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

Research done in order to achieve
The Bachelor's Degree in Teaching
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CERTIFIES THAT:

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

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DEDICATION

This present work I dedicate with my heart to my beloved husband Miguel Angel and my dear son Lenin Israel who has trusted in me to pursue this career that with tokens of love, affect and appreciation has always been present to help me and support me to achieve my goals. Also to the loved ones of my life, my parents, whom has been faithful witnesses of my sacrifice, and they guided me since I saw the first light.

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ABSTRACT

The theme for our research project is “A DESCRIPTIVE ANALYSIS OF ANGLICISMS IN ECUADORIAN MAGAZINES”. Since this is a current phenomenon in our society, which has shown up within the last few years, its focus of attention is over their linguistic role in Ecuadorian magazines. The “Universidad Técnica Particular de Loja” has launched a project that has to be carried out by the pre-graduate students of English all over Ecuador, and this particular investigation has been done in the city of Azogues where all kinds of magazines were found, from cultural ones to scholarly and those of general interest.

A qualitative and quantitative study, based on the linguistic, sociological, ideological and cultural aspects, has been made. Many magazines were sifted through to find the actual required data, a bibliographic, analytical, and descriptive method, were used.

After finding and analyzing the information, it is clear that our language is gradually losing territory, so to speak, or should it rather be said that the Spanish language is being enriched by the increasing use of anglicisms, which may result in a cultural change, provoking modifications in the everyday language use; with this reflection it may be concluded that through this work we have accomplished our main objective, which, we hope, will contribute to the understanding that language is a dynamic social phenomenon, especially in the technological field, where most anglicisms were

found, as if they were a new language, common to all human beings, that is spoken in a new technological, virtual world. Changes in the structure and functions of language have been registered, and it may be a result of a clear social factor, related to the perception of the English language as a universal one, and the snobbish kind of image that writers try to display.

INTRODUCTION

Along these years, it has been common to see how English has been subtly spread among Spanish literature, and in some cases, used unconsciously by many people. All the English terms and words found as anglicisms have been introduced through the mass media, internet, music, and magazines could not be the exception. These linguistic changes are spreading along the different areas, but our core investigation is on Magazines. There, anglicisms can easily be perceived. The reason why English is used in the Spanish language is a complex paradox that has to do with the belief that English is the language of power, and, of course, everybody wants to be “powerful”.

With the collected information, we state the importance of this investigation, that, although there have been many prior studies about this subject, a follow up in this area could be considered of great importance to build the existing data, and it is hoped that it will help other investigators as a footstep for further researches about the influence of anglicisms in our language.

The means and economic resources used to carry out this investigation were absolutely pinned of the investigators. The main motive for this commitment is to comply with a requirement, previous to the obtainment of the bachelor’s degree on educational sciences, English mayor, at the “Universidad Técnica Particular de Loja”.

The scarce libraries in this town has been the only delaying aspects this investigation has gone through, despite of that, this work

is hoped to be useful for the readers who may find it to be a worth while piece of information.

The objectives aimed for, during this investigation were:

General objective

To research the linguistic phenomenon of anglicisms used in Ecuadorian magazines.

Specific objectives

- To identify the syntactic and lexical Anglicism more commonly used in Ecuadorian magazines.
- To make a deep analysis of the anglicisms found in Ecuadorian magazines regarding syntactic, semantic, and morphological aspects
- To establish which variable (cultural, scholarly and general interest magazines) contains the highest number of anglicisms.
- To determine which anglicisms are mostly used.

The methods used for this research are the qualitative and quantitative, which have been supported by the resources such as reading techniques, for instance, skimming and scanning; note-taking, and instruments like data collection formats, cards, and tables.

The essence of this research has been strongly supported by previous studies done in this field, in different parts of the world, as well as their methods and results. It may be said that our objectives were achieved in a great percentage.

METHODOLOGY

This field research process was carried out in the city of Azogues and it was done, basically, by buying the magazines first, once this resource was available, all of them were read and some anglicisms were found.

Then, within a couple of weeks, after that we proceeded to discriminate the terms and verify if they really justified to be considered as anglicisms, observing how frequent they appeared in the revised literature, and classified them by categories. The most relevant information on anglicisms was found in the topics that referred to technology.

The chosen words that appear within this document were chosen because of their singular characteristics, each one of them was carefully analyzed, and every one of them reflected a unique change, for example; some of them have changed their spelling to fit the Spanish language phonetic production, others have changed their meaning from their native language; although many of them are words that are used in simple everyday speech, when used in the technological field have totally changed their function and meaning, that is the case of “web” which used to define a cobweb, a natural fiber produced for spiders, today is a main word for the world of internet with a whole lot of implications; the analysis of these and other words will be developed along this work.

It is worth mentioning that most of the selected words are already accepted by the RAE, (Real Academia de la Lengua) of Spanish language, while others are starting to be used as frequently that who knows in a short period of time may be accepted by the RAE as useful words, and put them into the Spanish lexicon referring them as “foreign” words, as usually happens when there are words borrowed by any other language, of course they come accompanied by some semantic, morphological or phonic changes, in order to fit within the Spanish lexis, syntax and phonic production; while others may keep their original form, either way it is thought that they enrich the lexicon of the host language.

For the analysis of the picked up data, many charts were drawn and in them, the found words were classified, and then some comments were made in order to explain what linguistic aspects have changed or remained the same; some syntactic, semantic and morphological analysis were taken into account, and some conclusions were met.

Once the Anglicisms were identified, and chosen by the number of times they appeared in the sifted articles and the contexts they showed up, the collected data was tabulated using some charts, where the information was categorized according to the variables: cultural, scholarly, general interest, from these categories, the anglicisms with the most special features were chosen for their analysis, in the lexical, semantic and morphological areas.

DISCUSSION

Literature Review

There are important criteria to be taken into account in order to make this project rest on some logical and reasonable bases, to justify it. Therefore, a Linguistic, Sociological, Cultural, Ideological and quantitative Analysis, will be done.

The study of anglicisms basically comprises information dealing with linguistics, language and sociolinguistics, followed by detailed information about magazines and patterns of case studies carried out in different countries.

The discussion of this work contains the scientific information that supports this research and gives the opportunity to deal with several aspects of language and linguistics, as well as with anglicisms, the central issue of this project, for this reason some definition are shown hereafter.

Linguistics

Linguistics is the science devoted to the study of language and languages in all their aspects – their structure, their interrelationship with the rest of human activity, their history and mutual relations as states Crystal's (1998) words:

Linguistics as a scientific discipline can be conceptualized, it must be observed and treated in terms of the following topics: history and development of the subject from antiquity to modern times in various parts of the world; analytical methods and procedures for the

study of the sounds and forms of language; relationships of language; application to problems of pedagogy and education in general; model and example for the study of human behavior as a whole, including human history. (p. 163)

Regarding the role of linguistics, it is related to other branches and approaches that describe different peculiarities during its evolution in time and its linking function between man and culture.

According to Trask (1998), the key branches of linguistics playing a vital role in the teaching and development of languages.

Morphology

Trask (1998), mention that this branch of linguistics deals with the structure and word formation, so, it is in charge of identifying, analysing, combining, and describing morphemes, just by using a set of word-formation principles that govern both the phonological and morphological structures of words.

Semantics

According to Burneo (2007), this branch deals with the study of meaning. Then it studies the signs, symbols and structures of meaning. Consequently it is concerned with the meaning of morphological and semantic units such as morphemes, words, phrases, clauses, sentences and any piece of discourse.

Pragmatics

The next branch is provided by Wikipedia (2010), the free encyclopedia, as a subfield of linguistics which studies the ways in

which context contributes to meaning. Pragmatics encompasses speech act theory, conversational implicature; talk in interaction and other approaches to language behavior in philosophy, sociology, and linguistics. It studies how the transmission of meaning depends not only on the linguistics knowledge of the speaker and listener, but also on the context of the utterance, knowledge about the status of those involved, the inferred intent of the speaker, and so on. In this respect, pragmatics explains how language users are able to overcome apparent ambiguity, since meaning relies on the manner, place, time, etc. of an utterance.

Phonology

In this following branch of linguistics, Swann (2004), expresses that it is a science which studies the speech sounds in general according to their production, composition, distribution and function within the language. Likewise Trask (1998), defines phonology as the key element of language; therefore, it is quite indispensable. Linguists assure that phonology is the language's voice, because it is supposed to be pronounced by speakers, to produce communication. That means that languages survive thanks to their sounds, which are the messengers of thoughts and ideas.

Syntax

Finally, Burneo (2007), states that linguistically, syntax is a subfield of linguistics that studies the principles and rules that govern the way words are joined together to form phrases, clauses and sentences. That is to say, the syntax of a language is the set of

constitutive rules that speakers follow when they combine words into sentences.

Lexical categories

Wikipedia (2010), the free encyclopedia provides us with the following definition about this subject: in grammar, a lexical category is a class of words or lexical class, in other words it is a part of speech. Common linguistic categories include nouns and verbs, among others. There are open word classes, which constantly acquire new members, and closed word classes, which acquire new members infrequently if at all.

Different languages may have different lexical categories, or they might associate different properties to the same one. Some argue that the formal distinctions between parts of speech must be made within the framework of a specific language or language family, and should not be carried over to other languages or language families.

From this point of view, it's worth pointing out that the four main lexical categories are noun, verb, adjective and preposition. The lexical category of a particular word is usually shown in the entry of a lexicon or a dictionary because it helps people who look up words in dictionaries to solve morphological problems.

Some Information provided by Richards and Schmidt (2002), helps in the understanding of what a lexical category is and what it may include:

- a) Its pronunciation related to distinctive features.

- b) Its meaning, which may be given in a formalized way by focusing on semantic features.
- c) Its lexical category, say: noun, verb, adjective or preposition, tackling on morphological features.
- d) Other linguistic items that may co-occur with in a sentence. It deals with the appropriate place of words in a sentence. Therefore it focuses on syntactic features or language structure.

Contact languages

González (2005), states that contact languages are the co-existence of two or more languages in geographical areas or a speech community. This means that the degree of bilingualism or multilingualism is usually involved, either throughout the speech community or on the part of some individuals.

Swan (2004), converges on his definition of contact languages and defines it as a stable language that arises under certain conditions when two or more languages come into contact with each other; for example, in Asia, Africa or the Caribbean area, where the Pidgins and the Creoles make the prototypical contact languages of America. The author asserts that naturally, when contact languages occur, there is always one, which predominates either in use or in number of speakers, and logically, the predominant language tends to expand and be preserved for longer time.

Language vices

Wikipedia (2005), the free encyclopedia provides us with the following definition: in general terms, language-vice is regarded as the deformation or linguistic changes which occur due to diverse socio-linguistic factors. Naturally, some of these vices distort the message communication, while others enrich the language corpus.

Stylistic vices

Collins (2002), states that the terms for stylistic vices do not strictly denote changes of meaning or arrangement as do most terms for rhetorical figures; rather, these are qualitative labels whose accuracy will always be relative to the context and purpose.

In this respect, every dimension or aspect of style has vices associated with it, and every vice has a corresponding virtue. Indeed, the very same locution may in one sense be regarded as exemplifying a stylistic virtue, and in another, a vice.

Barbarisms

According to Martinez (1982), barbarisms are words or expressions that are unacceptable, usually, because it is foreign or vulgar. That is why; barbarisms have always been set within the low level of language styles.

In fact, Ayto (1990) provides us with the etymology of the word “barbarism” by stating that it is a derivation of the Latin term “barbarous”, which means “Foreigner”. The author adds that the term “barbarous” originally referred to a person, who did not speak correctly his or her language. This word, in turn, comes from the

Greek “barbaros” meaning “foreign” lexically ignorant, or a person unable to speak intelligibly.

On the other hand, Fowler’s (1981), says that the word barbarous means “putting aside intentionally archaism and metaphor”. In other words, he makes reference to an illiterate expression. Briefly speaking, in Fowler’s concept, a barbarism is commonly considered as a term that wounds the feelings, especially of those who know little or nothing about Greek or Latin languages.

González (2005), on the other side, defines barbarism as the unconscious use of language, either semantically, syntactically or phonically, which distorts the corpus of language because it is supposed to be correct.

Likewise, Merino (1982), conceptualizes anglicisms as “The English words or expressions that have been taken by another language, and have incorporated it as part of its lexical corpus”.

With the purpose to exemplifying the use and role of anglicisms, Lorlach (2005), provides the first exhaustive and up-to-date account of British and American English words that have been incorporated into the Ecuadorian formal, informal and colloquial language. It is common knowledge that Spanish as a romance language possesses a corpus that comes from Greek and Latin languages in a high percentage, and English does too, though in a lower rate. It is this fact that makes easily adaptable the insertion of English words into the Spanish lexicon. This author goes deeper and asserts that the shorter the world becomes, the wider turns the scope of science and

technology literature. This premise is justified by the fact that English is now by far the world's biggest lexical exporter language and one of the main reasons for this to occur is that trade is growing amazingly and it is mainly conducted in English Language, and this domain has expanded to other fields ranging from pop music to electronic communication.

Although some people think and argue that anglicisms distort the lexicon of other languages and try to block the insertion of English words into the Spanish Language. Contrary to this statement, linguists and lexicographers assert that language respects neither boundaries nor law, so, the key purpose of Lorlach's dictionary is to show how the process of lexical importation can change a word's form and function, sometimes subtly, at others remarkably as in the transformation of "pain killer" to "jack-of-all-trades"

When defining a sociocultural phenomenon, in a dictionary, each entry has a brief definition of the loan word, followed by the information of its history and distribution, which results in variations in its spelling, function, meaning and pronunciation. As explained above, the degree of acceptance and usage, as well as the lexical and semantic restrictions depend on the linguistic context, users' age and background.

Further on, Lorlach tries to reinforce his statement when he argues that reading magazines can be challenging, fun and curious because people often wonders about the meaning of a particular

word. It would be interesting to know why some words look so unfamiliar and where they come from, what they mean and how they entered the language, claims the author, who adds that a pathetic example of this socio-linguistic phenomenon is English due to its condition of world language. Thus, Spanish is constantly adopting English words to its lexicon, due to the cultural influence of English language.

Borrowings and loans

According to Richards & Schmidt (2002), borrowing is as a word or phrase which has been taken from one language and used by its speakers. Whereas; Swann (2004) conceptualizes that borrowing occurs when a vocabulary item from one language enters the vocabulary of another, For example, the word ‘garage’ comes from French or the word “loch” comes from Scottish.

The definitions of borrowing and loan are very close in meaning and context. Reason being, some dictionaries and linguistic glossaries consider the terms borrow and loan as synonyms.

Wilton (2003), on the other hand, establishes some reasons for language borrowings. He claims that there are many-fold reasons for taking a term from another language. A common reason is need; languages often suffer from the missing of terms to express certain ideas or to describe items or objects. For instance, new fauna or flora terms, this fact makes it necessary to adopt a foreign word in order to fill the lexical gap of the borrower language. Another reason is the problem of an equivalent translation of a term or phrase, which

expresses a special feeling or mood. A third cause can be the mastery of a new culture such is the case of the Norman Conquest in England.

The contact between speakers of different languages could also result in borrowings, which help emphasize and define their social status and their cultural background.

Wilton does his best to clarify and make it explicit on his contribution when he classifies the borrowings in different types, in this respect; he affirms that just as there are different reasons for borrowings, they can also be classified in four categories:

- a) Guest words, terms which keep their original pronunciation, spelling and meaning. This means that they are simply taken into another language as they are. For example, the word “diva” that comes from Italian is pronounced and written in English, exactly as it is in its original language
- b) Foreign words, are those partially assimilated, which are harder to be recognized as borrowings, such is the case of the word “hotel”, which cannot be distinguished in written form, but just in oral one.
- c) Loan words these terms become a virtual native and can hardly be identified. For instance, “bishop” and “street”.
- d) Calques make a loan translation from other languages like “world-view”, which has been translated from the German “Weltanschauung”

Hughes (2002), has established another classification of borrowings, which depends on whether the words are direct and indirect borrowings. A direct borrowing occur when words are original of the donor language, while the indirect borrowing takes place when the words have been taken from another language to then be transferred to a third one.

Magazine (definition, language used and audience)

The Oxford Advanced Learner's Dictionary (1991), defines the word magazine as "A large thin book with a paper cover that contains news, stories, articles, photographs, etc, and is sold weekly or monthly". The magazines selected for this research differ in the language register used in their texts. For example, the cultural magazines use a miscellany of language styles on their attempt to reach the widest audience possible. This means that the audience of these magazines is quite heterogeneous. The massive audience captured by these magazines obeys to the wide range of terms that they include, decoration, famous' lives, scientific reports and articles.

Scholarly magazines mainly focuses on economy and technology, but they also deal with education topics; the most assiduous audience of this type of magazines are: professionals, people involved in education, as well as students of second and third level, writers can be added to the list of readers of this kind of magazines. Retired people can also be considered as frequent readers of scholarly magazines because they usually prefer to be informed about education development, changes and problems.

Linguistic studies forcefully demands of an experimentation process, in this sense; there must be pioneering case studies, which usually become the basis. Thus, we have found many cases applied to different languages around the world, some studies have been done for purely scientific research, in other cases it is orientated to help people involve in the teaching learning process of English language. In any case, it establishes a solid base to emit criteria and undertake further investigation.

The Timofeeva's (2005), study refers towards localization of anglicisms; this study investigates the ways in which the use of anglicisms on the localized promotional websites of global companies may be beneficial for the companies. The study suggests that anglicisms may be used in a promotional text as a strategic device, and localization of anglicisms is defined as part of the localization process which requires the adaptation of the stylistic, grammatical, and sociolinguistic aspects of anglicisms to the target language. The data came from the Best Western Italia website, and the study focuses on the use of anglicisms in Italian. The data were collected in the period 18.12.2006-23.12.2006, and the material for the present study consists of 48 web pages that contain 10 785 words, 490 of which are anglicisms, and, consequently, anglicisms make 4.5% of the total number of words. The study performs data-driven analysis of anglicisms that means that the methods were determined by the data, and those characteristics of anglicisms which were more frequently encountered in the corpus of the present study were

analysed. Thus, the present study combines quantitative and qualitative methods. Firstly, the frequency and word class distribution of anglicisms were identified. Secondly, semantic and etymological analyses of anglicisms were performed. Thirdly, grammatical analysis of anglicisms was conducted by means of a focus on the word formation processes, the assignation of gender, the plural formation, word order and agreement of noun phrases, verbs, adverbs, spelling, and false anglicisms.

