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

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Bachelor's Degree in Teaching English as a Foreign Language

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

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## **Dedication**

I dedicate this thesis to my Lord and Heavenly Father. He gave me strength to continue when I was too tired or discouraged, and increased my faith to believe that there was a greater purpose for me at the age of fifty.

To my beloved husband Diego and my dearest son Juan Diego, for their patience and help while I spent long hours reading, analyzing, writing the drafts, and correcting the final report. I could not have done it without their support and encouragement.

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## **Abstract**

This is an investigation with a qualitative and quantitative approach, carried out in Quito, Ecuador, from April 2010 to March 2011, to determine the linguistic phenomenon of anglicisms used in Ecuadorian magazines. For this purpose, ten different magazines edited and published in Ecuador between 2009 and 2010 were used in order to collect the data collection, three different variables which included cultural, scholarly, and general interest magazines, the ones that better represented all types of the Ecuadorian population were chosen. The data was analyzed in-depth linguistically and comparatively, to determine the semantics, syntax, pragmatics, and morphological aspects of the English words incorporated into the lexicon of the Spanish language.

The final aim was to determine the frequency of anglicisms, which variable contained the highest number, and which terms were mostly used, to conclude if the use of anglicisms in Ecuadorian magazines is a positive or negative addition to the language, and if the language is being enriched or deteriorated by them.

This research demonstrates that the phenomenon of anglicisms used in Ecuadorian magazines is a reality, and the frequency is high but not as high as in the oral communication. The higher frequency in the oral lexicon must be due to the fact that people are more careful when writing than when speaking. From the 30 most frequent



anglicisms extracted, 67% belonged to general interest magazines, 19% to scholarly magazines, and only 14% to cultural magazines. This is due to the fact that in these types of publications the writers try to use a more formal language. Also, anglicisms are used to describe technical terms or devices, or they are words related to business, entertainment, and fashion.

As conclusions it was found that the English Language and its culture has a strong influence on the Spanish Language, and that the number of anglicisms used depends on the age and area of interest. Also, the anglicisms with the highest frequency of use were *blog/geros* and *internet*, with 34 repetitions, followed closely by *fútbol* with 33 repetitions.

## **Introduction**

The use of anglicisms in the Spanish language has been a concern since the mid-nineties. The first study was carried out in Chile, in 1939, by a German female researcher who was preparing her Doctors' degree to become a professor at the University of Chile. This investigation was based on newspapers and personal correspondence of the author. After this study, several other studies followed in Spain, some referring to anglicisms in the available lexicon of different fields of interest, others expanding the research to include not only anglicisms but also barbarisms, neologisms, and false friends. Soon after, other studies of anglicisms were carried out in other Latin American countries such as Argentina, Costa Rica, Guatemala, Honduras, Cuba, among others, trying to understand the origin and explain the extent of the use of anglicisms in the different ways of communication (oral and written) as well as fields of interest.

Previous studies about the topic were carried out in the field of technology, medicine, sports, food business, music, and other areas of interest, but none included magazines edited and published in Ecuador. Therefore, the topic was worth investigating to try to determine the linguistic phenomenon of anglicisms in Ecuadorian magazines, to determine if there was a high frequency in the use of anglicisms, if Spanish words had been replaced by English words, and if the Spanish language was being enriched or was in a serious

threat to deteriorate by the frequent use of anglicisms. Also, identify the syntactic and lexical anglicisms most commonly used in Ecuador, make a deep analysis regarding their syntax, semantics, and morphological changes, and establish the most frequent anglicisms comparing three different variables: cultural, general interest, and scholarly magazines.

The study of anglicisms in Ecuadorian magazines, which is the objective of this research, was carried out in Quito, Ecuador, and the general approach was to collect, analyze, describe, and compare anglicisms from three different variables: cultural, scholarly, and general interest magazines. For this purpose, three samples of cultural and scholarly magazines were used, and four samples of general interest magazines, because the area of interest of this last was the most extensive and this researcher wanted to include a more representative sample.

The methods used were Qualitative and Quantitative. For the qualitative analysis the data was organized in tabulation charts, which included lexical category and frequency as well as an example in context of the anglicism. Qualitative charts also included a reference and page number of where the anglicisms were found. For the quantitative analysis, the data was ordered in alphabetically order by frequency of word repetition, which made it easier to determine the percentages and compare variables.

This study is a pre-requisite for the graduation of at-distance students of the “Universidad Técnica Particular de Loja”, UTPL, under the English Education Program, to obtain their Bachelor’s degree as teachers of English as a Foreign Language. It is important to point out that the UTPL is an entity interested in all types of investigation among which the linguistic research is one of them. The research field is being strengthened and expanded through the research studies that students have to complete before graduating.

The direct beneficiaries of this study would be the UTPL and its students, as well as any other researcher who would like to refer to the results of this study as a basis for future studies and comparisons of anglicisms in the written form.

It is important to mention that one of the limitations to this study was the difficulty to acquire cultural magazines, as these are given for free by la “Casa de la Cultura Ecuatoriana”, so only one magazine was received by month which prolonged the time originally scheduled for the scanning of anglicisms.

Based on the experiences acquired during this study it is believed that to improve future researches, more extensive studies should be carried out expanding the variables and specifying the fields of interest in each variable, so that the sample of the population writing and reading the Ecuadorian magazines is more representative.

In order to conclude if the objectives of this study were met or not, it is important to remember that the main objective was to determine all the aspects related to the phenomenon of anglicisms in Ecuadorian magazines, gathering all the anglicisms found in the chosen samples and determining which were the most frequent and why. This was accomplished through the qualitative and quantitative analysis.

Another objective was to perform an in-depth analysis of the 10 most frequent anglicisms of each variable, to determine its syntax, semantics, lexical category and morphological changes. All of the above was accomplished in the linguistic analysis. The comparative analysis determined not only the anglicisms most frequently used, but which variable among the three chosen contained the highest number of anglicisms and why.

## **Methodology**

The research on the linguistic phenomenon of anglicisms in Ecuadorian magazines was carried out in Quito, the capital of Ecuador. The study started with the gathering of bibliography and information about previous studies, to be able to understand the extent of previous research and at the same time have an in-depth understanding of the different areas that were going to be analyzed. The forms to gather this information were designed using *Microsoft Excel*.

This research used mainly two general approaches for the analysis of the data: the *quantitative* and *qualitative* methods. The data was collected from three different variables: *cultural interest*, *scholarly*, and *general interest*.

For this study ten different magazines were chosen to be read and scanned for anglicisms. The selection criterion was that they had to be edited and published in Ecuador. From these, three were magazines published by the “Casa de la Cultura Ecuatoriana”, therefore belonged to the *cultural interest* variable. The readers of these magazines are mainly intellectuals, men and women interested in science, arts and culture. Two other magazines were aimed to lawyers, and one for businessmen, so they were catalogued under the *scholarly* variable. From the other four, one was a publication mainly read by women, another mainly by men, a third by both genders, and

the last a sports magazine. The sports magazine was chosen specifically to determine the number of anglicisms in this field compared to other areas of interest. The four *general interest* magazines were carefully selected in order to have a more representative sample of the Ecuadorian population for this variable, and at the same time have a reference to compare the areas of interest in which the anglicisms appear more frequently.

For the *qualitative* analysis, all ten magazines were read carefully, using the techniques of *skimming* and *scanning* to identify the anglicisms. Once identified, they were highlighted and then transferred to the *qualitative tabulation charts* designed for this research using *Microsoft Excel*. This software was used because it allows the creation of worksheets, the formation of columns and cells, the organizing of data in a hierarchical way, as well as addition of frequencies. These charts included examples of how the anglicisms were found in the general context, as well as their function (lexical category) and the number of times they were repeated. Information about where to find each anglicism, such as the bibliography and page number was also included. Once all the words were tabulated in these qualitative charts, they were organized in alphabetical order by magazine and variable, to be able to find the anglicisms more easily during the description, analysis and counting.

With the data of the *qualitative charts*, additional charts were designed with the same software, *Microsoft Excel: general frequency*

charts and *quantitative tabulation charts* (tables four, five A and B). The purpose of these charts was to determine the frequency of the anglicisms in each and all variables, as well as the number of word repetition for each anglicism.

While reading and organizing the data in the *qualitative* charts, notes were taken regarding the frequency of anglicisms, the areas of interest, preferences, syntax, and morphological changes. This information was used later, together with the quantitative and qualitative charts, for the description, interpretation, and analysis of the results, as well as to write the conclusions.

For the description, analysis and interpretation of the data, a *linguistic and comparative* analysis was performed. For the *linguistic analysis* only 32 anglicisms were chosen, following the criterion of the most frequent anglicisms in all three variables, according to table four. Each of these anglicisms was analyzed in a syntactic and semantically way, describing their meaning and function based on three different dictionaries: The “Diccionario de la Real Academia de la Lengua Española” (DRAE), the Webster Thesaurus Dictionary, and the Merriam-Webster Dictionary. These three dictionaries were chosen as the most complete and precise sources to determine the origin, meaning, function, synonyms, and translations of the words.

The origin and morphological changes or adaptations of the terms were described in detail, comparing the spelling of each word in both languages: English and Spanish, the context in which it was



used, the way singulars and plurals were formed, as well as the modification in function. The DRAE was consulted to verify if the anglicism were accepted by the “Real Academia de la Lengua” (RAE) or not, and both, the DRAE and Webster’s Dictionary provided the equivalent of the words in Spanish.

For the *comparative analysis* the frequency of anglicisms in the three variables was compared to the total of anglicisms, determining the most frequent anglicisms in each variable and the most preferred. Moreover, the magazines within each variable were also compared among each other, to determine which magazine had more anglicisms. Due to the fact that for the cultural interest variable three different editions of the same publication were used, a comparison of the amount of anglicisms between the first two editions from 2009 and the last edition from 2010 was performed, to determine if there was an increase or decrease in frequency.

To conclude, several suggestions for future research were included in the conclusions, based on the observation of the high frequency of words from other foreign languages and the presence of barbarisms.

## **DISCUSSION**

### **Literature Review**

For those interested in linguistics, the study of the evolution of a language has been of great interest over a long period of time. It is well known that most words from modern languages have their origin in the ancient Latin and Greek languages. How a language evolves and changes due to different factors, as well as what these specific changes are and imply, help us understand and explain the “history of a language” in close relation with its time, environment, culture, and population.

A Spanish speaking country such as Ecuador, has been strongly influenced by the language and culture of its neighbor at the North, the United States, just as its Latin American neighbors from Central and South America. All these countries would eventually show signs of this influence in the language and behavior of its people. The most important sign of influence is the use of *anglicisms*.

Referring to *anglicisms*, the field of study is so extensive that this specific research will focus only on the use of words borrowed from the English language and incorporated to the written Spanish used in Ecuadorian magazines. The purpose would be to establish the frequency of *anglicisms* in three different types of magazines: cultural, scholarly, and of general interest, to determine which has the highest frequency and why. This research will also try to

determine if the Spanish of Ecuador is being enriched or polluted by these *anglicisms*.

To have a clearer understanding of how a language changes to fit the new environment and culture where it is being used, as well as the population that is using it at that specific time, a researcher must go back in time and try to get a general overview of how people communicated in the past. According to Bloomfield and Sapir (1924), *Linguistics of the XX Century* and leaders of a new school called “Structural Linguistics”, words are independent structures that form a language, and therefore their origin could be traced back in time and related to other languages.

Once the historical background is established, a researcher will then compare the oral and written language used in the present, extracting specific words or sentences that are most commonly used, for their corresponding analysis. All this falls into the field of *Linguistics*, which the Columbia Encyclopedia defines as a “scientific study of language”, and the Britannica Encyclopedia defines as “a study of the nature and structure of a language”.

For this study, several branches of linguistics will help acquire an in-depth vision of different aspects related to the new words matter of this study, which are anglicisms. These subfields are:

*Synchronic Linguistics*, which aims specifically at the language at a certain point in time, in the case of this study, the year of 2010;

*Diachronic Linguistics*, which studies the historical development of a language, the origin of each word and how it has changed over time until “adopted” by Spanish in the form of an *anglicism*;

*Sociolinguistics*, which according to the Columbia Encyclopedia is “the relationship between linguistic variation and social structures”, such as: gender, age, and social class including level of education and culture;

*Contact Linguistics*, will help examine what happens when speakers of two different languages, such as English and Spanish in this case, get in contact, and will also try to find evidence of *loan words*; and finally,

*Etymology would be crucial to identify* words that are a result from linguistic contact.

For the purpose of understanding the analysis of the anglicisms of this study, the definition of several terms should be clear to the reader. Therefore, following is a brief explanation of each of the terms that will be used, all considered fields of linguistics:

*Morphology* is the study of how words are formed and change depending on how they would be used. This means morphology analyzes the smallest units that form words, which are called *morphemes*. According to Boeree (2003) the difference in a language comes from its morphology. Languages can be *in flexional* if they change at a phonemic level, *agglutinating* if they form morphemes by attaching affixes, or *isolating* if they use independent morphemes as

words. Both the English and Spanish languages use all three systems, but English is richer in affixes, roots and stems, so linguistics consider it more an in-flexional language.

*Semantics* is the study of the meaning of words, how these change in time or depending on how, when, where or why words are used by specific people. Therefore, we can say that the social context definitively affects the semantics. Moore (2000, p.1) says that “the study of semantics includes the study of how meaning is constructed, interpreted, clarified, obscured, illustrated, simplified negotiated, contradicted and paraphrased”.

*Pragmatics*, is the study of how people comprehend and communicate during a concrete situation, which is usually a conversation. Leech, (1983), and Sperber & Wilson (1986) have identified two intents while communicating verbally: the informative intent and the communicative intent. According to Kasper (1997), pragmatic competence can be identified observing the ability to comprehend, which would then lead to an act of communication. Any communicative situation should take into consideration social distance, social status and education of the speakers, and some cultural knowledge such as rules of politeness.

*Phonology*, “is the study of how sounds are organized and used in natural languages” (SIL International, 2004, p.1). This area is very important for this study, as it becomes the basis for the further analysis of morphology and syntax. Moore (2002) says that

*phonology* is closely related to how people use and learned to use their organs of speech. He also says that socio-linguistics must be considered when analyzing phonology, as two social attitudes are observed: accent and intonation.

*Syntax* comes from the Greek and means “arrange together”. According to the Encyclopedia Britannica, it is the rules by which words in sentences, clauses, and phrases are combined, as well as their relationship. Chomsky (1971, p. 11) defined *Syntax* as “the study of the principles and processes by which sentences are constructed in particular languages”.

When analyzing syntax we necessarily have to focus on the *Lexical Categories* also known as *Parts of Speech*, *Word Class*, or *Grammatical Category*. These refer specifically to the words, more precisely lexical units that form the sentences. These traditional parts of speech, also known as “open word classes” are divided in two main categories: major which are noun, verb, adjective, and adverb; and minor which are pronoun, preposition, conjunction, and interjection. Closed word classes include: auxiliary verbs, clitics (contractions and abbreviations), determiners (articles, quantifiers, demonstrative adjectives, and possessive adjectives), particles (interjections, connectors, conjunctions, tags), measure words (count nouns, cardinal numbers). (SIL International. 2004)

In order to identify what a *Contact Languages* is, I should start describing what a *language* is.

The Collins English Dictionary online (1985) describes it as: "... the language of a particular nation or people" or "a form of a language spoken in a particular geographical area or by members of a particular social class or occupational group, distinguished by its vocabulary, grammar, and pronunciation".

The Oxford Dictionary online (1982) defines language as: "a form of speech peculiar to a district or class; subordinate variety of a language with non-standard vocabulary, pronunciation, or idioms".

Sebba (1997) stated that "there is a close association between language and nation, people, or country". Sankof (2001) added: "languages spoken by bilinguals influence each other in various ways". Therefore, the origin of a *Contact Language* is the need of people to communicate, so they join the languages they are in contact with to create a whole new language or variations of them (dialects).

*Language Vice* refers to new words incorporated to the language, but that are used incorrectly. Fleishman (1998) considers it a bad habit in communication and something that is "learned" by different types of experiences. However, once it is understood that the language being used is not the appropriate one, and that it generates negative reactions in other people, it can be changed following certain rules to learn to communicate better.

*Barbarism*, as defined by MacArthur (1998) in his *Concise Oxford Companion to the English Language*, is a word that combines

elements from different languages but when put together they either do not combine or because of their odd combination, are considered of “bad taste” or offensive.

The term *barbarism* has its origin in the Latin language. It was first used in 1579 to refer to barbarian people who were ignorant of the purity of the Latin language, by Aelius Donatus, and means “the use of words or expressions not in accordance with the classical standard of a language...” (Long, 2008)

To define *Anglicisms* I would use two definitions that Olivares (2009, pp. 1-2) refers to: “an anglicism is a word or idiom that is recognizably English in its form (spelling, pronunciation, morphology, or at least one of the three), but is accepted as an item in the vocabulary of the receptor language”. Görlach (2003, p. 1); “... a linguistic element, or group of elements, used in the contemporary peninsular Spanish, and that has its immediate source an English model”. Pratt (1980, p. 115)

In general terms, *anglicisms* are words or phrases taken from the English language and used in Spanish, either in its purest form or in a variation of its original form. The extended definition by the Webster’s online dictionary defines an anglicism as “a word borrowed from English into another language. Speakers of the recipient language usually consider an anglicism to be substandard or undesirable (as a form of language contamination)”.



According to Molina (2001), people use anglicisms without even knowing that they are foreign words. He believes that even if a word has been translated it can still be considered an anglicism because its origin is still English. He mentions a very clear example, which is the expression “on-line” to refer to communication through computers. When translated, “on-line” is “en-línea”, a term that has reproduced the meaning word by word.

Another type of anglicism is a word that adapts its pronunciation to that of English but follows the Spanish rules for writing. Some examples of this can be: fútbol (for football instead of balón-pie), guachimán (for watchman) referring to the guard of a construction, and sanduche (for sandwich).

Sáez (2005) mentions that English, contrary to Spanish, is a language that is not concerned about its purity, as it is very open to absorb terms considered useful or even interesting from other languages. Such is the case of the words ketchup that comes from the Malaysian, shampoo from the Hindu, and bungalow from the Bengali. It is also a language that creates words faced with the need to do it. This is why the great majority of technical terms come from English, and all these words are then adopted by Spanish.

*Borrowing* used as a verb, refers to the act of “importing features from other languages into the native language” (Sankoff 2001, pp. 1), sometimes adapting the phonology so that it sounds as

native as possible, others keeping the foreign pronunciation. If the word *borrowing* is used as a noun, then it refers to a loanword.

*Loans or loanwords* are words borrowed from a language considered the source language and that has a strong influence over another language. In the case of our study, anglicisms are loans or borrowings originated in the English language and incorporated into the Spanish language. But according to Prof. Kemmer (2009) both terms, *borrowings and loans*, are only metaphors because they do not reflect what really happens to the borrowed or loaned words, as there is no “lending”, on the contrary, the borrowing is permanent.

Corelli (1998, pp.1) believes that a language is made of native and borrowed words, sometimes being the loans more than the native words. For her, loans are “words taken from another language and modified according to the patterns of the receiving language”, and as time passes, the borrowed words are difficult to distinguish unless an in-depth etymological analysis is performed. Corelli explains that there is a difference between the origin and source of the borrowing. The first is the language to where the loaned word can be traced back in time, also known as indirect borrowing; the second refers to a direct borrowing from the language from which the word was immediately borrowed. Nunnemann (2010) believes that when the need for a new term arises, it is rare to generate a neologism or new term in the same language. Instead, if a foreign word is available it is adopted as a loan.

The term *magazine* has its origin in the late 16<sup>th</sup>.century, from the Italian and French. The Oxford dictionary online defines *magazine* as “a periodical publication containing articles and illustrations, typically covering a particular subject or area of interest”.

The description of a magazine in Wikipedia is “... a publication, generally published on a regular schedule, containing a variety of articles, generally financed by advertising, by a purchase price, by pre-paid magazine subscriptions, or all three”.

*Cultural magazines*, specifically for this study, refer to publications from la “Casa de la Cultura Ecuatoriana Benjamín Carrión” (Ecuadorian House of Culture), written in a very formal language. They include a wide variety of cultural and artistically articles such as book reviews, literary pieces, and articles of common interest. It is aimed to intellectuals, Ecuadorian men and women interested in science, arts and culture.

*Scholarly magazines* refer to publications for professionals, businessmen, and entrepreneurs. They include mainly articles and editorials about law, economy, and compared rights, among others, written by well-known professors, lawyers, and people working in the mass media. The language used is formal, and they include a great variety of legal terms.

*General interest magazines* refer to publications for a wide audience, both men and women from different social classes and

levels of education. The articles included are: analysis of national and international headline-news, interviews, sports, information about the latest technology, books, health, tourism, fashion, movies, decoration, among others. These magazines, depending on the audience they aim for, use a formal or semi-formal language, as well as vernacular terms, or terms related specifically to the topic described in the different articles.

*Previous studies about anglicisms* have been carried out both, in the oral and written form, and it gained interest over the last 10 years. The written publications that were used were: newspapers, manuals, books, personal correspondence, food wrappings, as well as music, science, and medical magazines. These studies were carried out in Spanish speaking countries such as Chile, Argentina, Costa-Rica, Guatemala, Cuba, and Spain, among others.

One of the first studies about anglicisms was carried out by Schwarzhaupt (1940) in Chile, as mentioned by Saez-Godoy (1997) in his study. The research was based on written material such as newspapers and books of that time, but mostly the personal correspondence of Schwarzhaupt with people and friends from Chile. According to this research, in the middle of the last century, about 70 years ago, the UK and USA were the countries that had a greater impact on the Chilean Spanish. The majority of anglicisms related to sports, navigation, and clothing came from the UK, while foreign terms used in technology, business, and the daily life of young people

came from the USA. Moreover, the use of anglicisms in South America kept expanding rapidly into the areas of industry, commerce, communication, and mass media.

There are two opposite points of view when evaluating the impact of *anglicisms* in the Spanish language. Saez (2005) explains that English speakers consider the importing of terms from other languages “enrichment”, while Spanish speakers consider foreign words “intruders”. Mallo (1954), a teacher of Spanish at the University of Iowa, refers to *anglicisms* as a “plague” because the influence of the USA on Spanish speaking countries is enormous. This phenomenon of contact language produces a reciprocal impact, which produces the “corruption” of one or both languages. According to Mallo, the majority of anglicisms used by Spanish speakers in the USA come from three sources: 1) newspapers and magazines in Spanish but published in the USA; 2) poor translations of books and magazines; 3) a lack of a high-quality teaching of the Spanish language. It will be interesting to research if similar sources cause the use of *anglicisms* in Ecuador.

According to Castro (2000), the use of terms borrowed from other languages is increasing to such proportions that it can be considered an “invasion” of the language that adopts them, and foreign terms can eventually deteriorate the language they are incorporated into.

