cóctel**” where a stress mark is added on the penultimate syllable according to the rules for “**palabras graves**”, and the second is “**coctel**” which does not have any stress mark.



This word is originally written **“cocktail”**. The Spanish adapted the pronunciation \’käk-,tāl\. Thus, the word is written **“coctel”**. The consonant combination **“ck”** is not necessary for this word in the Spanish language.

**“Coctel”** has its derivation in Spanish and it has suffered some changes in its ending. For instance, in the words **“coctelera”** and **“cocteleria”** the suffixes **“era”** and **“eria”** were added. The Spanish lexicon is enriched by two more words that do not mean exactly the same thing as **“cocktail”**, but are related in meaning. The first one is **“coctelera”**, which refers to a cocktail shaker and the other one is **“cocteleria”**, which refers to the place where cocktails are sold.

It is necessary to explain that the term **“cocteleria”** does not exist in the Royal Spanish Dictionary, however this word was found in the following example taken from “Revista Hogar, July 2010 (p. 79)” **“Las andanzas de la oscuridad pueden iniciarse en la cocteleria...”**

According to this analysis I could say that **“coctel”** as an anglicism has enriched the Spanish language, because its forms **“coctel”** or **“cocktail”** have their derivations and are new words that have been perfectly adapted in Spanish and are frequently used by people in their speech.

## **Conectar**

According to the definition provided by the Merriam – Webster Dictionary this word refers to “establishing a communications connection”. This dictionary also states that **“conectar”** means “to join or be joined with something else”.

This word comes from the English word **“Connect”**. In Spanish this word refers to an action. So, it is a verb. According to Spanish grammar, a verb is formed by adding the suffixes **“-ar, -er, -ir”**. The word was adapted by Spanish following the rules of Spanish grammar.

In the following example the word **“conectar”** is written in present tense **“...con tecnología 3G integrada y modem inalámbrico para conectarse en mas de 100 paises”**. Sometimes this word changes its syntactic form. It can be an adjective as is shown in the example below taken from Gestion Economia y Sociedad magazine, July 2010:

**“Es una gran aldea global conectada.”**

Morphologically, **“conectar”** has suffered many changes in order to be adapted into the Spanish language. Phonologically, it has the same form. It has changed its pronunciation in order to be used in Spanish.

The changes above allow people to recognize this term perfectly as a Spanish word, and for that reason, I think this word enriches our lexicon.

## **Corporación**

According to the Royal Spanish Dictionary, the word **“Corporación”** refers to an organization with members working for a common purpose. **“Corporación”** comes from English and is accepted by the Royal Spanish Academy as a noun and it comes from the word **“corporation”**.

In the following sentence taken from “Gestion Economía y Sociedad magazine, July 2010”: **“Estamos viendo cada mas intentos, en su mayoría por parte de corporaciones y de sus abogados...”** the word **“corporación”**, acts as a noun.

It can be pluralized only by adding the suffix **“-es”** at the end of the word; this word has been adapted to Spanish in its morphological and phonetic forms. Morphologically, there are some transformations; in order to adapt into Spanish, the morpheme **“-t”** is replaced by **“-c”**. Spanish adds a stress mark on the vowel **“o”**, according to the Spanish rules.

This term **“corporación”** is used in Spanish language and it is adapted and modified according to the Spanish Grammar rules, so I think this word has enriched our lexicon and speech.

## **Web**

The term **“web”** according to Royal Spanish Dictionary refers to computer science tools. According to the Merriam - Webster Dictionary, this word refers to the tissue of an animal or plant. This term comes from Middle English and is accepted by Royal Spanish

Academy. I found this word in the example below taken from “Economia y Sociedad magazine, July 2010”:

**“Cerveza Conquer presento su web”**

In the example above and in the Spanish context, **“web”** functions as a noun. The term **“web”** according to the Spanish grammar rules, can be pluralized by adding the morpheme **“-s”** at the end of the word.

Neither morphological nor phonological changes were done in order to adapt the term **“web”** into Spanish by Royal Spanish Academy.