The results of the present study suggest that the use of anglicisms on a localized promotional website may help to designate the target audience of the website, economize space on a website by using shorter English words, avoid the ambiguity caused by homonyms, create an authentic atmosphere of international environment, and enrich the user's vocabulary with new vocabulary items and new concepts. However, it is necessary to acknowledge that the effectiveness of such a marketing strategy depends on certain characteristics of the target market, and the usage of anglicisms might be very popular among a particular speech community, but ineffective and harmful when excessively used.

Another study done by Liberman (2009), in Europe an unused question was given from a big Language Log fan: Do you have any idea if the nice folks in, say Germany or Italy or Spain, go as nuts as Americans seem to when native speakers make "fundamental" grammar errors?

It appears that the strong form of “going nuts” that we have called wordrage is mainly an Anglophone phenomenon, with the British as the originators and still the champions. But the sociolinguistic settings in Germany, Italy, and Spain are very different from the situation in the U.S. — and as a result, they have their own kinds of language wars over there.

The most obvious difference is the role of traditional local language varieties. Each of the European standard languages developed in the midst of a complex dialect continuum, where differences increase with geographical and social distance, and enough distance creates differences like those between German and Dutch, or French and Italian. As a result, many if not most Europeans speak a local “dialect” that is very different in morphology, pronunciation, and word stock from the standard national language that they also control to one extent or another; and in practice, the local and standard varieties are often mixed to a variable degree depending on circumstances.

Something of the same kind is also true in the U.S., but the differences are generally not as great. Those are both instances of concern about the evolution of the standard national language, and there are plenty of those around. But most European countries have one or more governmental institutions charged with establishing and maintaining language standards and perhaps this makes the citizenry less prone to take up pitchforks and torches on their own initiative.

English loan words thrive in many languages, including Norwegian, such is the case study of Andersen (2002), stipulates anglicisms may be used for different purposes, to denote new concepts (such as reality TV in, as new words fork nown concepts (such as party in, in movie titles, brand names, names of companies, products, artists, and so on. The use of recent loan words raises debate and criticism, and the Norwegian Language Council encourages the formation of domestic words to replace recent loans in cases like. The critics rarely express the same antagonism towards loan words of other origins or towards older, well established loan words of English origin that are no longer perceived as such, like sport and pled (plaid). Setting aside this debate, the current paper is concerned with how anglicisms can be identified in Norwegian texts, and it describes the development of a language processing tool that is used to automatize the identification process.

The paper reports on a series of experiments involving alternative strategies for automatic anglicism retrieval: n-gram-based pattern matching and lexical database lookup, as well as combinatory methods. The tool's performance is evaluated against manually controlled data. The n-gram statistics are mainly gathered from the via chart gram lists produced by the "Phrases in English" project e BNC, but restricted to productive and uniquely English chronograms, in the sense that they are non-existent in a Norwegian reference lexicon. The lexicon lookups are mainly based on existing data developed in the SCARRIE project The Norwegian Newspaper Corpus

the processing tool described in the current study is developed as part of the Norwegian Newspaper Corpus project. The Norwegian Newspaper Corpus is a large and self-expanding corpus of Norwegian newspaper texts (Holland 2000). The collection of this dynamic and continually growing corpus began in 1998. The corpus is automatically updated by means of w3mir, which is an all-purpose http copying and mirroring tool. On a daily basis, the mirroring tool retrieves recently published texts from a set of remote web sites, specifically the entire Internet version of ten major Norwegian newspapers. A set of own-developed tools is used for further processing and annotation of the texts. The system automatically selects the relevant text, ignoring advertisements, navigation menus, and hotmail code and so on. Next, it automatically classifies the text. Further, the texts are interpreted with word class and other morpho-syntactic information by means of the Oslo-Bergen tagger, and the tagged and untagged texts are added to the database.

English in Croatia: past and present, a study done by Nikolic & Socanac (2006), says that the rise of English as a language of international communication has affected European languages in similar ways. Since the common trends are well known, it is more interesting to explore features which are specific for individual languages as a basis for a wider comparative approach.

For most European languages, including Croatian, the beginnings of the English language's impact can be traced back to the nineteenth century. At that time, Croatian was exposed to strong

influences exerted by neighboring languages: primarily Italian and German and, to a lesser extent, Hungarian. In this respect, there were strong regional differences resulting from historical divisions, Italian being dominant in the south and German in the north. Contacts with other Slavic languages grew particularly intense with the growing influence of the pan-Slavic ideal. Thus, in the effort to develop new terminologies, words were often borrowed from Russian and Czech as genetically related languages in preference to those from other languages. The Croatian spelling reform was carried out under a strong Czech influence. Above all, however, the nineteenth century was a period of language reform with the aim of bringing Croatian and Serbian closer together by stressing similarities and disregarding differences between the two languages - as a result, a common language, Serbo-Croatian was eventually created which became the official language of the South Slavic state that emerged after the break-up of the Austro-Hungarian Empire at the end of the World War I.

Throughout the nineteenth and the beginning of the twentieth century, English was still a far-away and rather exotic language that few Croatian speakers were familiar with. At the time, most English loan words entered Croatian through German mediation. The main foreign languages taught at Croatian schools were French and German. Italian remained the language of instruction in coastal Croatia until World War I, so that it functioned as the second, rather than foreign, language in the area.

English was first introduced as a foreign language at the Naval Academy in Bakar in 1882. It was sporadically taught at some private schools in Zagreb at the end of the nineteenth century.

A massive influx of Anglicisms began after World War II, the period in which Europe came to be divided by the Iron Curtain. The growing prestige of Anglo-American civilization was evident in the West and suppressed in the East, without much success - Coca-Cola and jeans were objects of desire, symbolizing a different world. However, barriers to this new influence were far stronger in the East than in the West. In the West, English expanded from the north to the south, and with the growth of proficiency, became the European *lingua franca*, used for international communication. In some countries, it entered some internal domains such as higher education and science. In the East, Russian functioned as the *lingua franca* in the Soviet Union. In spite all the efforts, it never fully acquired this status in the East European countries belonging to the Soviet bloc, where it was taught as the only compulsory foreign language in the schools. While attitudes towards English were positive, since it was largely seen as the language of democracy and progress, attitudes towards Russian, an imposed language, were expressly negative in the countries of the Soviet bloc.

Many studies of the increasing number of Anglicisms in modern German have been made during the last two decades as mention in the study of Vesterhus (2008), about Anglicisms in German Car advertising. None of them has however been based exclusively on

language used in car advertising. It is no secret that German advertising copywriters have a liking for the English language. Furthermore, it was a must for the makers and importers of cars spend vast amounts of money every year on TV commercials, ads in newspapers and magazines as well as on brochures and leaflets.

The present article examines printed car advertising. The corpus consists of 1008 ads from newspapers and magazines and 435 publicity leaflets and model brochures. The advertisements were all found in well known German publications such as “Die Welt”, “FAZ”, “Spiegel”, “Focus” and “auto motor and sport”, whereas the publicity leaflets were all made available by car manufacturers or importers on the German market. In contrast to former frequency studies of Anglicisms in German, no user’s manuals or technical descriptions were taken into consideration. As in the previous studies we have confined ourselves to nouns borrowed from English with British or American spelling. Verbs are thus not represented in the corpus. The predominance of nouns among Anglicisms in German has also been confirmed by other frequency studies.

In another corpus of Anglicisms appear 7680, which is equivalent to a type-token-ratio of 3.60. Compared to our former frequency studies this result represents a considerable increase:

Type-token-ratio

Corpus	Types	Tokens	TTR
1991	2820	7190	2.55
1993	2843	8956	3.15
1997	2134	7680	3.60

With regard to text frequency a direct comparison of the three corpora is problematic because the predominance of advertisements in the new corpus makes it difficult to establish an exact number of pages. If, however, only the brochures and leaflets in the new corpus are taken into consideration, the text frequency in the three corpora would be as follows:

Text frequency

Corpus	Anglicisms (tokens)	Number of pages	Text frequency (page)
1991	7190	8458	0.85
1993	8956	8612	1.04
1997	5636	5103	1.10

The text frequency was also established separately for the different makes of cars represented in the corpus.

The present article about the impact of lexical anglicisms in Spanish film magazines: a case study across time, of Guzman (2002); which has been specifically designed for electronic publication, is complemented by three glossaries, which can be accessed in two ways:

1. double-clicking on marked words will directly take the reader to the word in the relevant glossary
2. double-clicking on each item in the following list will take the reader to the beginning of the glossary in question:

By clicking on “back” in the browser menu, the reader will return to the original place in the article itself.

Each of the three glossaries contains a list of the anglicisms conveying the following information:

- The definition of the word, except in very transparent expressions; the source from which the word has been obtained.
- The study illustrates the relevance of the word in context in bold, whereas, other anglicisms appearing in the same text have been capitalized.

Information regarding two dictionaries: The Royal Academy of the Spanish Language as the authoritative Spanish lexicographical work in discussions on norms, usage, prescription and authority; and Görlach’s Dictionary of European Anglicisms as a pioneering survey study.

It is perhaps one of the most well-known common places to comment on the huge influence of the English language, as a reflex of the dominating Anglophone culture of our times, on the languages of the rest of the world, and, especially, on those of the so-called “Western world”. This influence seems more pervasive in the field of lexis than in any other area of language as far as Spanish is concerned.

Most of the complaints are based on general impressions obtained after having listened to the news on the radio or on television, or having read a newspaper or a magazine. It cannot be denied that the presence of English is pervasive and obvious in all these media.

The present paper concerns a specific type of English influence from a particular kind of texts on a particular dialectal variety of Spanish and a given time-span. The research for this paper was carried out in two phases, the first in the early 1980s. The second phase of the project was begun nearly twenty years later. I was thus able to carry out a real-time study of the influx of English loan words into Spanish despite what in retrospect seem unfortunate short comings in the original study, and to test the final statement made in Guzman’s study (1984:304).

Onysko's (2007), research on Anglicisms in German is devoted to specialists in language contact. The author focuses on the manifestations of English loan words as witnessed in a corpus of the German news magazine *Der Spiegel*. Coupled with the discussion on

the lexical productivity of anglicisms, the book also includes a discussion of German-English code-switching as they appear in the corpus.

The book is divided into three parts. After a brief introductory chapter, Part I takes on the task of defining what an Anglicism is, and touches on the distinction of several theoretical terms.

The author goes further to discuss the methodology of this study and provides the results of the quantitative research, which permits to justify his statement by using *Der Spiegel* in the study, including the facility of researching the magazine due to its accessibility on CD-ROM and the “traditional medium of research” that this magazine represents.

A diachronic comparison converges with the above utterance regarding the use of the most frequent words reveals that in most cases the token frequencies have increased from 1994 to 2000.

Namely the nouns are more likely to be borrowed than coined, with the different semantic categories; it is common to find adjectives, followed by verbs. Within this chapter, morphological adaptation is also considered, where gender and plural suffixation are quantitatively investigated. The author does so by comparing findings from his corpus to those of other researchers using the same news magazine in their study. The author finds that the number of anglicisms per page in *Der Spiegel* has steadily increased from 2.9 anglicisms per page in 1950 to 6.6 in 2000, which surge, he argues,

is in part “connected to new importations particularly in the field of computer and communication technology”.

Additionally, the author claims that the results of the qualitative analysis of the data are presented in three chapters, each one focusing on the grammatical integration of anglicism into the German morphological system. In so doing, the author demonstrates how this hierarchy interacts with the phonological, semantic and morphological rules to determine the gender of nominal anglicisms.

In short, the book provides a brief synopsis of the impact of anglicisms on the German language and what implications this may have for its future. He adds a brief yet enlightening discussion on why anglicisms are present in the German news magazine, focusing on the denotative and connotative needs of the author, and continues by stressing the important conclusion that while the corpus in question “resembles a stable language contact scenario, in which English influence leads to an expansion of the German lexicon... these anglicisms continue to have a minimal numerical impact in the general German language”. This leads the author to conclude that “German stands undisputed in its integrity on the lexical and structural level”.

Erkenbrecher (2006), comments in his study about Anglicisms in German, that for many Germans it is impossible not to be confronted with English words. While listening to the radio, watching TV or surfing on the internet, we come across many terms that are not of German origin. Sometimes words are borrowed from English

because there is no corresponding German word. Sometimes new words are created on the basis of an originally English word. In some cases during that process, changes take place which would make certain loan words exceptions of what one could call “proper” loan words.

The question is: What justifies the classification of one word as a “proper” Anglicism and what makes an Anglicism a Pseudo-Anglicism? Furthermore, how many Pseudo-Anglicisms are actually in use? Loan words are often widely known and used, since their borrowing serves a certain purpose, for example to provide a name for a new invention. One can realize that there is always a reason for borrowing and that it never happens illogically.

It can be held true that the transfer of linguistic features, words or terms from one language group to another language group is most frequent if mutual, direct contact is established. Furthermore, the prestige a certain nation language community has at a certain time in history is even more influential on borrowing/loaning of words. “Idiomatic expressions and phrases, sometimes translated word-for-word, can be borrowed, usually from a language that has “prestige” at the time.

In order to create a terminological basis for further examination and to avoid complications regarding terminology; in this sense, he took the terminology to extend and improve it in order to make it clearer or to find better-fitting termini.

In the present study refers about Cross Language Phonemisation a research done by Schroder & Steigner (2007), statement that the anglicisms are words that contain one or more lexemes originating from American English or British English, used in a language that is not English. This definition does not distinguish between words that stem from British English and words stemming from American English. We subdivide anglicisms into three categories:

Interactive NLP systems like TTS have attained high levels of quality in recent years. Nevertheless, non-native words represent a major difficulty. In an increasingly internationalized world, TTS systems, and also language recognizers, should be designed to cover non-native items in current languages in order to meet the expectations of users towards a high quality NLP system. In the present paper, we present an approach for the phonemization of non-native words within the framework of the German TTS synthesis system MARY. As every day experience suggests that English represents the language with the strongest influence on current spoken German, we decided to focus our research on the phonemisation of anglicisms.

To clarify this issue, the author uses xenomorphs, which are words that are built from combinations of English morphemes from the respective native language. The morphology of xenomorphs is governed by the morphological rules of the native language. Numerous examples belonging to this group have entered the

German language within the last years, mainly influenced by the distribution of the World Wide Web. We consider “down-loaden” to down load as one of the most popular examples for this group.

Further on, the writer includes Pseudo Anglicisms, which are words in German linguistic usage that have English phonology and morphology but are not used in their original meaning. Probably the most popular example of this category is the word “Handy”, which is the German term for “mobile phone”. “Smoking” represents an older example of a pseudo Anglicism – it has the meaning of “dinner jacket” in German.

This socio-linguistic phenomenon has caused language purists can become very emotional when confronted with the use of anglicisms in German, claiming that they are not “real German”. For the purpose of speech synthesis, we can leave that normative question unanswered. Instead, we follow a descriptive linguistics conviction: if people use anglicisms, our TTS system should be able to pronounce them.

Moskowitz (2005), reports in this study that you may be wondering why you should bother learning Spanish regionalisms in the first place. After all, what is so important about learning provincialisms that, if used, could make you sound like a boorish local yokel? It is certainly true that using language inappropriately, whether General Spanish anywhere, or a regional variety in the wrong locale, can make one look foolish or worse and that increasing one’s General Spanish vocabulary is extremely important. Indeed, it

is lexicographers' duty to continually expand the knowledge of General Spanish vocabulary, given the fact that it is an international language, the second most international language on the planet after English. To increase our command of General Spanish in its broadest and most general context, speakers must learn something about the regional varieties of which it is composed. Thus, to understand General Spanish, we need to know what is general and what is regional and, to do so, we must learn something about the regionalisms themselves: what they are, where they are used, and what they mean to those who use them. To some extent, understanding Spanish regionalisms means having an international perspective on the language or, looked at from the opposite direction, even to scratch the surface of international Spanish requires us to learn aspects of regional Spanish.

Commonly, regionalisms are not regarded as standard language, therefore, one can argue that the existence of regionalisms in a particular country should be viewed as a sign of linguistic enrichment, dexterity and even virtuosity rather than impoverishment.

However, as language has no boundaries, when Anglicisms are involved in this diversity or plurality, however, attitudes among educated Spanish speakers are often negative. Thus the use of *guacha* in the sense of *arandela* 'washer' is frowned upon, and the lexical diversity of Spanish speakers who use both terms is not seen as enrichment but as linguistic impoverishment or corruption since

the introduction of Anglicisms into the Spanish language is generally given the pejorative label of “Spanglish” and, in some circles, is also viewed as yet another manifestation of Anglo and North American attempts at imperialism and cultural domination.

The author concludes by emphasizing that regionalisms help understand the matter of pronunciation, that is, phonology, supported by the enrichment of the language lexicon.

The use of anglicisms in magazines

The rate of anglicisms in Ecuadorian magazines can not be regarded as new. However, it has gradually increased depending on the magazine type. For example, cultural magazines use the lowest percentage of anglicisms. Actually, we can not regard as something new the introduction of English words in the text contents of magazines printed in Ecuador. The problem centers in those researchers have not focused their attention on this linguistic problem, neither reader; themselves have taken into account these foreign words, neither as a linguistic contribution, nor as lexical invasion.

This indicting style has been adopted by other types of magazines, which use the imported words depending on the topics they are going to broadcast. In this sense magazine, readers affirm that highest use rate of terms have been found in magazines with a high flow of commercial publicity in order to hold customers’ attention. In brief, the average of English words found in cultural,

general interest and scholarly magazines reach a universe of one hundred seven words.

Results

After having studied some language theories stated in the theoretical frame where our analysis is based upon, this investigation has got some results. A number of magazines had to be read, analyzed and classified in order to have some solid conclusions on the investigation's objectives. The results here upon obey to a conscious understanding of what anglicisms are, and how they have inundated our natural language, Spanish; therefore, in order to deliver this information, many Magazines like "La Casa: Revista de la casa de al Cultura Benjamin Carrion Number 67 and 68"; "PCworld Ecuador and América Economía"; "Estadio" and "la Onda", have been chosen, and all of them contain a valuable information on the subject discussed; around it a semantic, morphological, syntactic and social analysis was made, as well as a comparative one. Bellow, some charts containing a qualitative tabulation shows what was just said.