Delgado (2005) provides a description of the most frequent *anglicisms* used in the written press in Costa Rica, analyzing their lexicon, semantics and morphology, including the syntax in which each anglicism is used. Delgado's research uses a method similar to the one that would be used in the study of *anglicisms* in Ecuadorian magazines; therefore his results would be taken into account and compared to those reached in this study. The study of Olivares (2009) in particular, would be very valuable in the current research, as it focuses on the study of *anglicisms* extracted from magazines, and the method for the analysis of *anglicisms* is similar to the method and analysis of this study.

González (2005), in her study about anglicisms used by Costa Rican narrators of volleyball games, tried to establish if the origin of these anglicisms could be found in the relationship culture-language, which in the end she did prove. From the data analyzed she could determine that the borrowings were very frequent in sports, and that the Spanish language borrowed words from English to fill the gaps needed for a fluent communication, therefore changing constantly. González was not only interested in the origin but in categorizing the terms by type of loan or borrowing depending on their specific lexicon. Due to the great number of anglicisms found, she even went further, having in mind to gather as many of these *anglicisms* as possible to create a new Spanish dictionary, including the adopted terms in this field of sports.

According to Sampedro (2000), most anglicisms used in the world of computer science are technical words for which there is no translation. When using the terms they are not always used in their pure English form, but their phonology is adapted or they are used within a different syntax, which turns the original technical terms into “false friends”. To avoid this, Sampedro suggested the creation of a set of lexical and syntax rules for when anglicisms needed to be used, to avoid distortion of the main idea. Moreover, Sampedro believes that even though there is a proper translation for many of these technical terms, because translation varies depending on the region or country, translations are not well accepted.

In the study about written anglicisms in the written press, by Delgado (2005), it was determined that 45% of the anglicisms were found in fashion and movies, 23% in sports, 18% in national news, and contrary to what was expected, only 2% in the international news. Among his conclusions, he stated that foreign terms are used mainly to avoid confusion or misunderstandings when using technical terms, as the great majority of people are already familiar with the English terms. Delgado also believes that one of the reasons for using anglicisms is that people want to show that they are up-to-date or for “status”, so they are more respected. Based on his findings, he reaches the conclusion that the Spanish language should accept as many anglicisms as necessary to improve communication, but he also considers that in many cases there is a lack of effort to

find the proper term in Spanish, which he considers an act of “surrendering” to the English language.

Another researcher who used magazines as the source of her data to study the lexicon of anglicisms in economic-scientific magazines was Diéguez (2004). She used a descriptive analysis, both quantitative (use and function within the context), and qualitative (linguistic, descriptive and functional), with a multidisciplinary focus. The analysis was based on written texts, mainly informative. For the quantitative analysis, all anglicisms found in the text were organized into lists, by groups. Within her results she concluded that articles were used with anglicisms, first giving personification to objects, or using the analogy of the article in Spanish. The percentage of anglicisms not assimilated reached 95%, one-percent was partially assimilated, and only 4% were totally assimilated. The reason for such a high percentage of anglicisms that were not assimilated was due to the lack of an equivalent of the word in Spanish, so the English word was used in its original form. The variables of "lexical-corpus" added up to 71.1%. She also found that the variables that influence the use of anglicisms are: communication (type, situation, speaker and audience), space, time, intention, pragmatic information, and social distance. *Anglicisms* contribute to lexical cohesion, and they are used to reinforce an idea. The increasing trend of using *anglicisms* could be to "save" time by using one-syllable words, more common in English than in Spanish.



González & Orellana (2001) carried out research in a sample of 400 pre-university students, in the Province of Cádiz, Spain, to determine the frequency of the use of anglicisms in their oral lexical. A test of mental association in 16 different areas of interest was taken to gather the data, where the subjects had to write down as many words as would come to their minds in two minutes. The conclusions that these authors reached were that only 2.4% of the total of lexical units analyzed were anglicisms, and were limited to sports and games, which is minimum and not a threat to the purity of the language. This study provides a starting point to compare the use of anglicisms in the new continent and in the old continent, to try to determine if the adoption of foreign words from the English language is greater in Latin America than in a European country such as Spain.

In the other hand, Laffar-Smith (2010) believes that the world's literacy is going backwards, because young people do not appreciate the complexity and diversity of a language, but prefer "speed and stylized text", which are the consequence of the expanded use of cell-phones and internet. A great majority of the abbreviations used in this speed communication are anglicisms.

Other researchers who carried out a study of anglicisms in medical magazines related to cardiology were Fijo & de la Torre (2006), as an extension of previous studies that took place in Argentina and Spain independently. Fijo & de la Torre tried at this

time to compare these two countries as the most representative of two different continents, America and Europe. As González and Orellana (2001) had determined before them, Fijo & de la Torre (2006) reached the conclusion that anglicisms are less used in Spain, as Spaniards are more aware of the need to preserve the purity of the Spanish language. They also determined that there is a strong preference to using the technical terms in their original language, English, but analogies are used equally in both countries, as well as homophones, which are words with similar sounds but different meanings. Moreover, the diatopic or phonetic variation in the terms used depends on the geographical location.

Ramírez & Pérez (2006) published their findings after a survey of students from the University of Holguín, Cuba, to determine the frequency of the use of anglicisms in the spoken language. The students were asked to choose the terms they most commonly used, among 40 sentences that included 50 anglicisms. Eighty-eight percent of those interviewed said they used more than 25 anglicisms when speaking. The subjects of this study stated that their main reason for using anglicisms was that English was a “business” language; therefore they had no choice but to follow the flow. Ramírez & Pérez strongly support preserving the purity of the Spanish language, and their findings were published as a warning to prevent the expansion of what they considered a “risky and bad” habit. The results of this research was the foundation for the

creation of a radio program, “Entre Palabras” (within words), to motivate the people of the island to use Spanish without anglicisms.

Castro (2010) analyzed the wrapping of ten products from local supermarkets in the city of San Carlos, Guatemala. This author found that the majority of food wrappings include anglicisms, which is the cause for the wide use of the new English terms instead of the traditional Spanish ones. Moreover, the author also stated that the mass media has an enormous influence on the language, but the impact can either be positive or negative. Castro agrees with Ramírez & Pérez (2006), when saying that the increase in the frequency of the use of anglicisms is becoming a threat to the roots and purity of the Spanish language, which could end in a poor ability to communicate, or even worse, a loss of the identity of a culture.

In the field of music, Olivares (2009) carried out research to determine the factors that determine the increase in the use of anglicisms. This study used the data extracted from six issues of musical magazines, and it focused on the lexicon as well as the phonological, morphological, and syntax variations. Olivares went a little deeper, analyzing style and socio-linguistic aspects. In her opinion, the use of anglicisms is more frequent in young people because of the wide exposure they have to the mass media, especially radio and television. The other sources of exposure are the sections of music and fashion in magazines of general interest, as well as all types of ads. This age-group is more vulnerable to feeling the need

to use anglicisms to “fit-in”, belong to a group, or to be able to communicate with short words more easily, using abbreviations and affixes that are more available in the English language.

Olivares (2009) agrees with González (2005) when she suggests that the origin of anglicisms is a “trans-culture phenomena”, which means that the permanent contact between cultures makes both adopt certain features from the other; in this case, borrowed words. While Castro (2010) and Ramírez & Pérez (2006) consider anglicisms a threat to the purity of the language, Olivares believes that a moderate use of anglicisms in Spanish can make the language richer, as long as there is no abuse in their use. Olivares adds that the borrowing of words from a foreign language has always existed, in all languages, so it might as well be accepted.

Sebba (1997), in his paper “Contact Languages” says that it’s a normal process for languages to incorporate new words into their vocabulary, as a result of the contact with other languages, but the “core elements” of its vocabulary remain. He believes that it is impossible for a language to remain pure over time; therefore their boundaries invade each other. This invasion produces consequences such as: borrowing of vocabulary and grammar, code-switching (changing from one language to another when speaking, which involves a high degree of bilingualism), language convergence (languages change becoming very similar but keeping their own vocabulary), pidginisation and creolisation (two languages that fuse

and change into a new version of both, like a dialect), and language mixing.

The majority of studies agree that the majority of anglicisms are “technical terms”, which either do not have a translation or are terms created specifically to fill the need for words to identify new areas and inventions. They also agree on the idea that the Spanish language is constantly changing and adapting to the needs of the present times, as new terms are created daily, especially in the area of technology.

The extent of this study is somehow limited to written Spanish in Ecuadorian magazines. However, future studies of the Spanish of Ecuador in its oral and written forms will have to determine if the use of anglicisms is a progress or a deterioration of its language, if the evolution of the native language is a short or long term phenomena, and whether it is moving towards a language loss, language mixing or even a possible pidginisation over time.

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

This analysis will focus on 30 of the most frequent anglicisms found within a total of 366, with a frequency of repetition of 818. The words were collected from three different variables, cultural, scholarly, and general interest magazines edited and published in Ecuador. The criteria for the selection was anglicisms that were repeated more than four times and that could provide a rich background for their analysis. Each anglicism was analyzed both, linguistically and comparatively. The linguistic analysis included a semantic-syntactic description including the function and meaning of each term. If there was an equivalent of the anglicisms in the Spanish language, based on the latest revision of the “Diccionario de la Real Academia de la Lengua” (DRAE), the Websters dictionary (WD) and the Merriam-Websters dictionary (MWD), it was also included. If a Spanish word was replaced by an anglicism, then a morphological analysis of all the changes and adaptations of the word through time was included as well.

The comparative analysis included frequencies, percentages, and totals, as well as a comparison between variables, including possible causes.

For a better organization, the most frequent anglicisms were ordered alphabetically in Tables Four “A” and “B”.

### **Linguistic Analysis:**

**Bar**, its origin is Middle English, from early French “*barre*”, which had the same meaning. The equivalent word in Spanish is “*barra*”. It was found eight times, always as a noun. According to the WB, it refers to a “counter where food and/or drinks are bought”, but in the context found, “**bar**-abierto”, “sushi-**bar**”, “**bar**-58” it referred more to a place or small restaurant not just a counter. It maintains its English spelling and no examples were found in the plural form, in order to determine if the plural is formed either with only an “s” or an “es” following the Spanish rules for making plurals. The term has been included in the DRAE as a word of English origin, and even though there is an equivalent term in Spanish, the anglicism is preferred.

**Blog(s)**, according to the WD it is “a journal available on the web”. Its origin is American English and it maintains its original spelling as observed in the example “en el **blog** del jugador”. It was found 34 times with its different variations **blogger**, **blogeros**, and all three words are used as nouns in both languages. The word **blogger/os** refers to the people who create, update and use the blogs. It was found twice as a noun, as in the example “a pesar de lo que piensa la respectable **blogger**”, “para el blogger P.H....”

Morphologically, an “s” is added to **blog** to make the plural, just as in English, so **blog** and **blogs** was found 30 times. However, in Spanish to change blogger into the plural a “g” is left out and “os” is

added at the end, as in the example “diseñador y **bloguero**”. If applying the English rule it should be “**bloggeros**”, but instead it is written only with one “g”, adapting the word to the rules of the Spanish grammar to make plurals. The word is not included in the DRAE yet, even though there is no equivalent of the word in Spanish and the anglicism is frequently used.

**Business** is an anglicism very commonly used in its English form, referring to “a commercial or industrial enterprise” that offers any type of good or service. Even though the equivalent of the word in Spanish is “negocio”, it was found nine times as a noun, as in the examples “**business** decision makers”, “... **business** review”, “**business** solutions”. No adaptations in spelling or function were observed for the word **business**, and it was only found in the scholarly magazines. The anglicism is used mainly to refer to either service providers from abroad, such as “Harvard or Toyota **Business**”, or to specific business models imported from foreign models. The word is not found in the DRAE and its origin is American English.

**Champions league** was found eight times, only one of the variables: a sports magazines, as it specifically refers to a football competition for the UEFA title. It is a combination of noun-noun, where the first noun is functioning as adjective. It is used in its English form, and it can be considered a proper noun; however, it is included in this analysis due to the frequency with which it is used, eight times, and how common the term is in the world of sports.



Examples are: “partidos de la **Champions League**”, “hizo un gol en la **CL**”, “piensan en ganar la **CL**”. Its translation to Spanish is “Liga de Campeones”, but the translation is not used. The anglicism is not written between quotes either. The combination of the two words is found in the WD in its extended definition, describing it as the official title of the European football competition. Neither champions nor league is included in the DRAE.

**Chat(s)** is considered by the WD as an American-English term that refers to an informal conversation on line. The extended definition describes it as a “real time on-line conversation” of one or several people using a computer. In example: “se comunica con su madre vía **chat**”, or “la aplicación preferida es el **chat**”. The plural adding an “s” is also used in Spanish, as in “los **chats** eróticos son líneas de fuga”. However, the verb “to chat” is conjugated using the Spanish conjugation, adding the termination “ear”, **chatear**, referring to the act of having a conversation on the net. In example: “**chatear** y compartir”. Both anglicisms are widely used in Spanish with no translation. The word “chatear” appears in the DRAE as the action of drinking **chatos** or wine in short-wide glasses usually used in taverns. This definition does not agree with how the word is used when reading “**chatear** y compartir en la net”, therefore the word was modified and adapted the need of describing the action of chatting.

**Club(es)**. It is widely used as a noun, with its original spelling in English, such as in “El cómics **club**”, or “El **club** Inglés lo multó”.

However, the plural is made adding “es” following the Spanish rules for making plurals, instead of only “s” which is the way how it would be changed into a plural in English. In example: “es el torneo de **clubes** más prestigioso”. This anglicism is included in the DRAE as a word of English origin, with three definitions: “a society of people with the same interests”, as in the example “**clubes** como el Espoli”, “cine **club**”, “wellness **club**”. The word **club** also refers to a “place where the people of these societies meet”, as in “este **club** está al momento sin cancha”. A third definition is “a place where people gather at night to eat, drink, dance and watch shows”, but no examples were found using **club** with this meaning as the word “bar” is preferred.

The WD includes more than twelve definitions for the word functioning as noun, as an equal number for the word functioning as verb; however, in the magazines used in this study **club** was never found used as a verb. The anglicism is used because such a short word describes an entire place and what happens in it, instead of the translation which will require one or two sentences.

**Cocktail(es)**, with its alternative spelling **cóctel**, are included in the DRAE as a word from English origin. In example: “vestido de noche o de **cóctel**”. It is used as a noun, and refers to both: a party where alcoholic drinks are served, such as in the example “ofreció un **cocktail** in honor a...”, and a mixed sweet alcoholic beverage as well, as in “sirve algunos **cocteles** como martinis”. The MWD also defines

it as an “appetizer served as the first course of a meal”, or an adjective when describing a “**cocktail** glass”. However, the five times this anglicism was found in the variable of general-interest, it was always used as a noun like in “sirvieron **cocteles**”, “ofreció un **cocktail**”, or “vestido de **cóctel**”. Therefore, this word has experienced several morphological changes from its original spelling “cocktail”, to coktail, cóctel or coctel. The plural adding “es” as in Spanish also varies from the English plural. The translation of cocktail would be “bebida combinada”, which if used would not be understood; therefore the anglicism has been modified in its spelling dropping the “k”, to be used in Spanish as a noun with the same meaning than in English.

**Cómic(s)**, according to the DRAE, is a word of English origin, but it has changed morphologically adding the graphic accent on the “o” or adding “as” to the end like in **cómicas**, to give it a Spanish accent. The word is included in the DRAE as “**cómic**”, with two definitions: a sequence of drawings with a narrative context, as in the example: “creó un **cómic**”, and also a book or magazine made up of this sequence of drawings, as in “sus **cómics** favoritos son...”. The anglicism was found a total of eight times all as nouns. Some examples are: “**cómics** y ciencia-ficción”, “no habrá más **cómics**”, and the plural of the word is made either adding only the “s” as in English, in example “no más **cómics** retro”, or using two plurals combined, such as in “enfocada en las tiras-**cómicas**”. The

translation of the word would be “viñetas”, but the combination of “tiras còmicas” is most frequently used, because “viñetas” is not a term very well know or used for these type of drawings.

**Email** or **mail** in their singular and plural forms **emails**, **mails**, using the English spelling, was found seven times. Some examples are: “envío de **mails**”, “videos, fotos, **emails**”. Neither **mail** nor **email** is accepted by the RAE, but the WD includes the Spanish translation as “correo electrónico”. Both, the anglicism and its equivalent in Spanish are widely used and known, and they refer to a “system of world-wide electronic communication”. The anglicism is used mainly as a noun, such as in “...animado con las llamadas y **mails**”, but it was also found functioning as an adjective in “correspondencia vía **email**”. In English it can also be used as a verb, i.e. “I would email you”, but the anglicism was not used as a verb in any of the variables analyzed.

The word **estrés** has been added to the DRAE and is described as an extreme tension that can cause many types of psychological and physiological negative effects. This word was found eight times, with a morphological variation which was to add an “e” at the beginning of the word. However, the English spelling **stress** is also used. Some examples of how this word is used with both spellings are: “...los niveles de **estrés** suben”, and “crema anti-**stress**”. In the first example the word is used as a noun, but in the second it is used as a noun functioning as adjective. It is also used as a verb,

conjugating the word following Spanish rules, as in the example, “...muchos se **estresan**”. The DRAE only has one definition for the noun, but the WD has ten different definitions for the noun and another ten for the verb. The equivalent in Spanish would be “tensión”, which is also used, but the anglicism **estrés** is preferred because it describes an extreme condition of emotional strain, while the Spanish word “tensión” describes more a temporary condition of short duration and with no lasting side-effects.

**Fashion(s)**, its origin Middle English, comes from the word *facioun* which means "shape, manner"; from early French *façon* which had the same meaning, and from Latin *faction-factio* which means "action of making", and from *facere* "to make, do". The MWD describes the word as a noun and also as a transitive verb. It also includes some synonyms for **fashion** such as: style, mode, vogue, craze, and defines these words as “usage accepted by those who want to be up-dated”, but mentions that the word **fashion** is the term most used and of general acceptance. The WB includes seven definitions for the word **fashion** as a noun, and six as a verb. In the example: “hasta llegar a los **fashions** de Miami...”, it is used as a noun; however, the Anglicism is used mainly as an adjective, as in the examples: “**fashion**-week”, “la joven más **fashion**”, referring to a trend or “style of clothes, cosmetics, and behavior”, which is one of the definitions included in the WD. This word has not been included in the DRAE, as the Spanish equivalent is “moda”. However, “moda”

fails to describe such a high-quality trend which seems to be the connotation of the word **fashion** in English. Therefore, the anglicism is more used in its original form, with no modifications or morphological changes neither in singular nor in plural, and it is also preferred in the “fashion world” of clothes and cosmetics.

**Flash(es)** is an anglicism recognized by the RAE, and included in the DRAE as a noun with three different definitions: a device that produces light to take a photograph when there is not enough light; the intense light produced by such device; and an urgent and brief piece of news. However, the MWD includes 14 different definitions of the word functioning as transitive and intransitive verb, eight functioning as noun, and two functioning as adjective. The origin is Middle English, from the word *flaschen*. The anglicism maintains its English spelling and the plural is formed adding “es” as in English. From the six times the word **flash** was found, four were functioning as nouns, such as in “sonrisa espontáneo y no de **flash**”, one as adjective as in “memoria **flash**”, and one as a compound word also functioning as noun, as in “... hago un **flash-back**”, referring to the action of bringing back a previous memory. The Webster's dictionary includes the equivalent of **flash** in Spanish, which is “destello” or “relampaguear”, however, the anglicism is preferred due to its connotation of intensity.

**Fútbol** alone was found 33 times, but together with all its variations such as **ecuafútbol**, **futbolín**, **futbolista**, **futbolístico-a**,

**futbolísticamente**, it was repeated 45 times in the only sports magazine chosen for this research. The term **fútbol** is included in the DRAE as a noun, with two different ways to spell it: fútbol with a graphic accent, and futbol without it. The equivalent of this word in Spanish is “balompié”, and it refers specifically to the game which in North America is known as soccer and the the WD describes football (fútbol) as “the game were two teams of eleven players kick or head a ball into the opponents’ goal”. The word **fútbol** is mostly used as a noun, or with the combination noun-noun, where the anglicism **fútbol** functions as an adjective as in “estrella del **fútbol**” or “institución del **fútbol**”. The word has changed morphologically from the original “football” in English, replacing the doble “oo” from “foot” with the phonetical sound of the “u” in Spanish, and the second syllable “ball” with “bol” as it sounds in Spanish. From this original modification other variations have taken place as well: a fútbol player is a **futbolista** instead of a “jugador de fútbol”; for the anglicism to function as an adjective as in “ídolo **futbolístico**” or “carrera **futbolística**”, the suffix “ístico/a” was added; and for the same word to function as an adverb as in “nació **futbolísticamente**”, the termination “ísticamente” was added.

**Gay(s)** is an anglicism used to refer to a homosexual or to anything related to or used by them. The term is included in the DRAE as a noun and adjective. This anglicism was found 16 times, 15 as an adjective as in “movimiento **gay**”, “publicaciones **gay**”, “arte

**gay**”, and only one as a noun, “... dijo que era **gay**”. The WD describes the word **gay** as the colloquial use to describe a male homosexual or an adjective usually pertaining homosexuality. However, the origin of this term is anglo-french, as it started describing men who were too happy, showy or high-spirited, characteristics more common in women than men. The equivalent of the word in Spanish is “homosexual”, which was more frequently in the past, however, the anglicism **gay** is preferred nowadays. The word maintains its English spelling even when using the plural, as only an “s” is added, as in the example “atribuye parte de su éxito a sus fans **gays**”, instead of an “es” which would be the best choice for the plural in Spanish.

**Gol(es)** is an anglicism included in the DRAE, and that according to this source comes from the English word “goal” or “meta” in Spanish. The anglicism refers to the action of the ball entering the area where points are scored in European and Latin America football or American soccer. Some examples of the Anglicism found with this meaning are: “convirtió el único **gol**”, “primer **gol** ganador”, “hizo un **gol**”, where the term was found always as a noun. The equivalent of the word in Spanish, “meta”, is not used, as “meta” refers more to the “finish-line” of a competition. The plural of the anglicism is formed adding the suffix “es”, as in the example: “anotando **goles** en los primeros encuentros”, which is different from the English plural of goal, that is changed adding only an “s”. The



term **gol** has also been modified adding the termination “eador”, **goleador/es**, to change its meaning and describe the player who scores a goal, as in the examples “el goleador habló...”, “fue uno de los goleadores”. The equivalent of **gol** in Spanish would be “tanto” o “anotación”, and “anotador” for **goleador**, however, due to the world-wide coverage and passion for football, and the shortness of the word **gol** compared to its translations in Spanish, the anglicism is preferred and has totally replaced the Spanish word.