This term **“web”** has its equivalent in Spanish and this is **“red informática”**, but the term **“web”** is used in order to emphasize the use of technological tools as the Internet.

Personally I do not agree with using this term in our lexicon, because it has its equivalent in Spanish. So I think this term does not enrich the Spanish Language. **“Web”** is the acronym of **“World Wide Web”** and its translation into Spanish would be **“Amplia Red Informatica”** or **“Red Informatica Mundial”** and I think we can abbreviate these words and form a Spanish acronym and it could be **“ARI”** or **“RIM”**. This is my personal opinion about this word. I also think **“web”** is easier to use and understand in the Spanish context, and for that reason, the Royal Spanish Academy took this term and implemented it into the Spanish lexicon.

## **Eslogan**

According to the Merriam - Webster Dictionary, **“slogan”** is a brief phrase with a marketing purpose. It is a short and easily remembered phrase, especially when one uses it to advertise an idea or a product.

According to the definition provided by Merriam – Webster Dictionary, this term comes from the alteration of earlier **“slogorn”** from Scottish, but in order to be adapted into Spanish, the Royal Spanish Academy took the word **“slogan”** from English, so it is considered as an anglicism.

**“Eslogan”** is recognized by Royal Spanish Academy as a noun as shows the example below.

***“Como dice su eslogan: “el mundo está en Shangai” (Gestión magazine 2010)***

Sometimes this word is pluralized by adding the morpheme **“-s”** at the end of it.

**“Eslogan”** is adapted into Spanish by adding the prefix **“e-”** because in Spanish, the consonant cluster **“sl”** does not exist. For this reason the morpheme **“e-”** is placed before the consonant cluster **“sl”** in order to fit the Spanish pronunciation.

Apparently, there is not an equivalent in Spanish for **“slogan”** in order to emphasize a product or a mark. The word is adapted to the Spanish lexicon following some rules and changing its

morphological aspect. I think this term enriches the Spanish language.

### **Blush**

We can find the word **“blush”** in the Merriam-Webster Dictionary. It functions as a verb, and according to this lexical category, it has its synonyms: **“become embarrassed, flush, turn red, be red in the face, become blushed, color up, get red in the face, turn red, as if in embarrassment or shame; become rosy or reddish”**. For instance: ***“The girl blushed when a young man whistled as she walked by”***.

Syntactically, this word is a noun. For that reason it can be pluralized by adding the morpheme **“-es”**. It has its synonyms; contextually it means **“embarrass, make blush, shame, bring shame upon, fluster, abash; cause to be embarrassed; cause to feel self-conscious”**.

The word **“blush”** functions as a noun in the example below taken from “Hogar magazine, July 2010”

***“La aplicación del blush debe ser sutil.”***

The word **“blush”** comes from Middle English and it is not accepted by Royal Spanish Academy. Spanish speakers use the term **“blush”** in order to refer to a sort of makeup used by women on their cheeks.

The term **“Colorete”** is the Spanish equivalent for **“blush”**. I think it is not necessary to use the word **“blush”** in order to refer to

this kind of cosmetic, so I think **“blush”** damages the Spanish language.

### **Cake**

According to the definition provided by Merriam - Webster Dictionary, the word **“cake”** means a sweet food made with a mixture of flour, eggs, fat and sugar. Its origin is from Middle English.

This word is not accepted by Royal Spanish Academy. The term **“cake”** has its Spanish equivalent such as **“pastel** and **“torta”**. However this word is used in Ecuadorian magazines and by common people. When people speak, it is quite normal that they use word **“cake”** or **“key”**. So its phonological aspect is adapted by the Spanish language. Its lexical category is a noun, and it can be pluralized only by adding an **“-s”** at the end of the word.

In the following sentences taken from “Hogar magazine, July 2010, the word **“cake”** is written in its original form and it function as a noun **“...era un cake de 11 pisos y mas de 3 metros de altura.”**

As previously stated, this word has its equivalents in Spanish, **“pastel”** and **“torta”**, so I think this work **“cake”** does not enrich the Spanish language.