Qualitative Tabulation

Table One

Variable: Cultural magazine

Magazine and Date	Anglicisms	Examples	Lexical category	Word repetition number	Heading	Page
La Casa Revista de la Casa de la cultura Ecuatoriana Benjamín Carrión N° 68-2009	canon	..., que despreciábamos el canon y el ensamblaje...	Noun	1	Editorial	3
	gay	...sobre "lo gay en el arte"...	Adjective	2	La Casa en la prensa	12
		El arte gay , si así insistimos en llamarle,...				
	ítem	...y el proceso de catalogación de los dos mil primeros ítem de la documentación...	Noun	1	Consulta Pública: informe del archivo filmico y documental del patrimonio cinematográfico del Ecuador.	21
filmico	Cinematoteca Nacional custodia el patrimonio o filmico del Ecuador,	Adjective	2			

		... ----- ..., a través de las Muestras de Tesoros del Archivo filmico ecuatorian o y,...				
	filmes	... La apremiant e necesidad de ubicar los filmes ecuatorian os... ----- ... única bóveda climatizad a para filmes en el país.	Noun	2		
	film	Un film modesto, sin mayores búsquedas estéticas, ...	Noun	1	Consulta Pública: Festival de cine israelita	22
	internet	... textos impresos que son intranscien	Noun	2	La joven poesía ecuatoriana	34-35

		dentes, así internet está plagado...				
		----- ... como ocurre con la televisión, el fútbol, el internet...				
	fútbol	..., como ocurre con la televisión, el fútbol... ----- ..., donde el fútbol y la política reemplaza ron a las ideas,...	Noun	2		35
	light	...muerte de la literatura light /poét ica...	Adjective	1	Lobos hambriento s	38
	internet	..., solo porque ha sido escrita para internet ,	Noun	1	La literatura ha muerto	41
	boom	..., Juan Carlos Onettise	Noun	2	La novelería de nuestros novelistas	42-43

	<p>quedó y se perdió el boom pero se gano nuestro respeto,...</p> <p>-----</p> <p>..., como los fenómenos de una boom añejo.</p>				
hall	<p>..., y después, en el hall alzó su copa por las letras.</p>	Noun	1	Tierra adentro	44
close up	<p>...; que en una cámara empezara a aproximar se a la niñita y esta, en close up, le hiciera un guiño...</p>	Noun	1	Sobre la competenci a	54
web	<p>..., pues estamos permanen temente ligados vía web.</p>	Noun	1	Asesoría a la Biblioteca Nacional	56

	fútbol	...y ha eliminado sus días de fútbol en el estadio...	Noun	1	Fernando Cazón Vera o la poesía como testimonio de la vida	59
	boom	El boom del realismo mágico ya está bastante...	Noun	1	El narrador en su tinta	63
	bestseller	..., una auténtica bestseller , como la calificó el gran estudioso ...	Noun	1	Presentación de virgen de medianoche de Aminta Buenaño	66
	link	...con un link para descargar una...	Noun	1	El pie De creadores indulgentes y críticos asépticos de la letra	71
	Web	... Llegué a esta página web por pura ...	Noun	1		

La Casa Revista de la Casa de la cultura Ecuatoria na Benjamín Carrión N° 67 - 2009	marketing	Su poesía ha sido víctima y de la absurda importancia del marketin g y de la envidia y la arrogancia de algunos poetas.	Noun	1	La ternura tiene filo de navaja	4
	pop	...atrevers e a experimentar con ritmos nuevos o fusionar con otros estilos como el pop o el punk,...	Noun	1	La parábola de Kurt	28
	light	... Poco a poco la gente prefirió lo light lo inmediato, lo que hoy es bello y mañana no se sabe...	Adjective	1		29

	Rock	<p>El rock alternativo como tal empezó a gestarse a principios de los ochenta,...</p> <p>-----</p> <p>..., famoso en esa ciudad por promocionar el rock independiente.</p> <p>-----</p> <p>... rompe totalmente el paradigma musical en que el rock se hallaba embargado.</p>	Noun	3		28-29
	Fans	..., en la cuallos fans pueden escoger lo que sea...	Noun	1		29
	Gay	... El arte gay , si así insistimos en llamarle,	Adjective	1	Lo gay en el arte	36

		debe ser entendido como una expresión legítima...				
	performer	... Como cualquier otro artista o performer , busca una redefinición del cuerpo,...	Noun	1		
	gay	<p>Todo cuando ser gay en Latinoamérica aún es algo...</p> <p>-----</p> <p>..., de un escritorazo que resultó ser gay y que su valentía y compromiso...</p> <p>-----</p> <p>..., para ser un escritor gay en Latinoamérica hay que ser</p>	Noun	3	Reflexiones sobre el valor de Reynaldo Arenas	39-40
			Adjective			

		macho.				
	gays	Para estos individuos es como si los gays únicamente fueran un...	Noun	1		39
	full time	... Pensamiento medieval full time.	Adverb	1		39
	gay	...existen propuestas de tango abiertamente gay , como es... ----- ... de la exitosa milonga gay La Marshall.	Adjective	2	Yo no sé si es prohibido	42-43
	show	..., tienen un show en el que manejan un estilo...	Noun	1		42
	performance	... El tema de las opresiones y la liberación del cuerpo y la sexualidad	Noun	1	El arte del sexo sin sexos. Post-feminismo Post-porno contra-sexualidad	46

		, a través del performance ,...				
light	... El periodismo o en nuestro país es menos que la literatura light ,...	Adjective	1	Tres comidas con José Serrano	60	
pop	La segunda lista está dada por ese acercamiento a la cultura pop . ----- ..., y llegamos, ya con el corazón jadeante, a la música pop ...	Adjective	2	Algunas pistas para encontrar la felicidad	70-71	
banners	... El primer día montan la carpa, despliegan los banners publicitari	Noun	1	Pescadora de lectores	72	

		os y colocan los stands...				
	stands	..., despliegan los banners publicitari os y colocan los stands...	Noun	1		72

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Table Two

Variable: Scholarly magazines

Magazine and Date	Anglicisms	Examples	Lexical category	Word repetition number	Heading	Page
PCWorld Ecuador 2010	Web	<p>..., una página web donde usted puede comprar...</p> <p>-----</p> <p>Además el sitio Web cuenta con herramientas para que los vendedores...</p>	Noun	2	Noticias Mercado libre cumplió 10 años	3
	Internet	<p>... crecimiento ecuatoriano en relación a los usuarios de internet.</p> <p>-----</p> <p>... el 30% de la población es usuaria de Internet</p>				

		...				
		... Para decirlo se basa en que el crecimiento de usuarios de Internet...				
	e-mail	¿...son las cadenas de e-mails? Era una cadena enviada a varias direcciones de e-mail... ... La madre solicitaba que se envíe el mencionado e-mail...	Noun	3	Noticias En 2009: Toshiba, con un crecimiento del 26% en la región	4
	Software	...430 entidades buscó legalizar su software.	Noun	8	Noticias El 20% de 430 entidades buscó legalizar su software	6

		<p>“Evite riesgos, use software legal”,...</p> <p>-----</p> <p>1400 empresas informándolas sobre los riesgos del uso del software ...</p> <p>-----</p> <p>..., y son las que mayor interés muestran en la legalización del software ...</p> <p>-----</p> <p>... sacaron a relucir el porqué de los altos índices del uso del software ilegal...</p> <p>-----</p> <p>... y los lineamientos para el desarrollo</p>				
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		de una auditoría de software ...				
		El registro del 2008 indica que el 66% del software que se utiliza...				
		... El software legal pierde \$50 billones al año.				
	Chat	...una solución integrada de acceso a chat , a redes...	Noun	1	Noticias OVI Nokia se presentó en una expedición en Restrepo	8
	e-mails	... Puede combinar los accesos a sus e-mails corporativos y...	Noun	1		8
	Internet	..., un iPod y un dispositivo de Internet .	Noun	1	El nuevo iPhone 3GS ya está en Ecuador	9

		...				
	Interfaz	<p>La interfaz de listón introducida en las...</p> <p>-----</p> <p>... Entre los otros ajustes a la interfaz se incluyen un nuevo esquema</p> <p>...</p>	Noun	2	Perspectivas Microsoft Office 2010: un beta interesante	10
	Web	<p>... para el escritorio e integración con aplicaciones reducidas de la Web.</p> <p>-----</p> <p>...con versiones reducidas de la Web de las principales...</p> <p>-----</p> <p>Aplicaciones de la Web</p> <p>..., Zoho y</p>	Noun	11		10-11-12

		<p>otras herramientas de productividad de la Web,...</p> <p>-----</p> <p>...: ahora mismo usted no puede crear documentos en la Web-...</p> <p>-----</p> <p>..., algo que no siempre sucede con otras aplicaciones de la Web...</p> <p>-----</p> <p>... no tratando de crear un ecosistema de productividad basado en la Web...</p> <p>-----</p> <p>... Las presentaci</p>				
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		<p>ones que usan un video de la Web le advertirán de la...</p> <p>-----</p> <p>... También puede ver notas en OneNote mientras trabaja en Word, en Power Point o en la Web...</p> <p>-----</p> <p>..., Access ahora favorece crear una base de datos de la Web...</p> <p>-----</p> <p>La versión de la Web de Power Point sólo ofrece opciones...</p>				
	Software	... a los negocios a través del software de servidor...	Noun	2		10-11

		... para la edición básica cuando no tengan acceso al software de escritorio ...				
	Internet	...de la necesidad de la conexión de Internet ; ...	Noun	1		12
	Tóner	... “Los cartuchos de tinta y de tóner , en algunos... ----- ... 10 años de funcionamiento y está caminando muy bien en la recolecta de los tóner .”	Noun	2	HP PlanetPartners por buen camino	13
	Audio	..., el audio , el periodism	Noun	1	Foro Internacional de	15

		o, el cine,...			Contenidos Digitales (FICOD)	
	software	...no tienen que descargar software ; ...	Noun	1	Versiones Beta	16
	web	...es navegar por la web y trabajar...	Noun	1	¿Necesita una tarjeta de gráficos?	18
	chip	..., consiga un chip de ATI o de nVidia. ... ----- ...; es más importante tener un chip GPU más veloz.	Noun	2		18
	software	... causó sorpresa en la comunidad del software libre. ...	Noun	1	Nokia apuesta por Linux	19
	software	... Las nuevas funciones de software como... -----	Noun	2	Software Libre Un año complejo	19

		... su sistema propietario para teléfonos inteligentes y pasar a software libre...				
	estándar	..., una pantalla de 10,9 cm es estándar y algunas son...	Adjective	1	Nuevo y Mejor GPS: Más pantalla por menos dinero	20
	internet	...dispositivos conectados a la Internet ----- ... Un dispositivo de GPS con una conexión de internet le permite buscar precios...	Noun	2		20
	gigabyte	...en alrededor de US\$1 por gigabyte al año,...	Noun	1	KeepVault ofrece copias de seguridad fáciles	23

	web	<p>...software de colaboración y diseño de la Web,...</p> <p>-----</p> <p>Cualquiera que esté involucrado en el diseño de páginas de la Web</p> <p>-----</p> <p>... Firefox le permite anotar páginas de la Web y su código subyacente.</p> <p>-----</p> <p>..., para luego pegar esas páginas y notas en la Web,...</p> <p>-----</p> <p>... pulse el ícono en la barra de direcciones cuando quiera anotar una</p>	Noun	6	Herramientas para páginas de la Web, fotos y diversión	23
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		página de la Web . ----- ... Notable le permite captar y anotar páginas de la Web ...				
	software	Nosotros hemos visto software de colaboración y...	Noun	1		36
	láser	... el láser le permite reventar pelotas individual es...	Noun	1		23
	láser	La impresora láser color de ...	Noun	1	Impresora de Xerox para las PyMEs	24
	tóner	...si el tóner de color necesita ser reemplazado. ----- ..., y viene con el tóner preinstala	Noun	2		24

		do.				
	interfaz	..., el S596 de 2,5 pulgadas (6,35cm) con interfaz SATA II...	Noun	1	Módulos de memoria para servidores	24
	hardware	...y trabajará con el hardware de cifrado AES...	Noun	1	WinZip 14 con características de Windows 7	25
	cookies	...los marcadores de página, el historial, las cookies y las contraseñas...	Noun	1	Herramientas simplifican la migración a otra PC	25
	réflex	...por un segundo en una cámara réflex digital equipada con la interfaz... ----- ... ,pero incluso con los modos de ráfaga que	Adjective	3	La Extreme Pro compact Flash es veloz	26

		ofrece las cámaras réflex ,...				
		... Si usted tiene una réflex digital más nueva...	Noun			
	interfaz	...cámara réflex digital equipada con la interfaz ...	Noun	2		26
		... una réflex digital más nueva con la interfaz UDMA,...				
	software	El software personal de pantalla táctil de HP...	Noun	1	HP TouchSmart 600 PC: Interfaz rápida	26
	hardware	Acelere el hardware en su PC	Noun	2	Acelere el hardware de su PC	30
		... el mismo impulso				

		de velocidad que le ofrece una buena mejora de hardware ...				
	bits	..., tiene que utilizar un sistema operativo de 64 bits ;...	Noun	1		30
	web	...programas en los sitios de la Web de los fabricantes. ----- ... por medio de su panel de administración de la Web ;...	Noun	2	Acelere su red	32
	internet	..., los servicios de teléfono por Internet y... ----- ... Para ver si su puerto	Noun	2		32

		elegido tiene una ruta clara a la Internet , ...				
	interfaz	...mucho mejor sería una caja con una interfaz triple...	Noun	1	Elija una unidad de disco duro rápida	33
	flash	..., pero la memoria MAND flash utilizada en la mayoría de los modelos...	Adjective	1		33
	láser	...o invertido en una impresora láser de mil dólares,...	Noun	1	Agilice su impresora	34
	hardware	..., escoja Panel de control• hardware y sonido...	Noun	1		34
	software	...de impresora s proveen esta informació	Noun	1		34

		n en diferentes lugares en el software .				
	interfaz	Use una interfaz rápida.	Noun	1		34
	web	Imprima los sitios de la Web sin imágenes. ----- Cuando usted imprime de la Web ,...	Noun	2		34
	fútbol	..., juegos de fútbol de alevines, demostraciones aéreas...	Noun	1	Acelere su cámara	35
	réflex	La mayoría de las cámaras réflex y algunos modelos...	Adjective	1		35
	golf	...si se tratara de un palo de golf o de un bate de béisbol...	Noun	1		35

	bate	...si se tratara de un palo de golf o de un bate de béisbol...	Noun	1		35
	béisbol	...si se tratara de un palo de golf o de un bate de béisbol ...	Noun	1		35
	web	... La navegación de la web será más rápida en... ----- ¿Cansado del complicado navegador de la Web de su teléfono inteligente?... ----- ..., lo cual resulta una experiencia más rápida en la Web .	Noun	5	Dé un impulso a su teléfono inteligente	36

		<p>Borre T6h las cookies y el caché de su navegador de la Web</p> <p>... Limpie su caché cada cinco a siete horas después de navegar por la Web.</p>				
	cookies	Borre las cookies y el caché de su navegador ...	Noun	1		36
	chats	...a los sitios de conversaci ón chats favoritos de los usuarios.	Noun	1	Mundo Móvil Samsung; Celulares para IM	37
	flash	...cámara de 5 megapixel es con enfoco automátic o y un	Noun	1	Teléfonospo pulares	38

		flash.				
	software	...trabaja con el software Dell Capture para...	Noun	1	Una portátil de alto nivel, súper delgada y súper cara	39
	flash	... No cuenta con un lector de tarjetas de flash.	Noun	1		39
	bits	...aplicaciones específicas a 32 bits en un... ----- ... en S0 de 64 bits : aunque la mayor parte de las aplicaciones es... ----- ...las aplicaciones de 32 bits funcionan en un S0 de... ----- ...funcionará en un S0 de 64	Noun	5	Trabajando en la Red	41

		bits, ----- Si usted tiene un nuevo procesado r de 4 núcleos con Windows de 64 bits y...				
	hardware	...con tecnología de virtualizac ión asistida por el hardware: ...	Noun	1		
	software	...la tecnología virtualme nte elimina la compatibil idad del software ...	Noun	1		
	software	...tenía sus propias necesidad es específicas de software.	Noun	1	Auditoría Técnica	42

	hardware	...espera ahorrarse \$9000 al año en costos de hardware ...	Noun	1		
	software	..., y en la cual IBM expuso su estrategia en el área de software . ----- Por lo tanto las soluciones del software deben ser capaces de procesar...	Noun	2	La información lleva a la transformación	43
	software	El software de SAP, a decir del ejecutivo, ...	Noun	1	Tecnología en Acción	44
	bits	...y ese lenguaje no puede ser el de los bits ...	Noun	1		
	bytes	...y los bytes . Necesariamente	Noun	1		

	debe ser...					
flash	...o desde una unidad de disco flash.	Adj.	1	Seguridad Caballos de Troya bancarios cada vez	46	
software	..., el paso clave es mantener al día su software Antivirus; ...	Noun	1	más refinados		
interfaz	Los problemas con la interfaz gráfica...	Noun	1	Caza Errores	46	
web	...en una página de la web o la abre en un programa afectado. ----- ... archivo malicioso de transmisión de medios.asf en una página de la Web ... ----- ...repele los ataques	Noun	3			

		de toma de posesión de páginas maléficas de la Web .				
software	...incluso después que el software antivirus lo ha quitado.	Noun	1	Después de un año: 7 millones de infecciones de Conficker	47	
web	...que usan direcciones falsas de la web pero similares ...	Noun	1	Privacidad Mantenga sus contraseñas privadas -y a mano	47	
bits	... (usando el cifrado AES de 256 bits)...	Noun	1			
software	...nunca tiene la clave de cifrado del software ni su contraseña a...	Noun	1			

	web	<p>...llegar a través del correo electrónico y de la Web,...</p> <p>-----</p> <p>..., al tiempo que permite administrar el tráfico y uso de la Web y...</p> <p>-----</p> <p>... empresas (PyMes) que ofrece seguridad de correo electrónico y Web en un solo...</p> <p>-----</p> <p>..., permite restringir más de 90 categorías de sitios Web.</p> <p>-----</p> <p>...para una visualización</p>	Noun	7	Seguridad Seguridad de correo-e y Web con dispositivos McAfee	48
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		<p>simplificada de la utilización de la Web y las tendencias .</p> <p>...cumplimiento de políticas de uso de correo electrónico y Web,...</p> <p>...pueden tener una mayor visibilidad de las amenazas basadas en correo electrónico y Web.</p>				
	internet	<p>..., Pandora y el propio paquete de HP de estaciones de radio de internet.</p>	Noun	1	Marcos de fotos que lucen mejor sobre el escritorio	50
	interfaz	<p>... los iconos de los menús son</p>	Noun	3		50-51