**Light** is a word from Old English, which comes from the word *leoht* that means "light which makes seeing possible". It is a term for which the MWD includes 23 different definitions as noun, adjective, transitive and intransitive verb. However, the DRAE only includes three definitions, and all of them as adjectives. It's origin is English, therefore it is considered an anglicism. The term was found five times, always as an adjective, four related with food, as in “azúcar **light**” or “alimento **light**”. The DRAE describes it as “a type of food elaborated with less calories than usual”. Only in one case it was used to describe an abstract term, as in “muerte de la literatura **light**”. The DRAE also describes this terms as “something that has lost its essential characteristics”, and the MWD as “something pale”, that has lost its intense coloring. Therefore, the use of the term **light** in this last example might refer to a shallow literature, or more precisely, a type of writing that is not as profound and elaborated compared to other literary master pieces. The anglicism, even though

not very commonly used in daily life, is very frequently used in the culinary world, or when referring to health, diet or beauty. The use of the term in descriptions, literature or poetry is not common but it happens.

**Link(s)**, according to the WD functions as noun or verb, and includes 25 different definitions. The definition for the noun is the connection between different channels or programs in the network, therefore, it is considered a wordnet. The definition for the verb is “a logical or causal connection” in the web. This word has not been accepted by the RAE, but is commonly used in the world of computers and technology. Based on the context of how this anglicism was found in the different variables, it was always used as a noun, and the closer definition found in the WD was “a bond or affinity” in the example “...otros **links** con la sociedad”. For the example “...**links** a escuelas de negocios” the definition of the same WD “a channel for communication between groups” could apply. The equivalent of the word in Spanish would be “enlace”, “eslabòn”, “conexiòn”, however, these words are seldomly used preferring the anglicism. The term has not suffered any morphological changes, either in singular or plural, from its original spelling.

**Look(s)** is a term accepted by the RAE and included in the DRAE as an anglicism. However, there is a proposal to remove it in the 23<sup>rd</sup>.edition of the DRAE. It refers to the “image or physical characteristics of a person or thing, specially related with distinction”

and functions as a noun. The WB includes the functions of noun and verb, however, the term **look** was found six times and always functioning as a noun. The definition of the DRAE applies perfectly to how this anglicism was found in context, as it refers to a more sophisticated or upgraded image. Some examples are “renueva tu **look**”, “crear **looks** sensuales”. The English spelling is kept, even for the plural adding only an “s”. The anglicism is preferred over the words in Spanish with equivalent meaning, such as “imagen”, “aspecto”, “facha”, because it has a “fashion” connotation which people love. However, the words with similar meaning in Spanish are also used.

**Marketing**, according to the WD, can either be used as a verb or noun, meaning “the commercial processes involved in promoting, selling, and distributing a product or service”. The term has been accepted by the RAE and included in the DRAE as a word of American English origin. It maintains its original English morphology, with no variations. This anglicism appears 20 times in all three variables, but its frequency is higher in the scholarly variable. According to the DRAE and WD, the proper term in Spanish would be “mercadotecnia” or “comercialización”, which has the same meaning. However, in the Spanish context it was found only once as a noun: “...con un Minor en **Marketing**...” where marketing refers to a specific degree. The rest of times the word was used as an adjective, such as: “Directora de **Marketing**”, “Customer **Marketing**”

Assistant”, “agencia de **marketing**”, where it describes either a job-title or a service. There is a high preference for the anglicism in Ecuador, so the equivalent in Spanish has been almost completely replaced. It should be pointed out that based on previous studies about the same subject the word “mercadotecnia” prevails over **marketing** in Spain.

**Miss** is a term of Old English origin, from the word *missan* that means "to fail to reach or get". According to the MWD, it is an abbreviation for mistress, which is used to describe a young woman or as a “courtesy prefixed to the name of an unmarried girl or woman”. The word is included in the DRAE as a female noun, specifically referring to a young single woman who has won a beauty pageant or contest. This term was found 23 times in this last context, and always functioning as a noun. The anglicism is specifically used to refer to different beauty contests such as “**Miss** Ecuador”, “**Miss** Universe”, “**Miss** International”, with its English spelling in singular. Plurals of this word were not found, however the plural **misses** has been heard many times when referring to the candidates to these beauty pageants. The equivalent of the word in Spanish is “Señorita”, which is used to address young unmarried women but not to refer to beauty pageant contestants. In this last context the anglicism **Miss** is used exclusively and has completely replaced the Spanish term.

**Net**, its origin Old English, the term comes from the word *nett* which means “net fabric”. The MWD describes it as a “a group of communications stations operating under unified control”. The word is most frequently used as **internet**. The RAE has not recognized either **net** or **internet** in spite of its high frequency, therefore it is not found in the DRAE. It is a term that can be used either as a noun, verb, adjective or even adverb. However, based on what was observed in this study and in the variables analyzed, the anglicism **net** was found five times only in computer ads, in example “punt**net**”, which describes the type of coverage. This anglicism was functioning as an adjective only, and respected the English spelling. However, the term **internet** used as a noun, as in the examples “han usado **internet**”, “circulan en **internet**”, “incentivan el uso de **internet**”, was found 29 times, a total of 34 times adding both terms. The word in this context relates exclusively to the web and to computer technology. The equivalent term in Spanish is “red” or “red-interna”, which is one of the terms where the Spanish word is preferred over the English term.

**Online** is definitely considered an anglicism as it is widely used and has not been accepted by the RAE. The WB describes it as an adjective that means “connected to a computer network or accessible by computer”. The anglicism was always found as an adjective. It was spelled either **online**, as in the example “solicitud de inscripción **online**”, or with a hyphen, as in “sexualidad **on-line**”. According to

the WB, the spelling **online** is considered a misspelling or typo, but this term was found 13 times, spelled **online**, **on line**, or **on-line**, and only in the singular form. The equivalent words in Spanish are “en línea” or “conectado”. These terms are used with the same frequency than the anglicism, therefore the anglicism has not been able to replace the Spanish terms yet. However, a close observation should be kept to determine if the anglicism should prevail over the Spanish terms in a near future.

**Pop**, its origin Middle English, it comes from the word *poppen* which means "to hit or burst open". According to the MWD, it is a “word created to imitate the sound made when something bursts open”. It was found either alone or in combination with prefixes such as electrop**pop** and brit-**pop**. The term is found in the DRAE as an abbreviation of the English word “popular”, and functioning either as an adjective or masculine noun. It has two different meanings: “music of afro-American and Britain folk origin”, or an “artistic trend of north american origin, inspired in the current consuming society”. The WD considers the word **pop** as an adjective related to music or art, and defines it a “new trend of general appeal especially among young people”. In Spanish, the anglicism is used in its original English form, with no variation and only in the singular form. It was found functioning as adjective as in the example “aparece la pintura **pop**” or “estrellas del **pop**”, but also functioning as a noun as in the example “el **pop** empleò los mismos elementos”. One translation of

the term **pop** would be “música popular”, but this description applies more to folk or national music rather than the light popular music to which **pop** refers to. Another translation could be “tendencia artística norteamericana”, but this description is too long. Moreover, as pop is the abbreviation of “popular”, it also applies to Spanish, so the anglicism is presumed to continue to be preferred and replace any translations.

**Ranking** is a term of American English origin, included in the DRAE as a noun, and defined as “a way to classify from greater to less for evaluation purposes”. It is an anglicism widely used, related to business or any type of categorization. The word **ranking** was found functioning only as a noun seven times, as in “... para determinar el **ranking** de países”, “se ubicó en el tercer lugar del **ranking**”, “sigue liderando el **ranking**”. The term **rank** was also found, as “Global **Rank**”, but only once so it is determined that the use of this variation of **ranking** is not common. The Spanish equivalent would be “clasificación jerárquica, de mayor a menor”, but again, the translation is too long, so the anglicism is preferred but has not yet replaced the Spanish translation.

**Rock**, its origin Old English, comes from the word *roccian* which means “to move back and forth as in a cradle”. In the particular context it was found, it refers to a peculiar type of music that mixes different styles, which became popular in the 1950s. It is an anglicism accepted by the RAE both, as adjective and noun.

There is no equivalent word in Spanish. The term is used with its original English spelling, only in the singular form, but it has suffered some morphological changes such as adding the suffix “eros” as in **rockeros**, to describe musicians that play this type of music instead of saying “músicos de **rock**”. In English, the word **rock** can be used as noun or verb. It is very popular to hear the expression “you **rock**”, which means that the person is cool or has done something that everyone likes. The anglicism however, refers to a very specific type of music, well known world-wide, therefore the term is understood and used at all levels so it has completely replaced any Spanish translation. It is used as a noun in the following examples: “tienen la música y en especial el **rock**”, “el punk y **rock** de la nueva era”, “los **rockeros** de habla hispana”. It is used as an adjective in the following example: “incorporó el estilo glam **rock** en su espectáculo”.

**Software** is a word related with computer technology, included in the DRAE as an English term functioning as noun. The DRAE describes it as “the informatic programs, instructions, and rules that enables a person to execute commands in a computer”. The anglicism functions as a noun in all cases, as in the following examples: “no ha pagado las licencias de **software**”, “teléfonos, **software** y demás”, “con un **software** creado”. The MWD describes this term as a noun in English, and also as a Spanish masculine noun. The term **software** is used for both, singular and plural, in its English form, without any morphological modifications. The



equivalent term in Spanish is “programa/s” but when this term is used there could be a confusion between one program and a whole package of programs which is the real meaning of **software**. Therefore, the anglicism is used as a technical term, and widely accepted without translation.

**Test(s)** and **testing** are terms commonly used, but the DRAE includes only the word **test** as an anglicism functioning as a noun, and describes it a “prueba destinada a evaluar conocimientos o aptitudes”. The verb **testing** is not accepted by the RAE, therefore cannot be found in the DRAE. The anglicisms were found functioning as nouns, adjectives and also verbs. Some examples are: as a noun “**test** de Cooper”; as adjective “**testing** factory”; as a verb “especializados en **testing**”. The plural is also used adding only an “s” as in English, as in the example “**tests** y pruebas de laboratorio”.

In *Psychology* the word **test** is widely used to evaluate functions, aptitudes, and skills. The plural of these psychological tests are known as “batería de **tests**”. In *Education* the word **test** refers specifically to formal evaluations, with a written instrument. Informal or short evaluations are known as “quizzes”. However, the term “evaluación” is used for the evaluation of subjects in Spanish, and **test** for the evaluation in English. This anglicism is used in its original English form, in singular, plural and present participle forms. The equivalent words in Spanish are “examen”, “prueba”. In *Medicine* the term **test** is widely used for lab-tests, but the anglicism

is rarely used by common individuals when referring to medical terms. In other technical fields it refers to any evaluation process.

The term **testing** is used more for what is known in English as a “trial”. Therefore, it can be considered a technical term used more in the professional fields.

**Tip/s** has its origin in Middle English, comes from the word *tipen* which means "to upset or overturn". The WD describes it as “an indication for potential opportunity”. The MWD describes it as an “advice or confidential information”. The equivalent in Spanish is “información clave” o “sugerencia”. The anglicism was found only functioning as a noun, as in “interesantes **tips**”, “como **tip** dice que...”. The word was used in singular and plural keeping the English spelling. There is strong evidence that the Spanish equivalent “sugerencia” is still preferred.

**Twit** and its variations **tweet, twitter, twitwear, twitteros** are considered technical words associated with computers. The extended definition of **twitter** in the WD is:

“a free social networking and micro-blogging service that allows users to send "updates" (or "tweets"; text-based posts, up to 140 characters long) to the Twitter website, via short message service (e.g. on a cell phone), instant messaging, or a third-party application such as Twiterrific or Facebook”. (Websters Dictionary on line)

As observed, the word has suffered several morphological changes to adapt to the different needs of new words in Spanish.

Therefore, the name of the website, **twitter** is used without variation of its original form in English, as in the example “su perfil de **twitter**”, “más de 2000 seguidores de **twitter**”. For the purposes of this analysis the word **twitter** has been considered a proper-noun, therefore it has not been included as an anglicism. However, the variations of the term, **tweets**, **twittear**, **twittereros** have been included, because these terms have been modified either cutting or adding suffixes to change their meaning. The original form **twitt**, with double “tt” is kept and only a suffix is added to change it either to a verb or noun. The suffix “ear” used to conjugate verbs in Spanish is added to create the verb **twittear**, which describes the action of sending messages using Twitter. An example is: “no se puede **twittear** mientras se come”. The suffix “eros” is added to create the noun **twittereros**, which describes the people who use Twitter, as in the example “muchos **twittereros** realizan su buena acción”, or “**twittereros** y bloggeros”. Only once the word with “ee” instead of an “i” was found, in the example: “con más de 22,500 **tweets** y su blog”. None of these terms are accepted by the RAE even though they are widely used when using “internet language”.

**Web** refers specifically to the network. The specialty definition of the WB is “Donald Knuth's self-documenting literate programming, with algorithms and documentation intermixed in one file”. The term has been accepted by the RAE as an anglicism, and the equivalent terms in Spanish, included in the DRAE, are “red informática” and

“página web”, which are frequently used as well. The second term “página web” is preferred over “red informática”. The term was found 24 times, either as a noun as in “en la **web**”, or as an adjective as in “página **web**”, “diseños **web**”, “**web** cam”. The anglicism is used without any modification from its original spelling in English.

Having analyzed the most frequent anglicisms found in this study from a linguistic point of view, this researcher believes that as a language evolves with time and people, it also grows in its number of words because new words have to be added in order to be able to communicate efficiently. Due to the fast pace with which technology has grown as well, new terms were not only necessary but a “must”. Spanish is a more traditional language that tends to use the existent words trying to describe something new instead of adopting words from other languages. On the contrary, American English is a language that is open to incorporate as many terms from other languages as necessary to improve communication. This is why it is such a rich language that has several words for saying the same thing, something that the Spanish language sometimes lacks of. Moreover, the majority of the new technology is created abroad, and the new terms are in English to facilitate their international use and understanding.

In my opinion, the main purpose of a language is to make communication between people easier, therefore if there is a need for new terms these should be incorporated into the language. The

translation of words or terms that are used with a high frequency in English, makes it difficult to communicate fluently in Spanish, as the brain tends to access the word just as it is used on a daily basis. However, if there are equivalent terms in Spanish that can be used, but the English term is used only to demonstrate “status” or due to laziness, then I think Spanish speakers should do an extra effort to not replace the Spanish terms. But if Spanish lacks a specific word, then it should adopt and incorporate as many new terms as necessary to fill in those gaps, especially the technical terms.

I also believe that sometimes Spanish uses too many words to describe something, when in English one word is enough. This is also the feeling of many people who need to save time making communication as fast and efficient as possible. In this case, if the new terms improve the communication, then they should be used and treated as jewels that enrich the Spanish language.

In the other hand, if too many foreign words are used, then the original language is deteriorated, because there is always the risk that if words change, then the grammar rules, structure and even syntax will eventually change in time.

- ***Comparative Analysis:***

Having completed the linguistic analysis I would proceed to compare the frequencies and percentages of the anglicisms found in each of the three variables used for this study: cultural, scholarly and general interest. I would also compare the frequency of anglicisms in

each of the magazines within each variable. This will help to determine which variable had more anglicisms and the reasons for it.

- From the three variables, the cultural magazines had the less percentage of anglicisms, only 14%, while the general interest magazines reached 67%, and the scholarly magazines 19%. The reason for this is that the cultural magazines used for this study, are institutional publications that include the programming of different cultural activities, as well as a wide variety of cultural and artistical manifestations. They include book reviews, literary pieces, as well as articles about common interest. The readers are intellectuals, both Ecuadorian men and women interested in science, arts and culture, therefore the language used is very formal.

In all three cultural magazines scanned for this study, 61 anglicisms were found, with a word repetition of 115. It shall be pointed out that three different editions of the same cultural magazine were used, and there was a significant decrease in the use of anglicisms in the last edition. *La Casa No.2, Ed. 66 (2009)* had 36 anglicisms; *La Casa No. 4, Ed. 68 (2009)* showed an increase, 54 anglicisms; but *La Casa No. 1, Ed.70 (2010)* had only 25 anglicisms. From this we can infer that the editors are trying to reduce the number of anglicisms in these cultural publications. In example, ***email*** or ***mail*** was found seven times in two of the variables: scholarly and general interest, but none were found in the cultural

variable. Another example, **marketing** appears 20 times, four of them in the scholarly variable, 15 times in the general interest variable, and only one in the cultural variable. This means that the term is seldom used in a cultural context, but it is frequently used in a professional-business environment.

Scholarly publications, as its name implies, are magazines for “scholars”, or as the MWD describes them, “people with advanced studies in a special field”. A total of 95 anglicisms were found in all three magazines, with a total of 153 word repetition. However, anglicisms are mainly found in ads, proper names in English are also respected, this means, not translated, but all anglicisms are highlighted, italicized, or written in parenthesis. For the few anglicisms used, Spanish translations are also included, so both terms are written, one beside the other.

Two of the magazines used for this study were aimed to lawyers and people working in the legal field of Ecuador, or related to laws in any way. They included mainly articles and editorials of well known professors, lawyers and people working in the mass media. Therefore, the language was formal, with many legal terms, and also lots of terms in *Latin*. In the legal magazine *Novedades Jurídicas No.44* (February, 2010), only six anglicisms were found from which four were proper nouns such as “Magister Plus” and “United Brands”, and one was a technical term “Derecho Antitrust”. In the also legal magazine *Tribuna Democrática No.13* (January, 2010), six anglicisms

were found as well. The magazine *EKOS Ed.191* (March, 2010) showed a notorious increase in anglicisms with 141. This publication is aimed to Ecuadorian businessmen and entrepreneurs. It includes Harvard business reviews, articles about successful businesses, articles that make reference to economical and social issues, as well as articles about strategies and markets. This magazine uses a formal language and many economical terms, which in their majority are in English.

From a total of 366 anglicisms, 210 were found in the general interest variable, with a frequency of repetition of 550. For this third variable four magazines were chosen, because the topics were so extensive that it was important to choose a sample that best represented the majority of the Ecuadorian population. The magazines scanned for this study were:

*Vanguardia*, a 66 page publication read by people over 30, of a middle high and high class, mostly with a higher education. It includes the most important national and international news, as well as interviews, information about latest technology, books, health, tourism, fashion, among others. It uses a formal language. A total of 114 anglicisms were found.

*Hogar*, a 170 page publication, read by men and women, mostly women over 15, from middle low to high class. It includes articles about health, fashion, movies and stars, cooking, decoration, horoscope, as well as some interviews to important people. This



magazine has a wide audience and is well known. It uses both formal and informal language, including vernacular terms. A total of 193 anglicisms were found.

*Vistazo*, a 86 page publication, read by men and women over 18; with a great acceptance among people of the middle low and even low class that can read them for free in supermarkets, doctors' waiting rooms, bus-stops, among others. It includes articles that make reference to news that have shaken the nation, and uses both formal and informal language, including vernacular terms. A total of 160 anglicisms were found.

*Estadio*, a 45 page publication read mostly by men of all social levels and ages, from young to old, focused mainly on news related to sports. It uses mainly language related to sports, as well as a great variety of vernacular terms. A total of 100 anglicisms were found.

The magazine that had more anglicisms was *Hogar*, because it has more sections and articles related with health, fashion, movies and stars, and decoration, were most of the anglicisms are found. It should be pointed out that the names of movies are not translated, but written in English. In example, **look-s** was only used in the magazine *Hogar*.

The ten more frequent anglicisms found, in hierarchical order, from the highest to the lowest frequency were:

**Fútbol** and all its variants, found 45 times, 100% in the general interest variable, in the sports magazine.

**Blog** and its variants, found 34 times, 68% in the cultural variable and 32% in the general interest variable.

**Club** appears in all three variables a total of 21 times, 18 times (86%) in the general interest variable.

**Miss** found 23 times, also 100% in the general interest variable.

**Web** found 24 times, 79% in the general interest variable, 4% in the scholarly variable, and 17% in the cultural variable.

**Test/testing** was found 21 times, 100% in the scholarly variable, which means that it is a technical term used in business or for evaluation purposes.

**Pop** was found 19 times, either alone or in combination with prefixes such as electropop and brit-pop, 16% in the cultural variable and 84% in the general interest variable.

**Gay** was found 16 times, 25% in the cultural variable and 75% in the general interest variable.

**Online** was found 13 times, 15% in the scholarly variable and 85% in the general interest variable.

**Gol** and its variants were found 12 times, 100% in the general interest variable.

Comparing all three variables, terms that are related to new technology are used in their original form, such as **website, net, online, blog**. Also, words referring to specific enterprises such as **business** or proper nouns such as **Champions League**.

## Conclusions

- This research demonstrates that the linguistic phenomenon of anglicisms used in Ecuadorian magazines is a reality. However, it is not as frequent as in the oral lexicon, because when writing people are more aware of the need to do it correctly, in a more formal way, so many anglicisms that are used orally are either translated or avoided when using the written form.
- This study implies that anglicisms found in magazines edited and published in Ecuador are the ones used on a daily basis, either to describe technical devices, technical terms, or words that have become so common that have been accepted by the RAE and can currently be found in the DRAE.
- Based on the tabulation of the data of this study, from the 30 most frequent anglicism found, 67% belonged to the general interest variable, 19% to the scholarly variable, and only 14% to the cultural variable.
- From what was observed during the tabulation of data, the highest frequency of variables in the general interest magazines is because the articles and especially ads contained in these magazines have much to do with the worlds of entertainment, fashion, and decoration, areas of interest that contain most of the anglicisms.

- The anglicism with the highest frequency of use was **fútbol** which was found 32 times, but when including all its variations it added up to 45 times.
- The research showed that the anglicisms in cultural magazines were found mainly in ads and interviews, as these types of publications try to write in a very formal way, keeping the Spanish language as pure as possible, this means free of anglicisms and other foreign words.
- This investigation infers that the influence of the United States is very strong in Latin American countries, so the promotion of products is an area where anglicisms are very high.
- This study demonstrated that the use of anglicisms depends on the age and area of interest. The younger a person is the more anglicisms they use. Therefore, there is strong evidence that anglicisms are preferred because they are shorter words, they imply a wider description, and the connotation is more intense and deep. In example, **pop** instead of “tendencia artística de origen norteamericano”.
- When the study was being carried out it was observed that titles, proper names, names of movies, words related with computer and science technology are used in English, with no translation. The lack of terms to describe new inventions, especially technical words, makes it necessary to use anglicisms.

- The anglicism most frequently used in all three variables is **web**. Other anglicisms found in all three variables are: **club**, **estrés-stress**, **internet-net**, and **marketing**. The anglicism preferred in the world of sports is **fútbol**. From these terms, only the word **fútbol** has changed morphologically.
- The study suggests that morphological changes are aimed to adapt the anglicisms to the grammar rules of Spanish, so that its spelling becomes as phonetically as possible to how it would sound in Spanish.
- The study also suggests that some Spanish words are preferred over the anglicisms, in example, “red” is preferred over **net**. Other terms are used with the same frequency, in English and Spanish, such as **online** and “en línea”.
- This research has demonstrated that there is a high frequency of words from other foreign languages, a total of 85 words from other foreign languages that are not English, with a frequency of repetition of 144.
- Based on the findings of this study, the foreign terms found in the scholarly variable, especially in the two legal magazines scanned, were mostly Latin, because a high percentage of legal terms are Latin, used without translations. This suggests the need to carry out a new study to determine the actual frequency of foreign words in Ecuadorian magazines, and the languages they come

from. Also a specific study about Latin legal terms will be interesting.