### **Coach**

According to the definition provided by Merriam – Webster Dictionary, this word refers to a private tutor who teaches sports. This word comes from Middle English. The term **“coach”** is not

included in the Royal Spanish Dictionary, so it is not recognized by the Spanish Royal Academy.

This word has synonyms in Spanish; “**tutor**” or “**entrenador**”. However this word is not used frequently. It refers to a person who teaches sports or any other activity as shows the following example taken from Hogar magazine, July 2010: “**La doctora Maria Isabel Navarro, sicoterapeuta y coach personal Espanola, escribe en su pagina web que muchas veces la mujeres nos cuestionamos...**”

In order to adapt or use the word “**coach**” in the Spanish language, it should keep its original form without morphological and phonological changes.

I think “**coach**” should not be used in the Spanish language because this word has its equivalents in Spanish. Furthermore, this word is not used frequently, so people are not familiarized with the term “**coach**” and it is difficult to understand the context in the reading.

### **Confort**

This word refers to something that produces well - being and convenience. It is important to know that “**confort**” comes from the English word, “**comfort**”. This word means “**comodidad, confort**”.

The term “**confort**” is accepted by Royal Spanish Academy. In order to adapt this word into Spanish some transformations were done as is seen in the following example taken from Hogar magazine, July 2010:



**“...combinar el lujo y el confort.”**

According to the Royal Spanish Dictionary, the word **“confort”** is a noun, but according to the Merriam Webster Dictionary, this word could be a noun and a verb, depending on the context.

The written form in English is **“comfort”**, but The Royal Spanish Academy adapted this word by replacing the consonant **“m”** by **“n”**. The grammar Spanish rule says “the morpheme **“m”** is positioned before **“b”** and **“p”**. According to this rule, the morpheme **“m”** is not correct to place before **“f”**. So it was replaced by **“n”**.

As a consequence of this morphological change, **“confort”** changed its phonological form too, in order to fit the rule.

This term has its equivalent in Spanish, but it is recognized by Royal Spanish Academy, so I think the term **“confort”** enriches the Spanish language because it emphasizes the context and increases the lexicon.

### **Jersey**

According to the definition provided by Merriam - Webster Dictionary, **“jersey”** means: a piece of clothing made from wool or cotton, which has sleeves and is worn on the upper part of the body. This word **“jersey”** comes from English. The Royal Spanish Academy has recognized this term in its dictionary as is shown the example below taken from Hogar magazine, July 2010:

***“Cada uno de sus modelos desfilaron faldas y vestidos ajustados que marcan la figura de la mujer, combinados con jersey y abrigos de piel.”***

In Spanish, **“jersey”** is a noun. It does not change its morphological form; the pronunciation is similar in both English and Spanish.

This word is easy to pronounce and it is easy to relate with a name of the cloth, so I think the word **“jersey”** enriches the Spanish language.

### **Estatus**

According to the definition provided by Merriam - Webster Dictionary, the meaning of this word is: **“an accepted or official position, especially in a social group”**. The Merriam - Webster Dictionary states that it is a noun, but it can also be categorized as an adjective as shown in the example below:

***“Michael Kors: símbolo de estatus” (Hogar, July 2010, p. 72)***

This word comes from English, but also it is derived from Latin **“status quo”**.

**“Estatus”** has suffered some morphological changes, because in Spanish the morpheme **“e”** is added at the beginning in order to be adapted into this language and it sometimes is written in its original form **“status”**.

**“Estatus”** comes from the English word **“status”**. The consonant cluster **“st”** does not exist in Spanish and because of this,

the consonant cluster **“st”** is preceded by the vowel **“e”** at the beginning in order to fit Spanish written form. Phonetically, this word does not change because in Spanish the vowel **“e”** is pronounced similarly as in English. The consonant cluster **“st”** is pronounced.

I think the word **“status”** does not have a specific equivalent in the context. For that reason I think the term **“estatus”** enriches the Spanish lexicon.

### **Estrés**

The Merriam - Webster Dictionary describes **“estrés”** as “the feeling when tired, worried, nervous or angry about something”.

The word **“estrés”** comes from **“stress”**. This term is an English word raccepted by Royal Spanish Academy.