		<p>dificiles de descifrar y la interfaz puede ser lenta...</p> <p>-----</p> <p>...: los iconos de los menús son dificiles de descifrar y la interfaz puede ser lenta,...</p> <p>-----</p> <p>La interfaz es la principal deficiencia de este marco de fotos digitales.</p>				
	web	...permite a los usuarios acceder el contenido en línea de diversos sitios de la Web ,	Noun	1		51
	audio	...que le permite arrastrar y soltar archivos	Noun	1		50

		de audio ,...				
	internet	..., permitame recordarle que cuando usted cuelga una foto en la Internet , ...	Noun	1	Consejos de Dave Johnson	50
	web	... Aun cuando su página de la Web emplee una secuencia especial... ----- ..., un usuario determina do simpleme nte puede captar una imagen del navegador de la Web . ----- ... Pero yo he encontrad o un sitio de la Web ,	Noun	5		50-51

		<p>TinEye, capaz de realizar búsquedas inversas...</p> <p>-----</p> <p>...apuntar el sitio a una página de la Web que ya tenga la foto.</p> <p>-----</p> <p>... Puede encontrar muchas fotos tilt-shift en la Web,...</p>				
	internet	<p>..., porque el foro también se transmite en vivo por internet a todo el mundo...</p> <p>-----</p> <p>¿Cuál usted cree que sea la importancia del español</p>	Noun	4	Preguntas claves FICOD 2009, una cita digital	52

		<p>como lenguaje en la Internet?</p> <p>-----</p> <p>“El español sigue al día de hoy ampliando su presencia en Internet, ...</p> <p>-----</p> <p>..., fue uno de los contenidos digitales en la red de internet para el desarrollo de la carrera...</p>				
	web	<p>... El español es ya el segundo idioma en la web de tipo colaborativo,...</p> <p>-----</p> <p>... las siguientes</p>	Noun	2		

		generaciones de la Web entre los internautas más jóvenes...				
	software	<p>..., el software que carga el sistema operativo principal ...</p> <p>-----</p> <p>... Si usa iTunes para restaurar una versión limpia del software del iPhone...</p> <p>-----</p> <p>..., o le preocupan las implicaciones de seguridad de no instalar una nueva actualización de software, ...</p>	Noun	4	Velando por usted Pros y contras de destrabar su iPhone	54-55

		<p>... Con software no oficial que han creado los piratas y ya instalado en su teléfono,...</p>				
	hardware	<p>Si tiene problemas con el hardware de un iPhone desbloqueado,...</p> <p>... Si usted es el tipo de persona que hace cola para comprar el último hardware de Apple,...</p>	Noun	2		
	club	<p>...la inscripción del usuario para una membresía de prueba</p>	Noun	1	Tecnología en acción Cupones en línea: estafas y ahorros	55

		con un club De CD...				
	web	Hay una variedad de sitios web dedicados a recorte de cupones en línea. ----- ... Los miembros de estos foros son también buenos para olfatear las estafas en la Web ,...	Noun	2		
	flash	...es en discos ópticos ni en unidades de disco flash .	Adjective	1	Cómo Hacerlo Sincronice sus datos con multiples dispositivos	56
	internet	...existirá en su propio espacio protegido en la internet , ...	Noun	1		

	gigabytes	... a más de unos cuantos gigabytes de espacio gratuito para sus archivos...	Noun	1		
	software	... Agregar dispositivo y descargue el software acompañante de Live Mesh.	Noun	1		57
	flash	... Otras opciones de traslado incluyen una unidad de disco flash para USB,...	Adjective	1	Cómo hacerlo Diez descargas esenciales y baratas para Windows 7	61
	web	Pero tenga cuidado de no usarlo para el correo electrónico basado en la web ,...	Noun	1		62
	fax	... La máquina	Noun	7	10 Tecnologías	63

		<p>de fax estuvo obsoleta 15 años...</p> <p>-----</p> <p>Una máquina de fax no es más que una impresora, ...</p> <p>-----</p> <p>... Los document os que usualment e son enviados por fax empiezan primero...</p> <p>-----</p> <p>... Cuando inserta un document o y la máquina de fax escanea, lo convierte en formato digital...</p> <p>-----</p> <p>... Al otro extremo, otro fax</p>			<p>obsoletas para matar en 2010</p>	
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		<p>también tiene un módem,...</p> <p>-----</p> <p>..., pegar la firma de alguien de un document o robado y enviarlo por fax es la forma más sencilla...</p> <p>-----</p> <p>... es la forma más sencilla de enmascarar una falsificación, debido a la baja calidad de la copia de fax.</p>				
	internet	...con las direcciones de internet es que un...	Noun	1		63
	Internet	... lo ha demostrado ofreciendo su contenido en	Noun	2	Radio Satelital	64

		<p>internet y a través de una aplicación ...</p> <p>-----</p> <p>...pague por una suscripción a banda ancha móvil de datos, que puede ofrecer todo el internet, ...</p>				
	web	...en contacto con las páginas web o...	Adjectiv	1	Tarjetas de Presentación	64
	software	<p>...con los servicios complementarios y el software requerido hoy,..</p> <p>-----</p> <p>...será que las tiendas de aplicaciones faciliten a los clientes</p>	Noun	2	Las tiendas de aplicaciones móviles continuará creciendo	67

		encontrar el software.. .				
	software	...una de las más grandes empresas de software del planeta entra en el terreno del hardware, ... ----- ... Los principales jugadores del mercado están tratando de emular la “ventanilla única del IBM” para el software.. ..	Noun	2	Los temas candentes de tecnología en 2009	68
	hardware	...una de las más grandes empresas de software	Noun	3		

		<p>del planeta entra en el terreno del hardware, ...</p> <p>-----</p> <p>...del mercado están tratando de emular la “ventanilla única de IBM para el software, hardware y servicios.</p> <p>-----</p> <p>..., un SO satanizado y plagado de problemas de compatibilidad del hardware, ...</p>				
	marketing	<p>... El marketing trabajó bajo el mantra de “simplicidad”,</p>	Noun	1		

	web	...cuando los usuarios encuentren prácticamente todo lo que necesite en la web .	Noun	1		69
	chip	...cuando la Comisión Europea multó al gigante del chip por 1,06 millones de euros. ..., el escrutinio antimonopolio quiere reformar el mercado de chips .	Noun	2		70
América Económica Ecuador Marzo-2010	swing vote	Brasil es el swing vote , como llaman en EEUU. a los votantes independientes...	Noun	1	Elecciones y reflexiones	8

	Commodities	En el caso peruano los superávits fiscales durante la fase de commodities altos surgieron ... ----- ..., lo cual permitió afrontar la caída de los ingresos fiscales y estimular el gasto corriente una cayeron los commodities ...	Noun	2	Cartas Mojados pero en cubierta I	10
	ranking	..., cuando se publique el ranking de los ministros ...	Noun	1	Mojados pero en cubierta II	10
	ranking	...el puesto 105 del ranking de	Noun	1	Con los ojos cerrados al progreso	14

		competitividad global entre 133 países.				
	web	Lanzamos la noticia en nuestro sitio web a fines de enero...	Noun	1	El remedio de Codner: vender	17
	retail	..., los sectores más atractivos este año serán los de producto de consumo, retail , educación, salud, logística e infraestructura...	Noun	1	Hambre de compras	21
	chat	... Están disponibles en una suerte de chat ...	Noun	1	Chatea con tu ejecutivo	22
	online	... Un banco totalmente online sin sucursales físicas...	Adjective	1		
	líder	...basados	Noun	1	Cuba	23

		en la fuerza carismática de su líder autoritario ,...			cuestionada	
	holding	...los planes estratégicos de un holding que maneja unos \$300 millones... ----- ..., cuando el consorcio Avianca-Taca- el holding que ha integrado las aerolíneas ...	Noun	2	TUDO BEM!	24-25
	turístico	...“hace parte del primer circuito turístico en Sudamérica...”	Adjective	1		26
	estándares	...”motivada por los altos	Noun	1		

		estándares de Lan”...				
	market share	La gente busca market share a cambio de competencia....	Noun	1		
	hubs	Podrán acceder a la red de rutas que se manejan las cuatro hubs del grupo...	Noun	1		
	full	Por eso en 2010 los motores se encienden a full ...	Adjective	1	Carnaval en el cielo	27
	top	...se encuentran en la nada envidiable top 5 mundial de los....	Noun	1	Lecciones del terremoto en Chile	34
	ranking	... Una de ellas es el ranking de inversión por país en	Noun	1	Nuevas ideas	36

		investigación y desarrollo ...				
	stickers	...como un material de impresión que reemplace hasta cierto punto a los stickers tradicionales,...	Noun	2	Idea con pegue	38-39
		----- ... (en donde caben varios stickers según el tamaño requerido por la imprenta)...				
	stand	Villa llegó al stand que lleva su nombre....	Noun	1	Tiempo para el lujo	42
	chat	Una de esas noches la agregó al chat un	Noun	2	Llamada del cielo	44-45

		desconoci do uruguayo, ... ----- ... “La telefonía por internet será uno de los canales de comunicac ación que van a compleme ntar los chats,... ”				
	software	... a quienes ofrecen versiones adaptadas de este software -	Noun	1		45
	internet	“Hay una migración a la línea móvil y la tendencia es a estar en las redes de internet, ...” ----- ... “la televisión es un	Noun	3		

	<p>buen ejemplo y en el futuro habrá que implementar más aparatos de este tipo con internet”</p> <p>...</p> <p>-----</p> <p>... “La telefonía por Internet será uno de los canales de comunicación...”</p>				
líder	<p>..., empresa líder en seguridad en Europa y América Latina,...</p>	Noun	1	Vigilencia los guardias	46
boom	<p>Y es que la industria de seguridad mexicana atraviesa un curioso boom.</p>	Noun	1		
boom	<p>..., con este</p>	Noun	1	La lección de Toyota:	50

		<p>“boom” fue la primera vez que vimos a los más altos ejecutivos ...</p>			Dar la cara	
	club	<p>Chile se ha ganado a pulso su admisión a este selecto club...</p>	Noun	1	¿Qué es un mercado emergente?	53
	default	<p>... A lo largo de los dos últimos siglos Grecia pasó casi la mitad del tiempo en default griego...</p> <p>-----</p> <p>..., a lo largo de los dos últimos siglos Grecia pasó casi la mitad del tiempo en default.</p>	Noun	2		

	stock	... Por medio de un manejo extremadamente eficiente de los stocks ,...	Noun	1	Se busca capital	56
	dólares	... Invertiremos cerca de US\$ 1.000 millones de dólares ...	Noun	1		57
	board	...inicialmente se quedó al nivel del G20 y de este board de estabilización....	Noun	1	¿No hay ninguna alternativa a la devaluación del dólar?”	60
	dólar	...las tasas de largo plazo van a subir y el dólar va a... ----- Háblame del dólar y el futuro cambiario. Todo está muy confuso...	Noun	3		60-61

		... Pero yo creo que en el mediano plazo no hay ninguna alternativa a la devaluación del dólar .				
	líderes	...mientras los líderes del mundo luchan por reparar las instituciones...	Noun	1	Cómo aprovechar la crisis	64
	dólares	..., los inversionistas venden todo tipo de moneda para comprar dólares ,	Noun	1		64
	blackout	...y finalmente produjo blackouts en varias regiones	Noun	1	Energía para crecer.	67

		del país...				
	peak	La flaqueza se evidencia en cada peak de consumo, ...	Noun	1		68
	peak	Nuestra visión no habrá un peak del petróleo.	Noun	1	“Haremos la emisión más grande del mundo”	70
	hardware	Tanto la tecnología, del hardware como la tecnología del software,	Noun	1		
	software	Tanto la tecnología, del hardware como la tecnología del software , ...	Noun	1		70
	business	La tecnología de software, entendida como los business ...	Noun	1	Energía para crecer.	70

	rol	...que reconozca y respete el rol y las aspiraciones...	Noun	1	La nueva relación entre Brasil y EE.UU.	73
	papers	En el mundo había más papers que investigaciones hechas y...	Noun	1	Átomos de Troya.	74

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Table Three

Variable: General interest magazine

Magazine and Date	Anglicisms	Examples	Lexical category	Word repetition number	Heading	Page
Estadio Agosto 3-2010	fútbol	<p>...Implica un desafío interesante escoger 48 leyendas del fútbol en poco....</p> <p>-----</p> <p>Leyendas que marcaron la historia del fútbol.</p> <p>-----</p> <p>..., y los 18 titanes ecuatorianos que marcaron la historia del fútbol.</p>	Noun	3	48 Leyendas que marcaron la historia del fútbol	6
		<p>fútbol</p> <p>...poderoso equipo brasileño que deleitó con su fútbol...</p> <p>-----</p> <p>... Es uno de los cuatro</p>				

		<p>mejores jugadores de fútbol del siglo XX,...</p> <p>-----</p> <p>... Su particular estilo de juego, de portero - jugador-, llamó la atención del fútbol mundial.</p> <p>-----</p> <p>... También fue elegido como el quinto mejor arquero de la historia del fútbol.</p>				
	futbolistas	...figura de la mejor generación de futbolistas colombianos de la historia.	Noun	1		
	futbolista	... Fue premiado como el	Noun	4		8-9

		<p>mejor futbolista sudamericano del año...</p> <p>... Es el único futbolista que ha sido 14 veces máximo goleador...</p> <p>Es el futbolista argentino con más títulos ganados...</p> <p>..., reconocido como el mejor futbolista chileno de todos los tiempos.</p>				
	gol	<p>...“Fue la mano de Dios, dijo acerca de su primer gol...</p> <p>... y deslumbró</p>	Noun	3		8-11

		<p>al mundo con su técnica, visión, de juego y su sentido del gol.</p> <p>-----</p> <p>...el 7 de septiembre de 1956, sin haber cumplido los 16 años y anotando un gol.</p>				
	goles	<p>..., anotando 307 goles en 403 partidos oficiales y ganó ocho ligas.</p> <p>-----</p> <p>“Si no salgo por las noches, no puedo hacer goles”.</p> <p>-----</p> <p>Con su selección jugó 71 partidos y marcó 13</p>	Noun	15		8-9-10-11

		<p>goles</p> <p>-----</p> <p>..., anotando 307 goles en 403 partidos oficiales y ganó 8 ligas.</p> <p>-----</p> <p>... Francescol i anotó 298 goles en 510 partidos oficiales...</p> <p>-----</p> <p>..., jugó 78 partidos y marcó 56 goles...</p> <p>-----</p> <p>... Chilavert es conocido como de los arqueros con mayor cantidad de goles...</p> <p>-----</p> <p>..., compartid a por el francés</p>				
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		<p>Tierre Henry, al anotar 25 goles en la temporada .</p> <p>-----</p> <p>Ha sido internacional con la selección de Uruguay 69 veces y ha marcado 29 goles.</p> <p>-----</p> <p>... Taffarel recibió 15 goles mientras defendió a Brazil...</p> <p>-----</p> <p>Es el máximo anotador en mundiales con 15 goles.</p> <p>-----</p> <p>... Ha vestido la camiseta de Brazil</p>				
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	<p>en 97 ocasiones marcando 62 goles,...</p> <p>..., que ganó la copa y la Súper Copa Italianas en 1996 y fue máximo goleador (con 26 goles).</p> <p>..., copas internacionales y en la selección nacional ha totalizado 242 goles.</p> <p>... Ganó el Mundial de 1978 marcando 2 goles en la final...</p>				
goleador	... Es el único futbolista	Noun	9		8-9-10-11

		<p>que ha sido 14 veces máximo goleador en...</p> <p>-----</p> <p>... Fue el máximo goleador en cinco campeonatos.</p> <p>-----</p> <p>...fue el máximo goleador (con 26 goles)...</p> <p>-----</p> <p>...convirtiéndose en el máximo goleador de la historia de Argentina ...</p> <p>-----</p> <p>... Es el séptimo goleador en la historia de la Copa Mundial...</p> <p>-----</p> <p>...durante este</p>				
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		<p>período el Torneo Paulista (1956, siendo goleador)</p> <p>...</p> <p>-----</p> <p>...</p> <p>El “Nene” Cubillas fue el conductor y goleador de Perú...</p> <p>-----</p> <p>... Es el máximo goleador en la historia de la selección peruana.</p> <p>-----</p> <p>... Y en 1972 fue goleador de la Copa Libertadores con Alianza Lima.</p>				
	club	<p>...</p> <p>Aunque el club de sus amores, Boca</p>	Noun	2		8-10-11

		Juniors... ----- ... el tercer jugador más joven en jugar para el Barcelona, club con el cual ha ganado la Champions...				
	golero	Un golero histórico trimundialista	Adjective	1		11
	penalti	..., donde atajó un penalti contra Yugoslavia y...	Noun	1		9
	récord	... Para la selección Taffarel tiene el récord de participación...	Noun	1		11
	futbolistas	...encabezan la lista de los mejores futbolistas ...	Noun	1	48 Leyendas que marcaron la historia del fútbol: Los	12
	club	...con la selección española	Noun	3	10 mejores de Europa	12-13

		<p>como con su club...</p> <p>-----</p> <p>La Juventus lo eligió como el mejor jugador en la historia del club.</p> <p>-----</p> <p>..., el defensa italiano Paolo Maldini tuvo una exitosa carrera con su único club,...</p>				
	fútbol	<p>...y uno de los grandes delanteros de la historia del fútbol.</p> <p>-----</p> <p>Es considerado por la FIFA uno de los cuatro mejores jugadore</p>	Noun	4		12-13

		<p>s de fútbol del siglo XX,...</p> <p>-----</p> <p>..., pero igual es considerado como el mejor futbolista de la historia del fútbol Francés...</p> <p>-----</p> <p>Idolatrado por los hombres por su fútbol y por las mujeres por su físico,...</p>			
	goleador	<p>..., torneo en donde fue el máximo goleador.</p> <p>-----</p> <p>.... Fue además máximo goleador de la Eurocopa de 1972...</p>	Adjective	2	12-13
	goles	..., pero él se	Noun	9	12-13

