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

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CERTIFIES THAT:

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

Loja, March 16th , 2011

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Dedication

To God, my Lord and teacher, for whom I moved to a new university career, just to answer His missionary call to me. For You I dedicate this thesis.

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Abstract

This study is about the descriptive analysis of anglicisms in Ecuadorian magazines, which is developed aiming to research the linguistics phenomenon of anglicisms. This investigation took place in Quito-Ecuador, focussing on the six magazines classified in 3 categories: scholar, cultural and general interest. The qualitative and quantitative methods have been applied within this descriptive investigation. This research concludes that anglicisms influence Ecuadorian magazines mostly in technological and economical issues. This investigation supports that today the Spanish lexical use is notably influenced by anglicisms.

Two main sections have been organized in this study: a descriptive quantitative analysis and a qualitative analytic response to the phenomenon. Anglicisms fact among magazines read in Ecuador is presented as an analytic situation, which has been influenced by the globalization process. A morphological, semantic, syntactic and lexical approach has been developed for this study. The linguistic research shows a tentative list of the most used anglicisms in the three variables selected, which includes loans and borrowings. The recent efforts of the Real Academia de la Lengua Española and some English Institutions to describe this phenomenon are also included in the paper.

Introduction

The present paper is developed as part of the study: A descriptive analysis of anglicism used in Ecuadorian Magazines. This study is build upon the recognition of English influence, since language contact has araised in Ecuador as globalization has emerged on its society. Actually, the Real Academia de la Lengua Española(RAE) has become aware of such circumstance among Spanish speakers. Therefore, it has recently produced a specialized study in the Americanisms Dictionary(DAA). Anglicisms reveal linguistics choices, expressing the speaker identity (Holmes, 2008) The Spanish borrowing revealed on anglicism use is the leading premise to this study.

The current research has been araised as a response to such linguistic circumstances. Therefore, the investigation aim is to research on the linguistic phenomenon of anglicisms use in Ecuadorian magazines. Four objectives have guided this research, in order to promote a qualitive and quantitative analysis.

This investigation is compound by three main corpuses. First, methodological body that includes: abstract, introduction and methodology. Second, discussion bares the quantitative and qualitative exposition and analysis. Third, conclussions is a part that concludes and summarizes the linguistical impact of the investigation. Such

elements provide a descriptive linguistic analysis of the current written language production used among the magazines sample, which are often read among Ecuadorians. It provides an interesting analysis on the English influence in the native language use, according to the anglicisms used by writers to address their target audience.

The linguistic identification and analysis are provided by the specific objectives of this research. They supply a descriptive study on the researcher approach to the anglicisms, since their effort allows the identification, a deep analysis and the examination of anglicisms. They provide a deep analytic structure and they measure the impact of English influence on the Spanish use in magazines nowadays.

These elements provide a richfull investigation background to the linguistic studies in the Ecuadorian lexical use. The research is focussed on the anglicisms study. It provides a paramount analytic resource, since there are no former researches done on this topic in Quito. However, the lexical choices of its citizens are quite diverse as this is a metropolitan city. Some previous studies on the field have disclosed that anglicisms influence among written productions is quite representative. Since, magazines show a global vocabulary that attempts to reach and to teach a specific audience. Therefore, the current research will provide a great didactical resource.

This investigation will benefit to the Universidad Técnica Particular de Loja, its students and future researches on the anglicism use in Ecuadorian lexical setting. The research will benefit the country investigation resources, since there is no significative former study on the topic. It will provide a significative scholar base to the linguistic field and other research areas.

The bibliographical research on this topic was so complicated to be developed, for there are no former researches in Quito. However the electronical devices, libraries and some foreigner universities researches on the topic have supplied quite an important bibliographical resource. Another limitation to the study was the small sample collected: six magazines only.

Methodology

The current research has been developed in Quito, since this a metropolitan city that gathers many migrants. The magazines has been selected according to their high sales ranking, in order to get a wide audience selection as the magazines lexical choices are based upon this factor. Such magazines are considered Ecuadorian according to their main local domain and as their main audience nationality. Three elements will be exposed in this part: research design that will explain the methods applied; sample characteristics; techniques and analysis.

First, the research desing has been selected according to the objectives of the research. This is a Qualitaive and Quantitative investigation that is developed on the linguistics field. The secondary method is the Analytic Research. The bibliographical and deductive analyzes have supported it. Since the objectives determinate an important role, they will be introduced on the next paragraph.

The general objective is to research on the linguistic phenomenon of anglicisms used in Ecuadorian magazines. It is supported by four specific objectives. The first one is to identify the syntactic and lexical anglicisms more commonly used in Ecuadorian magazines. Second, to make a deep analysis of the anglicisms found in Ecuadorian magazines regarding syntactic, semantic and morphological aspects. Third, to

establish which variable (cultural, scholar and general interest magazines) contains the highest number of anglicisms. Finally, to determinate which anglicisms are mostly used.

Second, the sample characteristics are explained by three factors: its nature, the quantitative characteristics and its influence in Quito. The sample nature is set by the research area, which is the linguistics analysis on anglicisms in Ecuadorian magazines. For, magazines bare the linguistics choices of writers and editors in order to get an approach to certain audience. On this case, the audience is a mid-high economical class of Quito that includes female and male groups. The sample was chosen among three main variables: Cultural magazines: two La Casa magazines; Scholar magazines: two Gestión magazines; and General interest magazines: Vistazo and Vanidades. All of them are widely read in Quito, because their topics involve open redactions and informative productions. This is an important element to the society of Quito as this is the capital and one of the biggest citties of Ecuador. Therefore, the global exchange among the citizens is wider here.

Third, the techniques chosen to this study include: first, reading process, which involves skimming and scanning, decodification process and anglicisms selection; second, note-taking that has used on One-Note at the Office software. Three main instruments have been used: first, datacollection formats that have provided the results quantitative

information; second, cards and forms; finally the tables that had been included at the results section. The analysis has been developed according to the elements mentioned before. The linguistics analysis is the leading analytic technique to the current study.

This study required a quantitative analysis and a qualitative research. The quantitative results were obtained by measuring the amount of anglicisms repetition on the magazines, selecting the words that have come from English. Each word raised has come from the skimming process and a dictionary confirmation, which involved the etymological confirmation of a word coming from English. Either a loan or a borrowing the word got into the measuring tables, which were determined by the frequency of the anglicism.

The qualitative results were obtained from the linguistic analysis. This analytic procedure was developed by a hermeneutical and exegetical procedure, which was developed during the linguistic analysis of the lexical and semantics factors on the anglicisms. The researcher read the articles of the magazines, while a skimming process was developed in order to highlight the anglicisms and so the analysis process began. Then, the linguistic analysis on the syntactic, semantics and morphological aspects of the terms took place. Four steps were developed in the process.

First, a syntactic analysis was developed over the anglicism use. The lexical categories applied were analyzed on the context of the article; the contextual reference had an important role on it. Second, the semantics considerations provided a deep analysis, which included an etymological overview, meaning analysis and hermeneutical interpretation of the meaning araised in the article context. Third, the researcher analyzed morphological considerations, which provided a morpho-syntactic concern on the anglicism. Finally, a comparative analysis was developed between the variables and the statistics provided on the quantitative analysis.

DISCUSSION

Literature Review

This piece performs a literature review, focussing on the linguistic phenomenon of anglicisms used in Ecuadorian magazines. It provides a consistent base to develop the current investigation, in order to analyze the topic on the linguistic phenomenon and its dialogue on issues affecting the English influence on a written native language. Therefore, two main segments will be exposed in the following lines. First, the theoretical support on linguistics topics. Second, the theoretical support developed on former studies about the topic.

According to **linguistic topics**, communication needs are constantly shifting, language as a dynamic dimension varies to respond those needs. Such changes occur as a result of certain contact. Nowadays, globalization determinates English as the contact language required to global conditions as suggested by Hughes, 1988. Magazines provide this context aiming a global communication, thus English words are adopted on its discourse. This lexical adaptation is known as a linguistic phenomenon called *anglicism*. It is a current fact among written and oral communications.

Ecuador as part of globalization is affected by this phenomenon. Ecuador's writing and oral communications are influenced by English, as it had happened in other countries. Actually, this is a contact language process that has affected society since early times, for instance Latin passed through ancient societies and their languages.