Syntactically, this word is a noun in the Spanish dictionary, but in English, it could be used as noun or verb depending on the context. In the following example this word is a noun:

***“...especialmente tras un día lleno de estrés y problemas...”***  
***(Hogar 2010, p. 93)***

Morphologically, this term has suffered some changes in order to be recognized by the Spanish language. The consonant clusters **“st”** and **“ss”** do not exist in Spanish and consequently, the morpheme **“e”** is placed before the consonant cluster **“st”** and the last consonant **“s”** is suppressed from the word in order to adapt this word to the Spanish language in its written form.

The phonetic system of Spanish changed the word “**stress**” to “**estrés**” by adding a stress mark on the vowel “**e**”.

This word “**estres**” does not have a specific equivalent in Spanish, so I think the use of this word is necessary in order to improve the context and the Spanish lexicon.

## **Fan**

The definition provided by Merriam - Webster Dictionary states that “**fan**” means: “someone who admires and supports a person, sport, sports team, etc”.

This word is accepted by Royal Spanish Academy and the Spanish Academy states that “**fan**” means: “**aficionado**” or “**supporter**”. It refers to enthusiasm by being a member of a club, holding fan conventions, creating fanzines, writing fan mail, or by promoting them. A “**fan**” is a person with a liking and enthusiasm for something.

According to the Merriam - Webster Dictionary, “**fan**” is a noun and this word can be pluralized by adding a morpheme “**s**” at the end. In the example below it is used as noun:

***“Para que desperdiciar un ‘clic’ en alguien que ya es fan de tu negocio?”***

This word comes from English and is used in Spanish in its contracted form “**fan**”. “**Fan**” is the contraction or abbreviation of “**fanatic**”; in Spanish is “**fanatico**” or “**fanatica**”. Following Spanish grammar rules, the vowels “**o**” or “**a**” are placed at the end of the

word depending on the gender described. Its written form is **“fan”**, so it does not change its structure. Phonetically, the word does not change either because it does not break any rules of Spanish pronunciation.

I think this word enriches the Spanish language because it is used naturally by magazines and people understand its meaning within a context easily.

### **Link**

According to the definition provided by Merriam – Webster Dictionary, the term **“link”** refers to a connecting structure. This term comes from Middle English; the Royal Spanish Academy does not recognize this term.

This term was found in Hogar magazine, July 2010 in the sentence bellow:

**“...poniendo un link junto a la firma de correos electrónicos”**

The context in the sentence above **“link”** is a noun, but it can be a verb, too. This term **“link”** in Spanish is used to refer to computing fields such as in e-mails or internet fields.

The term **“link”** has its equivalents in Spanish: **“enlazar”**, **“conectar”**, **“unir”**; however, this word is used in Spanish without any morphological and phonological changes.

This word **“link”** in my opinion does not enrich the Spanish language because it has its equivalents in Spanish, which could be perfectly used in the same context or computing fields.

## **Bingo**

According to the Merriam – Webster Dictionary, “**Bingo**” is a game in which prizes can be won by matching numbers on a card with those chosen by chance. This word means the same in English and Spanish.

“**Bingo**” is recognized by the Royal Spanish Academy and it does not change its morphological form. It is curious the way this word was formed. Some people were playing “**beano**”, which is a game with beans on a piece of paper and the beans cover the sheet of paper, but suddenly one of the player shouted out “**bingo**” instead of “**beano**”; since that moment, this term has been in existence.

This word is a noun and its equivalent in Spanish is “**loteria**” or “**juego de azar**”. Even though this word has a meaning in Spanish, the word is already being used by people in order to indicate the game they are playing. For that reason, I think this word enriches and increases the lexicon of the Spanish language.

## **Cheque**

According to the definition provided by Merriam - Webster Dictionary, “**cheque**” is a noun and it means that is a printed form used instead of money, in order to make payments from a bank account.