		<p>considera ba más como un 9 y medio por la cantidad de goles que...</p> <p>-----</p> <p>..., la bundeslig a (405 goles) y las Copas Europeas ...</p> <p>-----</p> <p>... y las Copas Europeas del club (69 goles), obtuvo la Bota de Oro...</p> <p>-----</p> <p>... la Bota de Oro de Europa en 1970 con 38 goles...</p> <p>-----</p> <p>... y en 1972, con 40 goles, el Botín de Oro...</p> <p>-----</p> <p>... en</p>				
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		<p>1970 con 10 goles y el Balón de Oro al mejor jugador...</p> <p>-----</p> <p>..., él sí gano el Mundial con la selección francesa y sus 2 goles en la final...</p> <p>-----</p> <p>... Según las estadísticas hizo 681 goles en 706 partidos, ...</p> <p>-----</p> <p>...lo que significa un promedio impresionante ante 0.96 goles por partido.</p>				
	fútbol	...arquero de la historia del fútbol alemán. ...	Noun	2	48 Leyendas que marcaron la historia del	14

		----- Es considera do el mejor defensa en la historia del fútbol inglés,...			fútbol: Los 10 mejores de Europa. Mención especial	
	récord	...tiene el record de anotacion es... ----- Posibleme nte nadie podrá abatir el récord del marroquí ...	Noun	2		
	clubes	... A nivel de clubes también tuvo una gran carrera... ----- ...con la Juventus y jugó además en los otros dos grandes clubes de Italia:...	Noun	2		
	fútbol	...dio cátedra de	Noun	1	La cátedra dirigencial	16

		buen fútbol en la...				
	club	Pero los directivos del club amarillo, ...	Noun	1		
	récord	Por la recaudación récord de casi medio millón...	Adjective	1		
	fútbol	...marcaron la historia del fútbol ecuatoriano. ----- ... Hasta la actualidad es el fichaje más caro del fútbol ecuatoriano. ----- Es el máximo goleador de la selección ecuatoriana de fútbol con	Noun	6	Los 18 mejores futbolistas ecuatorianos de todos los tiempos.	18-19-20

		32 anotaciones.... ----- Fue el máximo goleador del fútbol ecuatoriano y también del mundo en 1998,.... ----- ...de la primera clasificación de la selección de fútbol a un mundial.				
	club	...se dio en el club El Nacional...	Noun	1		18
	fútbol	...deleitan en el fútbol mexicano ... ----- ... Liga de Quito ganó en 3 años todos los títulos del fútbol	Noun	2	Objetivo Copa América 2011	22

		sudamericano...				
	fútbol	...este equipo de fútbol argentino ... ----- ...tenían toda la intención de fundar un club de fútbol , fue aquí que a iniciativa de estos y la...	Noun	2	River Plate	23
	club	...Los Rosales” fundaron el club .	Noun	1		
	fútbol	..., es el equipo de fútbol argentino con más popularidad en su país. ----- ...tomaron la decisión de fundar un club de fútbol reunidos en la Plaza Solis...	Noun	2	Boca Juniors	23

	récord	...tiene el récord de campeonatos...	Noun	1		
	club	...tomaron la decisión de fundar un club de fútbol... ----- ... A partir de ese momento daba sus primeros pasos un club que a lo largo...	Noun	2		
	fútbol	...para el campeonato ecuatoriano de fútbol	Noun	1	Emelec “Bombillo” recargado	24
	fútbol	...todo equipo de fútbol quisiera tener. ----- ..., un jugador de fútbol exquisito, que además	Noun	2	Liga de Quito Todo por el todo	25

		tiene gol.				
	club	..., ante el modesto club César Vallejo...	Noun	1	Barcelona Sin la estirpe de antaño	26
	tour	...la llegada al puesto 23 de Lance ARMSTRO NG en el tour de France.	Noun	1	Abriendo el juego	28
	master	El estadounidense Mardy Fish gana el Máster... ----- ...sobre su compatriota John Isner en el master 500 de Atlanta	Noun	2		
	fútbol	... Se admira como ha cambiado el fútbol ,... ----- Hablar del fútbol ecuatoriano no le	Noun	2	Marcelo Trobbiani: "Jugué tres minutos y fui campeón del Mundo"	30-31

		incomoda, señala que Ecuador hizo una...				
	club	...gallada de la Modelo formaron el club ----- ... “Jugué 5 años en el Elche club que queda por la zona de Alicante,...	Noun	2		31
	jeans	... Jeans gastados, camisetas gris...	Noun	1	Alfonso Obregón: No hay ocaso para un campeón	33 33- 34-35
	fútbol	...de talentos en su escuela de fútbol . ----- “..., pues desde que empecé en el fútbol profesional (1991)...” ----- ..., se reúne cada martes y	Noun	11		

		<p>jueves por las noches a jugar fútbol...</p> <p>-----</p> <p>El 16 de mayo de 2010 le dijo oficialmente adiós al fútbol en un partido...</p> <p>-----</p> <p>“Del fútbol me llevo lo mejor. En Deportivo del Valle (1990)...</p> <p>-----</p> <p>... Los primeros amigos del fútbol nunca se olvidan,...</p> <p>-----</p> <p>..., el fútbol le devolvió incluso a su padre, a quien conoció...</p> <p>-----</p> <p>... En</p>				
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		<p>Liga de Quito (1997-2009) conocí lo que es el fútbol grande,...</p> <p>-----</p> <p>Sus días transcurren entre la supervisión del trabajo en las canteras, la escuela de fútbol,...</p> <p>-----</p> <p>Los cebiches, la playa, el fútbol entre amigos,...</p> <p>-----</p> <p>Más allá de la gloria de los títulos y los viajes por el mundo, el fútbol le devolvió incluso a su padre</p>				
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	club	<p>“... Hable con él, le comenté que me iba del club y...</p> <p>-----</p> <p>“Fue el club que me dio la posibilidad de volver a estar cerca de mi familia...”</p> <p>-----</p> <p>..., un club bien administrado, con una infraestructura sorprendente,...</p> <p>-----</p> <p>“Es el club de Portoviejo en el que me formé y donde pude proyectar me a...”</p>	Noun	4		34-35
	ranking	El ranking de FIFA	Noun	2	El ranking de FIFA	36-37

		... , con el que puede orientar mejor el ranking sin recurrir a tantas formulas ...				
	fútbol	De fútbol hablan todos. Hasta se llega a establecer que...	Noun	1		36
	offside	...válido el gol en offside ...	Noun	1		
	baseball	...adeptos tanto como el baseball ; ...	Noun	1		37
	cracks	...de un campeonato con cracks rioplatenses.	Noun	1		38
	ranking	..., 247 en el ranking ATP,...	Noun	1	Copa Davis:	40
	tenis	La selección serbia de tenis se	Noun	1	Los 4 mejores del mundo	40-41

		impuso...				
	fútbol	...la misma autonomía que tiene el fútbol a las otras federaciones ecuatorianas:...	Noun	4	Daniilo Carrera: "La ley debe representar la realidad de nuestro deporte"	42-43
		... "Hubiéramos querido tener una autonomía más completa como el fútbol ,...				
		... El fútbol es un deporte igual a los otros 46.				
		... No queremos que le quiten nada al fútbol sino que las otras federaciones es...				

	boom	... Dado el boom de las carreras...	Noun	1	Elegir un buen calzado para correr	45
La Onda 2010	show	... Elton John con quien compartió parte de su show en el piano...	Noun	1	Rastros y rostros	10
	gays	... Pero si le hablan de gays ella tiene una opinión un chancecito Diferente ...	Noun	2		11
	gay	... Ninguna pareja gay debe adoptar una criatura,... ----- ..., la veterana artista aclaró que no tiene nada en contra de los matrimoni	Adjective	2		

		os gay .				
	heavy	Paquita, ¡muy heavy!	Adjective	1		12
	show	...: La Batalla por el Omnitrix – El Show en vivo... ----- “En medio de este gran show los pequeños espectador es podrán...	Noun	2	En todas	14
	covers	Alcanzand o una considera ble fama por hacer covers de artistas como Usher...	Noun	1	Sensación	16
	marketing	Un ex ejecutivo de marketin g de So SoDef, descubrió sus videos...	Noun	1		
	tops	Jorge Luis del Hierro,	Noun	1		

		el artista nacional que en su momento de lanzamiento lideró los tops del país...				
	fans	¿...ha cambiado la visión de los fans hacia ti de verte como su artista favorito y...?	Noun	1	La historia apenas empieza	17
	rélex	Volver a la televisión es un relax.	Noun	1	Quiero ser Super Modelo	18
	reality	.., ahora estoy en este reality y la idea es buscar una imagen de chicos que empezaron casi de cero.	Noun	1		
	backstage	Disfruta del backstage de una	Noun	1		

		sesión de fotos				
	rock	...en todos los estilos de rock,... ----- ...que vienen tomando buena forma de la mano del rock en esta ciudad. ----- ...por la incansable labor de hacer rock en este país...	Noun	3	Rock hecho en Ecuador	21
	fan	..., parece que la mini-Spears es fan de ellos y de una...	Noun	1	Un Nuevo amor	24
	show	... Esto se evidencia claramente en un show montado ...	Noun	1	Picardía y voz	25
	show	Si nunca viste el show , la	Noun	2	Las tintas de Miami	28

		propuesta es sencilla... ----- ... show estadouni dense cuyo escenario es un estudio de tatuaje real...				
	reality	...tenía el estudio donde se desarrolla el reality ... ----- Miami link es un reality show...	Noun	2		
	reality	...: La estrella de la televisión reality siempre luce bronceadit a...	Noun	1	¡A que no sabías!	34
	fan	La esposa de Marc Anthony es fan de las fajas...	Noun	1		
	estrés	... La	Noun	1		35

		vitamina B12 es importante para contrarrestar el estrés...				
	internet	...para tu estilo en revistas o internet.	Noun	1	Directo a la alfombra roja	36
	look	Empieza a planificar tu look completo de pies a cabeza...	Noun	1		
	glamour	..., a continuación te damos algunos de los secretos de glamour...	Adjective	1		
	blocs	Los cuadernos, libretas, blocs de notas y diccionarios deben tener...	Noun	1	Útiles Escolares	38
	kit	... A continuación te presentamos ciertos	Noun	1		

		consejos a la hora de elegir un nuevo kit escolar...				
	hacker	... llamará menos la atención de un posible hacker ...	Noun	1	¡Un Mundo Infinito!	42
	rock and roll	... Esto sin duda se debía a su intenso estilo de su vida de Rock and Roll que incluía grandes cantidades de drogas y alcohol...	Noun	1	De la fama u otros demonios	45
	pop	..., divas del arte pop en su visión más polémica ...	Noun	1	Divas con trono y reino	59
	rating	Pero sabemos que posee fotos como modelo que darían más rating	Noun	1	En todas	62
	glamour	Glamour	Noun	1	Salinas	64

		con brisa de mar...			FashonWee kend	
	flash	Un procesado r de nueva generació n (624MHz) ,256 MB de memoria flash ,..	Adjective	1	Sucesos	66

Authors: Rina Esperanza González R.
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Quantitative Tabulation

Table Four

The Most Frequent Anglicisms (in all variables)

Anglicisms	Word repletion number
Web	58
Fútbol	51
Software	37
Internet	26
Goles	24
Club	19
Gay	12
Hardware	12
Goleador	11
Interfaz	11
Bits	8
Fax	7
Flash	7
Show	7
Boom	6
Ranking	6
Rock	6
Récord	5
Chat	4
Chip	4
Pop	4
Reality	4
Réflex	4
Tóner	4
Dólar	3
Dólares	3
e-mail	3
Gol	3
Light	3
Marketing	3
Audio	2
Clubes	2
commodities	2
Cookies	2

Default	2
Fan	2
Fans	2
Filmes	2
Filmico	2
Futbolistas	2
Glamour	2
Holding	2
Láser	3
Lider	2
Master	2
Peak	2
Stickers	2
Backstage	1
Banners	1
Baseball	1
Bate	1
Béisbol	1
Bestseller	1
Bidet	1
Blackout	1
Blocs	1
Board	1
Business	1
Bytes	1
Canon	1
Chats	1
close up	1
Covers	1
Cracks	1
e-mails	1
Estándar	1
Estándares	1
Estrés	1
Film	1
Full	1
full time	1
Gigabyte	1
Gigabytes	1
Golero	1
Golf	1

Hacker	1
Hall	1
Heavy	1
Hugs	1
Ítem	1
Jeans	1
Kit	1
Lideres	1
Lideres	1
Link	1
Look	1
market share	1
Offside	1
Online	1
Papers	1
Penalti	1
Performance	1
Performer	1
Rating	1
Rélex	1
Retail	1
rock and roll	1
Rol	1
Stand	1
Stands	1
Stock	1
swing vote	1
Tenis	1
Top	1
Tops	1
Tour	1
Turístico	1
TOTAL 107	450

Authors: Rina Esperanza González R.

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Table Five

Comparison between variables

	Variable	f	%
Anglicisms	Cultural Magazines	48	11%
	Scholarly Magazines	235	52%
	General Interest Magazines	167	37%
	Total	450	100%

Authors: Rina Esperanza González R.
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Description, interpretation and analysis of Results

All the criteria stated from now on, responds to a conscious understanding of the functions of language, supported by the concepts and knowledge compiled in the theoretical frame, this collected data will be faced against the scientific work that has been done up to know, and it is hoped a new contribution to that existing knowledge be done, by this investigation. So, it may be started by saying that, the anglicisms observed, are closely related to the topic and the language style.

It may be worth saying that, at least ten anglicisms, for each category, have been chosen, and carefully studied in the syntactic-semantic, morphological, and sociocultural level, so the following is the first variable analyzed.

Cultural Magazines Variable

Boom

In The English language, the word “boom” functions as a noun and an intransitive verb, according to the Merriam Webster English dictionary “boom” is: “to make a loud sound” or “to increase in importance, popularity, or esteem”; whereas to the RAE it means: Success, or sudden sprung of something, especially when related to a book.

In the sentence “Juan Carlos Onetti se quedó y se perdió el *boom*, pero se gano nuestro respeto...”, the word boom seems to be used in the English semantic way of a loud sound (getting a big applauding from people), so, it seems not to have changed its original

meaning, nor function, since it is also used as a noun in the Spanish context.

Although, there is an equivalent word in the RAE, which is “bum” with the same meaning, the reason why the English term has replaced the Spanish one, in this magazine, is unknown. Checking the Spanish Dictionary we have found that, there is the word “boom” in the Spanish Lexicon with the same English spelling, with no morphological changes; of course, it has been borrowed from the English language.

As a conclusion, from our modest point of view, the borrowing of this word has neither enriched nor impoverished the Spanish language, because its usage is not as frequent as it may need to mean a change in our language.

Light

The word light has four different grammatical functions: as an adjective, a noun, a verb and an adverb, with various meanings, where the most commons: are “the energy producing a sensation of brightness that makes seeing possible”, “to make colors pale o less intense” “to illuminate something”, “not heavy”, “not dense or forceful”, “spiritual illumination and strength”, but in the Spanish version in the RAE, the meaning of the adjective is only related to the quality and features of food or drink; from this wide array of meanings.

The Spanish sentence “muerte de la literatura *light*/poética”, where the word “light” is, gets its meaning from the English version “not heavy”, where it acts as an adjective, because it refers to a literature that is not as powerful as it used to be.

This word has not changed, and keeps, at least one of its original English meanings. Nonetheless if we focus on the existing word in the RAE with the same spelling but with a specific meaning related to food, it is clear that it is being used not only in that context, but in others. The sentence could have been “muerte de la literatura no tradicional/poética”, where the word “light” has been replaced “no tradicional”, but the writer preferred to use the English word.

This word has come to impoverish the Spanish language because not many people know for sure what it means, in every context, and may cause misunderstandings, affecting communication.

Film

The word “film” in the English Definition has to do with a thin strip covered with a layer of something that let capture some pictures, used widely in the movie industry; grammatically, it functions as a noun and a verb. English and Spanish Dictionaries contain this word, with almost the same concept and functions.

The word “film” in the sentence: “Un *film* modesto, sin mayores busquedas estéticas” functions as a noun, with the meaning of “película”, syntactically correct in the Spanish context found.

The word “film”, has been borrowed from English, it has two alternative spellings in the RAE, and one of them is “filme”, where we can see it has suffered a morphological change, because it has an extra “e” to fit the Spanish Structure of words.

As said above, it has replaced the Spanish word “película” and it has been accepted by the RAE, and in some social contexts, it is commonly used, not only in magazines but in everyday speech.

It is difficult to understand why the English version should be used, rather than the Spanish one, perhaps it is due to the flagrant snobbism that writers show, as in an attempt to be different from other writers who may use the Spanish language faithfully.

It may be said that this word has not, neither enriched nor impoverished our language because its use is restricted to some social circles, but for most, there will always be the word “película” as the most used, because it is easier to pronounce and understand.

Hall

According to the Merriam Webster Dictionary, the term hall is a noun, meaning “corridor”, “entrance room”, “building with large public room”, “large room” and other definitions, while in Spanish language the RAE defines it as “a fairly large waiting room”. Both languages use this word as a noun, with no registered changes at the

syntax, morphology or semantic levels. From the sentence found, “y después, en el *hall*, alzó su copa por las letras.” The Word “hall” refers to a large room in a building, which is used to hold public or private social events.

This word has a few equivalences in Spanish which are: “pasillo” “sala pública” o “vestivulo”, but its English counterpart is widely used by many, at all levels, it has been borrowed from the English Language with its original spelling.

The mentioned word has been accepted by the RAE, and because of the constant use that people make of it, I would say that it has enriched our language, because it has expanded our vocabulary and provided of a new word to mean the above cited Spanish words.

Link

This is a fairly new word that has shown up with the overcoming of technology and the internet. This word is defined by the Longman Dictionary, as: “The way in which two things and ideas are related to each other”, with a noun function, and, as a verb, “The act of linking two things, which are related in some way”.

In the sentence: “con un *link* para descargar una...” the word link functions as a noun, its morphology and meaning has been kept, as well as its grammatical and syntactic characteristics, although, in English it is used as a noun and a verb, in the Spanish context it is used as a noun, only. There have been no reports of its use as a verb, but sporadically where someone could say “linkear”.

There is in fact a Spanish word to mean the same, which is “vínculo” and works as a noun, but since technical language is usually used in the Internet jargon, the word is widely used by the cyber community.

This word has not been incorporated to the RAE, yet. But it is widely used within the computing field.

This term is used in the Spanish Language with its original spelling as well as pronunciation, and because of the wide use of the internet, this word seems to be here to stay, and who knows how little long it will take for it to be set in the RAE, lexicon, concluding with this that the word “link” has enriched our language, because it adds a synonym for “vínculo”.