Language is studied by *Linguistics*, which is a systematic language study concerning its written and speech production. Downes mentions that "Linguistics is the systematic human language study that seeks to discover the deeper properties that all languages share" (Downes, 1998, p12). This aim is achieved by different linguistics fields. Anglicism study requires the comprehension of these elements in order to understand the length of this phenomenon; also these fields will provide analysis and description to the reader of the current study.

Anglicisms study requires the comprehension of linguistics branches, because their descriptive analysis requires the identification of certain specific linguistic elements: syntactic, semantic, and morphological aspects. However, these features are supported on the studies performed on linguistics concerns.

Scholars do not agree on the linguistics divisions' order, but according to Syal, P. & Jindal, J. (2004, p15): "Linguistic concerns can be arranged in 6 groups: Origins, Social concern, Language changing,

Words derivations, Meanings, and Message arrangement”. The following chart sets a recapitulation among scholars’ criterias about linguistics disciplines or branches and their study on language production:

Linguistics Fields		
Concerned Field	Branch of Linguistics	Definition
Origins	Historical Linguistics	Language study about its development through time. (Fasold,2002)
	Typological Linguistics	Study of linguistics structure and its diversity. (Ariza,1998)
	Etymology	“Words’ origin study, involving source language, form and meaning” (Ariza,1998,p21)
Social concerns	Psycholinguistics	Language study on planning, production, perception and comprehension of speech.
	Sociolinguistics	Language study about its interactions in society, concernning social factors.
	Clinical-linguistics	Language applied study of communication between children and adults. (Syal&Jindal, 2004)
Language changing	Phonetics	“Speech sounds study, which is developed in 3 subfields: articulatory, acoustic and auditory” (Fasold,2002,p13)
	Phonology	“The study of the language sound system; how sounds form an integrated system for encoding information and how systems differ in languages.” (Fisher, 1989, p7)
	Morphology	“The study of words structure that involves the smaller units functions” (Fasold,2002,p13)
Meanings	Semantics	Language study of meaning, its relationship with the objects addressed and the situations setting. (Fasold,2002)
	Lexicology	Study of terms, concernning “the dictionaries compiling ” (Fisher,1989, p7)
	Pragmatics	Language study about its relations among communications, which is focussed on the analysis of sentences and context.
Message arrangements	Grammar	Language study of its usage rules. (Syal & Jindal, 2004)
	Syntax	Language organization study of its rules and combinations on sentences.
	Discourse Analysis	Study of written and speech language formation, about how meaningful large units are formed. (Syal & Jindal, 2004)

Linguistics branches provide tools to language analysis, since it is focused on the wide language spectrum that contemplates speech sounds, word's meaning, form and sense approaching concrete influence on social context. So that, each research aim will determinate the particular direction of these tools. Toward written language production in magazines discourse, this study will set some elements. Therefore morphology, phonology, syntax semantics and pragmatics approaches are quite relevant here. Their relationship promotes a descriptive analysis of language, which tools provide features on lexical changes.

The historical background and linguistics analysis allows this anglicisms study to become more accurated and concrete (Ayto, 2006). The fields presented above provide tools to the descriptive analysis of this phenomenon. As well as five potential branches of linguistic to this research, which are: morphology, phonology, syntax, semantics, and pragmatics .

Morphology supplies descriptive tools to the language smaller units' structures (Fasold, 2002 & Fisher, 1998). It provides the words structure, describing its relationship on morpheme, inflection, paradigm, derivation and compound terms. These elements concern language patterns to analyze language shifting. They provide

identification, analysis and description of language morphemes, which is aimed by setting of words or formation principles usage.

Burneo(2008), suggests that phonology includes two subfields: phonemics and phonetics. First, phonemics as the descriptive study of the language basic units of sound, which results provide the sounds system arrangement that is a descriptive tool. Second, Phonetics as the study of language sounds provides descriptive tools, too. It does so by attempting three subfields: articulatory phonetics that studies the speech production; acoustic phonetics that is focused on the sound properties and their reception; and auditory phonetics, attempting speech perception.

Syntax provides analytic tools to message arrangement, concerning sentence organization and combinations according to researches examinations (Hegarty,2005; Fisher, 1998; Aderman &Rogers, 2005). It helps to the comprehension of words' formal aspects and their relationship with sentence component elements. It allows the analysis of a word role in a message, also known as lexical category. Syntactic tools determinate the language typological profile, when it is in contact with another one and then contact-induced syntactic phenomena arises (Baker,1989 &Hegarty, 2005). This is a common discursive situation among written productions, facing media concerns; therefore syntax studies are quiet useful.

Semantics tools provide analytic research on the words context, then elements to study the language meaning acquirement as suggested by Downes, 1998. It promotes the comprehension of meaning through the combined analysis of how language users acquire a sense of meaning and how these meanings are modified over time. Therefore, construction and interpretation of the meaning are the semantics main concerns.

Pragmatics owns analytic tools in order to examine the sentences relationship with their setting. It supplies approaches to governing factors of language choices, interacting with semantics on this process. This is supported on the explanation “pragmatics provide to expressions leading on certain context”, says Kachru (1992, p34).

Anglicisms’ definition and taxonomy are relevant to this investigation, so briefly it will be exposed in the following lines as part of the theoretical support on linguistics’ topics. Anglicisms importance sets on their rising use among languages, Laviosa(2006, p267) mentions that “Because English is the lingua franca of world trade, the language of commerce, finance, and economics is characterized by an ever-increasing use of Anglicisms”. Durkheim, the famous sociologist, considered that religion and economics are driven forces of society. Anglicisms arise among language as a social behavior, aiming to adapt the economical circumstances.

Anglicism is “a characteristic feature of English occurring in another language”, according to Merriam-Webster Dictionary. But this term is often used in linguistics studies as loan-word, barbarism, Americanism. Barbarism is an expression, which use offends the contemporary standards (Ammon, 1998). It involves a morphological mistake, which has become as an adapted expression recognized as Anglicism or Americanism (Ayto, 2006, p20). Certainly it is a controversial term, besides it reflects the English influence on a contacted language.

Anglicisms classification involve several groups, according to their thematic use: words describing every-day activities and vocabulary naming most recent trends in society as suggested by Khoutyz, 2009. In addition, another source (Rábago, Romero & Saldivar, 2008) hints that there are three different types of anglicisms. First of all, English words or phrases that are lacking translation, which includes the local language institution, accepted expressions, franchises, names or trademarks. Second, English words with an equivalent word in the addressed language. Third, words having mixed morphology that is well known in Spanish as Spanglish words.

Anglicism etymological studies suggest that it appeared as a term in the mid seventeenth century, it is derived from the Latin word

anglicus. Nowadays this term has been adapted to speech lexical adjustment from English, as suggested by Aniosko, 2007.

A media society is developed on this current post-modern era. Anglicisms influx among youth seems to be caused by many factors, for instance social net and writing press involves newspapers and magazines. Their editorial focus is set on General Culture, Music and Art topics that involve foreign terms. (Curran & Morley, 2002)

Anglicism's usage context come from urban dialects mainly, since they show more phonetic alteration than rural ones and this is motivated by the oportunistic behaviour of rural citizens (Tejada, 1997, p17). Anglicisms own such a varied dynamic, their study requiers a combined morphological, phonologycal, syntactic, semantic and pragmatic study in order to acquire a clear pattern track. (Fortin,2009; Buse, 2005; Fisher & Pulaczewska, 2008)

According to pragmatics, English phonology, morphology and syntax influence foreign languages as anglicisms get adapted. Then speakers begin to apply syntactic, morphological and phonological anglicisms patterns are involved in their speech: passive constructions, certain accentual patterns and anglicised pronunciations.

Anglicisms dynamic is issued by language contact, which is an often event among globalization and postmodern reigning today. Then,

their production is recognized as an accommodation dynamic. The relationship of their production with written media adaptations concerns the study of their appearance among magazines. Since magazines set a great cultural encounter, their context is a great research source.