- During the investigation, a total of 20 barbarisms were found, six in the general interest variable, 14 in the cultural variable, none in the scholarly variable. This suggests that a further research is needed on this topic.

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# A n n e x e s

## Results

### QUALITATIVE TABULATION CHART

**Variable:** CULTURAL

Table one

Magazine and Date	Anglicisms	Examples	Lexical Category	word repetition n No.	Heading	Page
Casa de la Cultura Ecuatoriana Benjamín Carrión. (2009). <i>La Casa</i> No.2, Ed. 66. Quito, EC: Editorial Pedro José Vera.	blog	miles de artículos, <b>blogs</b> , estudios...	noun	3	Las infracciones y las infractoras	34
		Curiosos <b>blogs</b> también dan cuenta de miles...				38
		dice otra fêmeina en un <b>blog</b> ...				39
	blues	para apropiarse de sus <b>blues</b> ...	noun	1	Estrella de la Carretera	41
	bungaló	me instalaron en un pequeño <b>bungaló</b> ...	noun	1	Efraín Jara Idrovo	52
	confort	ya había cierto <b>confort</b> en la isla..	noun	1	Efraín Jara Idrovo	52
	criquet	un objeto que debería equipar un vehículo es un <b>criquet</b>	noun	1	Las infracciones y las infractoras	38
	dandy	lucía tranquilo y civilizado como un <b>dandy</b>	noun	1	Canaán	58
	extra-large	pero todos espíritus <b>extra-large</b>	preposition adjective	1	Aquí yace un hombre bueno	7
	factory	Demonian <b>Factory</b> de Ernesto Carrión	noun	1	La Rosa en el micro ondas	65
	fashions	hasta llegar a los <b>fashions</b> de Miami-Vice	noun	1	Escarabajo que se libró de la muerte	30
	flash	con una sonrisa espontánea y no de <b>flash</b>	noun	2	Aquí yace un hombre bueno	7
		Mientras subo, hago un <b>flash back</b> ...	noun+adj.		Efraín Jara Idrovo	52
	freak show	Segundo premio para <b>Freak show</b>	adjective-noun	1	Tierra Adentro	6
	gay	publicación dedicada al movimiento <b>gay</b>	adjective	1	Editorial	2
gringos	como dicen los <b>gringos</b> ..	noun	1	Tierra Adentro	6	
home	para irse precisamente a <b>home</b> , casa como dicen los gringos.	noun	1	Tierra Adentro	6	



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Magazine and Date	Anglicisms	Examples	Lexical Category	word repetition No.	Heading	Page	
Casa de la Cultura Ecuatoriana Benjamín Carrión. (2009). La Casa No.2, Ed. 66. Quito, EC: Editorial Pedro José Vera.	home-run	...lo hacía buscando el <b>home-run</b>	noun	1	Tierra Adentro	6	
	loser	Ese es un perdedor, un <b>loser</b> como dicen ellos.	adjective	1	Impresiones sobre el pueblo perdido	46	
	marketing	oficina de <b>marketing</b> al servicio de un...	adjective	1	La Casa de Carrión	22	
	notebook	en su recién comprado <b>notebook</b> Apple.	noun	1	Canaán	57	
	pop		tal popularización fue lograda por el <b>pop</b>	noun	3	Los automóviles en las artes	33
			El <b>pop</b> empleó los mismos elementos...				
			aparece en la pintura <b>pop</b>	adjective			
	rock	tienen la música y en especial el <b>rock</b> ...	noun	1	Estrella de la Carretera	38	
	rockeros	Los <b>rockeros</b> de habla hispana	noun	1		41	
	shock	causa gran impacto y <b>shock</b> emocional	noun	1	Efraín Jara Idrovo	53	
	skin	capaz de estrangular a dos <b>skin</b> ..	noun	1	Canaán	58	
	skinheads	...fama de que había matado a dos <b>skinheads</b> .	noun	2	Canaán	58	
	slogan	la publicidad lo convirtió en <b>slogan</b> .	noun	1	Aquí yace un hombre bueno	7	
	star	paradigmas del <b>star</b> system	adjective	1	La casa en la prensa	4	
	system	paradigmas del star <b>system</b>	noun	1	La casa en la prensa	4	
ticket	tenía un auto veloz y un <b>ticket</b> para ir ...	noun	1	Estrella de la Carretera	40		
watchman	me advierte el <b>watchman</b> (guachimán)	noun	1	Efraín Jara Idrovo	49		
western's	innumerables y polvorientos <b>western's</b> ...	noun	1	Tráfico en páginas	25		
				36			

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Table one

Magazine and Date	Anglicisms	Examples	Lexical Category	word repetition n No.	Heading	Page
Casa de la Cultura Ecuatoriana Benjamín Carrión. (2009). <i>La Casa</i> No.4, Ed. 68. Quito, EC: Editorial Pedro José Vera.	best-seller	una auténtica <b>best-seller</b> como la calificó ...	adjective	1	Presentación de Virgen de Medianoche	66
	blog	el nombre de un <b>blog</b>	noun	18	La literatura ha muerto	40
		un <b>blog</b> ... un bloque de textos escritos				
		entré pues a tu <b>blog</b>				
		Los <b>blogs</b> , de acuerdo a esta interpretación				
		qué dirían de los blogs hombres como ...				
		que a los <b>blogs</b> recurren no solo aquellos ...				
		Recurren a los <b>blogs</b> ...				
		Primero escribe <b>blogs</b> ..				
		Comparados con los de <b>blog</b> ...				
		asesinados por los escritores de <b>blog</b> .				41
	esnobistas de un <b>blog</b>	71				
	una crítica publicada en el <b>blog</b>					
	blogger	a pesar de lo que piense la respetable <b>blogger</b> .	noun	1	El pie de la letra	71
boom	como los fenómenos de un <b>boom</b> añejo.	noun	2	El pie de la letra	43	
	se perdió el <b>boom</b> pero se ganó nuestro respeto.				La novelaria de nuestros novelistas	42
close up	una cámara empezara a acercarse a la niña, y ésta, en un <b>close up</b> ...	noun verb+prep	1	Sobre la Competencia	54	
down	niños <b>Down</b>	adjective	6		55	
esnobistas	<b>esnobistas</b> de un blog	noun	1	La literatura ha muerto	41	
estrés	porque la desolación y hasta el <b>estrés</b> ..	noun	1	Virgen de Medianoche	67	
gay	Lo <b>gay</b> en el arte	adjective	2	La Casa en la prensa	12	
	El arte <b>gay</b>					

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Table one

Magazine and Date	Anglicisms	Examples	Lexical Category	word repetition No.	Heading	Page
Casa de la Cultura Ecuatoriana Benjamín Carrión. (2009). La Casa No.4, Ed. 68. Quito, EC: Editorial Pedro José Vera	gringa/o	primera impresión, emotiva y tipo <b>gringa</b>	adjective	2	Sobre la Competencia	54
		Digo tipo <b>gringa</b> porque .				
	internet	con un <b>gringo</b> mendicante, enfermo de amor	noun	1	Presenta-ción de Virgen de Medianoche	68
		así <b>internet</b> está plagado de pésima literatura	noun	3	La joven poesía Ecuatoriana	34
	con las páginas de <b>internet</b>	La literatura ha muerto			41	
	porque ha sido escrita para <b>internet</b>					
	light	muerte de la literatura <b>light</b> /poética.	adjective	1	Galería de sombras	39
	link	con un vínculo ( <b>link</b> ) paa descargar una antología	noun	1	El pie de la letra	71
	made in	héroes falsetes <b>made in</b> Latinoamérica...	prepositional verb	1	La novelería de nuestros novelistas	43
	My God	que alguien dijera: "Oh <b>My God</b> "	pronoun-proper noun	1	Sobre la Competencia	54
	performer	...como cualquier otro artista o <b>performer</b>	noun	1	La Casa en la prensa	12
	ring	Tres en un <b>ring</b> , donde la violencia ...	noun	1	El poeta y su voz	63
	snob	cómplices de los materiales <b>snob</b> ...	adjective	2	Galería de sombras	39
		partiendo tras el <b>snob</b> de la época...	noun		La novelería de nuestros novelistas	42
	star system	de la maquinaria del <b>star system</b>	noun	1	Cine a dos bandar	22
	tótem	el <b>tótem</b> del sonido invisible..	noun	1	Galería de sombras	39
	twenty four	Érase una vez en el reino de la <b>twenty four</b> ...	adjective	3	El narrador en su tinta	62
web	estamos permanentemente ligados via <b>web</b>	noun	2	Asesoría a la Biblioteca Nacional	56	
	Llegué a esta página <b>web</b>	adjective		El pie de la letra	71	
				54	34	

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Table one

Magazine and Date	Anglicisms	Examples	Lexical Category	word repetition No.	Heading	Page
Casa de la Cultura Ecuatoriana Benjamín Carrión. (2010). <i>La Casa</i> No.1, Ed. 70. Quito, EC: Editorial Pedro José Vera.	blog	tiene un <b>blog</b> que, bajo la apariencia de revista.	noun	1	El pie de la letra	34
	body art	Me refiero al arte minimalista, al <b>body art</b> ..	adj+noun	1	Fernando López	11
	boockcel	fueron impresos en papel <b>boockcel</b>	adjective	1	Parece que fue ayer	66
	club	Cine <b>Club</b> 2010	adjective	1	Cinemateca Nacional	68
	cómic/s	FV creó un cómic...	noun	2	Parece que fue ayer	66
		sus <b>cómics</b> favoritos, revistas de todo tipo..			Leer con los niños, una forma de decir TQ	39
	estatus	el ridículo <b>estatus</b> de un grueso hacinamiento...	noun	1	Mario Ronquillo	22
	fax	en la celda de un <b>fax</b>	noun	1	Tierra Adentro	49
	full	se imprimió a <b>full</b> color	adjective	2	Parece que fue ayer	65
		incorpore el papel cuché <b>full</b> color				66
	gay	el <b>gay</b> albino, paranoico y calvo...	noun	1	Mario Ronquillo	22
	happenings	Qué le parecen los <b>happenings?</b>	noun	1	Jaime Villa	19
	internet	espacios: el <b>internet</b> es uno de ellos	noun	2	El pie de la letra	34
		El <b>internet</b> permite la circulación ...				
	ipods	con su celular, con sus <b>ipods</b> ...	noun	1	Leer con los niños, una forma de decir TQ	39
	land art	Me refiero al arte minimalista, al <b>land art</b> ..	adj-noun	1	Fernando López	11
links	otros <b>links</b> con la sociedad...	noun	2	Edwin Ulloa	26	
	pensaba que pueden servir de <b>links</b>				28	
new age	regodeos <b>new-age</b> ...	adjective	1	El pie de la letra	34	
performances	Me refiero al arte minimalista... <b>performances</b> ...	noun	1	Fernando López	11	

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Table one

Magazine and Date	Anglicisms	Examples	Lexical Category	word repetition No.	Heading	Page
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Casa de la Cultura Ecuatoriana Benjamín Carrión. (2010). La Casa No.1, Ed. 70. Quito, EC: Editorial Pedro José Vera.	punk	el <b>punk</b> y el rock de la nueva ola	noun	1	Mario Ronquillo	22
	rock	el punk y el <b>rock</b> de la nueva ola	noun	1	Mario Ronquillo	22
	top model	podría ser como esa <b>top model</b> a la que no hay...	adjective noun	1	Edwin Ulloa	24
	web	Podemos encontrar páginas <b>web</b> ...	adjective	2	El pie de la letra	34
una serie de páginas <b>web</b>						
				25		

Author: Ana María Merchán-Tamariz

## QUALITATIVE TABULATION CHART

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Table Two

Magazine and Date	Anglicisms	Examples	Lexical Category	word repetition No.	Heading	Page	
Ediciones Legales EDLE, S. A. (Febrero, 2010). <i>Novedades Jurídicas</i> . (Año VII, No. 44). Quito, EC: Author.	antitrust	El derecho de la libre competencia... también conocido como Derecho <b>Antitrust</b> .	adjective	1	Abuso de la posición dominante	6	
	email	<b>email:</b> xxxxxx	noun	2	Ad Magzn Novedades Jurídicas	25	
	fax	complete esta información y envíela por <b>fax</b> .	noun	1	Ad Magzn Novedades Jurídicas	25	
	stock	...el <b>stock</b> o existencias son deficitarias...	noun	1	Abuso de la posición dominante	14	
	tips	<b>Tips</b> fiel. Innovación en investigación...	noun	1	Ad FIEL	47	
				6			
Corporación MYL. (Enero, 2010). <i>Tribuna Democrática</i> . (Año II, No.13). Quito, EC: Impresores MYL	contracts	Title of chart: Enforcing <b>Contracts</b> - Global Rank	noun	1	Inversión y Justicia	6	
	enforcing	Title of chart: <b>Enforcing</b> Contracts - Global Rank	verb	1	Inversión y Justicia	6	
	global	Title of chart: Enforcing Contracts - <b>Global</b> Rank	adjective	1	Inversión y Justicia	6	
	rank/ing		Title of chart: Enforcing Contracts - Global <b>Rank</b>	noun	2	Inversión y Justicia	6
			...para determinar el <b>ranking</b> de países que...				
sticker	...dispensadores, etiquetas, <b>stickers</b> ...	noun	1	Ad Impresores MYL	21		
				6			
Corporación Ekos Media. (Marzo, 2010). Revista Ekos Negocios. (Ed. 191). Guayaquil, EC: Grafinpren	airbags	<b>airbags</b> laterales y delanteros.	noun	1	Nuevo Peugeot	2	
	anti-stress	gel para el baño <b>anti-stress</b> con chocolate	prefix-noun	1	Ecuador:... en las chocolaterías	37	
	army	Scott Snook, retired US <b>Army</b> Colonel	adjective	1	Ad HBR	49	
	bar	Noe sushi- <b>bar</b>	noun	4	Los mejores restaurantes	61	

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Table Two

Magazine and Date	Anglicisms	Examples	Lexical Category	word repetition No.	Heading	Page
Corporación Ekos Media. (Marzo, 2010). Revista Ekos Negocios. (Ed. 191). Guayaquil, EC: Grafipren	benchmark	calidad de servicio y <b>benchmark</b> en...	noun	2	Los mejores restaurantes	57
		... medición de calidad y <b>benchmark</b> .				58
	boom	se ha producido un <b>boom</b> de emisiones...	noun	2	Letter by Patricio Peña	75
		esta suerte de <b>boom</b> de emisiones...				90
	bottling	Coca Cola Ecuador <b>Bottling</b> Company	adjective	1	Dinamis-mo en las emisiones	91
	bullwhip	A este efecto se lo bautizó como el efecto látigo ( <b>bullwhip</b> effect)	adjective	1	Colaboración continua	35
	business	Harvard <b>Business</b> Review BDM Program Ecuador	adjective	9	Cover of magazine	1
		Harvard <b>Business</b> Review America Latina			Ad HBR	49
		Programa de gobernanza y liderazgo político del IDE <b>Business</b> School en Quito.			Testimonio Camilo Palacio	55
		Harvard <b>business</b> review			HBR América Latina	64
		<b>Business</b> decision makers			HBR - LA	66
		para desarrollar el Toyota <b>business</b> practice				
	choco-bar	tiene también su <b>choco bar</b>	adjective-noun	1	Ecuador en las chocolaterías	36
	cloud	obtener las ventajas de la computación <b>cloud</b> ...	adjective	2	Ad Hewlett Packard	10
La computación <b>cloud</b> es una tecnología ....						
colonel	Scott Snook, retired US Army <b>Colonel</b>	noun	1	Ad HBR	49	

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Table Two

Magazine and Date	Anglicisms	Examples	Lexical Category	word repetition No.	Heading	Page
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Corporación Ekos Media. (Marzo, 2010). Revista Ekos Negocios. (Ed. 191). Guayaquil, EC: Grafipren	club	Phisque, wellness <b>club</b>	noun	2	Phisque wellness club Ad	45
		De <b>club</b> : no rivales...			Puede la empresa lograr el bien común?	63
	commodity/ies	busquen refugio en los <b>commodities...</b>	noun	2	Perspectiva: Indicadores económicos	93
		debería enfocarse en este segmento para poder diferenciarlo del <b>commodity</b> .			Ecuador: presente en las chocolaterías...	37
	company	Coca Cola Ecuador Bottling <b>Company</b>	noun	1	Dinamismo en las emisiones	91
	Consultancy	Tata <b>Consultancy</b> Service	adjective	1	Tata Consultancy Services	42
	decision	Business <b>decision</b> makers	noun	2	HBR América Latina	64
	effect	A este efecto se lo bautizó como el efecto látigo (bullwhip <b>effect</b> )	noun	1	Colaboración continua	35
	estándares	están aún muy por encima de los <b>estándares</b> internacionales	noun	1	Penumbra eléctrica	28
	estandarización	<b>estandarización</b> de procesos	verb	1	Tata Consultan. Services	43
	estandarizados	se benefician de ... procesos <b>estandarizados</b>	adjective	1		42
	express	Laar, UPS, courier <b>express</b>	adjective	1	Ad UPS	83
	factory/ing	crédito financiero a corto plazo ( <b>factoring</b> )	noun	2	Coface, líder en riesgo comercial	31
		en un modelo de testing <b>factory</b>	adjective		Tata Consultan. Services	43

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Table Two

Magazine and Date	Anglicisms	Examples	Lexical Category	word repetition No.	Heading	Page
	flash	256 MB de memoria <b>flash</b>	adjective	1	Ad phones Porta	8



Corporación Ekos Media. (Marzo, 2010). Revista Ekos Negocios. (Ed. 191). Guayaquil, EC: Grafinpren	fuel oil	operan a gas natural, diesel, <b>fuel oil</b> ...	adjective-noun	1	Penumbra eléctrica	27
	global	Elaboración de las Memorias de Sostenibilidad del <b>Global Reporting Initiative</b>	adverb	1	Corrupción: Podremos vencerla?	53
	great	<b>Great Place to work:</b> Institute Ecuador	adjective	3	Mejores prácticas gerenciales	40
	gringo	... su primo "El <b>Gringo</b> "...	noun	1	Una vida con tinta y liderazgo	24
	health-stores	Los llamados <b>health-stores</b> en Bélgica...	adjective-noun	1	Ecuador en las chocolaterías	37
	home	tus planes punto <b>home</b>	adjective	2	Ad Punto Net	87
	in-house	óptimo nivel de calidad que no puede ser alcanzado ( <b>in-house</b> )	preposition, noun	1	Tata Consultan. Services	43
	initiative	Global reporting <b>initiative</b>	noun	1	Corrupción: Podremos vencerla?	53
	insourcing	logística <b>insourcing</b>	adjective	1	Ad UPS	83
	institute	Great Place to work: <b>Institute</b> Ecuador	noun	1	Mejores prácticas gerenciales	41
	instructional design	Master of Science in <b>Instructional Design</b>	adjective noun	2	HBR América Latina	66
	international	...Transparency <b>Intenational</b> ...	adjective	1	Corrupción: Podremos vencerla?	53
	internet	La red <b>internet</b> , plataforma de intercambio...	adjective	1	Colaboración continua	35
		control de sus flotas ... a través de <b>internet</b> .	noun	5	Ad Chevrolet	10
Los clientes del BB utilizan <b>internet</b>		Ad Banco Bolivariano			52	
la banca en <b>internet</b> del Banco B.					56	
navega en <b>internet</b> desde tu celular		Ad movistar			69	

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Magazine and Date	Anglicisms	Examples	Lexical Category	word repetition No.	Heading	Page
	item	el <b>item</b> más interesante es coordinador ...	noun	1	HBR América Latina	66
	laptop	tu café caliente, tu <b>laptop</b> y Hoy...	noun	1	Ad Hoy, newspaper	77

Corporación Ekos Media. (Marzo, 2010). Revista Ekos Negocios. (Ed. 191). Guayaquil, EC: Grafinpren	lounge	...tal como ocurre con ...el chocolate <b>lounge</b> ..	adjective	1	Ecuador: presente en las chocolaterías...	36
	mails	envío de <b>mails</b> hasta ...	noun	1	Ad Punto Net	87
	makers	Business decision <b>makers</b>	noun	2	HBR América Latina	64
	marketing	... con un minor en <b>Marketing ...</b>	adjective	4	Tú eliges, tú decides, tú escoges	14
		Directora de <b>Marketing</b> en Telefónica				
		Su incursión... nació de un trabajo de <b>marketing</b> ..			El éxito ... objetivos personales	22
	mystery	la técnica del cliente fantasma ( <b>mystery</b> -shopper)	adjective	1	Los mejores restaurantes	57
	net	cobertura punt <b>net</b>	adjective	3	Ad Punto Net	87
	on-line	Maestrías <b>on-line</b>	adjective	1	Universidad e Alicante	23
		Revista Ekos ahora es también <b>on-line</b>	noun	1	Ad EKOS	91
	outsourcing	Experience certainty. IT services business solutions <b>outsourcing</b>	verb	1	Tata Consultan. Services	43
	place	Great <b>Place</b> to work: Institute Ecuador	noun	1	Mejores prácticas gerenciales	40
	pool	<b>pool</b> de mensajería	noun	1	Ad UPS	83
practice	para desarrollar el Toyota business <b>practice</b>	noun	1	HBR América Latina	66	
premium	...los códigos del chocolate <b>premium</b> ...	adjective	1	Ecuador en las chocolaterías..	36	

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Table Two

Magazine and Date	Anglicisms	Examples	Lexical Category	word repetition No.	Heading	Page
	program	Harvard Business Review BDM <b>Program</b> Ecuador 2010	noun	1	Cover of magazine	1
	pymes	mercado de aclimatación para los <b>pymes</b> ...	noun	1	Dinamismo en las emisiones	90