Gay

The word “gay”, into the everyday language of Spanish speaking people, refers to a homosexual person; it has been semantically altered, even in its original language, where it was, firstly, used to depict a merry person, full of light-heartedness and merriment; but today it strongly means “homosexual” in both, Spanish and English, languages. It has the grammatical function of a noun and an adjective; in both languages as well.

In the sentence, “... El arte *gay*, si así insistimos en llamarle, debe ser entendido una expression legítima...”, the word “gay” works as an adjective, and has adjusted its syntax to the Spanish context

where it appears; Its morphology and phonological production has not changed from its original form.

In Spanish we do have words to use instead of “gay” which are “Marica” or “homosexual” and others, but the sociological implications that the terms have, make people to use a subtle one as the English word mentioned. Perhaps because it loses its offensiveness from the Spanish context; so, the word “gay” is less harming and quite popularized.

This word already forms part of our Spanish lexicon and the RAE; it is preferred to the Spanish one, because of social factors, therefore it may be said that this word has enriched our language, since it has lessen the semantic prejudiced implications the Spanish words have, because, these days, it is much more natural hearing, the expression “yo soy gay” than “yo soy marica/homosexual”.

Full time

This is, more than a word, an expression that the RAE describes as an adjective meaning “With exclusive dedication”, but the English Dictionary describes this word as an adverb and a noun, meaning “during all of the time considered standard or appropriate for the activity in question” and “in soccer and other sports, the end of a match”.

There can be seen a semantic difference between what the Spanish dictionary states and the English one does. The meaning of the expression “full time” in the sentence: “... Pensamiento medieval

full time” within the Spanish context, matches with the meaning of the Spanish dictionary, as an adjective that qualifies the noun “thought” as being exclusively dedicated to a medieval thinking.

The term has not changed morphologically, nor phonically, but, the Spanish expression “A tiempo completo”, could be used as an alternative.

Even though, this expression, has been accepted by the RAE, it has not been registered as many times as other anglicisms, therefore, it may be stated that it has had a neutral effect on the enriching or impoverishing of the Spanish language.

Show

This word is very common in the Spanish language, whether it is written or spoken. According to Webster’s English Dictionary, the word “show” is a noun and a verb. As a noun it means “a public presentation”, “exhibition”, “demonstration”, “appearance”, and others closely related. As a verb, it means a lot of things, for example: “to make something visible”, “exhibit”, “present something to public”, “demonstrate something for instruction”, “establish something using reason”, “give information”, “guide somebody”, etc.

The Spanish sentence “..., tienen un *show* en el que manejan un estilo...”, the word “show” is a noun referring to the entertaining area, as a “public presentation” that in the Spanish context, does not reflect any morphological change, and it is syntactically correct.

Nevertheless it is observed that the Spanish lexicon has restricted its use to the noun function only.

The word “espectáculo” is the correct equivalent Spanish word, to be used instead of the English one, but the latter is commonly used, and it has already been accepted by the RAE.

So, we can say that the word “show” has come to enrich our vocabulary, because it enhances our vocabulary, and provides with the opportunity of making the Spanish language much more flexible than it already is.

Stand

The English language lexicon, states the grammatical functions of the word “stand” as, a noun and a verb; where, as a noun it means “supporting structure”, “piece of furniture”, “place where something is sold”, “exhibition area” and “stationary condition”; as a verb, from the most outstanding meanings, it is defined as: “be or set upright”, “get up on feet”, “be in a particular place” or, “tolerate something or somebody unpleasant”, to name some definitions. In Spanish, the word “stand” has the only reported function of a noun, exclusively, when referring to a place where some products are exhibited or sold. So, grammatically speaking this word has been severed in its English semantic span.

This word, used in a Spanish context, of the sentence “..., despliegan los banners publicitarios y colocan los *stands*...”, maintains its characteristic noun function, with no morphological

changes; it is used as a noun in the plural form, with the meaning of “place for advertisement, or a place where something is sold”. This word I may say that has never been used as a verb in a Spanish context.

Although the word is already part of our lexicon, and accepted by the RAE, there is the Spanish word “mostrador” as an equivalent, yet, the English word is preferred in this kind of contexts;

The studied word has come to enhance the Spanish vocabulary since it gives an extra word for saying “mostrador” thus we think it has enriched our Spanish language.

Pop

The word “pop”, in English, according to the Longman Dictionary, functions as a verb, noun, adjective and an adverb. As a verb, it means “to come suddenly or unexpectedly out or away from something”; as a noun “Modern music that is popular, especially with young people, and usually consisting of simple tunes with a strong beat; as an adjective “It is said of something” or the short form of the word “popular”, finally, as an adverb it means “suddenly and unexpectedly” like when something pops up in a quick way. On the other hand, the Spanish Dictionary indicates that the word “pop” is has an only function, it is, an adjective, meaning: “said of a kind of light and popular music, derived from black musical styles and the British folk music” as well as “said of an artistic current of a North American origin, inspired in the most immediate aspects of the

consuming society. It has not suffered any semantic, morphological or phonic changes when used in Spanish contexts, although its English functions have been shortened, to only an adjectival function.

In the sentence: “La segunda lista está dada por ese acercamiento a la cultura *pop*.” The word “pop” works as an adjective that fits the Spanish syntax. It does not have a precise equivalent Spanish form; therefore the Anglicism is preferred in the musical field.

This word has been accepted by the RAE, and it is widely used; since, this Anglicism has not replaced any Spanish word, I consider that the word “pop” has enriched our Spanish language, because it has given us a word to refer to a kind of music that could not be defined with a Spanish one.

Scholarly magazine variable

Internet

According to The Merriam Webster Dictionary the word “Internet” has a single grammatical function in the English language; it is a singular common noun that is defined as “an electronic communications network that connects computer networks and organizational computer facilities around the world”.

Being a newly created word that appeared with the globalization of the communicational system, it is not subject of any grammatical, syntactical, or morphological analysis, since this word showed up in

the world regardless of language, so everybody uses it the same way, because this a word that belongs to humanity.

The word “internet” in the Spanish sentence “... en que el crecimiento ecuatoriano en relación a los usuarios de *internet*.” It is used in its natural way, although, we can say that “Internet” is a compound noun made up of the prefix “Inter” that is common to both, English and Spanish languages, and the noun “Net” from the English Language

We may say that the Spanish equivalent could be “la Red” or “interred”, but I don’t think it is a phrase that people are willing to use, because it takes away its real, natural meaning, already fixed in our brain. Despite of being quite commonly used in Spanish the word Internet does not appear in the RAE, yet, but it will probably be soon, because of its common use. Therefore this word has naturally enriched our language, giving us a universal word as our own.

Chat

One more word that comes from the technological jargon that belongs to the English language, long before used to signify a conversation, but not the way it implies nowadays.

The Merriam Webster Dictionary, states this word as a noun and a verb, that comes from an old word, shortened from “chatter” which means: to talk or converse rapidly and informally about unimportant things; today, the word “chat” is defined in English as: “to talk informally” or “exchange messages by computer”, so, a

semantic changes observed, even in the sponsor language, because today, nobody relates the word “chat” to a face to face conversation, but a rather virtual chat, it has long suffered a morphological change in English, because it has been shortened from the word “Chatter”.

The Spanish sentence “... con una solución integrada de acceso a *chat*, a redes sociales...” where the word “chat” is used, has a noun characteristic; but it is, also, being used as a verb, where a morphological change is taking place, since Spanish speakers are using the word “chatear”, “chateando” and other resulting forms, from conjugation, in both, written and spoken forms.

There is no equivalent Spanish word to signify what the Word “chat” does; therefore there is no other choice but to use it in our language with the already stated meaning.

Although it may be said that the word “plática” o “charla” could be the Spanish word to replace this word, it is not possible that people relate those words to computers, because when the word “chat” is heard, there is an only one possible meaning: to talk through the web, using an electronic appliance, specially a computer.

This term is also a word that belongs to the world. That has not been accepted by the RAE, but is being used in written and spoken Spanish, especially by the people who have access to computers and the web. For these reasons, it could be said that it has enriched our Spanish language.

Interfaz

The word “interfaz” is a Spanish word with a noun function only, that derives from the English version “interface” which, in the English grammar, functions as a noun and a verb.

The Merriam Webster Dictionary conceptualizes it as a noun in these terms: “A surface forming a common boundary of two bodies, or spaces, or phrases”. And as a verb, “to interact with (another system, discipline, group, etc.)”, in Spanish the word *interfaz* means “Physical and functional connection between two independent electric or electronic devices or systems”. It has, indeed, gone some morphological changes; for instance, the word “face” has been replaced by “faz”, that are synonyms, but morphological different; grammatically the word *interfaz* is used only as a noun while *interface* is also used as a verb. The sentence studied that contains such word is: “...en una cámara réflex digital equipada con la *interfaz*...”, as we can see the word “interfaz” is correctly used as a noun, with the Spanish Syntax, its meaning has not changed, from the English word.

It is worth pointing out that the modified word “interfaz” could be replaced by the word “interconexión” but, since this new terminology has to do with the overwhelming advance of technology, it is better understood when the right words are used.

The RAE has already integrated this word into the Spanish language; consequently this word has enriched our Spanish vocabulary.

Tóner

The word *tóner* has a noun function in both English and Spanish languages. The Longman Dictionary defines it as: “ink” “skin cosmetic” or “photographic Chemical” while its Spanish version, according to the RAE means “Ink used in printers and photocopy machines”.

The word “toner”, contained in the sentence “si el *tóner* de color necesita ser reemplazado”, works as a singular noun within the Spanish syntax.

Once the word has been officially borrowed from English, it has suffered a morphological change, which can be seen on its spelling, by adding a tilde, which is typical of the Spanish spelling system, since, there seems not to be any Spanish word to replace it, with its original meaning; and it is being commonly used, by many Spanish speaking people; and furthermore, it has already been accepted by the RAE, we can say that it has enriched our language, and has given us the opportunity to use a universal language as ours.

Online

The compound word *online* has two different grammatical functions in the English language. One of them is as an adjective, and another as an adverb; the word *online* in the Longman

Dictionary, as an adjective is defined as: “connected to other computers through Internet or available through internet”, which makes sense with the content of the sentence “Un banco totalmente *online*, sin sucursales físicas.” where it is used as an adjective, within the Spanish syntax. It is an adverb when refers to the action of being connected to a central computer or computer network.

No morphological changes are foreseen, since it has come to our lexicon as is, and no semantic changes have been noticed either.

We could say that an equivalent word to replace the English one should be “en línea” but as said before, because of the increasing speed of technological language in computing, trying to translate every word that shows up would be a daunting task, therefore there is no other way than fit into the current wave of terms that are invading our language.

Despite the linguistic broadcast of the term online, The RAE has not incorporated the word online to its lexicon, yet. So, we can conclude that this and other computing words have come to enrich our language, with the same comments as on the above analyzed words.

Software

Software is a compound term of two individual words “soft” and “ware”, that together stand apart from what they mean separately. The Longman Dictionary defines this noun as: “The sets of programs that tells the computer how to do a particular job”. Since it is used

within the technical field of computers, it stands to reason that the sentence “Nosotros hemos visto *software* de colaboración.”, where the word “Software” stands out, as a noun refers to a “school subject about software”. The Spanish meaning given by the RAE resembles the original English one, when it states: “A set of programs, instructions and computing rules used to execute some computing duties”.

Once again, when we speak about computing technical words, there are no semantic, syntactic or morphological changes, since these words are introduced to our language as they actually are. Therefore, there is not any equivalent word in Spanish.

Being a universal word, within the computing language, and because of the fact that it has already been accepted by the RAE as part of its lexicon, we may conclude that this word has also enriched our language.

Hardware

Hardware is another English compound technical term made up of the individual words “hard” and “ware”. This term also functions as a noun in both languages; the Longman Dictionary defines it as: “All the touchable or tangible components of a computer”. Similarly the Spanish Dictionary of the RAE says about it “A word coming from English language and standing for a set of components that make up the material part of a computer”.

The word “Hardware” is a commonly used word, regardless of any language and context where it may happen, thus in the sentence “..., y trabajará con el *hardware* de cifrado AES...” The mentioned word has a noun function; that shows no changes in none of the morphological, syntactic or semantic levels.

There is no Spanish word to replace the English one, and has already been accepted by the RAE, so, it deserves the same conclusion as the prior one made on software.

Ranking

This English word has been found to be a noun, and an adjective, that derives from the verb Rank. According to the Oxford advanced Learner’s Dictionary, it is defined as: “the position or status held by or allocated to somebody or something in relation to others in a group” “the work of establishing the order in which people or things should be ranked, usually according to their importance or ability”. On the other hand, the RAE defines it as “Classification from top to down, useful to establish a valuation criteria”.

The above mentioned means that semantically it conserves its core morphologically is the same in both languages; being a noun the syntactic use has not changed. Therefore, the sentence “... Una de ellas es el *ranking* de inversión por país en investigación y desarrollo...” where such a word is used, it has a noun function.

There is a possible Spanish word that may replace the English one in the Spanish context, which is “escala”, but as usual some people prefer to use uncommon words to show off in their writing.

Since this word is being used by many around the world, and already forms part of the RAE, we can say that, it is a word that enriches our Spanish language, because it gives us the opportunity to interact in the globalized world, with no communicational problem.

Flash

When we hear the word “flash” it comes to our mind something that is done very quickly, or when we look at a camera and someone takes pictures. Take, for instance, what the Oxford Advanced Learner’s Dictionary says about this word: as a noun it means “A device or system that produces a brief bright light for taking photographs indoors or in poor light”, as a verb, “To give or send out a brief bright light”; as an adjective, “a flood or fire that happens very quickly or suddenly, and continues for only a short time”. On the same side, the RAE defines flash as: “Device that gives light to produce an instantaneous photograph through a precise light and gleam”. “Said of some last-minute news”.

The chosen sentence where this word appears is “...cámara de 5 megapíxeles con enfoque automático y un *flash*.” The word flash in this context gives the idea of a function that a camera has, to illuminate the moment the picture is taken; nevertheless, this word

has many semantic functions, as stated above; although no morphological, syntactic or phonic changes have been noticed.

There is no word from the Spanish language that may replace the word “flash”, since, as stated before, anything that comes along with the handling of technological devices, have no counterparts in any other language in the world, because inventors or makers of a product make up words to name such just invented artifacts, or accessories; therefore it becomes an imperative the use of the new word.

The word flash has been accepted by the RAE, with no changes at all; therefore we can conclude that this word has enriched our language, by the, already, supra-stated reasons.

Dólar

The deformed term “dólar” derives from its original “dollar” which comes from the English language where it is a common noun. The word has changed in order to fit in the Spanish lexicon, so there is no problem in its pronunciation. The Longman Dictionary defines the word “dollar” as “the standard unit of money in the USA, Canada, Australia, New Zealand and some other countries divided into 100 cents”. The RAE contains the deformed English word “Dólar” as one of its entries, and defines it the same way as the Longman Dictionary did.

So, the sentence subject of study says “...las tasas de largo plazo van a subir y el *dólar* va a devaluar...” where the word “dólar”

matches its concept, it is functioning as a noun, with no syntactic or semantic alterations, except that this currency also belongs to Ecuador, as its actual currency.

There is no other word to replace it, since is not any “sucre”, as our national currency, any longer. This word has already been accepted by the RAE with the previously established changes, with no semantic differences. We think that, we have been forced to use this word, in our country; therefore we do not think it has enriched nor impoverished our language.

General Interest Magazines Variable

Fútbol

This word has an enormous social implication within our society, many people may not know that this word comes from the English word “football” but they know what it means, it is a passion for many, when there is a foreign word whose spelling is difficult for Spanish speakers, it is always modified to fit its Spanish phonic production, and thereupon its spelling, so, in this case, a morphological change has occurred, and also a semantic change, because the word football describes a sport that is not practiced by Latin American people; Americans rather use the term “soccer” to describe what Latin American people call “fútbol”. So, when Americans say football they are not thinking about running after a round ball, but crashing against another shielded man, whose purpose is to get him down to the ground. Whereas a Latin American

may be thinking on getting the ball to the goal area without even touching another player.

The word *fútbol* has a single grammatical function in English Language, as well as in Spanish, and syntactically similar in both languages, the Longman Dictionary defines it as “a game in which 2 teams of 11 players score points by carrying an oval ball across their opponents’ goal line or by kicking the ball through the opponents’ goal posts” but the RAE describes it as “a game between two teams of 11 players each, whose objective is to put the ball in the goal area, according to set rules, where stand out the one that it can not be touched by hands or arms”. So the Spanish sentence “...poderoso equipo brasileño que deleitó con su *fútbol*...” contains the foresaid word with the meaning of the Latin American game, without even doubting that it may refer to the American “football”.

Even though this word may have its traces in the English language, it is undeniable that it is a special Spanish word that can not be replaced by any other, this word is already part of our lexicon, and no doubt it has enriched our language.

Gol

The prior studied word could not be separated from this one, they belong to each other, with the same implication referred above, its original English version is “goal” which in Spanish is “meta” but no one can imagine a *fútbol* lover crying loud “Metaaaaa” therefore, a much more easy word had to be used, a shortened version of the

English one, “gol”. The Longman Dictionary defines it as: “target area, aim, score, successful shot, race’s end” whereas the RAE defines it only referring to an aim in ball sports, “in fútbol and other sports, entry of the ball in the goal area” and in other that are not about balls the Spanish word “meta” is used.

The word “gol” in the studied sentence: “... “Fue la mano de Dios”, dijo acerca de su primer *gol*...” fits all the aforesaid.

Just by looking at it, we know that the original word has undergone some morphological changes, since it has been written as it sounds, and a subtle semantic change is present, because in English the word goal is a place where the players have to get, but in Spanish a “gol” is thought as if it was something that is managed by feet and suddenly put within a net at the goal keeper area, because it is common to hear “I put two “goles” in. Furthermore, the word “gol” is not understood as “meta” in all kind of sports, whereas, in English it is.

The Spanish word “gol” cannot be replaced by any other, when referring to futbol. It has been accepted by the RAE as one of its own words, thus becoming part of our lexicon and our idiosyncrasy, it has really enriched our language, because we have a word that expresses so many feelings at the same time.

Club

The English word club comes from the English language, this term has two grammatical functions in its original language, and they

are, defined first, as a noun, by Longman Dictionary as: “An organization for people who share a particular interest or enjoy similar activities orientated to achieve a common goal”, and “a tick stick used as a weapon”; and, second, as a verb: “To hit somebody or something with a club”, “to form a club” and “to drift with anchor lowered”.