Historical-linguistics states that during the 20th century Spanish imported many words from English, which are known as anglicisms. Both languages meet a connection among speakers, because of cultural homogenization. (Hughes, 1988)

Language contact situations meet on two needs: “the dynamics of accommodation and the group loyalty” as mentioned by Aderman, G. & Rogers, M. (2005, p3). Then compromise, diverse and preservation follow this encounter. There are a lot of patterns in and out of English encounters with languages, most of them landing on switch and mix codes. It comes from ancient times, for social dynamic demanded accommodation as human had their communicative and trading needs. Then linguistic phenomenas arise as language interaction occurs, then salient linguistic features occur. Linguistics accommodation requires terms data, which definitions and relationship are shown in the chart:

Anglicisms use: relevant elements to the topic study	
Related terms	Anglicisms relationship
Lexical category: syntactic category for word level elements, which are part of the lexicon of a language. There are 4 categories: nouns, verbs; adjectives and apositives; 2 pairs with syntactic similarities.	Anglicisms meanings can be determined according to the lexical category, which they belong to. These categories determine the anglicisms participation in the discursive setting. Their analysis is supported on the form at discourse.
Syntactic category: set of words or phrases sharing common significant structural characteristics. The two main kinds are: phrasal and nonphrasal syntactic categories.	Anglicism use involves a discursive context, which determines the syntactic elements of the term used.
Loan-words: words adopted by speakers from a source language. They are also called borrowings . Borrowing involves lexical borrowing, semantic transfer, morpho-syntactic transference and phonological transfer of lexical patterns.	They are a cultural contact consequence, for the source language has some advantages power, prestige and/or wealth. Borrowing elements produces a transcription of form, sense, semantic and pronunciation from a term that anglicisms involve. It is applied on anglicism usage.
Language vice: Spanish translated term for common mistakes among words usage. Spanish language vices are divided in 2 groups: Language construction that includes all the words used wrongly and their interference relationship; Language diction that involves the lexical inadequate use by itself, no context interference is considered.	This phenomenon occurs as some words are wrongly adapted to Spanish, since anglicisms bring their own linguistic categories. Those categories are set by the contact languages, when contacting another one the accommodation might lack pragmatics. Therefore, language vice takes place.
English error: linguistic mistakes among word/phrase features. It is the English equivalent to the Spanish term: language vice.	Anglicisms come from English and this language suffers some usage errors, caused by languages interference. For instance, the term AM/PM, the expression CD-Room disk or as its error dike.
Barbarism: linguistic expression, which use offends the contemporary standards. It involves a morphological mistake, which has become as an adapted expression recognized as Anglicism or Americanism.	Anglicisms usage is identified by some linguistics as barbarisms. In Spanish these expressions get the influence in their target language community adaptation, such as: fax, faxes, faxear.
Contact-induced syntactic: linguistic phenomena that makes the contacted language sentence order to be changed.	Anglicisms usage involves a specific setting, which often contains syntactic adaptation to the contacted language.

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Ammon, 1998; Ariza, 1998; Baker, 2003; Corvert & Van Riemsdijk, 2001; Fishman, 1991; Galinsky & Galinsky, 1967; Hegarty, 2005; Luria & Seymour, 2006.

Magazines are language written productions, which definition, characteristics and elements provide their profile. Burthorn says that magazine is a “publication specialized in a particular subject that contains different literature styles reporting about it” (1969, p23). Magazines involve some specific characteristics, they are periodically issued, their appearance lay on its cover and their printing is sponsored by advertisement and/or a retail price as the same author suggests. In addition, their elements are editorial, sections, articles, photographs and writing discourse, which are journalistic resources attached to audience and subject.

Often, many writers produce articles in the magazines, which are supported on facts, opinions and analysis. Three elements should be considered on Magazine analysis: gender, angle and research subjects, for they set the writing discourse. The magazine adaptation to target readers’ context determinates its discourse. It involves cover, terminology, titles and sponsors as suggested by Curran & Morley, 2002. Also, on magazines each section will focus on a specific topic, concerning different journalistic tools to successful communication as they attempt vocabulary and design adaptations.

Magazine articles’ extension will depend on their research field type: investigation, opinion or documentary. Also the articles require clearness, consistency and conciseness, therefore their writing

production requires. In addition, the magazine type will deal with these elements as an essential issue to its style. General interest, scholar, cultural and commercial magazines are the main types recognized. (Pirkkalainen, 2002; Sim, 2009; Burton, 1969)

Magazines analysis requires the focus on “three main elements: gender, angle and research subjects” says Burthon(1969,p8), since they set the writing discourse. Each one sets the article context formation, which involves. These elements concern the anlysis of the specific target audience the magazine writes for, which allows the researcher to approach the context surrounding the article exposition. Then paragraphs should be labeled according to their type: attention caller, main points, final addressing. Often, each magazine type will involve additional characteristics to the paragraphs. For instance, “economical magazines motivate an on-going discussion on submissions; cultural magazines include lots of additional data that include opinions” says Burthon, (1969, p28).

To abstract what had been said before, magazines share a similar profile regarless their specific type, which characteristics are designed according to the target audience. The researcher analysis requires especial attention on gender, angle and research subjects in order to understand the article context. The written discourse as a language

production will involve specific linguistic actions to be clear, constituent and concise as an effective communication.

The theoretical support on former studies developed on this literature review provides a deep focus on the topic “anglicisms use on magazines”. Three main issues were found during the research process, which are addressed on this segment: the language adaptation strategy, the motivation circumstances on anglicisms’s use and some specific remarkable results from the anglicisms former investigations.

First of all, language features are born in adaptation strategy, which attempts to make the article written a clear and concise communication. The most common of them include lexical change, contact-induced syntactic and words mistakes. For instance, this linguistic adaptation implies a lexical change to readers’ easier pronunciation. Words mistakes are more common as plurals arise on a text, for technical vocabulary demand this feature oftenly. Contact-induced syntactic appears more oftenly in articles with a common language root as English and German, but it can happened among others as it will depend on the writer. (Luria, & Seymour, 2006; Ariza, 1998; Fishman, 1991)

Specific circumstances arise because their subject research demands certain kind of vocabulary. For example, economics and

technology require a specialized group of terms, which translation might be either impossible or too long for an article dimension. Another specific circumstance attached to vocabulary is the crosscultural process. It motivates the cultural magazines to use foreign words to address specific topics: fashion, music and art. Also, geographical circumstances influence the proximity to traces of new reality, which is a created circumstance accomplished through anglicisms in magazines distributed in big cities.

An anglicism study in Ecuadorian magazines is not such a common research topic in Quito. Actually, few studies on written productions were found among the superior educational institutions in the city. The anglicisms studies done in the city were four only, which study is set on advertising. Their average result shows that banners in Quito involve a high level of anglicisms use, which percentage is 50% among the ones used in main streets in the city. Some banners and signs show language vice, for people lack of knowledge about English as the contact language and the linguistic circumstances on borrowings in Spanish.

Written anglicisms have a lot of implications on a writing discourse, they follow certain designed pattern that attempts to aim acceptance and comprehensible communication in written productions. The use of these linguistic elements is supported on many reasons, but

mainly four of them had been recognized among former studies. First of all, anglicisms are demanded on a technical vocabulary setting. The lack of word on economical and technological fields makes writers use these borrowings, which arises on scholar written productions. Since, the target audience is familiarized with the vocabulary and they will be able to understand the term as an anglicism rather than any other.

Second, anglicisms' use is considered a manifestation of snobbism that is current human behaviour nowadays. In addition, postmodern factors motivate this phenomenon, since media information sets this as a positive attitude toward people acceptance. This situation is based among sitcoms, glossy magazines, arts subjects and business signs. The writing discourse on them frames an outside rather than inside culture, therefore it explains their preference for anglicisms.

Third, the writing production requires a clear, constituent and concise text in order to get a successful communication. This reason is linked to the journalism strategies that an editor requires, which will try to achieve the same sense with the less amount of words. Even when some anglicisms have an equivalent in the local language, often they require an extra word to make full sense and this is opposed to the reason mentioned before.

Finally, target audience and topic approached greatly influence the number and quality of anglicisms. The writing process on magazines involves from the very beginning the orientation of the text to a specific audience and a topic. It will determinate their circumstances in order to approach their setting. For instance, youth interested on rock music subject will be reachable if the writer uses the anglicism cd rather than disco compacto. The topic reseach of that article will be more dynamic and reader accepted if it applies anglicisms.

According to the most remarkable results of the former researches on anglicism, two main aspects had been abstracted from the investigations: anglicisms preference according to certain patterns and three linguistics aspects on anglicisms analysis.