Corporación Ekos Media. (Marzo, 2010). <i>Revista Ekos Negocios</i> . (Ed. 191). Guayaquil, EC: Grafipren	relax	<b>Relax</b> : Relájate con personalidad	verb	1	Ad Ver Corona Extra	5
	reporting	Global <b>reporting</b> initiative	verb	1	Corrupción: Podremos vencerla?	53
	resorts	Decameron, all inclusive hotels & <b>resorts</b>	noun	1	Decameron	29
	retired	Scott Snook, <b>retired</b> US Army Colonel	adjective	1	Ad HBR	49
	review	Harvard Business <b>Review</b> BDM Program Ecuador	noun	3	Cover of magazine	1 49
		Harvard business <b>review</b>			HBR América Latina	67
	router	<b>router</b> inalámbrico a 22.90	noun	2	Ad Punto Net	87
		incluye <b>router</b> inalámbrico				
	school	Business <b>school</b> ...	noun	2	Testimonio C.Palacio	55
	sensation	un <b>sensation</b> chocolat	adjective	1	EC.. en las chocolaterías	37
	service/s	Tata Consultancy <b>Service</b>	noun	1	Tata Consultan. Services	42
		Experience certainty. IT <b>services</b> business solutions outsourcing				43
	shopper	la técnica del cliente fantasma (mystery- <b>shopper</b> )	noun	1	Los mejores restaurantes	57
shows	<b>shows</b> todos los días	noun	1	Decameron	29	
smart-phone	Este nuevo <b>smartphone</b> ofrece ...	noun	1	Ad phones Porta	8	
snacks	buffets y <b>snacks</b> ...	noun	1	Decameron	29	

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Table Two

Magazine and Date	Anglicisms	Examples	Lexical Category	word repetition No.	Heading	Page
	software	disgregación del <b>software</b> testing	noun	3	Consultan. Services	42
		certificado y especializa-do en <b>software</b> testing.				
		no ha pagado las licencias de <b>software</b>			Corrupción: Podremos vencerla?	52

Corporación Ekos Media. (Marzo, 2010). Revista Ekos Negocios. (Ed. 191). Guayaquil, EC: Grafinpren	solutions	Experience certainty. IT services business <b>solutions</b> outsourcing	noun	1	Tata Consultan. Services	43
	stakeholders	La voz de los <b>stakeholders</b>	noun	4	Ad Nestlé	15
		Un acertado direccionamiento estratégico hacia los <b>stakeholders</b>				
		El estado como <b>stakeholder</b> de la empresa			Corrupción: Podremos vencerla?	53
	stress	el hacer pruebas de carga y <b>stress</b>	noun	1	Tata Consultan. Services	42
	test/s	proceso de <b>test</b> independiente al ciclo...	adjective	3	Tata Consultan. Services	42
		provee una metodología madura de <b>test</b>				
		mejora continua del proceso de <b>test</b>				
		<b>test</b> de Cooper.	noun	2	Salud ejecutiva	45
	evaluar condición con <b>tests</b> y pruebas					
	tickets	<b>tickets</b> aéreos	noun	1	Decameron	29
	vip	servicio <b>vip</b>	adjective	1	Ad UPS	83
way	implementación del Toyota <b>Way</b>	noun	1	HBR América Latina	66	
web	en la página <b>web</b> de la empresa	adjective	1	Mejores prácticas gerenciales	41	

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Table Two

Magazine and Date	Anglicisms	Examples	Lexical Category	word repetition No.	Heading	Page
		un adecuado proceso de <b>testing</b>	adjective			42
		un buen sistema de <b>testing</b>	adjective			
		La eficacia del proceso de <b>testing</b>	adjective			
		ambiente no de desarrollo sino de <b>testing</b>	adjective			
		disgregación del software <b>testing</b>	adjective			

Corporación Ekos Media. (Marzo, 2010). Revista Ekos Negocios. (Ed. 191). Guayaquil, EC: Grafipren	testing	un servicio evolucionado de fábrica de <b>testing</b> .	adjective	12	Tata Consultan. Services	43		
		Centro de excelencia de <b>testing</b> .	adjective					
		en un modelo de <b>testing</b> factory	adjective					
		carecen del equipo dedicado a <b>testing</b>	verb					
		poseen precosos de <b>testing</b> ad-hoc	verb					
		un adecuado proceso de <b>testing</b>	adjective					
		mejorar calidad y objetivos de <b>testing</b>	adjective					
		entrenar un equipo de <b>testing</b>	adjective				1	43
		especializados en <b>testing</b>	noun				1	43
		herramientas de <b>testing</b>	noun				1	43
	fase de <b>testing</b>	adjective	1	43				
	wellness	Phisque, <b>wellness</b> club	adjective	1	Phisque wellness club Ad	45		
	work	Great Place to <b>work</b> : Institute Ecuador	noun	1	Mejores prácticas gerenciales	41		
	workshop	participar en el primer <b>workshop</b> dirigido por..	noun	1	HBR América Latina	64		
				141				

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Table Three

Magazine and Date	Anglicisms	Examples	Lexical Category	word repetition No.	Heading	Page	
Editorial Gran Tauro. (Abril, 2010). Revista Vanguardia. Guayaquil, EC: Author	airbags	con 6 <b>airbags</b>	noun	1	Ad Captiva	5	
	bagels	ofrece picar <b>bagels</b> en...	noun	1	Jetset...	63	
	bestseller	es infiel al <b>bestseller</b> ...	noun	1	Cine	56	
	black metal	varios subgéneros del metal contemporáneo: <b>black metal</b> ...	adjective	1	Agenda	57	
	blog	ellos ya crearon un <b>blog</b>		noun	3	El desgrane de los intelectuales	15
		hizo un <b>blog</b> que colgó				Realeza	60
		En el <b>blog</b> contó que...					
	blogger	Para el <b>blogger</b> PH...	noun	1	Jetset	63	
	bluetooth	receptor <b>bluetooth</b>		adjective	2	Artefactos: Tentaciones	42
		La tecnología <b>bluetooth</b> llega a los auriculares..					
	boys	Name: <b>Boys</b>	noun	1	Libros...	52	
	cameos	personajes del guión y <b>cameos</b>	noun	1	Jetset...	63	
	charter	vuelos <b>charter</b> a ...	adjective	1	Empresarial	59	
	chips	instalando número de series y <b>chips</b>	noun	1	El mercado de los uniformes	50	
	clóset	Los medios que abrieron el <b>clóset</b>	noun	1	El personaje	49	
	club	El Cómics <b>Club</b> de GYQ		noun	2	Agenda	57
		El <b>club</b> Nativa...				La moda en la arena	58
	cómic / cómic	Las tiras <b>cómicas</b> de la era		adjective	2	Agenda	57
		enfocada en las tiras <b>cómicas</b>					
		Subtitle: <b>cómics</b>		noun	3	Pasarela	57
No más <b>cómics</b> retro ...no habrá más <b>cómics</b>		No más cómic retro	15				
complot	El <b>complot</b> incluía ...	noun	1	El hombre que quiso asesinar a Obama	33		
confirming	<b>Confirming</b> BG es un nuevo servicio...	verb	1	Ad Banco Guayaquil	68		
covers	hace un disco de <b>covers</b>	nouns	1	Libros...	52		

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Magazine	Anglicisms	Examples	Lexical	word repetition No.	Heading	Page
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Magazine and Date	Anglicisms	Examples	Category	word repetition No.	Heading	Page
Editorial Gran Tauro. (Abril, 2010). Revista Vanguardia. Guayaquil, EC: Author	cyberpunk	Escenas de <b>cyberpunk</b> adolescente	noun	2	Libros -discos	52
		las convenciones del <b>cyberpunk</b>				
	death metal	varios subgéneros..., <b>death metal</b>	adjective	1	Agenda	57
	design	en web <b>design</b>	verb	1	Los estilistas de la navegación virtual	48
	download	y agrega la palabra <b>download...</b>	verb	1	Los estilistas...	33
	fashion week	El <b>fashion week...</b>	adj+noun	1	La moda en la arena	58
	filme	<b>Filme:</b> Líos de las divas	noun	1	Jetset...	62
	flashbacks	dijo que habría <b>flashbacks</b>	noun	1	Jetset...	63
	flex	Los espejismos verde <b>flex</b>	adjective	1	Ma.Ferdanda Espinoza	9
	four seasons	hoteles <b>four seasons..</b>	adj.+noun	1	Libros...	52
	full	... <b>full</b> equipo	adjective	1	Ad Mitsubishi	2
	fusion	Julieta V., Pop <b>fusion</b>	noun	1	Libros...	52
	fútbol	Liga China de <b>fútbol</b>	noun	1	Hernán Barcos	64
	gay	adjective	Richy Martin dijo que era <b>gay</b> .	11	R.M.dijo que es gay	1, 4
Por qué importa que RM sea <b>gay</b> .			El personaje: Tentaciones		49	
La alianza <b>gay</b> y lesbica						
decidió decir que era <b>gay</b>						
publicaciones <b>gay</b> más populares			Líos de las divas del sexo en NYC		63	
soporte de la comunidad <b>gay</b>						
organización <b>Gay</b> y ...						
a favor de las bodas <b>gay</b>						

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Magazine and Date	Anglicisms	Examples	Lexical Category	word repetition No.	Heading	Page
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Editorial Gran Tauro. (Abril, 2010). Revista Vanguardia. Guayaquil, EC: Author	heavy metal	escuchó desde <b>heavy metal</b> hasta Bartók	adj+noun	1	Música	54
	high	Llegaron las nuevas 4x2 <b>high</b> rider full equipo	adjective	1	Ad Mitsubishi	2
	home	punto <b>home</b> banda ancha	noun	1	Ad Puntonet	67
	impasses	...recuerda todos los <b>impasses</b> entre el gobierno	noun	1	Los socialistas con cama aparte	21
	internet	Internacional, <b>internet</b>	noun	3	Bonito, barato y falso	32
		páginas de subastas de <b>internet</b>				
		con tecnología a través de... <b>internet</b>				
	iphone	altavoces para un <b>iphone</b>	noun	1	Artefactos: Tentacio-nes	42
	ipod	altavoces para el <b>ipod</b>	noun	2	Artefactos: Tentacio-nes	42
		para conectar un <b>ipod</b>				
	jam	<b>jam</b> sessions	adjective	1	Agenda	57
	jazz	cinco años de <b>jazz</b>	noun	3	Música	54
		improvisación a manera del <b>jazz</b>				
		menos recursos que el <b>jazz</b> ...				
		en algunos conciertos de <b>jazz</b> ...	adjective	2	Agenda	57
El trío de <b>jazz</b>						
jetset	Title: <b>Jetset</b>	noun	3	Las pequeñas misiones	4	
	<b>Jetset</b> , Sexo y Peleas...			Tentaciones	39	
	<b>Jetset</b> : tentaciones			Líos de las divas....	62	
links	así como <b>links</b> a escuelas de negocios	noun	1	A la cacería de programas...	48	
look	En busca de un <b>look</b> más estilizado	noun	1	En busca de un look más estilizado	59	
mails	animado con las llamadas y <b>mails</b> ...	noun	1	Emilio Palacio	18	
mainstream	no sólo las películas del <b>mainstream</b> ...	adjective	1	Bonito, barato y falso	33	

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Magazine and Date	Anglicisms	Examples	Lexical Category	word repetition No.	Heading	Page
		Reinventando el <b>marketing</b> para ...				45
		Congreso de <b>marketing</b>				55
						45



Editorial Gran Tauro. (Abril, 2010). Revista Vanguardia. Guayaquil, EC: Author	marketing	El padre del <b>marketing</b>	noun	11	Philip Kotler	45
		el <b>marketing</b> tal como lo conocemos...				55
		El <b>marketing</b> se está convirtiendo...				55
		autoridad mundial en <b>marketing</b> .				
		valiosa contribución al <b>marketing</b>				
	net	última milla <b>puntonet</b>	noun	2	Ad Puntonet	67
		<b>puntonet</b> , ni punto ni comparación				
	online	estudio sobre la falsificación <b>online</b>	adjective	3	Bonito, barato y falso	32
		una sensación de gobierno <b>online</b>				
		Comisión de Mercado <b>online</b>				33
	open mind	...y somos <b>open mind</b> ?	adject+noun	1	El personaje	49
	petshop	Name: <b>Petshop</b>	noun	1	Libros...	52
	play station	consola personal de <b>play station</b> ...	adj+noun	1	Hernán Barcos	64
	pop	Julieta V., <b>Pop fusion</b>	noun	4	Libros...	52
		grandes estrellas del <b>pop</b>				
		<b>Pop</b> electrónico			Música	54
escuchó...pasando por el <b>pop</b> ...						
product placement	promocionar...toneladas de <b>product placement</b>	noun-verb	2	Jetset...	63	
	Los ingresos por <b>product placement</b> ...					
puenting	Practicar <b>puenting</b>	noun	1	Hernán Barcos	64	
puzzle	El <b>puzzle</b> de un barrio.	noun	1	El puzzle de un barrio.	34	
rafting	competencias internacionales de <b>rafting</b>	noun	1	El páramo y la selva en el camino	47	

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Magazine and Date	Anglicisms	Examples	Lexical Category	word repetition No.	Heading	Page
	ranking	el <b>ranking</b> profesional de golfistas	noun	1	Telón arriba para T.Woods	48
	rider	high <b>rider</b> full equipo	noun	1	Ad Mitsubishi	2
	screenplay	adaptador <b>screenplay</b>	adjective	1	Artefactos..	42

Editorial Gran Tauro. (Abril, 2010). <i>Revista Vanguardia</i> . Guayaquil, EC: Author	sessions	en cada una de las jam <b>sessions</b>	noun	1	Agenda	57
	shows	se suma a <b>shows</b> en vivo	noun	1	Libros...	52
	simulcast	...proceso de <b>simulcast</b> (funcionamiento simul- táneo de emisiones analógicas y digitales)	adjective	1	La TV migra a la señal digital	41
	software	fueron teléfonos, <b>software</b> y ...	noun	1	Bonito, ba- rato y falso	32
	soul	La cantante de <b>soul</b> ...	adjective	1	Pasarela	60
	speed metal	varios subgéneros..., <b>speed metal</b>	adjective	1	Agenda	57
	stabilitrack	Control de estabilidad, <b>stabilitrack</b>	adjective	1	Ad Chevrolet	5
	stock	Beneficios validos hasta agotar <b>stock</b>	noun	1	Ad Vanguard- día	11
	teasers	Trailers y <b>teasers</b> muestran apenas...	noun	1	Jetset...	63
	tenis	Por jugar <b>tenis</b> ...	noun	1	Andrés Gómez	22
	trailers	<b>Trailers</b> y teasers muestran apenas...	noun	1	Jetset...	63
	trash metal	la banda de <b>trash metal</b>	adjective	1	Agenda	57
	thriller	El <b>thriller</b> de la redención	noun	2	Cine	56
		en la construcción de un <b>thriller</b>				
	trotskismo	...fue socialista y <b>trotskista</b> .	noun	2	Emilio Palacio	19
viene de la izquierda tradicional, del <b>trotskismo</b> ...						
twitter	colgó en su <b>twitter</b> ...	noun	1	El personaje	49	

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Magazine and Date	Anglicisms	Examples	Lexical Category	word repetiti on No.	Heading	Page
Editorial Gran Tauro. (Abril, 2010). <i>Revista</i>	web	páginas de subastas en la <b>web</b> .	noun	3	Bonito, ba- rato y falso	32
		los grandes de la <b>web</b> ...				33
		libertades que ofrece la misma <b>web</b> ..				
		premios por excelencia por <b>web</b> design	adjective	3	Los estilis-tas de la navegación virtual	48
		diseños de páginas <b>web</b>				

revisu Vanguardia. Guayaquil, EC: Author		Otra página de diseño <b>web</b>				
	WiFi	Director WiFi	adjective	1	Artefactos..	42
	worshops	<b>Workshops</b> sobre el Congreso en la USFQ	noun	2	P.Kotler	45
		informaciones sobre <b>workshops</b> en el país			El diseño hecho imaginación	48
	zoom	sin sonidos y con un gran <b>zoom...</b>	noun	1	Exposicio-nes	53
				130		

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Magazine and Date	Anglicisms	Examples	Lexical Category	word repetition No.	Heading	Page
Editores Nacionales, S.A. (Abril, 2010). <i>Revista Hogar</i> . Especial de decoración No. 548. Guayaquil, EC: Author.	adult-lady	Ginlac <b>adult-lady</b> , protección íntima	adject-noun	1	Ginlac ad	69
	affair	...ella vive este <b>affair</b> con su ex marido.	noun	1	Es complicado	164
	annual	1st. <b>Annual</b> VPL1	adjective	1	Chichí sigue bailando	12
	anti-edad	Innovación <b>anti-edad</b> , efecto <b>anti-edad</b> .	prefix before noun	2	Eucerin cream Ad	5
	Art Deco	luce un mural de estilo <b>Art Deco</b>	adjective	1	Decoración ambientes	108
	assistant	...customer marketing <b>assistant</b> food solutions	noun	1	Noti Empresas	153
	baby	...aplicale talco Johnson's <b>baby</b> para que	noun	4	Johnson's baby powder	15
		De tus caricias con Johnson's <b>baby</b> nace ...				
		Johnson's <b>baby</b> talco				
	baby shower/s	...amigas celebraron el <b>baby</b> shower de...	noun	3	Social Guayaquil	134
		Matrimonios, fiestas... <b>baby showers</b> ...			Plaza L'argetiere	138
	bar	En el <b>Bar</b> 58 ubicado en Cumbayá tuvo lugar...	noun	2	Social Quito	130
		<b>bar</b> abierto			Decameron	39
	barbiefoot	<b>Barbiefoot</b> es el nombre de este peculiar ...	noun	1	Barbie para todas	16
	bazaar	... fue editora de... Harper's <b>Bazaar</b> .	noun	1	Chichí sigue bailando	12
beauty shop	Burbujas <b>beauty shop</b> .	adjective-noun	1	Dermo Vagisil Ad	13	
béisbol	fans del <b>béisbol</b>	noun	1	Sólo para fanáticas	18	
blush	...para aplicar el <b>blush</b> y los iluminadores	noun	1	La revolución del maquillaje	35	
brit-pop	La niña mimada del <b>brit-pop</b>	adjective	1	Actualidad Música	152	
bumsters	...pantalones de corte bajo llamados <b>bumsters</b> .	proper noun	1	Alexander McQueen	61	

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Magazine and Date	Anglicisms	Examples	Lexical Category	word repetition No.	Heading	Page	
Editores Nacionales, S.A. (Abril, 2010). <i>Revista Hogar.</i> Especial de decoración No. 548. Guayaquil, EC: Author.	captive	...llevando el reloj de la línea <b>Captive</b>	proper noun	1	El sofisticado estilo de Cartier	46	
	catering	...empresa de eventos y <b>catering</b> ...	noun	1	Plaza L'argetiere	138	
	chenilles	variedades de manteles en <b>chenilles</b> y brocados.	noun	1	Plaza L'argetiere	139	
	chequeos	<b>Chequeos</b> a tiempo.	Los <b>chequeos</b> ginecológicos son la mejor forma... ...para hacerse los <b>chequeos</b> ginecológicos	noun	3	Chequeos a tiempo.	70
		Los <b>chequeos</b> ginecológicos son la mejor forma...					
		...para hacerse los <b>chequeos</b> ginecológicos					
	chic	deja ver su imagen garbaje <b>chic</b> como ella lo ha definido.	adjective	1	Actualidad Música	154	
	classic	Ginlac <b>classic</b>	adjective	1	Ginlac ad	69	
	clinical	Rexona <b>clinical</b> for ...	adjective	4	Rexona ad	29	
	club	Relaciones y entretenimiento: <b>club</b>	noun	9	Cómo hacer un presupuesto	33	
		En los salones del <b>Club</b> Sociedad Unión ...			Social Quito	132	
		...invitados en el <b>Club</b> de la Unión			Social Guayaquil	133	
		en el GYQ Tenis <b>Club</b>				134	
		...Salinas Yatch <b>Club</b> .				135	
		Recibieron a sus invitados en los Salones del <b>Club</b> de la Unión.				137	
		...celebró cumpleaños ... en el GYQ Tenis <b>Club</b>			140		
Health <b>Club</b> del Hilton Colón.		Productos & Servicios			155		
cocktail/ cóctel/ cocteles	ofreció un <b>cocktail</b> en honor...	noun	4	Noti Empresas	169		
	...vestidos de noche o de <b>cóctel</b> .			Glamour urbano	58		
	Con un elegante <b>cóctel</b> se dio un reconocimiento			Social Cuenca	146		
	...sirve algunos <b>cocteles</b> como martinis.			Arriba los 30!	158		
confort	Línea del <b>confort</b> ...	adjective	2	Ad furniture	103		

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Table Three

Magazine and Date	Anglicisms	Examples	Lexical Category	word repetition No.	Heading	Page
Editores Nacionales, S.A. (Abril, 2010). <i>Revista Hogar</i> . Especial de decoración No. 548. Guayaquil, EC: Author.	customer	... <b>customer</b> marketing assistant food solutions	noun	2	Noti Empresas	153
	electropop	a ritmo de un sugerente <b>electropop</b>	adjective	2	Actualidad Música	154
		A ritmo de <b>electropop</b>				
	energy	la nueva linea morning- <b>energy</b>	noun	1	Productos & Servicios	168
	estatus	...sinónimo de lujo, calidad y <b>estatus</b> .	noun	1	El sofisti-cado estilo de Cartier	44
	estrés	...el <b>estrés</b> es una de las causas más comunes...	noun	1	Fortaleza Femenina	22
	estrés	No más <b>estrés</b> .	noun	4	No más estrés.	156
		... aliviarás la ansiedad y los niveles de <b>estrés</b> .				
		..cuando los niveles de <b>estrés</b> suben al máximo.				
	...infecciones generados por <b>estrés</b> .	Come inteligentemente			158	
	fans	El actor...tiene acostumb-radas a sus <b>fans</b> ...	noun	3	En la playa y de traje.	12
		...espera atraer a las <b>fans</b> del béisbol con ...			Sólo para fanáticas	18
		Atribuye parte de su éxito a sus <b>fans</b> gays...			Actualidad Música	151
	fashion	el SP <b>fashion</b> week y muchas otras exposic..	adjective	4	24 horas en Sao Paulo	87
Exhibió colección de verano en S <b>Fashion</b> weekend.		Noti Empresas			153	
... fue recordada durante el reciente <b>fashion</b> week de Miami.		Chichí sigue bailando			12	
film	Cubre con papel <b>film</b> y refrigera...	adjective	1	El arte de hornear	91	
first	... se presentó...en este evento: first annual VPLI style-award.	quantifier	1	Chichí sigue bailando.	12	
flashes	...disparos de <b>flashes</b> con ella vestida de india.	noun	1	Claudia Campusano	43	
food	...customer marketing assistant <b>food</b> solutions	noun	1	Noti Empresas	153	