According to the Royal Spanish Academy, “**Cheque**” is a document which is given to get money at the bank. “**Cheque**” is a derivation of “**check**” of Old English. In the medieval period its

written form was **“chek”** and now is **“check”**, had different meanings such as **“detener”**, **“rodear”**, **“comprobar”** and **“verificar”**; later on this document was named **“check”** in the United States and **“cheque”** in England.

**“...que al parecer sustrajeron varios cheques de la víctima”.**

In the example above, the word **“cheque”** is a noun stated in the dictionaries, and this term can be pluralized adding by the morpheme **“s”** at the end.

This word has been adapted to Spanish from its original British form from XIX century, so the word does not change in its morphological and phonetic forms. It was also incorporated in the Royal Spanish Dictionary in 1899.

The term **“cheque”** has been used in the Spanish language for a century. This word is very common in our culture and I think this term is necessary to refer to money. I think there is not a Spanish equivalent for **“check”** so this word enriches the Spanish language.

### **Chip**

According to the Merriam – Webster Dictionary, **“chip”** “is a very small piece of semiconductor, especially in a computer, that contains extremely small electronic circuits and devices, and can perform particular operations”.

This word comes from the English language and the Royal Spanish Dictionary, has accepted it with the definition “an integrated

circuit which makes many functions in computers and electronics mechanism”.

According to the Royal Spanish Academy, this word is a noun, and for that reason it can be pluralized only by adding the morpheme “**s**” at the end of the word.

The example below taken from Vistazo magazine, June 2010: indicates the word “**chip**” as a noun:

**“Sistema en un chip”**

The pronunciation is the same in both Spanish and in English. This word was adopted into Spanish without changes to its written form, so morphologically it does not change.

This word does not have equivalents in Spanish and it is used frequently to talk about technology. I think this word enriches the Spanish language.

**Clip**

According to the Merriam Webster Dictionary this word could be a noun and a verb as shown in the example below taken from Vistazo magazine, June 2011:

**“Y una tercera forma de tortura fue ponerme la pistola en la cabeza, ponerme la pistola en la boca, soltar el gatillo, sonaba clip y uno ya pensaba que ya volaba ese rato...”** As a verb, the meaning is “**to bang**”.



According to the Royal Spanish Dictionary, the meaning in Spanish is **“sujetador”** or **“broche”** and it is a noun as in the example below:

**“Felipe necesita un clip para sus papeles”**

Syntactically, this word is a noun and it can be pluralized only by adding the morpheme **“s”** at the end of the word. As a result, the word changes to **“clips”**.

This word does not change because it is already adapted to Spanish; the written form is the same in both Spanish and English.

This word comes from English, although this is a foreign word, it is recognized by Royal Spanish Academy and it is included in the dictionary in order to enrich the Spanish language and make it more variable.

### **Detective**

According to the Royal Spanish Dictionary and Merriam – Webster Dictionary, this word **“detective”** means: “a person who investigates an especial case”.

This word is recognized by Royal Spanish Academy; however this word has meanings in Spanish such as **“agente”**, **“investigador”**, **“policia”**.

According to Royal Spanish Dictionary, this word is a noun as shows the example below:

**“La última persona que los vio es el detective privado...”** (Vistazo June 2010, p. 20)

Moreover, this word does not have any morphological changes in order to belong to Royal Spanish Dictionary.

The term **“Detective”** is also written in the same form in Spanish and in English. It only varies in the pronunciation because in Spanish, the third syllable has a stress mark and in English the intonation is stronger in the second syllable and also the last vowel **“e”** is not pronounced.

I had read this word before to do this investigation and I did not imagine this term **“detective”** was an English word; it was a surprise for me. I could not believe it, because this term is very common and it is used so much in magazines and people say it frequently. In other words, I think this demonstrates that this word has increased the Spanish language and enriched the lexicon.

### **Líder**

According to Royal Spanish Dictionary the word **“Líder”** refers to a person who is followed by other people in a group.