First, the anglicisms researchers suggest that their use seems to be increased among scholar written productions, because of their analytic view on scientific terms such us technologycal, economical and general sciences. This is supported by Pirkkalainen, 2002; Fortin, 2009; Sim, 2009; Fisher, & Pulaczewska, 2008. A remarkable observation on these five researches is that each one was developed on different broader context, however each one reffers to writing press language: magazines and newspapers.

Other circumstance attached to the anglicisms preference on magazines is the syntax context, which is chosen by writers on writing press. For instance, at Milano Finanza 54% of its words are anglicisms as reported by Pirkkalainen, 2002. However, general interest magazines involve a lot of their use as well. For example, in Viva magazine 45% of the words were anglicisms according to Delgado, 2005. Glossy Romanian magazines show high influence on anglicisms use. For example, Marie Claire, InStyle, GQ, Esquire, Harper's Bazaar, Bolero, Cosmopolitan, Glamour, Joy, Unica, Avantaje, Look!, Elle, Tabu, The One and Ce se întâmplă doctore show more than 35% of anglicisms among their word production as researched by Sim, 2009.

The high preference on magazines among the world for anglicism can be seen as part of the communicative adaptation strategy. The scholar magazines as the general interest ones involve at least 45% of anglicisms among their texts, which is an average percent among the former researches on written productions. The terminology, geographical situation and subject research motivate the use of anglicisms in the writing discourse.

Third, the most common linguistic aspects considered on the former researches are: syntactic, semantic and morphological aspects on anglicisms.

Anglicisms usage in magazines sets a new pattern in writing discourse, which is related to boarder terms. This involves a shift towards a more assertive and, arguably, subversive encounter-discourse. This pattern involves a gender, age and setting orientation, according to the target audience characteristics. Then the adquirement of linguistics aspects is quite important.

Anglicism setting involves the participation of certain cross-cultural horizon, which provides encounter with English terms. Actually, certain topics involve this circumstance as suggested by Fisher & Pulaczewska, 2008. For instance, entertainment, fashion, sports economics and technology fields seem to be anglicism richful discourse. Also, this is framed from outside rather than inside the culture; however economics and technology can involve a local frame that requires terms from outside.

Anglicisms use among written productions is more frequently applied on three certain lexical categories. First, nouns owns the higher preference, probable it is caused by their adaptation to local writting discourse or maybe because it belongs to one of the main syntactic cathegories. Second, adjectives are quite used among anglicism. Third, verbs are applied as a lexical category. Despite the importance as a syntactic category, a verb seems to be prefered in the vernacular language.

Most of the anglicisms are not assimilated either phonetically or morphologically by the local language structure. There are terms that are not even registered in the local dictionaries. Some words have developed a broader meaning than the one used in English. The dictionaries of English loanwords and bilingual dictionaries of special languages are a practical consequence of the Anglicisms.

Articles focus on particular practices and domains such as business, sports, the sciences, and on language varieties use Anglicisms within particular subcultures. Most borrowed items in the magazines are nouns, which denote abstract notions and invariable adjectives.

In conclusion this anglicisms investigation is set on the review of linguistic fields and former researches. The linguistic topics provide a wider understanding of the anglicisms, while researches give a more focus understanding on the linguistic circumstances on them. It is revealed as linguistic phenomenon that involves historical, social and linguistic analytic circumstances as syntactic preference according to writing topics.

Results

This investigation section is focussed on the presentation of results, which had been gathered among the six chosen magazines that belong to three different categories: cultural, scholarly and general interest. This piece includes two main concerns, first the explanation about the magazines selection process and second, the results exposition on tables.

First, two magazines had been selected from each category to provide a wider analysis on this study about anglicisms use. The variables or categories samples were chosen according to four main patterns. First of all, magazines written or read among Ecuadorians, for this study is focus on the analysis of English influencing the native language in Ecuador. Then, magazines distributed among different populations. Third, magazines produced in Ecuador. Fourth, samples belonging to Quito most distributed magazines on each variable; since this is one of the biggest citties in Ecuador with a population coming from all over the country and it is also the residence of the researcher.

Two different editions of La Casa magazine were chosen for the cultural magazines, since it is produced by the wider local cultural center “Casa de la Cultura Benjamin Carrion”. Vanidades and Vistazo were the samples selected on general interest magazines, for their high

distribution and wide gender target audience. For the scholarly magazine, two editions from *Gestión* were chosen according to the relevance of economical topics among Quito as a metropolitan city.

Table 1						
Variable: Cultural magazines						
Magazine	Anglicisms	Examples	Lexical category	Word repetition (times)	Heading	Page
La Casa, Number 70 1/ 2010	Hippies	Pelos largos, hippies o beatniks , formas de negación...	Noun	1	Carlos Catasse, el oficio de crear	3
	Beatniks		Noun	1		3
	Land art	Me refiero al arte minimalista, al land art , al body art , performances ...	Noun	1	Fernan-do López, el arte que no cesa	11
	Body art		Noun	1		11
	Perfor-mances		Noun	1		37
	Punk	...; el punk y el rock de la nueva ola.	Noun	1	Mario Ronquillo, el pintor de una ciudad llamada Quito	22
	Rock		Noun	1		22

Magazine	Anglicisms	Examples	Lexical category	Word repetition (times)	Heading	Page
La Casa, Number 70 1/ 2010	Top model	..., podría ser como esa top model ...	Noun	1	Edwin Ulloa y sus memorias de agua de fuego	24
	Rock	...ha ocupado el lugar del rock , por ejemplo)	Noun	1		25
	Links	...pueden servir de links entre los capítulos de una novela.	Noun	2		26,28
	Poetry	Poetry & Facebook: Poesía...	Noun	1	Poetry & Facebook: Poesía en red	34
	Web	Podemos encontrar páginas web ...	Noun	2		34
	Set	...un set completo de arte, una colección de utilización de técnicas de arte y un lote de libros...	Noun	1	I Salón nacional de Pintura de los Museos de la CCE	44
	E-mail	E-mail: cinematecaecuador@yahoo.com	Noun	1	Cine Club 2010	45

Magazine	Anglicisms	Examples	Lexical category	Word repetition (times)	Heading	Page
La Casa, Number 69 1/ 2010	Web	...etapa que incorpora las Redes nacionales a la página web .	Noun	1	"Somos los ladrillos de una casa por hacer"	16
	Internet	..publicados en la página de internet	Noun	1	Informe Económico	25
	Web	... aplauso, por múltiples posibilidades que ofrecía la página web .	Noun	1	Informe de la Comisión Política	55
	E-mail	E-mail: presidenciace@yahoo.com	Noun	1	Propuesta de reforma de la Ley Orgánica de Culturas	59
	Web	Web: www.cce.org.	Noun	1		59
Autor: María Fernanda Idrobo						

Table 2						
Variable: Scholarly magazines						
Magazine	Anglicisms	Examples	Lexical category	Word repetition (times)	Heading	Page
Gestión, Number 184 October, 2009	E-mail	E-mail. espae@espol.edu.ec	Noun	1	MBA Publicity	2
	E-mail	e-mail: info@dinediciones.com	Noun	1	Carta	6
	Foreign Policy	... en el suplemento Foreign Policy habla...	Noun	1		6
	E-mail	E-mail: dsp@hospikennedy.mec.ec	Noun	1	Ck a domicilio Publicity	7
	Software	...que ha definido al software	Noun	2	Vida empresarial	14
	Web	Convergencia en la era de la web social...	Noun	1		14
	Rack	PDU, Racks	Noun	1	Firmesa Publicity	15
	Spillovers	..."derrames" (spillovers) de tecnología	Noun	1	Monos, árboles y diversificación productiva	18
	Low hanging fruits	...denominan a estos productos "frutas que cuelgan bajo (low hanging fruits ...	Noun	1		16

Magazine	Anglicisms	Examples	Lexical category	Word repetition (times)	Heading	Page
Gestión, Number 184 October, 2009	Clusters	...existen varios tipos de clusters	Noun	1	Monos, árboles y diversificación productiva	19
	Business plans	...presentar planes de negocios (business plans) para...	Noun	1		22
	Network analysis	Usando análisis de redes(network analysis),...	Noun	1		18
	Software	...tales como el turismo y los servicios de software y consultoría.	Noun	2		20, 22
	Venture funds	...la creación de capital de riesgo (venture funds)...	Noun	1		22
	Software	... software de aplicaciones, etc.	Noun	5	¿Y qué dicen los sectores productivos?	24, 25
	Trader	Porque son traders privados con los cuales debió haber licitación...	Noun	6	Petrochina, ¿anticipo petrolero o crédito externo?	32-34
	Internet	Las herramientas que ofrece hoy Internet ...	Noun	6	Jamás se volverá a conocer estrellas como Michael Jackson	36
	Pop	Y es que el rey del pop vendió unos...	Noun	2		52, 54-55