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Magazine and Date	Anglicisms	Examples	Lexical Category	word repetition No.	Heading	Page
Editores Nacionales, S.A. (Abril, 2010). <i>Revista Hogar. Especial de decoración</i> No. 548. Guayaquil, EC: Author.	frizz	...desde la raíz hasta la punta y reducir el <b>frizz</b> .	adjective	3	Liso perfecto	20
		...rizos humectados, controlados y sin <b>frizz</b> .			Rizos Obedientes	21
		...se seque con el aire para minimizar el <b>frizz</b> .				
	futbolín	<b>futbolín</b> hecho con muñecas ...	noun	1	Barbie para todas	16
	futbolista	el <b>futbolista</b> Cafú...	noun	1	Turismo interna-cional	89
	garbage	deja ver su imagen <b>garbage</b> chic como ella lo ha definido.	adjective	1	Actualidad Música	154
	glam	Con un estilo <b>glam</b> de rockeros...	adjective	2	Actualidad Música	151
	gays	Atribuye parte de su éxito a sus fans <b>gays</b> ...	adjective	1	Actualidad Música	151
	hair	...inventora del reconocido <b>hair</b> straightening system.	noun	1	Liso perfecto	20
	hall	La mesa de <b>hall</b> ...	noun	1	Decoración ambientes	104
	hand	Nivea <b>hand</b> cream	noun	1	Nivea hand cream ad	17
	happy-hour	Programa una cena o un <b>happy-hour</b> ...	noun	1	Arriba los 30!	158
	health	<b>Health</b> Club del Hilton Colón.	adjective	2	Productos & Servicios	155
	jacquard	tapizado en <b>jacquard</b> llano café oscuro.	noun	1	Terrazas: cálidos ambientes	101
	lifting	El experto en <b>lifting</b> .	noun	2	Nivea cream ad	27
		...un efecto <b>lifting</b> instantáneo.	adjective			
light	Azúcar <b>light</b>	adjective	3	Ad Azúcar Sn Carlos	144	
love	...como el brazalete <b>love</b> en seda y oro.	adjective	1	El sofisti-cado estilo de Cartier	47	

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Magazine and Date	Anglicisms	Examples	Lexical Category	word repetition No.	Heading	Page
Editores Nacionales, S.A. (Abril, 2010). <i>Revista Hogar.</i> Especial de decoración No. 548. Guayaquil, EC: Author.	look/s	...con un <b>look</b> a lo Audrey Hepburn	noun	5	Actualidad Música	152
		Gelatoni estrena nuevo <b>look</b> .			Productos & Servicios	155
		Renueva tu <b>look</b>			Arriba los 30!	158
		...líder mundial en <b>looks</b> de volumen...			Suban el volumen	21
		...es famoso por crear <b>looks</b> sensuales...			Negro & Brillante	22
	manicure	Háganse el <b>manicure</b> y pedicure.	noun	1	Arriba los 30!	158
	marketing	...customer <b>marketing</b> assistant food solutions	noun	3	Noti Empresas	153 169
	mat	yoga- <b>mat</b> ...	noun	1	Productos & Servicios	155
	memory-stick	...soporta cualquier tipo de <b>memory-stick</b> ...	adjective-noun	1	Bloggie	26
	men	Rexona clinical for <b>men</b>	noun	2	Rexona ad	29
	Miss	presentación oficial de las candidatas a <b>Miss</b> Ecuador.	adjective	2	Social Quito	129
	monitorear	el nuevo dispositivo GPS que podrá <b>monitorear</b> ...	verb	1	Noti Empresas	153
	morning	la nueva línea <b>morning-energy</b>	adjective	1	Productos & Servicios	168
	on-line	La reina de las descargas <b>online</b>	adjective	1	Actualidad Música	154
	pedicure	Háganse el manicure, <b>pedicure</b> ...	noun	1	Arriba los 30!	158
	peeling	...se empieza con un <b>peeling</b> corporal.	noun	1	Mesoterapia virtual	34
	performance	Un conjunto de cosas: performance, arte, <b>pop</b> y moda...	verb	1	Actualidad Música	151
pochado	...hervido, asado, <b>pochado</b> y al vapor.	adjective	2	Pescado delicioso y saludable	99	
	Pescado <b>pochado</b>					



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Editores Nacionales, S.A. (Abril, 2010). Revista Hogar. Especial de decoración No. 548. Guayaquil, EC: Author.	pop	La nuevas reinas del <b>pop</b>	adjective	10	Actualidad Música	150
		la siempre reina del <b>pop</b>				
		la actual reina del <b>pop</b>				
		en la corte real del <b>pop</b>				
		la estrella del <b>pop</b> más importante				
		...incorporó el género <b>pop</b>				
		ha revolucionado la música <b>pop</b> .				
		...con sus toques de <b>pop</b> clásico de los 80.				
	Las nuevas reinas del <b>pop</b>					151
	puff	.así como el <b>puff</b> redondo con diseño marroquí.	noun	1	Decoración ambientes	104
	punk	inspirado en rap y <b>punk</b>	adjective	1	Actualidad Música	154
	ranking	...ubicado en el <b>ranking</b> de los primeros 20.	noun	1	Turismo interna-cional	89
	rap	inspirado en <b>rap</b> y punk	adjective	1	Actualidad Música	154
	rattán	Mesa central de <b>rattán</b>	noun	1	Cálidos ambientes	100
	relax	Ideal para un ambiente de <b>relax</b> .	adjective	1	Cálidos ambientes	100
	rock/ rockeros	...incorporó el estilo glam <b>rock</b> en su espectáculo	adjective	2	Actualidad Música	151
...estilo glam de <b>rockeros</b>		noun				
sándwich	...algo similar a un <b>sándwich</b> de mortadela	noun	1	Turismo internacional	88	
set	...ganadoras de un <b>set</b> de libros...	noun	1	Ganadoras	22	
shopping	Aún si no vas en plan de <b>shopping</b> .	noun	1	Turismo internacional	89	
shows	<b>shows</b> todos los días	noun	1	Decameron	39	
single/s	arrasó con su <b>single</b> ...	noun	2	Actualidad Música	154	
	35 millones de <b>singles</b> en el mundo digital.				151	

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Editores Nacionales, S.A. (Abril, 2010). Revista Hogar. Especial de decoración No. 548. Guayaquil, EC: Author.	smartphone	El nuevo teléfono <b>smartphone</b> ...	noun	1	Noti Empresas	153
	snacks	buffets y <b>snacks</b>	noun	1	Decameron	39
	solutions	...customer marketing assistant food <b>solutions</b>	noun	1	Noti Empresas	153
	spa	Cita con mi <b>spa</b> en casa	noun	4	Ad of soap	85
		...descuentos en servi-cios específicos del <b>Spa</b> .			Productos & Servicios	155
		<b>Spa</b> en casa			Arriba los 30!	158
	spinning	...área especialmente adecuada para <b>spinning</b> , aeróbicos, yoga-mat...	verb	1	Productos & Servicios	155
	staff	...para formar parte del <b>staff</b> del programa.	noun	1	Claudia Campusano	43
	sticker	...el código que se encuentra en el <b>sticker</b>	noun	2	Betún Cherry	117
		...presentar el empaque con el <b>sticker</b> ganador...				
	stock	No es exagerado mencionar un moderno <b>stock</b> .	noun	1	Plaza L'argetiere	138
	straight - ening	hair <b>straightening</b> system	adjective	1	Liso perfecto	20
	strapless	Los vestidos <b>strapless</b> fueron los preferidos...	adjective	1	Sofistica-ción en la alfombra roja	114
	style award	1st. Annual VPL1 <b>style award</b>	adjective-noun	1	Chichi sigue bailando	12
	sundown	El nuevo <b>sundown</b> facial diario...	compound word (noun)	1	Productos & Servicios	168
	system	hair straightening <b>system</b>	noun	1	Liso perfecto	20
	teen	Ginlac <b>teen</b>	adjective	1	Ginlac ad	69
tenis	en el GYQ <b>Tenis</b> Club	noun	2	Social Guayaquil	134	
	...celebró cumpleaños ... en el GYQ <b>Tenis</b> Club.				140	
tickets	<b>tickets</b> aéreos	noun	1	Decameron	39	

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Editores Nacionales, S.A. (Abril, 2010). Revista Hogar. Especial de decoración No. 548. Guayaquil, EC: Author.	tip/s	Como <b>tip</b> , dice que ...	noun	5	Rizos Obedientes	21
		...nos da algunos <b>tips</b> para mantener...			Fortaleza Femenina	22
		...te damos estos <b>tips</b> .			Cocinando juntos	24
		<b>tips</b> en Abril			No puedo vivir sin...	26
		Interesantes <b>tips</b> .			La revolución del maquillaje	35
	trade	Coordinador de <b>trade</b> marketing farmaenlace	adjective	1	Noti Empresas	169
	warming	Usa <b>Warming</b> Ultra gel...	adjective	3	Ad of gel	83
	web	...a través de la pàg. <b>web</b>	adjective	2	Pelucas felinas	14
		<b>web</b> page:www...			PR Collect-ion ad	51
	week	el SP fashion <b>week</b> y muchas otras exposic..	noun	1	24 horas en Sao Paulo	87
	weekend	La cuarta edición del S Fashion <b>weekend</b> .	noun	2	Noti Empresas	153
	women	Rexona clinical for <b>women</b>	noun	2	Rexona ad	29
					178	

Author: Ana María Merchán-Tamariz

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Table Three

Magazine and Date	Anglicisms	Examples	Lexical Category	word repetition No.	Heading	Page
Editores Nacionales S.A. (Abril, 2010). Revista Vistazo No. 1023. Quito, EC: Author.	awards	Ganador The Bizz <b>Awards</b> 2009	noun	1	Ad Junsa	85
	bar-camp	cuando se realizó el primer <b>bar camp</b> ...	adj+noun	2	Cultura geek	45
		El primer <b>bar camp</b> que se realizó en Quito...				
	blog/s	Subtitle: <b>blogs</b>	noun	4	Lecciones de amor	2
		en una reunión de <b>blog</b> & beers.	adjective		Cultura geek	45
		programadores encuentran en blogs, facebooks y twitter...	noun			
		su <b>blog</b> donde escribe.				
	blogueros	Dos twitters y <b>blogueros</b> ecuatorianos.	noun	2	Cultura geek	45
		...diseñador y <b>bloguero</b> ...				
	bluetooth	monitoreo en línea y conexión <b>bluetooth</b> .	adjective	1	Ad Chevrolet	41
	call center	la instalación de un <b>call center</b> para informar...	adject+noun	2	Desmantelados	12
		...el <b>call center</b> con capacidad para ...				
	casting	fue aceptada para el <b>casting</b>	noun	1	Miss Ecuador 2010	65
chat-s / chatear	...las aplicaciones preferidas son...el <b>chat</b> ...	noun	6	Cultura geek	45	
	...se comunica con su madre vía <b>chat</b> .	noun				
	correo electrónico, <b>chatear</b> y compartir...	verb				
	... los <b>chats</b> eróticos ... son líneas de fuga	noun		Vida moderna	42	
cómics	<b>cómics</b> y ciencia ficción	noun	1	Cultura geek	45	

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Magazine and Date	Anglicisms	Examples	Lexical Category	word repetition No.	Heading	Page
Editores Nacionales S.A. (Abril, 2010). Revista Vistazo no. 1023. Quito, EC: Author.	creative	<b>Creative</b> ha presentado..	noun	2	Para fanáticos de wow	50
	digital	<b>Digital</b> entertainment junkies o fanáticos...	adjective	1	Teléfonos muy sociables	50
	dock	nos dejan cargar con un <b>dock</b> sin cables.	noun	1	Cargas múltiples	51
	dual flush	Hasta 60% ahorro de agua, <b>dual flush</b> ,	adverb+verb	1	Ad Edesa	29
	email	videos, fotos, <b>email</b> , entre otros...	noun	2	Teléfonos muy sociables	50
		correspondencia vía <b>email</b>	adjective		Una marca millonaria	62
	entertainment	Digital <b>entertainment</b> junkies o fanáticos...	adjective	1	Teléfonos muy sociables	50
	fashion	dice la joven más <b>fashion</b> de este concurso.	adjective	1	Miss Ecuador 2010	68
	flash	foco táctil intuitivo, <b>flash</b> Xenon.	noun	1	Tecnología Satio	50
	fútbol	Con un mini partido de <b>fútbol</b> -tenis	noun	1	No está oxidado	55
	gadgets	Normalmente asociados con <b>gadgets</b> , videojuegos,	noun	5	Cultura geek	45
fabricantes de <b>gadgets</b> ...		Teléfonos muy sociables			50	
tenemos más <b>gadgets</b> , cargadores y cables..		Cargas múltiples			51	
4000 tipos de <b>gadgets</b> diferentes						
funciona con todos esos <b>gadgets</b> .						

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Editores Nacionales S.A. (Abril, 2010). Revista Vistazo No. 1023. Quito, EC: Author.	geek	Cultura <b>geek</b> : Ecuador	adjective	3	Cultura geek	43	
		Otaku, <b>geek</b> , anorak, durante años el esterotipo ha marcado...	noun			44	
		...los <b>geeks</b> forman parte de las comunidades...				45	
	hashtags	A través de la búsqueda de <b>hashtags</b> (etiquetas)	noun	2	Cultura geek	45	
		Con una respuesta al <b>hashtag</b> ...					
	hot-dogs	sanducheras, máquinas para <b>hot dogs</b> ...	noun	1	Ad Equinoteca	61	
	hybrid	Su tecnología <b>hybrid</b> .	adjective	1	Imagen estable	50	
	internet	internet	<b>Internet</b> y los nuevos medios ...	noun	14	Contenido	1
			<b>Internet</b> y los nuevos medios ...				42
			...lo que pasa es que el <b>internet</b> las visibiliza...			Vida moderna	43
			Con el <b>internet</b> todo es más público...				
			vean en <b>internet</b> solo un medio para ...			Cultura geek	45
			...con la masificación del <b>internet</b> y las redes...				
			27.5 de los ecuatorianos han usado <b>internet</b>				
configurando la identidad de una persona en <b>internet</b> .							
circulan en <b>internet</b> , en una variedad de temas..							
<b>internet</b> fue el contexto en el que se encontraron							
suelen incentivar el uso de <b>internet</b> .							
agencia de marketing en <b>internet</b> .	Educación: Seguros ante todo	46					
supervise el uso de la computadora y del <b>internet</b> .							

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Magazine and Date	Anglicisms	Examples	Lexical Category	word repetition No.	Heading	Page	
Editores Nacionales S.A. (Abril, 2010). Revista Vistazo No. 1023. Quito, EC: Author.	infinite button	Incluye aplicaciones mediascape, timescape y el <b>infinite button</b> .	adjective	3	Tecnología Satio	50	
	iphone	Un <b>iphone</b> diario...	noun	1	Ad V220	87	
	jet claw	...cuyo producto estrella es la bomba denominada <b>jet claw</b> .	adjective + noun	1	Se va para México	32	
	jingles	canciones y <b>jingles</b> para sus campañas	noun	1	Voces legislativas	52	
	jobs	...maquero de corazón (por <b>jobs</b> )	noun	1	Cultura geek	45	
	junkies	Digital entertainment <b>junkies</b> o fanáticos...	noun	1	Teléfonos muy sociables	50	
	karaoke	tomaba el micrófono en los <b>karaoke</b> ...	noun	1	Voces legislativas	52	
	Life Models	La agencia <b>Life Models</b> cumple 13 años...	adjective noun	1	Aniversario	55	
	lifecam	presentó sus modelos <b>Lifecam</b>	adjective	1	Tecnove-dades	50	
	light	un alimento como <b>light</b> o bajo en sal.	adjective	1	Hábitos que salvan vidas	48	
	links	mensajes con <b>links</b> que conducen a una página	noun	1	Cultura geek	45	
	Miss		La moda en <b>Miss</b> Ecuador para ver la elección de <b>Miss</b> Ecuador	noun	21	La moda en Miss Ecuador	54
			ex <b>Miss</b> Ecuador ...				
			<b>Miss</b> Ecuador				
<b>Miss</b> Universo			Miss Ecua-dor 2010			64	
<b>Miss</b> Mundo							
<b>Miss</b> Internacional							
<b>Miss</b> Cielo							
<b>Miss</b> Gama TV							
mail	se comunica con su clientes vía <b>mail</b> .	noun	1	Cultura geek	45		

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Magazine and Date	Anglicisms	Examples	Lexical Category	word repetition No.	Heading	Page	
Editores Nacionales S.A. (Abril, 2010). <i>Revista Vistazo</i> No. 1023. Quito, EC: Author.	marketing	agencia de <b>marketing</b> en internet.	adjective	1	Cultura geek	45	
	mediascape	Incluye aplicaciones <b>mediascape</b> , timescape y el infinite button.	adjective	3	Tecnología Satio	50	
	nicks	nombres son reemplazados por <b>nicks</b>	noun	1	Cultura geek	45	
	one piece ego	<b>one piece ego</b> .	noun	1	Ad Edesa	29	
	on line/ online/ on-line	...	...Barómetro de presencia <b>online</b> ...	adjective	7	Entre comillas: Presencia en la red	33
		...	Sexualidad <b>on line</b>			Vida moderna	42
		...	La solicitud de inscripción <b>online</b>			Educación: Seguros ante todo	46
		...	Léenos <b>online</b>			Ad Vistazo	85
		...	...apariciones en medios <b>online</b> o redes sociales...			Entre comillas	33
		...	La nueva sexualidad <b>on-line</b> .			Cover	1
		...	Vida Moderna: Sexualidad <b>on-line</b>			Vida Moderna: Sexualidad on line	6
	outsider	se contempla el surgimiento de un <b>outsider</b>	noun	1	Opinión: Santiago Roldós	84	
	pickles	<b>pickles</b> encurtidos...	noun	1	Fábricas para llevar	33	
	podcasts	...que abarca <b>podcasts</b> y programas...	noun	1	Cultura geek	45	
	ranking	...figura en el <b>ranking</b> de las 20 mejores...	noun	1	Entre comillas	33	
rent a car	<b>Renta Car</b>	verb article noun	1	Ad Elite	85		
retail	...industrias, <b>retails</b> y servicios	noun	1	Entre comillas	33		
rock	se convierte en un apasionado del <b>rock</b>	noun	1	Casi famoso	63		
sanducheras	<b>sanducheras</b> , máquinas para hot dogs...	noun	1	Ad Equindeca	61		



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Magazine and Date	Anglicisms	Examples	Lexical Category	word repetition No.	Heading	Page
Editores Nacionales S.A. (Abril, 2010). Revista Vistazo No. 1023. Quito, EC: Author.	schools	Benedict <b>Schools</b>	noun	2	Noti empresas	78
	snacks	... <b>snacks</b> , frutas secas,	noun	1	Fábricas para llevar	33
	software	con un <b>software</b> creado por creative.	noun	1	Para fanáticos de wow	50
	swingers	Esta comunidad de <b>swingers</b> tiene un café...	noun	2	Vida moderna	43
		como por ejemplo los <b>swingers</b> , los sadomasoquistas ...				
	tenis	Con un mini partido de fútbol- <b>tenis</b>	noun	1	No está oxidado	55
	timeline	revisa por las noches el <b>timeline</b> ...	noun	3	Cultura geek	45
		...la revisión de un <b>timeline</b> muestra que ...				
		dudas o consultas se publican en los <b>timelines</b>				
	timescape	Incluye aplicaciones mediascape, <b>timescape</b> y el infinite button.	adjective	3	Tecnología Satio	50
	top	Las <b>top</b> 10 de las tarjetas	adjective	2	Correo	8
		El <b>top</b> ten de la popularidad...			Hábitos que salvan vidas	48
	truecolor	incluyen la tecnología <b>truecolor</b> .	adjective	1	Tecnove-dades	50
	turn on	Samsung, <b>turn on</b> tomorrow	prepositional verb	1	Ad Samsung	1
tweets/ twittear/ twitteros	...con más de ... <b>tweets</b>	noun	4	Cultura geek	45	
	No se puede <b>twittear</b> mientras se come.	verb				
	muchos <b>twitteros</b> realizan su buena acción	noun				
	Dos <b>twitteros</b> y blogueros ecuatorianos.	noun				
under-ground	para una revista <b>underground</b> .	adjective	1	Casi famosos	63	
walkman	dejando a un lado el <b>walkman</b>	noun	1	Teléfonos muy sociables	51	

**Variable:** GENERAL INTEREST

Table Three

Magazine and Date	Anglicisms	Examples	Lexical Category	word repetition No.	Heading	Page
Editores Nacionales S.A. (Abril, 2010). <i>Revista Vistazo</i> No. 1023. Quito, EC: Author.	wall mount	llévate un <b>wall mount</b> completamente gratis	noun	1	Ad Samsung	3
	web	En la página <b>web</b> de ...	adjective	5	Correo	8
		Todavía no relaciona esta presencia <b>web</b> ....			Entre comillas	33
		el emprendimiento <b>web</b>			Cultura geek	45
		con cámaras <b>web</b> incorporadas			Tecnove-dades	50
		ingresando a nuestra página <b>web</b>			Ad Banco del Austro	59
	web cam/ webcam	El chat, la <b>web cam</b> , skype y otras redes...	noun	3	Vida moderna	42
		El uso del <b>web cam</b> para autocomplacerse...			Tecnove-dades	50
		<b>Webcam</b> en alta definición				
					145	

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### QUALITATIVE TABULATION CHART

**Variable:** GENERAL INTEREST

Table Three

Magazine and Date	Anglicisms	Examples	Lexical Category	word repetition No.	Heading	Page
Editorial Vistazo. (Marzo, 2010). <i>Revista Estadio</i> . No. 1604. Quito, EC: Author	blog	En el <b>blog</b> del jugador...	noun	1	Marco M.	21
	blue	mandar un recado al jugador <b>blue</b> ...	adjective	1	John Terry	21
	champions league	final y partidos de la UEFA <b>Champions League</b>	adj+noun	8	Ad Master Card	11
		hizo un gol en la <b>champions league</b>			Edison Mèndez	14
		primer gol de un ecuatoriano en la <b>champions league</b>			CL, los 8 gigantes de Europa	28
		<b>Champions League</b> , los 8 gigantes de Europa				29
		piensan en ganar la <b>Champions League</b>				
		favoritos para ganar la <b>Champion League</b>				
	club/ clubes	...el <b>club</b> lo multó...	noun	7	Armando Paredes	15
		el <b>club</b> Inglés indicó que			John Terry	20
		Este <b>club</b> está hasta el momento sin cancha.			Tiembla la Tierra	27
		presidente del <b>club</b>			Los 8 gigantes de Europa	29
		Salinas Yatch <b>Club</b>			Romina DL	35
		torneo de <b>clubes</b> más prestigioso			Los 8 gigantes de Europa	28
		... <b>clubes</b> como el Espoli			Sandra Vela D.	32
	ecuafútbol	..reglas de Fifa y <b>ecuafútbol</b>	adjective	1	idem	34
	estresan	Muchos se <b>estresan</b> ...	verb	1	El nuevo Forest G.	30
	identikit	<b>Identikit</b> : Fernando R.H.	noun	1	Fernando Hidalgo.	10
	internet	La villa..con <b>internet</b> ...	noun	1	Fiesta en Sudamérica	40

Variable: GENERAL INTEREST

Table Three

Magazine and Date	Anglicisms	Examples	Lexical Category	word repetition No.	Heading	Page
Editorial Vistazo. (Marzo, 2010). Revista Estadio. No. 1604. Quito, EC: Author	fútbol	lo más triste que me ha pasado en el <b>fútbol</b> .	noun	23	Fernando Hidalgo.	9
		Ídolos del <b>fútbol</b>				10
		tenemos buen <b>fútbol</b>			Edison Méndez	12
		... su inminente partida hacia el <b>fútbol</b> brasileño.				13
		porque es una gran institución de <b>fútbol</b> .			14	
		Quiero hacer lo que sé, que es jugar al <b>fútbol</b> .				
		inspiración para la estrella del <b>fútbol</b> .				
		...por el estilo de <b>fútbol</b> .				
		El <b>fútbol</b> es su vida.				
		...en un mundial de <b>fútbol</b>				
		Conferencia Sudamericana de <b>fútbol</b> ...				
		En el <b>fútbol</b> nunca se sabe				
		es una gran institución del <b>fútbol</b> .				
		no muestra un <b>fútbol</b> rápido.				El equipo Barcelona
		mejor lateral en la historia del <b>fútbol</b> .			Alex Cevallos	17
		dio cátedra de <b>fútbol</b>			Ídolos de siempre	19
		símbolos del <b>fútbol</b> ecuat				
		primeros partidos del <b>fútbol</b> profesional			Joseph Blatter	20
		amantes del <b>fútbol</b> .				
		Conf.Asiaática de <b>fútbol</b>			Gonzalo Higuain	20
Me dedico a jugar <b>fútbol</b>						
violencia en los estadios de <b>fútbol</b>	Nicolás Sarkozy	21				
no se puede ir al <b>fútbol</b> en familia.						