The sentence “...aunque el *club* de sus amores, Boca Juniors...” the word club is functioning as a noun, it is hardly found functioning as a verb in a Spanish context; it has not changed its morphology, nor its syntax but we may say that not all the semantic English implications of the word are used in Spanish which only refers to the definition of the RAE, as “A society founded by a group of people with common interests, who devote their time to activities dealing with recreation, sports or culture”. The phonological production of this word in Spanish varies from its English counterpart.

We may say that there is not any different word from the Spanish language that may be used to mean the same, the term has been long accepted by the RAE, that, perhaps, people do not realize that it comes from the English language, for this reason we can conclude that, it has already enriched our language, because it has a unique meaning, that no other word can replace.

Fan

When we think of a fan, we always see some people crying an artist or actor's name or asking for their autograph, nevertheless, the word "fan" in English has some other meanings that may not be understood by a Spanish speaker, as an English speaker would. The Oxford Advanced Learner's Dictionary states this word as a common noun, meaning: "an object often shaped as a semicircle held in the hand and waved to create a current of cool air", "a device for moving air", "personal cooling device", and as a verb, as "to make a current of air blow onto somebody or something with a fan", "to blow on something", and "an enthusiastic admirer of a celebrity or public performer". The word "fan" is a short word for Fanatic. This latter definition is the one that the RAE has taken, and defines the it as: "admirer, follower of someone; enthusiastic" then a semantic difference may be observed when used within an English context, because it may be understood according to the context where the word is used, and one of the definition must be given, contrary to the Spanish version where there is only the definition, aforesaid.

In the sentence "...Parece que la mini Spears es *fan* de ellos y de una..." the word fan has the meaning of "admirer". Regarding its morphology, the word has not suffered any change from the short English version of the word "fanatic", its syntax has not either.

In order to prevent misunderstandings in Spanish, the word "Fanático" or "Admirador" may be used, but since this word is already

accepted by the RAE we are bound to believe that it has enriched our lexicon.

Baseball

Baseball, as many other words, is an English compound noun consisting of the simple words “Base” and “ball” that together give a name of a popular game. The Longman Dictionary says about this word: “an outdoor game between two teams of nine players, in which players try to get points by hitting a ball and running around four bases”; and the RAE says: “a game between two teams, in which two players are to run around certain places or bases of a circuit in combination with the throwing of a ball from the central point of such a circuit”; basically, the same definition.

Consequently the only change that has happened is in in the morphological sense, where we observed the word “baseball” written in the following sentence: “... adeptos como el baseball ...” has its Spanish counterpart written as “béisbol” it has been spanishized to fit our phonological system, as a noun it always fits its function in the same syntactic way, in both languages; no semantic change is noticed, either.

There is not any other word from the Spanish lexicon to replace this word; although we think that people should write its Spanish version in a Spanish magazine; then again, we think that there is an underlying social implication; nonetheless, both spellings keep their

meaning. So, no semantic confusions are noticed, because they both refer to the same game.

Since this word is part of the RAE, it is concluded that has long before enriched our Spanish language.

Tour

According to the Merriam Webster Dictionary, the word *tour* stands for “trip” and, has several more meanings, depending on the context it occurs; as a noun, it means “a pleasure trip”, “a performing trip”, “a team trip” “a brief trip to see something” or “a period of duty”, speaking about military subjects. As a verb: “To make a tour”. The RAE, defines the word in the same terms. So, in the sentence “.. la llegada al puesto 23 de Lance Armstrong en el *tour* de France...”. The word *tour* means a “performing trip”, this word traces from a French origin, which has been adopted by both, Spanish and English languages, it has kept its original spelling and meaning, in both languages, thus, no morphological changes are observed, although we may say that this word has been restricted in the Spanish language to a fewer meanings than it has in the English language.

There is no known Spanish word to replace “*tour*”, but we think that if it is already in the RAE, thesaurus it has truly enriched our language, because it is building a more enhanced vocabulary up.

Marketing

Marketing is a fairly new word in our everyday use of language, taught in Universities as a Major subject for pre-graduate students

that deals with strategies for selling and buying products in the real market of trading, something that in Spanish could be said “mercadeo” that is connected to advertisement. But, let us see how the specialized dictionaries conceptualize this word. For instance, the Longman Dictionary conceptualizes it, in these terms: “The activity of deciding how to advertise a product, where to sell the product and the price to charge for it, etc, or “the amount of work involved in doing it, as well as the type of job in which we do this”. The RAE defines “marketing” as: “A set of principles and practices that seeks the increase of commerce, especially from the buyers” or “a study of the procedures and resources leading towards that goal”, from these definition we can conclude that the word “marketing” in the sentence “El *marketing* trabajó bajo el mantra de “simplicidad”..”, fits the concepts reviewed. This word has the same meaning in both languages and the same morphology, even the same pronunciation; syntactically it is taking, properly, the place of a noun, in both languages.

This word has replaced the compound Spanish word “mercado-técnica”, but since it has been accepted by the RAE as one of its entries, we may conclude that it has also come to enrich our language, especially because, its common use.

Estrés

This term has two basic grammatical functions in English language, as a noun and a verb, as well. As a noun, the Longman

Dictionary conceptualizes it as “continuous feelings of worry about our work, professional career, studies or personal life that prevent us from relaxing”. In the psychological sense, it also means “strain”. On the other hand, as a verb it means: “to make someone so worried or nervous that these people cannot relax”. In the general sense, it means “to emphasize a statement, fact or idea”, whereas linguistically speaking; it means “To pronounce a word or part of a word so that it sounds louder or more forceful with a prominent pitch”. In the RAE concept, the term “estrés” originates in the English language and has a unique grammatical function which is a noun, and meaning: “Physiological and Psychological tension caused by grinding or overwhelming situations that result from a psychosomatic disorder”. In other words it is only related to health problems, whereas the English Version has many more meanings.

The sentence “... La vitamina B12 es buena para contrarestar el *estrés*...” where the word “estrés” appears, is related to the Spanish definition of the word, therefore, some observations can be done: first of all, the semantic implication between these words are not the same, for the reasons above mentioned, there is a morphological change in the Spanish version because it has been spelled as it sounds to fit our phonic system, and has gotten the following characteristics, it has suffered an elision of the final “s” and a front vowel has been added, which has caused it to increase one syllable, and an added tilde over the second /e/. Syntactically, the word

“estrés” can only be used as a noun, whereas, in English it can be used as a noun and a verb.

No other Spanish word can replace what the word “estrés” means, because it was made up to define a modern illness, provoked by too much work, although in English is spelled as “stress”, but it was rapidly incorporated to our Spanish lexicon, and the RAE, enriching our language, due to the effectiveness of the word to define something that in other words would be impossible.

Récord

In the English language the term record has three basic grammatical functions. It works as a noun, a verb and, an adjective. As a noun it is defined as “a lasting account”, “account of proceedings”, “written account of court proceedings”, “documents containing history”, “body of information”; “best accomplishments” just to mention some; as a verb it means, “to put something into lasting form”, “to note something”, “indicate measurement”, “copy sounds or images”; as an adjective it means “Greatest yet” as exceeding previous achievement or example”; the RAE, defines it as a “mark”, “ the best result in the performing of a sport”, “a maximum or minimum result in other activities”, within this perspective the word “récord” in the sentence “... Por la recaudacion *récord* de casi medio millon...” is understood as the second definition of the Spanish version, in concordance with the definition of the English version of “indicate measurement”, that could be a maximum or a minimum

result, depending on the context the word is into, sometimes half a million could be a minimum result for some, and a maximum result for others. The only morphological change that this word has suffered is the use of a tilde on the /e/, its meaning has been shortened to an only a couple of meanings from the English version, thus causing a semantic change, if used in another Spanish context. It has also, been restricted its functions in the Spanish language because it can only be used as a noun, whereas the English version can be used in three grammatical forms, as stated above.

On the other hand, if we see the phonological implications of the Spanish word, in contrast to the English one, the first has only one way of pronouncing it as [rékord] but the English one has two, one of them refers to a noun as in [rékərd] and the other to a verb, as in [ri káwrð].

To conclude, this word has been accepted by the RAE, and there is no other Spanish word that could replace the Anglicism, in that context, so, we think that this word has enriched our language.

reality

The word reality is a Spanish cognate, with the same semantic implication to both languages, the word that gives a similar meaning in Spanish is “realidad”; there is not any English borrowed word in our lexicon to express the same thought.

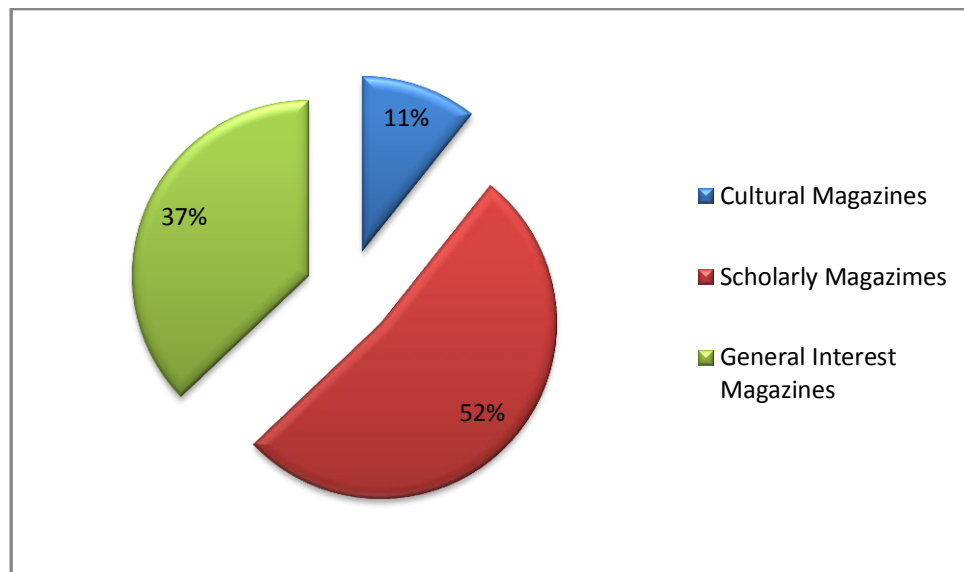
The Longman Dictionary defines this word as: “real existence”, “all that exists or happens”, “something that exists or happens”, “type

of existence”, Totality of real things” and the definition of its Spanish counterpart is: “real existence of something”, “truth, that exists for real”, “what has a practical value in opposition to what is and illusion or fantastic”.

The word “reality” as shown in the sentence sample, “...Ahora estoy en este *reality* y la idea es buscar una imagen de chicos que empezaron casi de cero...” has a rather different meaning from what both languages define as “reality” and “Realidad” because in the context where it was found, it has a meaning that refers to a show about real stories, of people that emerged from zero” in this context it may be said that the word “reality” has suffered a substantial semantic change, since everyone relates this word with a television program, and not to the practical meaning in everyday speech, but no morphological or syntactic changes are noticed.

Although this word has not been accepted by the RAE, it is being commonly used in the television jargon; and it may be possible that very soon it will be registered by the RAE, as one of our lexicon. However, we think that this word has neither enriched nor impoverished our lexicon, because it is not widely used, and stay in a restricted field.

Comparative Analysis



From the chart above we intend to compare what variables have rebound in the transforming or evolving of the Spanish language, as well as what words and what fields are more prone to use anglicisms to exhibit their literature in a more natural way, and to identify the most frequently used anglicisms in each magazine variable.

As the chart shows, in a comparative analysis of the anglicisms found in this research, and after having done an exhaustive analysis of the three main variables, it can be stated that, the “scholarly magazine variable” represents a 52% of the terms, followed by the “general interest magazine variable” with a 37% and in less proportion the “cultural magazine variable” in an 11%.

The higher percentage of the anglicisms in the Scholarly magazine variable is obviously perceived, because it is an area that includes themes mainly related to Economy and Informatics, where

this last topic provides an ample number of English words that are being used as part of our everyday language. A lot of technical words from the language spoken by the producers of technology, usually the English language, have invaded not only our literature but our markets, where we find outstanding inventions accompanied by books, of instructions that contain technical words that sometimes make impossible to put the unassembled parts together. We, unconsciously, have internalized some anglicisms and made part of our everyday speech and writing, because there are no proper Spanish words to replace them in a natural way; furthermore, learning these terms becomes imperative, if we want to be part of the new society that has emerged around us, as an alter one, where a universal language is used, where we become world citizens, with no restrictions or boundaries whatsoever, thanks to the goodness of the Wide World Web. Most of the terms found are new, and belong to the specific field of computing, therefore it is necessary to use and practice them, every time we attempt to use a computer or operate it.

On the other hand, the general interest magazines variable, in compound with the “cultural magazine variable”, although in less percentage, have provided us with a very important data, where most of the foreign words introduced into our language do not have a real incidence in the evolving of our language, but are sometimes required to be used in some contexts; nevertheless, these registered words can be alternatively replaced by the habitual Spanish terms with no

significant interference in the communication process or understanding; this may be due to the variety of topics that includes this variable, ranging from sports, entertainment, and business to even health issues, as well as sports; more specifically, about football and famous people's lives.

Actually, all the terms found in the two variables are quite familiar to Spanish speakers and their use does not cause any main trouble. Comparatively the words found in the variables "cultural and general interest magazine" have suffered, somehow, changes in the morphological and semantic levels, than the scholarly ones; this may be due to the attempts to accommodate these English words into our Spanish context; not so with the scholarly ones that are virtually new words, learned and used as they show up in their original form.

The most repeated Anglicisms in the "Scholarly magazine variable", are: internet, chip, web, software, hardware, interfaz, bits, fax, flash, toner, e-mail and marketing to name a few, all of them belong to the technological field, in contrast to the words found in then "cultural and general interest magazine variables" that are: default, fan, glamour, master, stickers, backstage, banners, baseball, estándares, hall, business and penalty, to mention some.

Finally, we hold our criteria that most of the anglicisms used in the "scholarly magazine variable" are product of the snobbish kind of being of some of the writers, who use them to be perceived by society as "in" writers, as they do in the cultural and general interest

magazine variables”, where they can use Spanish to express clearly what they mean, but they prefer to use anglicisms, devaluating, this way, our mother tongue, and sometimes our culture. We believe that a much more profound change is happening in our language, provoked by the constant and overwhelming intrusion of a foreign language, especially English, through the bombarding technology that we are able to encounter with, everyday. Everybody will soon be part of the virtual e-world that is being based upon the cyberspace, and the computer field, where not only our language is endangered but our lives as we know today.

Conclusions

- The Anglicisms found into the magazines has contributed to our understanding of how languages change along the times, and that language is not a static phenomenon, but rather an evolving one.
- Through the scholarly magazines we have realized that the Spanish language is being invaded by an overwhelming technical terminology, usually in English, that has to be learned, in order to keep up with science and technology.
- Magazine writers have a clear preference for using anglicisms within Spanish context, despite the fact that there are Spanish words that express the same thoughts in a more understandable way for common Spanish readers.
- There are some sociological and psychological implications in the use of English terms, by writers, that have to do with a snobbish way to get to the readers who may identify with them, in a sort of fad.
- The most used Anglicisms are: web, software, internet, hardware, interfaz, bits, fax, and flash, among others, that have come along with the evolving technological market of electronic devices.
- Some words have gained new meanings, along the time, and some others have lost their original meaning or been severed in

their meaning span from their original version. Such is the case of the word “light” that in Spanish language its meaning is only related to the quality and features of food or drink.

- A great number of the studied Anglicisms, when used in Spanish contexts, have been altered in their original grammatical functions in order to fit the new language, for example in the Anglicism “Full time” in English language it functions as an adverb and a noun, while in Spanish it functions as an adjective. Another example is “Link”, in Spanish language, this word is used only as a noun, although in the English language its function is a noun and a verb but it is more commonly used as a verb.
- Some Anglicisms have suffered Morphological changes; because they are written as they sound to fit the Spanish phonic system. Some of these words are Fútbol, Estrés, Béisbol, and so on.