Magazine	Anglicisms	Examples	Lexical category	Word repetition (times)	Heading	Page
Gestión, Number 184 October, 2009	Web	...y en páginas web como YouTube,...	Noun	2	Jamás se volverá a conocer estrellas como Michael Jackson	56, 58
	Fans	...cultivando un grupo de fans que sorportan el trabajo...	Noun	1		52, 55
	Casting	...el casting (obtención de una pieza perfecta a partir de un módulo en cera, vertiendo el metal líquido sobre éste)	Noun	1	Altos quilates se fusionan con materiales alternativos	48
	Big Pharma	...producidas fundamentalmente por las Big Pharma .	Noun	4	Mafias farmacéuticas	50, 51
	Fax	Fax :(593-4) 2690-175	Noun	2	ComWare Publicity	56
	Shock	... shock tan enorme como la dolarización	Noun	1	50 años de inflación	62
	Holding	... holding de bancos o a las aseguradoras como AIG.	Noun	1	A un año del colapso de Lehman Brothers	66
	Mark-to-model	...cuentas(mark-to-model , ver glosario)	Noun	1		66
	Underlying	...conocido como el subyacente, underlying).	Noun	1		67
	Over the counter	... over the counter , de allí las siglas OTC)	Noun	1		67
	Swap	...una opción o un swap).	Noun	10		67
	Legs	...las piernas (legs) del swap.	Noun	1		67

Magazine	Anglicisms	Examples	Lexical category	Word repetition (times)	Heading	Page
Gestión, Number 184 October, 2009	Underlying	...conocido como el subyacente, underlying).	Noun	1	A un año del colapso de Lehman Brothers	67
	Over the counter	... over the counter , de allí las siglas (OTC)	Noun	1		67
	Swap	...una opción o un swap).	Noun	10		67
	Legs	...las piernas (legs) del swap.	Noun	1		67
	Hedge	...para minimizar (hedge)	Verbo	3	A un año del colapso de Lehman Brothers	67
	Commodity	...o el precio de un commodity	Noun	1		67
	Fordwards	... fordwars , swaps, muchos tipos...	Noun	2		68
	Subprime	las hipotecas subprime .	Noun	1		68
	Mark-to-market	...avaluos mark-to-market , en los que...	Noun	2		68
	Internet	...conectarse a Internet , celulares...	Noun	1		68
	Lifting	...el estiramiento (lifting) facial...	Verb	1		Emprendedor rico, emprendedor pobre
	Call center	Call center 072588730	Noun	1	UTPL Publicity	81
	Ranking	Este ranking de competitividad...	Noun	1	Cifras	82

Magazine	Anglicisms	Examples	Lexical category	Word repetition (times)	Heading	Page
Gestión, Number 183 September, 2009	Tickets	Compra tus tickets aéreos de manera segura en	Noun	1	Tame Publicity	3
	Internet	Internet...	Noun	1		3
	Renting	...evite los costos variables con Renting...	Noun	4	Pichincha Publicity	5
	Rack	PDU, Racks	Noun	1	Firmesa Publicity	7
	Running	... en cinco prioridades globales: fútbol, running ,	Noun	1	60 años de Adidas.	12
	Training	training ,	Noun	1		12
	Originals	básquetbol y originals .	Noun	1		12
	Premium	... segmentada así como una estrategia de precios- premium ,	Noun	1	60 años de Adidas.	12
	Datacenters	...construye y equipa su datacenter a su medida...	Noun	2	Data-center por Firmesa	12
	Internet	... Internet , etc., donde se logran...	Noun	2	Regulación financiera:	22, 23
	Vesus	Regulación financiera: calidad versus cantidad	Preposition	1	calidad versus cantidad	22
	Marketing	...mercados y marketing...	Noun	1	Calidad mundial en prendas de cuero	31
	Cluster	...como en su cluster , tan bien logrado".	Noun	15		28- 32
Web	...se desarrolló la página web .	Noun	1	32		

Magazine	Anglicisms	Examples	Lexical category	Word repetition (times)	Heading	Page
Gestión, Number 183 September, 2009	Web	...puede retransmitirse a la página web ...	Noun	1	ITT : ¿Resistirá la tentación el Gobierno?	48
	Allowances	Se prentede que 5% de los permisos o allowances ...	Noun	1		50
	Marketing	...tiene notables implicaciones para las actividades de marketing de las empresas.	Noun	3	Cultura y comportamiento del consumidor ecuatoriano	54, 55
	Ranking	De todos los estados analizados, los 10 que encabezan el ranking ...	Noun	1	Las TIC crecen en el mundo a 30% anual	58
	Stock	Stock de viviendas sin vender: entre 550 mil y 750 mil.	Noun	3	La crisis hipotecaria en España y su impacto en el migrante ecuatoriano.	66
	E-mail	email : ventas@yaguira-mindo.com	Noun	1	Hacienda Yaguira Publicity	69
	Web	Web extra: El Vaticano cambia de parecer.	Noun	1	La Iglesia Católica: mito y realidad	79
	Holding	...catolicismo no es un holding masivo.	Noun	1		80
	Autor: María Fernanda Idrobo					

Table 3						
Variable: General interest magazines						
Magazine	Anglicisms	Examples	Lexical category	Word repetition (times)	Article heading	Page
Vistazo, Number 1011 October 8th, 2009	On line	Vistazo on line	Noun	1	Contenido	4
	Blogs	8 Blogs	Noun	1		4
	Fax	Fax :(02) 255-6297...		2		4
	Rack	PDU, Racks	Noun	1	Firmesa Publicity	7
	Blogs	Blogs	Noun	1	Blogs: El gran ojo crítico del gobierno	8
	Talk show	Descalifican a la peruana Laura Bozzo porque su talk show...	Noun	1		8
	Rating	...del rating y de las ganancias de los canales.	Noun	1		8
	Online	Columnistas online	Noun	1		8
	Express	En los primeros siete meses de 2009 en Guayaquil los secuestros " express ",...	Noun	1	"Hay quienes esperan que esto no funcione"	19
	Outsiders	...alcanzada en su momento por el último de nuestros ex outsiders .	Noun	1	¿El principio del fin	34
Internet	Eso es lo que en el fondo define al Internet .	Noun	18	La nube que cambiará al mundo	50-58	

Magazine	Anglicisms	Examples	Lexical category	Word repetition (times)	Article heading	Page
Vistazo, Number 1011 October 8th, 2009	Cloud computing	Los billones de dólares que los negocios de cloud computing van a mover...	Noun	3	La nube que cambiará al mundo	52 & 55
	Softwares	... softwares son un servicio.	Noun	5		52 & 55-58
	Chip	Los chips en las etiquetas de medicinas controlan....	Noun	7		52 & 54-55
	Netbooks	No es por otro motivo que los netbooks , baratos y compactos...	Noun	2		52, 55
	Marketing	...usando la red como herramienta de marketing .	Noun	1		58
	Web	...,indicando que las conexiones con la web están activas.	Noun	2		56, 58
	Full	Full HD	Noun	2	Panasonic Publicity	59
	HD		Noun	2		59
	MP3	...reproductores MP3 que ha bajado gratuitamente	Noun	3	Gratis, el precio más radical.	60, 61
	Internet	de internet .	Noun	7		60-64
	Web	...sitio web que vende...	Noun	1		61
	Techno	...música techno y rock , que tiene unas	Noun	1		61
	Rock	2300.	Noun	1		61

Magazine	Anglicisms	Examples	Lexical category	Word repetition (times)	Article heading	Page
Vistazo, Number 1011 October 8th, 2009	Download	La polémica gira en torno al download...	Noun	54	Gratis, el precio más radical.	61, 62
	Software	...queda disponible en la carpeta de archivos del software.	Noun	2		61, 64
	Copyright	"Nunca los defensores del copyright tuvieron control completo..."	Noun	2		64
	Twitter	...han adoptado al Twitter...	Noun	10	El fin de los secretos	66-68
	Twittear	...y twittear o publica mensajes en la red social...	Verb	3		66, 67
	Tweet	...es común publicar tweets...	Noun	1		
	Links	...están viendo, links...	Noun	1		66
	Marketing	La idea del " marketing directo" se afianzó...	Noun	1		67
	Online	Google y tiendas online como Amazon guardan...	Noun	4		67