Variable: GENERAL INTEREST

Table Three

Magazine and Date	Anglicisms	Examples	Lexical Category	word repetition No.	Heading	Page
Editorial Vistazo. (Marzo, 2010). Revista Estadio. No. 1604. Quito, EC: Author	fútbol	El <b>fútbol</b> no puede permanecer ajeno	noun	7	Tiembla la tierra	26
		el <b>fútbol</b> amateur				27
		amantes del <b>fútbol</b> .				28
		El <b>fútbol</b> Francés...				29
		Con la nueva ley de deporte el <b>fútbol</b> ...				34
		en la Corporación <b>fútbol</b>			adjective	34
	futbolista	se va a convertir en el mejor <b>futbolista</b> ...	noun	7	Edison Méndez	13-14
		es un <b>futbolista</b> genial.				
		mejor <b>futbolista</b> en las eliminatorias.				
		es considerado un <b>futbolista</b> incorregible.			Armando Paredes	15
		mejor futbolista ...en el <b>fútbol</b> ecuatoriano			Alex Cevallos	17
		Si algún <b>futbolista</b> en mi país...			John Terry	21
		...entre otros <b>futbolistas</b> ya retirados			Tiembla la tierra	27
	futbolística futbolístico futbolística mente	El peor momento de su carrera <b>futbolística</b> .	adjective	4	Fernando Hidalgo.	9
		...su padre e ídolo <b>futbolístico</b> .				
		quería darle un cambio en lo <b>futbolístico</b> a mi ..	Edison Méndez		13	
		Nació <b>futbolísticamente</b> en las divisiones...	adverb		Kakà	25
	gol / goles	convirtió el único <b>gol</b> ...	noun	10	Armando P	13-14
		primer <b>gol</b> ganador				
		primer <b>gol</b> de un ecuat.				
		hizo un <b>gol</b> en la C.L.			Juan Samudio	16
		al anotar el <b>gol</b> que ...				
		anotando <b>goles</b> en los primeros encuentros			A. Cevallos	17
		habilidad, desborde y <b>gol</b>			Tiembla la Tierra	27
		...quien al marcar un <b>gol</b>			Gonzalo H.	20
		los <b>goles</b> son como la salsa de tomate...			África Mía	23
		poniéndose dos <b>goles</b> de ventaja sobre...				

Variable: GENERAL INTEREST

Table Three

Magazine and Date	Anglicisms	Examples	Lexical Category	word repetition No.	Heading	Page
Editorial Vistazo. (Marzo, 2010). Revista Estadio. No. 1604. Quito, EC: Author	goleador-goleadores	El <b>goleador</b> habló de...	noun	2	GH	20
		fue uno de los <b>goleadores</b>			Armando P	13
	Made in	<b>Made in</b> Méndez.	prepositional verb.	1	Edison Méndez	13
	motor oil	Havoline <b>motor oil</b>	adjective noun	4	Ad Havoline	47
	optimist	recibió...un bote de <b>optimist</b> .	adjective	1	Romina DL	35
	ranking	Sigue liderando el <b>ranking</b>	noun	1	Tiger Woods	30
	ranking	se ubicó en el 3er. Lugar del <b>ranking</b>	noun	1	Romina De Lulio	35
	récord	superando el <b>récord</b> ...	noun	1	El nuevo Forest Gump	30
	récord	cada año el <b>récord</b> del mundo	noun	1	Hambre de victoria	31
	sport	Señal de audio de Radio <b>Sport</b> .	adjective	1	Tu Palabra Cuenta	6
	springboard	La modalidad <b>springboard</b> en los juegos...	adjective	1	Fiesta en Sudamérica	41
	standard	Definición <b>standard</b> .	adjective	1	Ad DirecTV	3
	tenis	Jugar al <b>tenis</b> hoy...	noun	1	Tiembla la Tierra	27
	voleibolista	...corredora y <b>voleibolista</b>	noun	1	Sandra Vela D.	32
	wallpaper	..descarga <b>wallpapers</b> , distruta vídeos.	noun	1	Tu Palabra Cuenta	6
	water polo	principal figura ..en <b>water polo</b> .	noun	1	b	41
	web	En la <b>web</b> encuentra guía...	noun	6	Tu Palabra Cuenta	6
entrevista con el sitio <b>web</b> ...		adjective	Lewis Hamilton		30	
...en su <b>web</b> personal...		noun	Marco Materazzi		21	
dentro de su <b>web</b> ...						
...en su <b>web</b> personal...						
dentro de su <b>web</b> ...						
				97		

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## QUALITATIVE TABULATION CHART

Table Six "A"

**Variables:** ALL, separated by variables

Variable	Anglicisms	Language from which word was borrowed	Word repetition number
Scholarly	ad-hoc	latin: means "for this"	1
Scholarly	ad-honórem	latin means to honor	1
Scholarly	advocatus	latin means cry for help	1
Scholarly	chef	french	2
Scholarly	ergo	latin: means later	1
Scholarly	gourmet/gourmand	french	4
Scholarly	gurú	from sanscrit, means teacher	1
Scholarly	hábeas corpus	immediately	1
Scholarly	litis	latin means allegation	1
Scholarly	praliné	french	5
Scholarly	sushi / sushi-bar	japanese	2
Scholarly	Verbi gracia	latin, in example	1
		TOTAL SCHOLARLY:	21
Cultural	araras	portuguese	1
Cultural	avatares	french means god	2
Cultural	cabaret	french	1
Cultural	canon	latin	1
Cultural	chakana	quichua	1
Cultural	chatarra	vasco	2
Cultural	climax	latin	1
Cultural	collage	french	1
Cultural	cuchè	french	1
Cultural	diáfano	greek	1
Cultural	dossier	french	1
Cultural	eclosiòn	suddenly	1
Cultural	élite	french	1
Cultural	escisiòn	latin means break	1
Cultural	grafiti	italian1: graffiti	1
Cultural	ícono	french	1
Cultural	in extensis	latin	1
Cultural	jaque-mate	arab	1
Cultural	logotipo	greek	1
Cultural	magister	latin	1
Cultural	obnibilan	latin means clouds	1

## QUALITATIVE TABULATION CHART

Table Six "A"

**Variables:** ALL, separated by variables

Variable	Anglicisms	Language from which word was borrowed	Word repetition number
Cultural	óptimo	latin	1
Cultural	raigalidad	latin	1
Cultural	rèquiem	latin	1
Cultural	sui-géneris	latin	1
Cultural	trucaje	french: trucage	1
		TOTAL CULTURAL:	121
Gnrl.Interest	a la socialité	french	1
Gnrl.Interest	affaire	from french	1
Gnrl.Interest	al dente	italian: not overly cooked	1
Gnrl.Interest	amateur	french	1
Gnrl.Interest	anorak	french	1
Gnrl.Interest	apartheid	afrikaáns	1
Gnrl.Interest	áulico	latin: related to royalty	1
Gnrl.Interest	baguette	french	2
Gnrl.Interest	ballon-blue	El reloj del momento es el	2
Gnrl.Interest	beige	french (beis in Spanish)	1
Gnrl.Interest	bufé /buffet	french: buffett	7
Gnrl.Interest	buró	french: bureau	2
Gnrl.Interest	champagne / champaña	french	2
Gnrl.Interest	champiñón/es, champignon	french: champignon	7
Gnrl.Interest	chefs	french	2
Gnrl.Interest	chic	french	1
Gnrl.Interest	chiffon	french	1
Gnrl.Interest	crescendo	italian:	1
Gnrl.Interest	croissants	french	1
Gnrl.Interest	curriculum	latin. In spanish should be currículo	1
Gnrl.Interest	debut / debutar /debuté	french: début	6
Gnrl.Interest	déficit	latin: deficere	3
Gnrl.Interest	duvets	french (bedding english)	1
Gnrl.Interest	élite	from french: elite	1
Gnrl.Interest	esquí	french: ski	2
Gnrl.Interest	etiqueta	french: ettiqueté	2
Gnrl.Interest	flan	french: flan, flado	3



## QUALITATIVE TABULATION CHART

Table Six "A"

**Variables:** ALL, separated by variables

Variable	Anglicisms	Language from which word was borrowed	Word repetition number
Gnrl.Interest	glamour	french	2
Gnrl.Interest	gourmet	french:	1
Gnrl.Interest	grafiti	from italian: graffiti	1
Gnrl.Interest	huestes	from latin: adversary	1
Gnrl.Interest	icono	frencdh	1
Gnrl.Interest	idolo	from latin	1
Gnrl.Interest	logotipo	from greek: group of letters	1
Gnrl.Interest	maratòn	from greek marathón	5
Gnrl.Interest	marquetería	french	1
Gnrl.Interest	mousse	french	1
Gnrl.Interest	non sancta	latin	1
Gnrl.Interest	paprika	hungary	1
Gnrl.Interest	pizza	italian:	3
Gnrl.Interest	podio	latin: podium means platform	2
Gnrl.Interest	pret-a-porter	french	1
Gnrl.Interest	raqueta	italian: racchetta, french: raquette	1
Gnrl.Interest	ricotta	italian: riccotta	4
Gnrl.Interest	seminarium	latin	1
Gnrl.Interest	simposio	from greek: symposium	1
Gnrl.Interest	sui-géneris	latin: means from a unique species	2
Gnrl.Interest	suite	from french:	1
Gnrl.Interest	tsunami	from japanese	1
Gnrl.Interest	un enfant terrible	french	1
Gnrl.Interest	voyeurismo	french	1
Gnrl.Interest	zucchini	italian	2
		TOTAL GNRL.INTEREST:	187
		<b>TOTAL ALL VARIABLES:</b>	<b>329</b>

Author: Ana María Merchán-Tamariz

## QUALITATIVE TABULATION CHART

Table Six "B"

Variables: ALL

	Anglicisms	Language from which word was borrowed	Word repetition number
1	a la socialité	french	1
2	ad-hoc	latin: means "for this"	1
3	ad-honórem	latin means to honor	1
4	advocatus	latin means cry for help	1
5	affaire	from french	1
6	al dente	italian: not overly cooked	1
7	amateur	french	1
8	anorak	french	1
9	apartheid	afrikaáns	1
10	araras	portuguese	1
11	áulico	latin: related to royalty	1
12	avatares	french means god	2
13	baguette	french	2
14	ballon-blue	El reloj del momento es el ballon blue	2
15	beige	french (beis in Spanish)	1
16	bufé /buffet	french: buffett	7
17	buró	french: bureau	2
18	cabaret	french	1
19	canon	latin	1
20	chakana	quichua	1
21	champagne / champaña	french	2
22	champiñón/es, champignon	french: champignon	7
23	chatarra	vasco	2
24	chef/s	french	4
25	chic	french	1
26	chiffon	french	1
27	climax	latin	1
28	collage	french	1
29	crescendo	italian:	1
30	croissants	french	1
31	cuchè	french	1
32	curriculum	latin. In spanish should be currículo	1
33	debut / debutar /debuté	french: début	6
34	déficit	latin: deficere	3

## QUALITATIVE TABULATION CHART

Table Six "B"

**Variables: ALL**

	<b>Anglicisms</b>	<b>Language from which word was borrowed</b>	<b>Word repetition number</b>
35	diáfano	greek	1
36	dossier	french	1
37	duvets	french (bedding english)	1
38	eclosiòn	french means to appear suddenly	1
39	élite	french	1
40	élite	from french: elite	1
41	ergo	latin: means later	1
42	escisiòn	latin means break	1
43	esquí	french: ski	2
44	etiqueta	french: ettiqueté	2
45	flan	french: flan, flado	3
46	glamour	french	2
47	gourmet/gourmand	french	5
48	grafiti	from italian: graffitti	2
49	gurù	from sanscrit, means teacher	1
50	hábeas corpus	latin means right to be judged immediately	1
51	huestes	from latin: adversary	1
52	ícono	french	3
53	ídolo	from latin	1
54	in extensis	latin	1
55	jaque-mate	arab	1
56	litis	latin means allegation	1
57	logotipo	from greek: group of letters	2
58	magíster	latin	1
59	maratòn/es/maratonistas	greek	5
60	marqueteria	french	1
61	misceláneos	from latin: miscellaneous	1
62	mousse	french	1
63	non sancta	latin	1
64	obnibilan	latin means clouds	1
65	òptimo	latin	1
66	paprika	hungary	1
67	pizza	italian:	3
68	podio	latin: podium means platform	2

## QUALITATIVE TABULATION CHART

Table Six "B"

**Variables: ALL**

	<b>Anglicisms</b>	<b>Language from which word was borrowed</b>	<b>Word repetition number</b>
69	praliné	french	5
70	pret-a-porter	french	1
71	raigalidad	latin	1
72	raqueta	italian: racchetta, french: raquette	1
73	rèquiem	latin	1
74	ricotta	italian: ricotta	4
75	seminarium	latin	1
76	simposio	from greek: symposium	1
77	sui-géneris	latin: means from a unique species	3
78	suite	from french:	1
79	sushi / sushi-bar	japanese	2
80	trucaje	french: trucage	1
81	tsunami	from japanese	1
82	un enfant terrible	french	1
83	Verbi gracia	latin, in example	1
84	voyeurismo	french	1
85	zucchini	italian	2
<b>TOTAL WORDS IN OTHER FOREIGN LANGUAGES: 85</b>			<b>337</b>

Author: Ana María Merchán-Tamariz

## QUALITATIVE TABULATION CHART

**Variables:** ALL

Table Seven

**BARBARISMS:** Words that have either been modified or do not exist in the Spanish Dictionary (RAE)

Magazine	BARBARISM	Language from which word was borrowed	Lexical Category	Word repetition number	Page	
Hogar	braseado	braseados de carnes duras	noun	1	91	
Hogar	eukalipto	huele a eucalipto porque tiene eukalipto	noun	1	97	
Hogar	pochado	pescado pochado; hervido, asado y pochado	adjective	2	99	
Hogar	tramado	un tumbado fabricado en un tramado de madera	noun	1	112	
Vanguardia	trotskismo	word adapted from English: trots	adjective	1	19	6
La casa 66	recordaciones	incluso puede transmitir recordaciones.	noun	1	17	
La casa 66	danzario	quehacer artistico danzario	adjective	1	18	
La casa 66	danzaria	promoción y difusión danzaria	adjective	1	18	
La casa 66	danzarias	presentaciones danzarias	adjective	1	18	
La casa 66	webeantes	Al pie de los videos los curiosos webeantes y ...	noun	1	38	
La casa 66	voyerista	espiando como un voyerista el cuerpo del deseo... (from french)	noun	1	43	
La casa 66	langostear	Cuando saliamos a langostear.	verb	1	52	
La casa 66	pixiano	Poeta pixiano (From Pix: name of desinfectant)	adjective	5	58	
La Casa 68	insufla	me insufla de vida...	verb	1	1	
La Casa 68	buidas	ejecuciones buidas de talento	verb	1	21	14
<b>TOTAL BARBARISMS:</b>				20		20

**Annex No. 3**

**QUALITATIVE TABULATION CHART**

**Variable:**

Table No. \_\_\_\_\_

<b>Magazine and Date</b>	<b>Anglicisms</b>	<b>Examples</b>	<b>Lexical Category</b>	<b>word repetitio n No.</b>	<b>Heading</b>	<b>Page</b>

Author: \_\_\_\_\_

FREQUENCY CHART BY VARIABLE

VARIABLE: Cultural Magazines

MAGAZINES: La Casa 66, 68 & 70 (In that order)

	<b>Anglicisms in alphabetical order</b>	word repetition No.
1	best-seller	1
2	blog /blogger	23
3	blues	1
4	body art	1
5	boockcel	1
6	boom	2
7	bungaló	1
8	close up	1
9	club	1
10	cómic/s	2
11	confort	1
12	criquet	1
13	dandy	1
14	down	6
15	esnobistas	1
16	estatus	1
17	estrés	1
18	extra-large	1
19	factory	1
20	fashions	1
21	fax	1
22	flash	2
23	freak show	1
24	full	2
25	gay	4
26	gringa/o /os	4
27	happenings	1
28	home	1
29	home-run	1
30	internet	5
31	ipods	1
32	land art	1
33	light	1
34	link /s	3
35	loser	1
36	made in	1
37	marketing	1
38	My God	1
39	new age	1
40	notebook	1

41	performances	1
42	performer	1
43	pop	3
44	punk	1
45	ring	1
46	rock /rockeros	3
47	shock	1
48	skin	1
49	skinheads	2
50	slogan	1
51	snob	2
52	star	1
53	star system	1
54	system	1
55	ticket	1
56	top model	1
57	tótem	1
58	twenty four	3
59	watchman	1
60	web	4
61	western´s	1
	Total anglicisms: 61	115

La Casa No. 66	36
La Casa No. 68	54
La Casa No. 70	25

115



## FREQUENCY CHART BY VARIABLE

VARIABLE: Scholarly Magazines

	<b>Anglicisms in alphabetical order</b>	word repetition No.
1	airbags	1
2	anti-stress	1
3	antitrust	1
4	army	1
5	bar	4
6	benchmark	2
7	boom	2
8	bottling	1
9	bullwhip	1
10	business	9
11	choco-bar	1
12	cloud	2
13	club	2
14	colonel	1
15	commod-ity/ies	2
16	company	1
17	Consultancy	1
21	contracts	1
22	decision	2
23	effect	1
24	email /mail	3
25	enforcing	1
26	estándar /es/ización/izados	3
27	express	1
28	factory/ing	2
29	fax	1
30	flash	1
31	fuel oil	1
32	global	2
33	great	3
34	gringo	1
35	health-stores	1
36	home	2
37	in-house	1
38	initiative	1
39	insourcing	1
40	institute	1
41	instructional design	2
42	international	1
43	internet /net	9
44	ítem	1
45	laptop	1

46	lounge	1
47	makers	2
48	marketing	4
49	mystery	1
50	on-line	2
54	outsourcing	1
55	place	1
56	pool	1
57	practice	1
58	premium	1
59	program	1
60	pymes	1
61	rank/ing	2
62	relax	1
63	reporting	1
64	resorts	1
65	retired	1
66	review	3
67	router	2
68	school	2
69	sensation	1
70	service/s	1
71	shopper	1
75	shows	1
76	smart-phone	1
77	snacks	1
78	software	3
79	solutions	1
80	stake-holders	4
81	sticker	1
82	stock	1
83	stress	1
84	test/s/ing	21
85	tickets	1
86	tips	1
87	vip	1
88	way	1
89	web	1
93	wellness	1
94	work	1
95	workshop	1
	Total anglicisms: 95	153

Novedades Juridicas	6
Tribuna Democrática	6
EKOS	141

153
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FREQUENCY CHART  
 VARIABLE: General Interest Magazines

	<b>Anglicisms in alphabetical order</b>	word repetition No.
1	adult-lady	1
2	affair	1
3	airbags	1
4	annual	1
5	anti-edad	2
6	Art Deco	1
7	assistant	1
8	awards	1
9	baby /baby-shower	7
10	bagels	1
11	bar /bar-camp	4
12	barbiefoot	1
13	bazaar	1
14	beauty shop	1
15	béisbol	1
16	bestseller	1
17	black metal	1
18	blog /s/ger/geros	11
19	blue	1
20	bluetooth	3
21	blush	1
22	boys	1
23	bumsters	1
24	call center	2
25	cameos	1
26	captive	1
27	casting	1
28	catering	1
29	champions league	8
30	charter	1
31	chat-s / chatear	6
32	chenilles	1
33	chequeos	3
34	chic	1
35	chips	1
36	classic	1
37	clinical	4
38	clóset	1
39	club/ clubes	18
40	cocktail/ cóctel/ cocteles	4
41	cómics / cómicas	6

42	complot	1
43	confirming	1
44	confort	2
45	covers	1
46	creative	2
47	customer	2
48	cyberpunk	2
49	death metal	1
50	design	1
51	digital	1
52	dock	1
53	download	1
54	dual flush	1
55	ecuafútbol	1
56	electropop	2
57	email / mail-s	4
58	energy	1
59	entertainment	1
60	estatus	1
61	estrés /estresan	6
62	fans	3
63	fashion / fashion-week	6
64	film /filme	2
65	first	1
66	flash /es	2
67	flashbacks	1
68	flex	1
69	food	1
70	four seasons	1
71	frizz	3
72	full	1
73	fusion	1
74	fútbol	32
75	futbolín	1
76	futbolista	8
77	futbolística futbolístico futbolísticamente	4
78	gadgets	5
79	garbage	1
80	gay /s	12
81	geek	3
82	glam	2
83	gol / goles	10
84	goleador-goleadores	2
85	hair	1
86	hall	1
87	hand	1

88	happy-hour	1
89	hashtags	2
90	health	2
91	heavy metal	1
92	high	1
93	home	1
94	hot-dogs	1
95	hybrid	1
96	identikit	1
97	impasses	1
98	infinite button	3
99	internet /net	20
100	iphone	2
101	ipod	2
102	jacquard	1
103	jam	1
104	jazz	5
105	jet claw	1
106	jetset	3
107	jingles	1
108	jobs	1
109	junkies	1
110	karaoke	1
111	Life Models	1
112	lifecam	1
113	lifting	2
114	light	4
115	links	2
116	look/s	6
117	love	1
118	Made in	1
119	mainstream	1
120	manicure	1
121	marketing	15
122	mat	1
123	mediascape	3
124	memory-stick	1
125	men	2
126	Miss	23
127	monitorear	1
125	morning	1
126	motor oil	4
127	nicks	1
128	on line/ online/ on-line	11
129	one piece ego	1
130	open mind	1
131	optimist	1