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ANNEXES

Annex 1

Table One

Variable: Cultural magazine

Magazine and Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page

Table Two

Variable: Scholarly magazine

Magazine and Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page

Table Three

Variable: General interest magazine

Magazine and Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page

Table Four

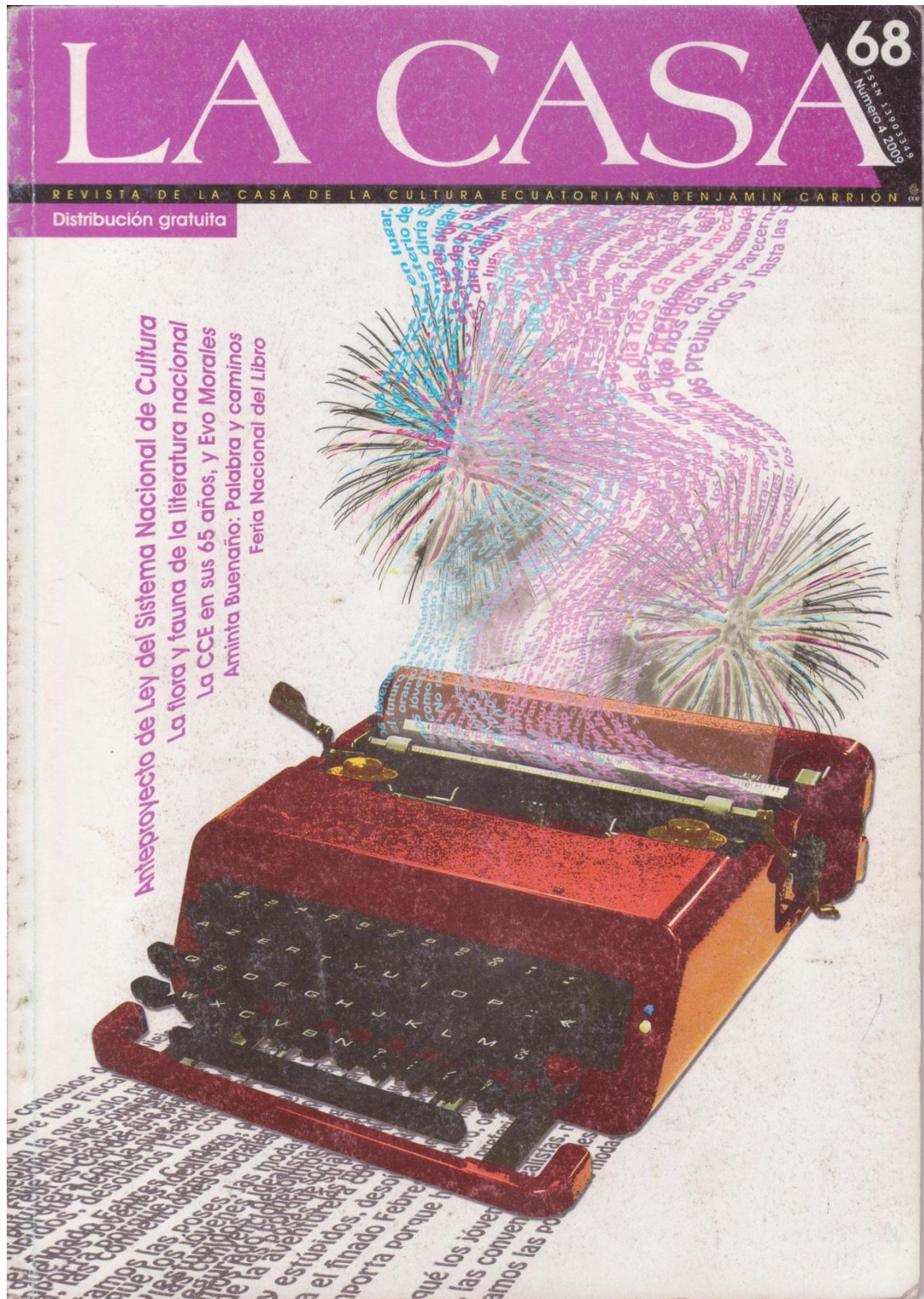
The Most Frequent Anglicisms (in all variables)

Anglicisms	Word repetition number

Table Five

Comparison between variables

Anglicisms	Variable	f	%
	Cultural Magazines		
	Scholarly Magazines		
	General Interest Magazines		
	Total		



Annex 3



Consulta Pública:

Informe del archivo fílmico y documental del patrimonio cinematográfico del Ecuador

Cinematoteca Nacional custodia el patrimonio fílmico del Ecuador, bajo Acuerdo Ministerial 3765 y Mandato 040 del Instituto de Patrimonio Cultural del Estado, de 3 de julio y 3 de agosto de 1989. La apremiante necesidad de ubicar los filmes ecuatorianos en un lugar adecuado, nos apremió a solicitar a la Casa de la Cultura, a la UNESCO, FIAF e IBERMEDIA, los apoyos necesarios para cumplir nuestro objetivo fundamental del año 2008. Esto es, la apertura de la Consulta Pública en un nuevo local, con equipos convenientes para el visionamiento y, con la climatización de una bóveda para colocar allí las películas ecuatorianas del patrimonio.

Esto se vislumbró desde noviembre del 2007 y se lo empezó a gestionar desde febrero del 2008. El proceso concluirá este año cuando se inaugure la Consulta Pública de Cinematoteca Nacional del Ecuador y se use la primera y

única bóveda climatizada para filmes en el país.

Intentaremos cumplirlo, oficialmente, para celebrar los primeros veinte años de la Declaratoria del cine ecuatoriano como parte del patrimonio del País. Y, la entrega de su custodia legal a Cinematoteca Nacional del Ecuador. Esta inauguración culmina una primera gran etapa de visibilización de nuestro archivo que se inició también en el año 2007, a través de las Muestras de Tesoros del Archivo fílmico ecuatoriano y, las del Cine Ecuatoriano del Nuevo Milenio.

La Consulta Pública de Cinematoteca Nacional de la Casa de la Cultura Ecuatoriana es una apuesta para invitar al público en general, a que visite sus instalaciones y solicite mirar imágenes o documentos en papel sobre cine ecuatoriano. Este proceso visibiliza a un archivo que, durante 25 años ha recuperado: cuatrocientos títulos de películas ecuatorianas (rollos cinematográficos) filmados desde 1922 hasta la actualidad. Contiene cerca de

dos mil títulos de video nacionales realizados desde 1975. Y, diez mil unidades de papel del cine ecuatoriano que se ha recopilado desde 1901 hasta el presente. A propósito de este último acápite, cabe destacar el apoyo que la UNESCO otorga a Cinematoteca Nacional y a la Consulta Pública, financiando la construcción de una base de datos y el proceso de catalogación de los dos mil primeros ítem de la documentación en papel del cine ecuatoriano. El proyecto empezó en abril y termina en septiembre del año en curso. Cuando esto finalice, el material catalogado que es todavía desconocido para el público y tiene que ver con películas y videos cuyo respaldo en imagen no se ha podido recuperar o simplemente, ha dejado de existir, se incluirá también a la base de datos de la Consulta Pública.

Pese a que la inauguración de la Consulta Pública aún no se realiza, la atención al público se viene ejecutando desde noviembre del 2008. •





Reflexiones sobre el valor de Reinaldo Arenas et al

Por: Esteban Mayorga

Reflexión número uno

Ernesto me ha pedido, con benevolencia y afecto irresistibles, un artículo sobre la contribución de escritores no-heterosexuales a las letras latinoamericanas. Todo cuando ser gay en Latinoamérica aún es algo que impete cierto asco para algunos. Qué pena. Ojala no fuera así. Pensamiento medieval full time. Algo así como el pensamiento del Cid, caballero de alta estofa que en buena hora ciñó una espada gruesa y filuda y el cual, de estar con vida, seguramente manejaría un Corsa tuneado. Para estos individuos es como si los gays únicamente fueran un alargado priapismo. Ergo, para ser un escritor gay en Latinoamérica hay que ser macho. No macho de machucante sino macho de valiente, como Rodrigo Díaz de Vivar. Hay que tener coraje. En resumidas cuentas: no hay que tener miedo de nada ni nadie, especialmente en este continente embadurnado de falsa moral y repleto de lasitud.

La Casa 39

MICROSOFT OFFICE 2010: UNA VERSIÓN BETA CON CAMBIOS INTERESANTES

ECUADOR **PCWorld**

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Noticias

Mercado Libre cumplió 10 años

Mercado Libre, una página Web donde usted puede comprar y vender productos y cosas novedosas como: uñas de gato, monigotes, paraguas para mascotas, cursos para que un loro aprenda a hablar, etc., cumplió 10 años de vigencia en América Latina. Los representantes de la entidad hicieron un balance de sus actividades, y sobre todo, destacaron el crecimiento ecuatoriano en relación a los usuarios de Internet. Según datos de Mercado Libre, actualmente en América Latina el 30% de la población es usuaria de Internet (170 millones de personas). A diferencia de Norteamérica que el 74% tiene acceso a la red. Según, Constanza Abdala, responsable de Mercado Libre en Ecuador, este país "tiene mucho potencial". Para decirlo se basa en que el crecimiento de usuarios de Internet se ha dado de una forma prolongada en los últimos años "A Ecuador le costó un poquito arrancar, pero considero que tiene una de las tasas más altas de desarrollo de América Latina. Tiene un 800% de crecimiento en los últimos 8 años". Sin embargo, aclara, el país aún cuenta con una penetración de apenas el 12%. Mercado Libre tiene distribuido a sus clientes en 12 países delimitados en tres sectores. En el primero, donde se destina el 90% de los recursos, están: Argentina, Chile, Venezuela, Brasil, Colombia, y México. En el

segundo, donde constan los países que están en crecimiento, se ubican: Uruguay, Perú, y Ecuador. Y en el tercero, que es un mercado más pequeño, se encuentran: Costa Rica, República Dominicana y Panamá. Como comprador y vendedor usted recibe varios beneficios. A lo largo de la exposición se explicó que esta página electrónica les ofrece a los vendedores una vidriera las 24 horas para todos los países de América Latina. Además, el sitio Web cuenta con herramientas para que los vendedores conozcan cómo actuar en el mercado electrónico. Después de registrarse en la página, recibe una clave que le permite realizar las transacciones requeridas y el vendedor cancela a Mercado Libre el 5% del total de la venta. Los compradores también tienen beneficios. La entidad tiene un Departamento de Seguridad, el cual controla que las publicaciones de la página estén vigentes para evitar estafas. Además, verifica que no se viole a la Propiedad Intelectual, ni las leyes vigentes en cada país, entre otros aspectos. El cliente, además, puede conocer sobre la reputación del vendedor, y a su vez incluir sus comentarios en la página para intercambiar experiencias al realizar una compra. Mercado Libre también cuenta con un portal de ayuda, que a más de aceptar denuncias, explica cómo vender, cómo comprar, y puede encontrar consejos, etc.



Constanza Abdala, responsable de Mercado Libre en Ecuador, expone sobre los 10 años del Comercio Electrónico

UN BALANCE DE LAS TRANSACCIONES

Constanza Abdala, de Mercado Libre en Ecuador, explicó que se recibe en la región la visita de 31 millones de personas al mes. En 2008, vendió 21 millones de productos. Se estima que en 2009 se venderá 20 millones de productos aproximadamente.

En 2008 se comercializó \$2 100 millones y hasta el 30 de septiem-

bre de 2009 se registró la venta de \$1 962 millones. El 80% de productos que se venden son nuevos, y los compradores en su mayoría son hombres (54%). La edad de las personas que realizan transacciones de compra y venta son el 35% de 18 a 24 años, el 17% de 25 a 34 años y el 11% son personas mayores de 55 años.



Con los ojos cerrados al progreso



Ec. Jaime Carrera
Analista económico y consultor empresarial.

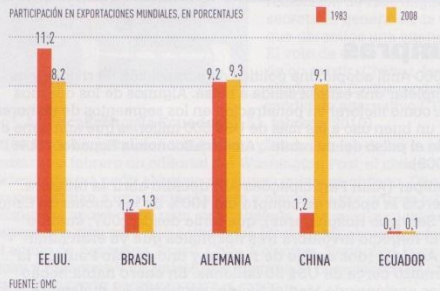
Si en una producción creciente y sostenida a tasas elevadas en el largo plazo, no es posible reducir la pobreza, generar trabajo y bienestar para las mayorías. En más de 30 años el ingreso promedio de cada ecuatoriano es apenas tres veces mayor. China multiplicó sus ingresos por 15, lo cual le permitió sacar de la pobreza a 400 millones de personas. Chile produjo siete veces más y mira con satisfacción una sociedad camino al desarrollo, pese al embate del terremoto de febrero pasado. En un mundo inevitablemente globalizado en sus flujos de comercio, capitales, inversiones, información, tecnología, conocimientos, etcétera, la reducción de la pobreza exige ilimitados avances en la capacidad competitiva de los países, para ser partícipes de una porción cada vez más creciente de la riqueza global. Sin embargo, Ecuador mira sin preocupación el puesto 105 del *Ranking* de Competitividad Global entre 133 países. Parece sentirse cómodo más cerca de Burundi.

La creación constante de riqueza es un proceso sin límites y condición sine qua non para el progreso, tarea imposible sin un ambiente amigable para hacer negocios y emprendimientos. Libertades, garantías, confianza, estabilidad, incentivos, visión global de largo plazo, son condiciones para un buen clima de negocios en cuyo *ranking* el país está lejos de Singapur. Al no apreciar dichas variables, el Ecuador espanta las inversiones y las oportunidades de crecer y crecer.

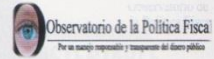
Sin exportar más productos que agreguen valor y atraer inversión extranjera, el camino al desarrollo está vedado. Con una participación del 0,1% en las exportaciones mundiales, constante en 30 años incluido el petróleo -sin éste es 0,04%-, el futuro no será diferente al pasado. China ha multiplicado por ocho su parte en la torta exportadora mundial. ■

EXPORTACIONES AL MUNDO

Sin una mayor participación en la riqueza del mundo, Ecuador no progresará; apenas exporta el 0,1% de las exportaciones mundiales...



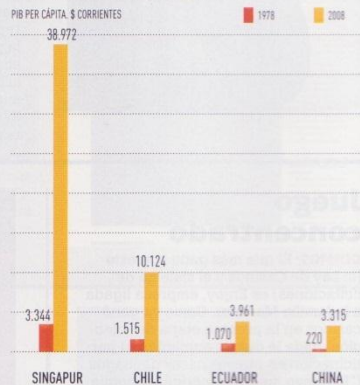
PROYECCIONES



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PIB PER CÁPITA

En 30 años el PIB per cápita de Ecuador se multiplicó por tres, el de China por 15 y el de Chile por 7...



COMPETITIVIDAD GLOBAL

Sin mayor competitividad no habrá progreso. Ecuador está más cerca de Burundi que de Suiza...

RANKING COMPETITIVIDAD GLOBAL, 2009-2010

PAÍS	PUESTO
SUIZA	1
SINGAPUR	3
CHINA	29
CHILE	30
ECUADOR	105
BURUNDI	133

FUENTE: 2009 WORLD ECONOMIC FORUM

CLIMA DE NEGOCIOS

Un buen clima de negocios es esencial para ser más competitivos a escala global. Ecuador está lejos de Singapur...

RANKING FACILIDAD HACER NEGOCIOS, 2009

PAÍS	PUESTO
SINGAPUR	1
CHILE	49
CHINA	69
ECUADOR	138
REPÚBLICA CENTRAL AFRICANA	183

FUENTE: 2009. THE WORLD BANK GROUP



48 MEJORES FUTBOLISTAS

Los 20 de Sudamérica

Diego Maradona (ARGENTINA)
"Fue la mano de Dios", dijo acerca de su primer gol a Inglaterra en México-1986.
 Nació el 30 de octubre de 1960 en Argentina. Poseía una zurda de oro. En su país vistió la camiseta de Argentinos Juniors, Boca Juniors y Newells Old Boys. En Europa jugó para Barcelona, Sevilla y Napoli. Con su selección, Argentina, ganó el mundial México 1986. Su adicción a las drogas impidió que su destacada trayectoria se acrecentara. Aunque el club de sus amores, Boca Juniors, le brindó la oportunidad de despedirse. En Sudáfrica 2010 dirigió a la selección albiceleste llegando hasta los cuartos de final.

Romario (BRASIL)
"Si no salgo por las noches, no puedo hacer goles".
 Romario Da Souza Faria nació el 29 de enero de 1966 en Rio de Janeiro. Fue un gran delantero a pesar de medir 1.68 metros. Con la selección brasileña ganó el Mundial USA 1994 y Balón de Oro de ese torneo. Fue también campeón de la Copa América en 1989 y 1997 y goleador de los Juegos Olímpicos Seúl 1988. Es el único futbolista que ha sido 14 veces máximo goleador en torneos de Primera División.

Zico (BRASIL)
Marcó 52 goles en 72 partidos con la selección de Brasil.

Arthur Antunes Coimbra (Zico) nació el 3 de marzo de 1953. Fue el clásico volante creativo. Marcó 406 goles en su carrera. Debutó en Brasil en el Flamengo; fue traspasado al Udinese en 1981, pero regresó al "Fla" donde obtuvo siete títulos cariocas y ganó la Copa Libertadores y la Copa Intercontinental en 1981. En el mundial España 1982 fue líder del poderoso equipo brasileño que deleitó con su fútbol.

Carlos Valderrama (COLOMBIA)

"Perder el balón es darle ventaja al equipo contrario".

Nació en Barranquilla, el 2 de septiembre de 1961. Fue un centrocampista de excelente técnica, gran visión de juego y pases milimétricos. Participó en los mundiales de Italia 1990, Estados Unidos 1994 y Francia 1998. Es reconocido como la máxima figura de la mejor generación de futbolistas colombianos de la historia. Canó dos títulos colombianos con el Junior de Barranquilla. César Luis Menotti, lo describió como "un mago de la inteligencia, que sabe la ubicación de sus compañeros casi sin mirarlos".

Iván Zamorano (CHILE)

Marcó 287 goles en su carrera; con su selección, 34. Un ídolo eterno.

Nació el 18 de enero de 1967. Goleador, poseía un cabezazo letal. Su mejor campaña fue en Real Madrid, donde ganó el campeonato y el "Pichichi" de 1994-1995. Se inició en Cobresal, jugó en Cobreandino, el Boloña de Italia, el Saint-Gallen de Suiza, Sevilla y Real Madrid de España. Con el Inter de Milán ganó la Copa UEFA. Obtuvo un título con América de México y se retiró en el Colo Colo. Consiguió la medalla de bronce en Los J.O de Sydney en el año 2000.

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Toda una Lady... Gaga

Lady Gaga celebró su triunfo en los Grammy tatuándose en el antebrazo la frase "Little Monsters". La razón por la que se tatuó estas palabras es porque así le dice ella a sus seguidores. En Twitter aprovechó para agradecer a Armani por el diseño que usó en la gala y a Elton John con quien compartió parte de su show en el piano.

Taylor "la rompe Grammy"



Taylor Swift fue la gran ganadora en la ceremonia de los Premios Grammy, sin embargo estaba tan feliz de ir con las manos llenas que dejó caer uno de ellos, rompiéndose con el impacto. La academia se lo reemplazó, pero la próxima debería ir con una carretilla para que le quepan todos.

J.B.: Las siglas del éxito



El nuevo fenómeno juvenil musical se llama Justin Bieber y para variar tiene las mismas iniciales que hasta ahora los protagonistas del asunto, Jonas Brothers, lo que ha desatado cierta polémica entre fans de lado y lado. Justin es protegido de Usher y se descubrieron en Youtube y se desatando toda una nueva fiebre.



La moto contra Don Omar

El famoso señor del reggaetón sufrió una aparatosa caída de su caballito de acero, su motocicleta, pero afortunadamente no se ocasionó daños de consideración, solamente heridas leves y raspaduras en su cuerpo y fue enviado por los médicos a descansar 72 horas.

Ricky en Evita

La estrella boricua Ricky Martin es firme candidato para protagonizar el rol de "Che" en el reestreno del musical Evita, de Andrew Lloyd Webber, que se estrenará entre el 2011 y el 2012 en el teatro Nederlander, en Broadway. No sería la primera vez que Martin participa en una obra ya que antes estuvo en Les Misérables.





Maite, solidaria

Gracias a su club de fans Maite Perroni se ha pasado en la lista de las estrellas solidarias que están ayudando a la recuperación de Haití. Sus fans organizaron una subasta de objetos personales de la famosa. Ella está muy feliz por este gesto así como también.

Scarlet y Yul son padres



Yul Bürkle y Scarlet Ortiz están muy felices ya que se convirtieron en padres de una hermosa niñita que nació en perfecto estado y descansa junto a su mamá quien se encuentra de igual forma con salud. La pareja estuvo junta todo el tiempo.