Etymologically, **“líder”** comes from English. It is the derivation of **“leader”** and the Royal Spanish Academy has accepted this word in its dictionary, but with some changes in order to adapt it into Spanish grammar. First of all, **“líder”** is a noun according to Royal Spanish Dictionary, and the example below shows it:

**“...siendo el líder en todas las variables...” (Gestion, June 2010, p. 20)**

This word is not only a noun, it can be a verb as in **“liderar”**. As a verb, it can be conjugated in all tenses depending on the context. The verbs in Spanish are formed adding the suffixes **“-ar”**, **“-er”**, **“-ir”**.

Moreover, morphologically the vowels **“ea”** are replaced by **“i”** in order to be adapted into Spanish. In addition, following the Spanish grammar rules, the stress mark is placed over the morpheme **“i”**. This word was adapted to Spanish with these morphological changes.

The term **“Líder”** has changed its morphological form in order to adapt to the Spanish language, but it has tried to keep its original phonology.

This word is frequently used by magazines in order to maintain the meaning within a context. This term was accepted by the Royal Spanish Academy in order to increase and enrich the Spanish language. This term is widely used in Spanish.

## **Futbol**

According to the definition provided by Merriam – Webster Dictionary, **“futbol”** is a game played on a rectangle field with net goals at either end in which two teams of eleven players drive a ball into the other’s goal by kicking, heading, or using any part of the body except the arms and hands.

The term **“futbol”** comes from the English word **“football”**.

The word **“futbol”** has suffered some changes in order to be adapted into the Spanish language, the first one is the morpheme

“oo” which was replaced by the morpheme “u”. The vowel “a” was deleted and replaced by the morpheme “-o”, and the last change the double “l” was deleted.

All these changes were done in order to adapt “**futbol**” to the Spanish grammar rules; these slightly change the phonology from English to Spanish.

This word refers to a sport which is very popular around the world. This term is frequently used in all variables, so I think this word enhances the Spanish vocabulary; however, this term “**futbol**” has its equivalent in Spanish “**balon pie**”, although this is not a term frequently used in Spanish.

### **Tenis**

The Royal Spanish Academy states “**tenis**” as *“is a game played with rackets and a light ball by two players or two pairs of players on a rectangular court, as of grass, clay, or asphalt, divided by a net.”*

This word “**tenis**” comes from English which is a shorter form of “tennis” and is recognized by the Royal Spanish Academy.

The term “**tenis**” is a noun, as demonstrated the example below taken from Vistazo, June 2010:

**“Entonces también restringamos el futbol, el box, el tenis”.**

When adapted into Spanish, this word suffered some changes. According to Spanish grammar rules, the consonant cluster “**nn**”

does not exist, so the morpheme “**n**” was deleted. Therefore, its written form changed to “**tenis**”.

Phonetically, this word does not have any changes at all.

This word “**tenis**” does not have equivalents in Spanish. This word refers to a sport, and I think this word has enriched the Spanish lexicon.

### **Photoshop**

According to the Merriam – Webster Dictionary, “**photoshop**” means a popular high – end image editor for Macintosh and Windows from Adobe. The original Mac versions were the first to bring affordable image editing down to the personal computer level in the late 1980’s. Since then, the term “**photoshop**” has become the *de facto standard* in image editing.

Although it contains a large variety of image editing features, one of Photoshop’s most powerful capabilities is layers, which allows images to be rearranged under an over each other for placement.

This word is not accepted by the Royal Spanish Academy, but it is used in the Spanish language. Even though The Royal Spanish Academy does not register this word, there is no synonym that can express the same notion in Spanish. This word does not have any morphological and phonological changes.

This word is new in the English lexicon, according to the Merriam – Webster Dictionary, this word appeared in 1992.

I think this word is not recognized by the Royal Spanish Academy because it is not frequently used by people. In my opinion, this word does not enrich the Spanish language, so it is expected that the Royal Spanish Academy will look for a synonym to replace it.

## Comparative Analysis

Anglicisms are an important factor in increasing the Spanish lexicon. Some anglicisms are recognized by the Spanish Royal Academy and others are not accepted. However, anglicisms are used in order to provide nuances in meaning and synonyms for words.

The comparative analysis mentions that anglicisms are used the most in Ecuadorian magazines. Moreover, it mentions the linguistic reasons for this occurrence and solidifies the general meaning of the expressions.