132	outsider	1
133	pedicure	1
134	peeling	1
135	performance	1
136	petshop	1
137	pickles	1
138	play station	1
139	pochado	2
140	podcasts	1
141	pop /brit-pop	15
142	product placement	2
143	puenting	1
144	puff	1
145	punk	1
146	puzzle	1
147	rafting	1
148	ranking	5
149	rap	1
150	rattán	1
151	récord	2
152	relax	1
153	rent a car	1
154	retail	1
155	rider	1
156	rock/ rockeros	3
157	sándwich / sanducheras	2
158	schools	2
159	screenplay	1
160	sessions	1
161	set	1
162	shopping	1
163	shows	2
164	simulcast	1
165	single/s	2
166	smartphone	1
167	snacks	2
168	software	2
169	solutions	1
167	soul	1
168	spa	4
169	speed metal	1
170	spinning	1
171	sport	1
172	springboard	1
173	stabilitrack	1
174	staff	1
175	standard	1

176	sticker	2
177	stock	2
178	straightening	1
179	strapless	1
180	style award	1
181	sundown	1
182	swingers	2
183	system	1
184	teasers	1
185	teen	1
186	tenis	5
187	tickets	1
188	timeline	3
189	timescape	3
190	tip/s	5
191	top	2
192	trade	1
193	trailers	1
194	trash metal	1
195	triller	2
196	trotskyismo	2
197	truecolor	1
198	turn on	1
199	tweets/ twittear/ twitteros / twitter	5
200	under-ground	1
201	voleibolista	1
202	walkman	1
203	wall mount	1
204	wallpaper	1
205	warming	3
206	water polo	1
207	web	19
208	web cam/ webcam	3
209	week /weekend	3
210	WiFi	1
211	women	2
209	worshops	2
210	zoom	1
	TOTAL ANGLICISMS: 210	550

Vanguardia	130
Hogar	178
Vistazo	145
Estadio	97

FREQUENCY CHART BY VARIABLE

VARIABLE: All (Cultural, Scholarly, and General Interest)

	<b>Anglicisms in alphabetical order</b>	word repetition No.
1	adult-lady	1
2	affair	1
3	airbags	2
4	annual	1
5	anti-edad	2
6	anti-stress	1
7	antitrust	1
8	army	1
9	Art Deco	1
10	assistant	1
11	awards	1
12	baby /baby-shower	7
13	bagels	1
14	bar /bar-camp	8
15	barbiefoot	1
16	bazaar	1
17	beauty shop	1
18	béisbol	1
19	benchmark	2
20	bestseller	2
21	black metal	1
22	blog /s/ger/geros	34
23	blue-s	2
24	bluetooth	3
25	blush	1
26	body art	1
27	boockcel	1
28	boom	4
29	bottling	1
30	boys	1
31	bullwhip	1
32	bumsters	1
33	bungaló	1
34	business	9
35	call center	2
36	cameos	1
37	captive	1
38	casting	1
39	catering	1
40	champions league	8
41	charter	1



42	chat-s / chatear	6
43	chenilles	1
44	chequeos	3
45	chic	1
46	chips	1
47	choco-bar	1
48	classic	1
49	clinical	4
50	close up	1
51	clóset	1
52	cloud	2
53	club/ clubes	21
54	cocktail/ cóctel/ cocteles	4
55	colonel	1
56	cómic-s / cómicas	8
57	commod-ity/ies	2
58	company	1
59	complot	1
60	confirming	1
61	confort	3
62	Consultancy	1
63	contracts	1
64	covers	1
65	creative	2
66	criquet	1
67	customer	2
68	cyberpunk	2
69	dandy	1
70	death metal	1
71	decision	2
72	design	1
73	digital	1
74	dock	1
75	down	6
76	download	1
77	dual flush	1
78	ecuafútbol	1
79	effect	1
80	electropop	2
81	email / mail-s	7
82	energy	1
83	enforcing	1
84	entertainment	1
85	esnobistas	1
86	estándar /es/ización/izados	3
87	estatus	2
88	estrés /estresan / stress	8
89	express	1

90	extra-large	1
91	factory/ing	3
92	fans	3
93	fashion-s / fashion-week	7
94	fax	2
95	film /filme	2
96	first	1
97	flash /es	5
98	flashbacks	1
99	flex	1
100	food	1
101	four seasons	1
102	freak show	1
103	frizz	3
104	fuel oil	1
105	full	3
106	fusion	1
107	fútbol	32
108	futbolín	1
109	futbolista	8
110	futbolística futbolístico futbolísticamente	4
111	gadgets	5
112	garbage	1
113	gay /s	16
114	geek	3
115	glam	2
116	global	2
117	gol / goles	10
118	goleador-goleadores	2
119	great	3
120	gringa/o /os	5
121	hair	1
122	hall	1
123	hand	1
124	happenings	1
125	happy-hour	1
126	hashtags	2
127	health / health-stores	3
128	heavy metal	1
129	high	1
130	home	4
131	home-run	1
132	hot-dogs	1
133	hybrid	1
134	identikit	1
135	impasses	1
136	infinite button	3
137	in-house	1

138	initiative	1
139	insourcing	1
140	institute	1
141	instructional design	2
142	international	1
143	internet /net	34
144	iphone	2
145	ipod-s	3
146	item	1
147	jacquard	1
148	jam	1
149	jazz	5
150	jet claw	1
151	jetset	3
152	jingles	1
153	jobs	1
154	junkies	1
155	karaokes	1
156	land art	1
157	laptop	1
158	Life Models	1
159	lifecam	1
160	lifting	2
161	light	5
162	link /s	5
163	look/s	6
164	loser	1
165	lounge	1
166	love	1
167	made in	2
168	mainstream	1
169	makers	2
170	manicure	1
171	marketing	20
172	mat	1
173	mediascape	3
174	memory-stick	1
175	men	2
176	Miss	23
177	monitorear	1
178	morning	1
179	motor oil	4
180	My God	1
181	mystery	1
182	new age	1
183	nicks	1
184	notebook	1
185	on line/ online/ on-line	13

186	one piece ego	1
187	open mind	1
188	optimist	1
189	outsider	1
190	outsourcing	1
191	pedicure	1
192	peeling	1
193	performance / performer	3
194	petshop	1
195	pickles	1
196	place	1
197	play station	1
198	pochado	2
199	podcasts	1
200	pool	1
201	pop /brit-pop	18
202	practice	1
203	premium	1
204	product placement	2
205	program	1
206	puenting	1
207	puff	1
208	punk	2
209	puzzle	1
210	pymes	1
211	rafting	1
212	rank/ing	7
213	rap	1
214	rattán	1
215	récord	2
216	relax	2
217	rent a car	1
218	reporting	1
219	resorts	1
220	retail	1
221	retired	1
222	review	3
223	rider	1
224	ring	1
225	rock /rockeros	6
226	router	2
227	sándwich / sanducheras	2
228	school-s	4
229	screenplay	1
230	sensation	1
231	service/s	1
232	sessions	1
233	set	1

234	shock	1
235	shopper / shopping	2
236	shows	3
237	simulcast	1
238	single/s	2
239	skin	1
240	skinheads	2
241	slogan	1
242	smart-phone	2
243	snacks	3
244	snob	2
245	software	5
246	solutions	2
247	soul	1
248	spa	4
249	speed metal	1
250	spinning	1
251	sport	1
252	springboard	1
253	stabilitrack	1
254	staff	1
255	stake-holders	4
256	standard	1
257	star	1
258	star system	1
259	sticker	3
260	stock	3
261	straightening	1
262	strapless	1
263	style award	1
264	sundown	1
265	swingers	2
266	system	2
267	teasers	1
268	teen	1
269	tenis	5
270	test/s/ing	21
271	ticket-s	3
272	timeline	3
273	timescape	3
274	tip/s	6
275	top / top-model	3
276	tótem	1
277	trade	1
278	trailers	1
279	trash metal	1
280	triller	2
281	trotskismo	2

282	truecolor	1
283	turn on	1
284	tweets/ twittear/ twitteros / twitter	5
285	twenty four	3
286	under-ground	1
287	vip	1
288	voleibolista	1
289	walkman	1
290	wall mount	1
291	wallpaper	1
292	warming	3
293	watchman	1
294	water polo	1
295	way	1
296	web	24
297	web cam/ webcam	3
298	week /weekend	3
299	wellness	1
300	western`s	1
301	WiFi	1
302	women	2
303	work	1
304	workshop-s	3
305	zoom	1
	Total anglicisms all three variables: 305	818

Cultural variable	115	
Scholarly variable	153	
General interest variable	550	818

**QUANTITATIVE TABULATION CHART**

The most frequent anglicisms in all variables  
(Alphabetical order)

Table Four  
"A"

	<b>ANGLICISMS</b>	<b>Word repetition number</b>
1	bar /bar-camp	8
2	blog /s/ger/geros	34
3	business	9
4	champions league	8
5	chat-s / chatear	6
6	club/ clubes	21
7	cocktail/ cóctel/ cocteles	4
8	cómic-s / cómicas	8
9	email / mail-s	7
10	estrés /estresan / stress	8
11	fashion-s / fashion-week	7
12	flash /es / flash-back	6
13	fútbol / ecuafútbol	33
	futbolista	8
	futbolística futbolístico futbolísticamente	4
14	gay /s	16
15	gol / goles / goleador	12
16	internet /net	34
17	light	5
18	link /s	5
19	look/s	6
20	marketing	20
21	Miss	23
22	on line/ online/ on-line	13
23	pop /brit-pop / electropop	19
24	rank/ing	7
25	rock /rockeros	6
26	software	5
27	test/s/ing	21
28	tip/s	6
29	tweets/ twittear/ twitteros / twitter	5
30	web	24
	<b>TOTAL most frequent anglicisms: 30</b>	<b>398</b>

**QUANTITATIVE TABULATION CHART**

**Table Four**

Comparison between variables

"B"

ANGLICISMS		Frequency						Total	
		Cultural	%	Scholarly	%	General Interest	%		
1	bar /bar-camp		0	4	50	4	50	8	100
2	blog /s/ger/geros	23	68		0	11	32,4	34	100
3	business		0	9	100		0	9	100
4	champions league		0		0	8	100	8	100
5	chat-s / chatear		0		0	6	100	6	100
6	club/ clubes	1	5	2	10	18	85,7	21	100
7	cocktail/ cóctel/ cocteles		0		0	4	100	4	100
8	cómic-s / cómicas	2	25		0	6	75	8	100
9	email / mail-s		0	3	43	4	57,1	7	100
10	estrés /estresan / stress	1	13	1	13	6	75	8	100
11	fashion-s / fashion-week	1	14		0	6	85,7	7	100
12	flash /es / flash-back	2	33	1	17	3	50	6	100
13	fútbol/ecuafútbol/futbolin		0		0	33	100	33	100
	futbolista		0		0	8	100	8	100
	futbolística futbolístico		0		0	4	100	4	100
	futbolísticamente		0		0	4	100	4	100
14	gay /s	4	25		0	12	75	16	100
15	gol / goles / goleador		0		0	12	100	12	100
16	internet /net	5	15	9	26	20	58,8	34	100
17	light	1	20		0	4	80	5	100
18	link /s	3	60		0	2	40	5	100
19	look/s		0		0	6	100	6	100
20	marketing	1	5	4	20	15	75	20	100
21	Miss		0		0	23	100	23	100
22	on line/ online/ on-line		0	2	15	11	84,6	13	100
23	pop /brit-pop / electropop	3	16		0	16	84,2	19	100
24	rank/ing		0	2	29	5	71,4	7	100
25	rock /rockeros	3	50		0	3	50	6	100
26	software		0	3	60	2	40	5	100
27	test/s/ing		0	21	100	0	0	21	100
28	tip/s		0	1	17	5	83,3	6	100
29	tweets/ twittear/ twitteros / twitter		0		0	5	100	5	100
30	web	4	17	1	4	19	79,2	24	100
TOTAL most freq.anglicisms: 30		54	14	63	16	281	71	<b>398</b>	100



**Annex 6**

**QUANTITATIVE TABULATION CHART**  
Comparison between variables

**Table Five**  
B

<b>ANGLICISMS</b>		<b>Frequency</b>						<b>Total</b>	
		<b>Cultural</b>	<b>%</b>	<b>Scholarly</b>	<b>%</b>	<b>General Interest</b>	<b>%</b>		
1									
2									
3									
4									
5									
6									
7									
8									
9									
10									
...	...								
...	...								
28									
29									
30									
31									
32									
<b>TOTAL:</b>									

Author:

## QUANTITATIVE TABULATION CHART

**Table Five**

Comparison between variables

	VARIABLE	Tot.anglicisms	Frequency	%
ANGLICISMS	Cultural Magazines	61	115	14,1
	Scholarly Magazines	95	153	18,7
	General interest magazines	210	550	67,2
	T O T A L	366	818	100,0

Author: Ana Maria Merchán-Tamariz

**QUANTITATIVE TABULATION CHART**

**Table Five**

Comparison between variables

A

	VARIABLE	Tot.anglicisms	Frequency	%
ANGLICISMS	Cultural Magazines			
	Scholarly Magazines			
	General interest magazines			
	T O T A L			

Author:



**SELECCIÓN.** "DESPUÉS DE TENER UN GRAN EQUIPO PERDIMOS LA OPORTUNIDAD DE ESTAR EN UN MUNDIAL. FUE UNO DE LOS MEJORES EQUIPOS QUE HA TENIDO LA SELECCIÓN".

**dejar a Liga clasificada a la final de la Copa Credifé, antes de irse para Brasil**

- Es cierto. Uno siempre busca que su equipo esté en lo más alto y yo quiero que Liga esté allí cuando deba partir para Brasil.

**- ¿Qué expectativas personales tiene en el Mineirão?**

- Al llegar a Atlético Mineiro tendré posibilidades de jugar y quién sabe protagonizar una Libertadores o una nueva Copa Sudamericana. El Mineirão es un

ropeo junto al PSV de Holanda. Recuerda que luego de dar esa vuelta olímpica regresó a su pueblo querido, El Juncal, para celebrar con su gente. Esa gente se fue multiplicando, producto del afecto y la admiración en otras regiones y en otras magnitudes. Su nombre e influencia llegaron a ser la inspiración para la estrella del fútbol ecuatoriano, Luis Antonio Valencia.

**- ¿Qué tuvieron y tienen en común Méndez y Valencia?**

- Con Antonio nos identifica-

**usted era su ídolo...**

- Yo también soy un admirador de Valencia. Él dice que yo era su referente, a mí me pasa lo mismo con él; pienso que es un jugador fuera de serie. Alguna vez dije que él iba a ser el mejor jugador del mundo... no me he equivocado.

**- ¿A qué nuevo jugador podría referirse en esos términos?**

- Ahora digo lo mismo de Miller Bolaños. Soy un admirador del juego de este muchacho. Su juventud y su destreza lo van a convertir en el mejor futbolista ecuatoriano, va a superar lo que ha hecho Antonio Valencia. Siempre le digo que él es el mejor, solo tiene que ser más inteligente.

**- Dicen que Édison es muy observador de las nuevas generaciones e intenta apoyarlas, ¿es eso cierto?**

- Me siento muy orgulloso de haber ayudado a Antonio en su momento y ahora estoy contento por intentar aportar algo en la vida de Miller, es un futbolista genial.

**- Al recordar el primer gol de un ecuatoriano en la Champions, ¿qué sentimiento le em-**

**tuvo grandes actuaciones**

- Sí, siempre uno trata de hacer las cosas bien y qué mejor que jugar con la bandera de mi país.

**- ¿Cuál es su análisis y su opinión del Ecuador de las eliminatorias en Sudáfrica 2010?**

- No tengo análisis, solo una tristeza enorme. La misma que sintió un país entero, pero el grupo de jugadores lo asumió y el país debe asumirlo como nosotros, con la mirada para adelante. Después de tener un gran equipo perdimos la oportunidad de estar en un mundial. Fue uno de los mejores equipos que ha tenido la selección.

**- Mucho se habló de su relación con el DT. Sixto Vizuete. ¿Es buena o mala?**

- Yo no necesito ser bueno o malo con Vizuete, yo hago mi trabajo. Quienes lo eligieron sabrán por qué lo hicieron y qué resultado obtuvieron.

**- Usted nunca estuvo muy de acuerdo con aquella nominación.**

- Sólo puedo decir que después de haber tenido un equipo fabuloso, uno siente mucha nostalgia de no llegar a un mundial.

Édison es frontal, contesta rápido, como si quisiera cortar de raíz los temas que no le agradan. El fútbol es su vida. Los recuerdos que acompañaron sus primeros pasos, con los pies desnudos y los sueños despiertos. "Nunca me olvido de cómo llegué acá,

tuve grandes profesores como Marsetti y Mosquera y todos los niños que jugaron conmigo en el Juncal. No me olvido de mi origen y los objetivos que perseguí y logré".

**"Antonio Valencia dice que yo era su referente, a mí me pasa lo mismo con él; pienso que es un jugador fuera de serie. Alguna vez dije que él iba a ser el mejor jugador del mundo... no me he equivocado".**

torneo muy fuerte, pero muy bonito. Quiero hacer lo que sé, que es jugar al fútbol.

Hablar de Édison Méndez no es únicamente hablar de Liga. Es un ícono de la "Tricolor" y el primer ecuatoriano que hizo un gol en la Champions League. También fue el primer bicampeón en el fútbol eu-

mos mucho por el estilo de fútbol. Él tiene mucha fuerza, pero sigue siendo un hombre que tiene técnica y toque. Nos hicimos amigos cuando jugamos en El Nacional. Allí nos enseñaron a ser fieles a nuestro estilo, que a veces lo encuentro bastante parecido.

**- Valencia siempre dijo que**

**barga?**

- Mucha felicidad y alegría por haber podido regalarle eso a mi país, a mi gente, a mi tierra.

**- Con la selección también**





## “Piense más rápido que sus competidores”

El pasado 18 de febrero, los principales ejecutivos de empresas de diferentes sectores económicos del país tuvieron la oportunidad de participar en el primer **workshop** dirigido por Kaihan Krippendorff, gurú en temas de estrategia, dentro del programa “**Business Decision Makers Ecuador 2010**” promovido por Harvard Business Review América Latina.

El expositor Kaihan Krippendorff inició su conferencia Piense más rápido que sus competidores planteando un problema: “Trasládense imaginariamente 2040 años antes de Cristo”, pidió a los participantes y comenzó

a relatar la historia de un emperador chino que, al enterarse que se había desatado una rebelión en un sector de la población, citó a uno de sus generales y lo envió acompañado de 50 mil hombres. Al llegar a un río se percataron de que al otro lado estaban 100 mil rebeldes esperando por ellos.

Destacó las tres soluciones obvias y las razones por las que el general no optó por esas alternativas: a) que el general regrese con su gente para buscar refuerzos; sin embargo, no cumplir su misión en esa época le hubiera significado la muerte. b) Esperar que se vayan los rebeldes para cruzar el río, lo

cual era incierto y podía tardar demasiado, pudiendo llevarlos también a la muerte. c) Recurrir a la alternativa que excluye a las otras dos: si no se podía esperar ni volver, la opción era cruzar el río, y enfrentar una desventaja seguro habría terminado en tragedia.

El ejercicio requería que los ejecutivos participantes en la conferencia, con una lluvia de ideas, piensen en otras soluciones y las discutan en sus grupos de trabajo para encontrar una cuarta solución. De este espacio de interacción resultaron algunas nuevas soluciones: buscar otro espacio para cruzar el río, aparentar que estaban en

### PARADOJA

Shakira confiesa que buscó ayuda de un psicólogo para aceptar su cuerpo. Aunque muchos de sus seguidores aman las curvas de Shakira, la propia colombiana dijo que durante largo tiempo no estuvo conforme con su figura. Para lidiar con sus miedos,

### Lo que sobra también es un problema...

la cantante acudió a terapia. Durante las sesiones recuperó su autoestima y resolvió ciertos problemas, que surgieron en sus relaciones personales. Al final, dice "terminé por aceptarme tal cual soy". Ahora está tranquila con todos los atributos que tiene.



### Asterix se convierte en obsequio oficial

Barack Obama recibió a Asterix —el héroe francés de las tiras cómicas— en el despacho oval. Nicolas Sarkozy llevó al mandatario estadounidense una colección de sus historietas, para que sus hijas Sasha y Malia conozcan a la pareja de aventureros. El presidente francés también le obsequio las cartas credenciales de Benjamin Franklin, que datan de entre 1778 y 1785, ya que él fue el primer embajador de su país en Francia.

### CÓMICS



## Un adiós que cuesta

A rededor de 250 000 dólares costarán 30 segundos de publicidad durante la emisión del capítulo final de *Lost*. El desenlace de la serie se emitirá el 23 de mayo en la cadena estadounidense ABC. Los misterios de la isla más famosa de la televisión y el destino de los pasajeros del vuelo Oceanic 815 saldrán a la luz. Pese al descenso de audiencia, ABC confía en su éxito. Sin embargo, la cifra queda lejos del precio de los anuncios que acompañaron a los capítulos finales de *Friends* y *Seinfeld*, por los cuales se pagaron hasta 2 millones de dólares.

### Si John F. Kennedy lo pudiera ver...

La cantante de "soul", Erykah Badu filmó su último video en el lugar donde asesinaron al presidente estadounidense John F. Kennedy en 1963. Se trata de las imágenes de *Windows seat*, el primer sencillo de su último trabajo *New amerykah part two: return of the ankh*. Según su testimonio el video se grabó al estilo "guerrillero". Se desplomó desnuda ante los transeúntes de la mítica plaza Dealey. Todos miraban con asombro a la famosa artista mientras se quitaba la ropa caminando por las aceras de Dallas y un locutor de radio narraba la última travesía del presidente.



### VIDEO

### REALEZA

### El post que no duró ni un día en la red

Fotografías de sus reuniones familiares y algunas anécdotas de su infancia. Con ese material, Kate Middleton, novia del príncipe Guillermo de Inglaterra, hizo un blog que colgó en la página web de *Party pieces*, el negocio de sus padres, donde trabaja. La firma provee todo tipo de elementos para una fiesta de cumpleaños. En el blog contó que le gustaba disfrazarse de payaso y jugar a las estatuas musicales, ya que le encantaba bailar. El post estuvo colgado sólo unas horas y fue eliminado.



### OASIS

Liam Gallagher ya tiene un nuevo oficio. El cantante de Oasis planea diseñar su propia línea de juguetes sexuales. Esa rama complementará su colección de ropa *Prette Green*. Su intención es incentivar a las chicas para que combinen los juguetes sexuales y las prendas íntimas. El catálogo incluiría varios modelos de tanguas y toda clase de vibradores. Su objetivo es llegar a gente que no es seguidora de la banda.

### Los juguetes sexuales de diseño