Magazine	Anglicisms	Examples	Lexical category	Word repetition (times)	Article heading	Page
Vistazo, Number 1011 October 8th, 2009	Internet	...instalados en el corazón de los servidores de internet...	Noun	4	El fin de los secretos	67, 68
	Web	...estuvo siempre en el ADN de la web.	Noun	1		67
	High-tech	"Se trata de una forma high-tech...	Noun	1		68
	Sexting	...ya han practicado el sexting.	Noun	5		68, 69
	GPS	Cuenta con	Noun	4	Dedos al comando	75
	Netbooks	...de memoria de aplicaciones (como una netbook...	Noun	1		76
	E-mail	...leer emails..	Noun	1		75
	Software	... softwares de reconocimiento de voz.	Noun	3		75
	Touch screen	El touch screen empezó a ser...	Noun	2		74, 75
Fax	FAX	Noun	1	77		

Magazine	Anglicisms	Examples	Lexical category	Word repetition (times)	Article heading	Page
Vanidades, Year 49, Number 24 November 26th, 2009	Shows	..ofrecen una variedad de shows .	Noun	1	Agenda	22
	Fashion	... y siempre muy fashion .	Adjective	1	NY: Aquí y allá	24
	Trendy	...era demasiado clásico para el barrio trendy ...	Noun	1	NY: Un bar y más...	25
	Show	...un inesperado show musical en directo.	Noun	1	Paris Londres: Chanel en Paris	26
	Facial refreshing	Sus mágicas técnicas de facial refreshing ...	Noun	1	Quito: Secretos de los famosos	29
	Email	Isabel Montoya, vía email .	Noun	1	Los expertos hablan	30
	Glitter	Esta nueva versión de brillo purpúreo (glitter)	Noun	1	Entérate	32
	Eyeliner	...puede aplicarse como eyeliner ...	Noun	1		32
	Glitter	Glitter para las fiestas	Noun	2	Glitter para las fiestas	36, 38
	Look	Y si deseas acentuar más tu look ...	Noun	1		37
Make-up	... por su puesto, el mejor make-up .	Noun	1	38		

Magazine	Anglicisms	Examples	Lexical category	Word repetition (times)	Article heading	Page	
Vanidades , Year 49, Number 24 November 26th, 2009	Ultratrendy	...en el maquillaje ultra-trendy .	Noun	1	Glitter para las fiestas	38	
	Eyeliner	Glitter eyeliner de Sephora.	Noun	1		38	
	Lipstick	...ponte un lipstick negro y....	Noun	1		39	
	Coat	...causó revuelo con sus coats ...	Noun	2	Abrígate	42	
	Fashionista	...es una de las más esperadas por las fashionistas ...	Noun	1	Abrígate	43	
	Trench	...el trench coat fue el...	Noun	1		43	
	Chic	..ver en sus pasarelas el estilo boho chic ;...	Noun	1		43	
	Ruffles	chaqueta semicubierta con ruffles .	Noun	1		43	
	Fashion Week	Armani sorprendió en la Milán Fashion Week ...	Noun	1		43	
	Leggings	...de vestidos cortos y leggings .	Noun	1		43	
	Spot	...como modelo de spots publicitarios.	Noun	1		Tom Ford: El protagonista	61
	Gay	...la película no es gay .	Noun	1		63	

Magazine	Anglicisms	Examples	Lexical category	Word repetition (times)	Article heading	Page
Vanidades, Year 49, Number 24 November 26th, 2009	Cool	..., pero que ahora son muy cool .	Adjective	1	Aventura de fin de año	77
	Resort	...uno de los nuevos grandes resorts de la zona, muy artístico.	Noun	4		77
	Ferry	...y allí tomar un ferry de 3 horas a Buenos Aires.	Noun	2		77
	Chip	...hojuelas de maíz estilo chips .	Noun	1	Consejos gourmet: Elegante mesa de Navidad	92
	Dip	...un dip de caviar...	Noun	1	Consejos gourmet: Para	92
	Tip	Uno de mis tips favoritos es untarlos...	Noun	1	Recetas navideñas	93
	Tip	Tips,tips, tips	Noun	6	Tips,tips, tips	1, 18
	Light	Alternativas light :	Noun	1	Publicity Issue	19
	Set	Charlize divide su tiempo entre los sets de filmación...	Noun	1	Charlize Teron	117
	Look	..pasea por LA. Con su exótico look .	Noun	6	In fraganti	120, 121, 123
Reality show	...por ser kIm Kardashian, estrella del reality show ...	Noun	1	123		
Autor: María Fernanda Idrobo						

**Table 4:
The Most Frequent Anglicisms**

Anglicisms	Word repetition (times)
Download	54
Internet	40
Software	19
Cluster	16
Web	15
Tweet; Twitear; Twitter	14
Swap	10
Email	9
Chip	8
Look	7
Tip	7
Fax	6
Marketing	6
Online	6
Trader	6
Wi-Fi	6
PBX	5
Sexting	5
Big Pharma	4
CD	4
GPS	4
PC	4
Renting	4
Resort	4
Cloud computing	3
Fashion; Fashion- Week;Fashionista	3
Glitter	3
Hedge	3
Links	3
MP3	3
Netbooks	3

Anglicisms	Word repetition (times)
Rack	3
Rock	3
Stock	3
Blogs	2
Coat	2
Copyright	2
Datacenters	2
Eyeliner	2
Ferry	2
Fordwards	2
Full	2
HD	2
Holding	2
Leg; Leggings	2
Mark-to-market	2
Pop	2
Ranking	2
Set	2
Show	2
Touch screen	2
Allowances	1
ATM	1
Beatniks	1
Body art	1
Business plans	1
Call center	1
Casting	1
Chic	1
Chip	1
Commodity	1
Cool	1
Dip	1
Express	1
Facial refreshing	1
Fans	1
Foreign Policy	1
Gay	1

Anglicisms	Word repetition (times)
High-tech	1
Hippies	1
Land art	1
Lifting	1
Light	1
Lipstick	1
Low hanging fruits	1
Make-up	1
Mark-to-model	1
Network analysis	1
Originals	1
Outsiders	1
Over the counter	1
Performances	1
Poetry	1
Premium	1
Punk	1
Rating	1
Reality show	1
Ruffles	1
Running	1
Shock	1
Spillovers	1
Spot	1
Subprime	1
Talk show	1
Techno	1
Tickets	1
Top model	1
Training	1
Trench	1
Trendy	1
Ultratrendy	1
Underlying	1
Venture funds	1
Vesus	1
TOTAL: 124 Anglicisms	
Autor: María Fernanda Idrobo	

Table 5: Variables Comparison			
	Variable	f	%
Anglicisms	Cultural Magazines	21	5.54%
	Scholarly Magazines	126	33.25%
	General interest Magazines	232	61.21%
	Total	379	100.00%
	Autor: María Fernanda Idrobo		

Description

This section introduces the analysis of the data collected in three different variables; the anglicisms most frequently used among the Ecuadorian magazines will be analyzed in two main subsections. First, the linguistic analysis for doing, this is a qualitative phonological study. Second, the comparative analysis is reflected upon a quantitative study.

Thirty words have been selected for the linguistic analysis, which descriptive examination concerns a syntactic, semantic and morphological review. The words were selected from each magazine variable. The linguistic approach to each one will be developed below, which they will be presented according to the order set by the variables: cultural, scholarly, general interest magazines. A comparative analysis will be developed in here too.