As a result of this study, the synonym that is used the most is **“futbol”**. This word appeared 39 times during this study; **“futbol”** was found in the general interest magazines with a frequency of 20 times. This phenomenon occurs because this word is very common for referring to the sport known around the world. For example, **“the world cup of football”** was celebrated this year.

**“Web”** is the second most frequently used anglicism in this study; it is used around the world as a word to define Internet sites, and for that reason it is a very common utterance. This term was used the most in general interest and scholarly magazines, with a total of 36 occurrences.

Another frequently used anglicism is **“lider”**, which was especially used in the scholarly magazines where it appeared approximately 38 times with five repetitions in the general interest variable as well. However, it is important to note that a characteristic

of this word is its derivations in its morphological and semantic aspects; thus this utterance is very extensive. In addition, it is important to mention the term **“ranking,”** which was found with the same amount of repetitions in the same variables with almost the same statistics as **“lider.”**

The word **“detective,”** which was found in the cultural magazine, had a great quantity of repetitions. **“Detective”** is followed by the word **“gol.”** This expression was found only in the general interests magazines with a total of 18 repetitions. **“Video”** also had a total of 18 repetitions in the general interest magazine.

Another frequently used term was **“marketing”** with a total of 13 reoccurrence. This word was more common in the general interest magazines.

Another word, which was used several times by these variables, is **“mall”**, which had 12 repetitions. This is followed by **“aerolinea”** and **“liderazgo,”** which have the same number of repetitions (11) and which placed tenth in this list of top ten anglicisms.

In conclusion, this analysis reveals that the most frequently used anglicisms were found in the general interest magazines with a total of 287, equivalent to 49 percent of the findings in all the variables. One reason for this is because the articles discuss realistic and practical themes such as fashion, technology, and showbiz, and thus relate to a diverse audience. The scholarly magazine placed second with a total of 207 anglicisms, or 36 percent. In last place are



the cultural magazines with a total of 90 anglicisms, or 15 percent of the findings in all the variables.

Because Ecuador is in relative close proximity to the United States, there are a great amount of anglicisms used in all the variables and in all kinds of speech.

Personally, I think the majority of these words enhance and enrich the Spanish language because it is better to have a verbal communication and written communication with an extensive vocabulary. People can use many of these anglicisms naturally in order to improve the context. Therefore, I think that if a person knows and uses more words that are borrowed from another language, this person demonstrates that people are wealthy in linguistic knowledge.

## **Conclusions**

- As a conclusion, after having analyzed those anglicisms, it can be stated that anglicisms enrich the lexical way of speaking because they increase the Spanish lexicon. Anglicisms have become widespread, and thus it is important to vary speech with different expressions or synonyms.
- Ecuadorians use anglicisms in order to be able to communicate. In the case of magazines, they wrote their texts with a variety of understandable words in order to expand their reading audience.
- Magazines use anglicisms in their written texts. This phenomenon occurs because they are influenced by technology, terminology referring to the Internet and other communication media which is always increasing.
- Ecuadorian magazines are influenced by English language. For this reason there is a great amount of anglicisms in their variables.
- This study determined that there exist a great number of anglicisms, which are mostly used in some cases in all variables. The amount of anglicisms used in different variables is high. So, it demonstrates that many people are familiarized with these words.

- There are a great number of anglicisms that can be adapted into Spanish which could improve the context. This indicates that many people are familiarized with these words.
- The phenomenon of anglicisms used in Ecuadorian magazines is significant and they are used in a natural way among readers.

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Table:

Variable:

<b>Magazine and Date</b>	<b>Anglicisms</b>	<b>Example</b>	<b>Lexical Category</b>	<b>Word Repetition Number</b>	<b>Heading</b>	<b>Page</b>

Author:.....

Table

The Most Frequent Anglicisms (in all variables)

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

Author:.....

Table:

Comparison between variables

	<b>Variable</b>	<b>f</b>	<b>%</b>
Anglicisms	Cultural Magazines		
	Scholarly magazines		
	General interest magazines		
	<b>Total</b>		

Author:.....