Analysis selection on Cultural Magazines		Analysis selection on Scholar Magazines		Analysis selection on General Interest Magazines	
Anglicisms	Word repetition (times)	Anglicisms	Word repetition (times)	Anglicisms	Word repetition (times)
Web	5	Cluster	16	Download	54
Links	2	Swap	10	Twitter	10
E-mail	2	Software	9	Chip	8
Rock	2	Trader	6	Look	7
Punk	1	Big Pharma	4	Tip	7
Top model	1	Marketing	4	Online	6
Hippies	1	Renting	4	Resort	4
Body art	1	Stock	3	Netbooks	3
Internet	1	Fordwards	2	Show	2
Set	1	Shock	1	Fashion	1

Web appears on the cultural magazines context, as on the other two variables. According to Real Academia de la Lengua Española (RAE), that editated the *Diccionario de la Real Academia de la Lengua* 22th Edtion (DRAE); this word appears on it as a loan anglicism. It has become accepted as a female noun. Often Spanish speakers use it on the phrase “página web”, actually this variant is registered by DRAE. Web is set in all the variables as a noun, this lexical category arises in the context of a cultural report in the cultural variable. The Meriam Webster Open Dictionary (MWD), which is the on-line version, has included the word as a noun as well as a verb.

Etymologycally speaking, this word has a complicated background to track. This word seems to appear on the 13th century, according to the Online Etymology Dictionary (OED) this term first show was in the phrase spider web. Back in then, the meaning of it was related to a biological setting; while the informatics enviroment of it arises in 1990s’ as it comes from the shortened from *World Wide Web*. The word comes from the Middle English and seems to be related to this language influence on different domains. Nowadays, this is the most widespread setting among bilingual speakers that might be caused by the globalization phenomenon on the mass-media.

On a semantical-syntactical approach this word is bared as a noun, which is often used as a compound noun among the examples on

the magazines selected. This noun is related to an informational-cultural setting in all of those times, since the sections in the magazines set those words in the topics: arts and technology at the general interest section of each variable. The most relevant examples are included below:

“Podemos encontrar páginas web...” (Rodríguez, J. (March, 2010) Poetry & Facebook: Poesía en red, *La Casa*, Number 70 ,1/ 2010, p34)

“...etapa que incorpora las Redes nacionales a la página web.”(Valdospinos, M. (Jan, 2010) Somos los ladrillos de una casa por hacer, *La Casa*, Number 69 1/ 2010, p16)

“Convergencia en la era de la web social...”(Brito, V. (Oct., 2009). Vida empresarial. *Gestión*, N.184. p14)

“...,y en páginas web como YouTube,...”(Franco, C. (Oct., 2009). Jamás se volverá a conocer estrellas como Michael Jackson. *Gestión*, N.184. p56-58)

“..., indicando que las conexiones con la web están activas.”(Veja &Vistazo(2009).La nube que cambiará al mundo .*Vistazo*,N.1011, p.56-58)

“...sitio web que vende...”(Vieja & Vistazo(2009). Gratis, el precio más radical .*Vistazo*,N.1011, p61)

The meaning of the word *web* depends on the phrase setting, as we read above. The 90s' informatics influence is the dominant guidance on the meaning of this word in Spanish, as the one most widely used today in English. The globalization and modernism provide a paramount scenary for this hermeneutical event. This produces an important factor to the analysis here, since written productions are widely read in Quito. At the examples we can realize that the topic sets a determinat factor on the authors' decision, whose preference is to use an anglicism instated of its Spanish equivalence. Some factors supporting this decistion might be the target audience, the authors' profesional-cultural background and the editors' direction.

According to the morphological analysis on this study, there is no significant morphological change. Since, there is no morpheme change or variation, neither a gramatical derivation; but there is a phonetical inflection change on the phoneme [e] at web. It appears on the native Spanish speakers pronunciation of this loan word, which produces a morpho-phonetic transference on the inflection at /'web/(English pronunciation) and /web/(Spanish pronunciation). The phonema appears as a raised phoneme in the English pronunciation, while it appears as a lowered vowel phoneme in Spanish.

The word **web** seems to be widely accepted among the Hispanic writing productions, but the RAE considerates it as a loan and not as a

regular, registered Spanish word. Its variant is red informática; but it is not as wide used among speakers, neither writers.

Links is a plural noun that appears on the cultural magazines, its frequency is 10% among them; while its frequency on the general interest variable is 0.43%. This is showed on both variables by the same lexical category. The DRAE does not register this form, since RAE consider it an Americanism. The MWD does show it as a noun plural word. It comes from the Middle English. OED tracks its apparence on 1728, when the Scottish influence made the German term *link* to become araised among speakers in a golf setting, since it had been use by players and fans to refer to the golf landscape.

Semantical analysis provides a wider comprehension on these issues; this word appears as a noun deeply integrated to discovery and communicative context. It is supported on the syntactic analysis and hermeneutical process developed on this study, two examples from the variables are quoted below:

“...pueden servir de links entre los capítulos de una novela.”

(Hermann, P.(March,2010)Edwin Ulloa y sus memorias de agua de fuego.*La Casa* N.70, 1/2010. p.28)

“...están viendo, links...”(Veja & Vistazo (Oct., 2009)El fin de los secretos. *Vistazo*, N.1011, p66)

Both examples reveal a similar context, which is set on the general culture magazines' section. This is paramount to the meaning concern of the word *links*, since this is the way it appears as an anglicism in the variables. It must be said that *links* arises from its singular noun: link. The meaning registered to *links* and the one for *link* differ from each other, for its etymological analysis.

Etymology in OED argues that *links* comes from the Scottish speakers language use, which addresses the meaning: *ondulating sandy ground*. However, *link* comes from the German term *link* that became part of the English use in the mid-15th century; its meaning is: a connector element. *Link* comes from a German verb, which became a Mid-English word used on 14th century. On Spanish, there is an equivalent word: *conexión*; it comes from the Latin term *connexio* as DRAE has revealed.

This information provides the author the understanding that *conexión* and *links* are not semantically related; but they have a syntactic relationship. It is set on the context of both writings, as it was quoted at the examples selected. Therefore, there is a small morphological difference as a suffix is added from link to links. On the phonetics, which is revealed on the phoneme [ʃ]. S at *links* appears on the Hispanic pronunciation as a fricative alveolar sound, while it is a fricative postalveolar sound on the English pronunciation.

Finally, RAE accepted this word as an Americanism that is registered on the Americanisms Dictionary (DAA). However it does not include the term as a loan, neither as a replacement. It is a barbarism.

E-mail is a word that appears as a singular noun in the cultural and scholarly variables. On the cultural magazines it shows a 10% frequency, while a 3.97% frequency in the scholarly ones. On this study, *e-mail* is an anglicism that does not appear on DRAE, neither at DAA. However, it appears on the MWD as a noun that has two meanings: 1) a means or transmitting messages on the electronical system; 2) electronical messages sent and received, (Merriam-Webster, 2010)

According to Etymology, *e-mail* comes from a modern use of the archaic term *snail mail* (1983). This term was replaced by *e-mail*, when informatics system changed on 70s' as *electronic mail* on 1977. Finally, on 1982 speakers and informatics' workers used *e-mail* instead of *snail mail*. (Harper, 2010)

Semantics and syntax allow enlightenment among the understanding of *email* context. The magazines' editors have introduced the term in two different sections at the Hispanic writing productions: general interest on electronic affairs and marketing. It should provide a richful hermeneutical context, but it does not. For, the term is used as a barbarism among the cases selected, which is supported on the abrupt

introduction of it. One summarizing example is quoted below, which context sets more analytic elements than the informative one on the La Casa samples’:

“...leer emails..”(Veja & Vistazo(Oct, 2009)Dedos al comando. *Vistazo*, N. 1011, p75)

In the example the term shows the MWD second meaning, as a plural noun according to the Spanish syntax. English influence is highly remarkable on the context, since it keeps the meaning even on a Hispanic environment. A small morphological variation occurs, when the term *e-mail* is replaced by *email*. The hyphen had been removed, producing phonetical changes on the Hispanic pronunciation but no main difference in its semantics.

E-mail has not been accepted by RAE on any of its dictionaries, neither on DAA, nor in DRAE. The Hispanic-speakers use is not significantly recognized by RAE scholars. Actually, 12 million of Ecuadorian-Hispanic speakers, who use anglicisms, have not reported a significant use at *e-mail* or *email* as suggested in DAA.

Rock, appears on the sample selected in two variables: cultural magazine as a 10% frequency, and general interest magazine in a 0.43% frequency. On both variables the term is addressed as a singular noun, actually this is the same lexical category set at MW. It does appear at

DRAE, too. Etymology provides the same data, for the word comes from a singular term *rock and roll*. This music style was quite popular on 1954, when the term became *rock 'n' roll*. Then, in 1957 it became shortened and widely use as *rock*.

The context set by the sample selected on the magazines has been chosen by the significance criteria, as it is shown below:

“...música techno y rock, que tiene unas 2300.”(Veja & Vistazo(Oct., 2003). Gratis, el precio más radical. Vistazo, N.1011,p61)

“...; el punk y el rock de la nueva ola.” (La casa (March,2010), Mario Ronquillo, el pintor de una ciudad llamada Quito. La casa, N.70, 1/2010.p22)

The sample is set on an arts section in each magazine, which anglicism appears as a singular noun presenting the definition given before. Then, *rock* arises as a musical rhythm. Probably, the Spanish meaning of *rock* keeps its English definition, for the musical global culture. Actually, this word is well known as a cultural sign of certain time; but its second English defition does not arises in here.

DRAE presents three definitions to this word: 1) musical style, 2) each one of rock 'n' roll musical styles, 3) couple dance. MW shows two definitions on this noun: 1) musical style, 2)rocking movement.

Rock did not suffer any morphological change on its writing, but there is a significative phonetical difference on its Hispanic pronunciation. At Spanish, it is pronuced as /rok/; while in English it is: /ræk/.

RAE has accepted *rock* as a loan, which is included at DRAE and at DAA. There is no equivalent term at Spanish for this word, which might be the reason for its acceptance.

Punk is another anglicism that arises from cultural magazines. It is a singular noun, which appears on DRAE. It is revealed as an English word, which is related to a musical movement. Etymologically speaking, it comes from a negative slang used on 1590s'. According to OED, it has an uncertain origin that became popularized in the mid-20th century.

Semantics provide a special focus on the cultural context, which surrounds this word. It arises from the arts section at La Casa, which main topic is the one concerning the introduction of a painter. The sample quoted above is the same one for *punk*: "...; el punk y el rock de la nueva ola.". On it, *punk* is revealed as a singular noun.

The writer adds this term to set a special scenary to the reader, which is build upon the relationship of the two musical styles. *Punk* meaning in Spanish differs from the one in English, since it has a

positive attribution in the Hispanic definition. DRAE registered it a triple definition related to a musical style, while MWD describes by two main issues: 1) an offensive slang, 2) a musical style related to rock.

The word does not show a morphological change, but it has achieved a significant semantic value. For, it does not have a negative Hispanic definition as in English.

Punk has been accepted by RAE as a borrowing, since there is no replacement for this term in Spanish. To define a term on the arts topic is a really tough challenge. Probably, the mass-media early influence on the 20th century supported the spread of its positive attribution.

Top model is an anglicism used in the cultural magazines. It is a singular noun that does not appear on DRAE, neither at MWD. Since this is a term. Therefore, they are presented by separated words. According to OED, *model* comes from the French architectural design reference that sets a pattern. In 1691, it became a popular term in the sense of an artist model. Then, the fashion design influenced it and the term as *fashion model* by 1904. *Top model* is a term, which is split in two words: *top* and *model*.

La Casa's article shows the term as part of the social concern of a writer on one of his books, as it is quoted: " ..., podría ser como esa top model ..." (p24) Syntactic analysis provides a singular female compound

noun, which is raised from an analytic section in the magazine. *Top model* is a compound term, whose words come from the English influence according to RAE. MWD shows that *top* came from the Middle-English acceptance, but the term was originated in the German at 12th century. On the other hand, *model* came from a British dialect that was born in the French. It has added an extra meaning to the term, since as DAA includes *top* is related to a remarkable appearance and amazing clothes.

Top model seems to be a popular term as it is introduced by the author, since the magazines' main objective is to analyze today's local culture. Its meaning is a hybrid definition, which shows an artistic person doing something remarkable and popular in the fashion industry. Actually, this is a global understanding on the term. It has become popular among the world by the magazines reports, which have influenced many other mass-media areas.

The morphological change on the term is based as the two words become one term. Besides it, there is no significative variation.

This term is not accepted at DRAE, neither at DAA; but it is included as a compound word. Certainly it keeps the semantics influence, but it acquires a wider hermeneutical horizon. There is no equivalent for the term, according to RAE. However there is a

replacement for model, which is modelo. The migratory process supports the language contact, which is quite paramount on the analysis. According to DAA, *top* is often used in Chile.

Hippies is revealed a plural noun, as it comes from the cultural variable. It is registered at DRAE as *hippy* and *hippie* as a singular adjective, which appears as a modifier too. It does appear as a plural noun at MWD, which form is *hippies*. Its meaning is related to young people with certain beliefs. The word comes from the American English, which tracks it back to 1965 according to OED. Then, etymology promotes that it was related to a person, whose characteristic is to be hip up-to-date.

The word appears on a section that honors the life of a painter, where the analysis of his artistical influence introduces it. It is set as:

“Pelos largos, hippies o beatniks, formas de negación...”(La Casa (March, 2010). Carlos Catasse, el oficio de crear. La casa, N.70 1/2010, p3)

Hippies has exposed a plural noun, which meaning arises from the etymological influence. It does develop the function of an adjective on the sentence. So, the writer has mixed the Spanish and English grammar. DRAE says that it means: something influenced by certain

cultural movement, as the similar definition at MWD. It remains at the sentence. *Hipposo* and *hippiento* are Hispanic variants to *hippie*.

There is no significant morphological change, but a small one on the suffix adding: from *hippie* to *hippies*. Where [s] has been added to a singular noun, its explanation seems to be related to plural subject at the sentence.

The word has been accepted at RAE as a loan, which was widely used on 1960s'. It does not have an equivalent, neither a replacement. The cultural movements on the 60's seem to be quite hard to be replaced, when the mass-media and writing productions have already expose it to the audience.

Body art is a compound term, which two components formulate a singular noun. It is not registered as a term in DRAE, neither at MWD. However, the two words are registered on MWD; but only body is listed at DRAE. Etymology argues that the term arose as an artistic movement, but its date is not certain. However, it is related to the late 20th century art explosion supported on former cultures painting techniques.

Body comes from the language contact between *life* (German) and *korper* (Latin), as suggested by OED. It produced a hybrid term that became accepted in the Mid-English on 13th century. *Art* comes from a

French word, which is related to a learning ability. It was introduced on mid-13th century to English.

The contextual analysis on this term sets focus on a deep cultural critic, which is surrounding it as the magazine shows it:

“Me refiero al arte minimalista, al land art, al body art, performances...” ...”(La Casa(March,2010). Fernando López, el arte que no cesa. La casa, N.70 1/2010, p11)

A male singular noun is revealed at *body art*. It is summited to an informative role that attempms to help the reader to understand the artist creative process. DRAE includes *body* as a female clothing. It is registered as a male noun. But, art is not included. MWD lists *art* as a cultural activity. Its definitions depend on the role applied to similar fields. In the same dictionary, *body* is registered as an organized core from a being. Its meaning comes from a hybrid semantical process, which compound term sets a reference to the art of painting over a body.

Body art sets a morphological difference in the Hispanic magazine, since it has gathered an extra meaning with a term. However, there is no significative change as it is related to the same field. Its variants are wide, since it is related to a cultural reference to arts’

techniques. Some of them are: *body-painting*, *land-art*. Art appears as an independent word that becomes a complement to body.

The equivalent term to *body art* is *arte en el cuerpo*, which is also included at the article. It is a compound term as well. It is not accepted at DRAE, neither DAA. Since, there is a replacement RAE does not includes it as a loan. Actually, it might be called as a barbarism.

Internet is a singular noun, which is related to the informatics field. It appears on the three variables and it happens to be the second most frequent word among the results. It is registered at DRAE, as an electronical world wide web. It does appear in MWD with a similar definition. This word is registered as the recent usage word for red informática, according to RAE. Therefore, it is listed as a proper noun.

Etymology summits important data about it. *Internet* appears on 1985 by the first time, it was applied to the linked computers networks. It is a popular word today, since it provides a wide communicative setting. Globalization and post-modernism promote such circumstance.

The sample selected from the variables summits the following quotations, as shown below:

“...publicados en la página de internet SIGEF.” (Roman, A.(Jan. 2010). Informe Económico. *La Casa*, N.69, 1/2010. p.25)

Internet appears as a singular noun, which meaning is deeply related to the one at DRAE. This is a noun that introduced a proper noun: SIGEF, therefore the syntax has taken the Hispanic pattern. The English influence is not so clear at the grammar in the sample, but there is a visible accommodation of it as an anglicism. It has been adopted.

“Las herramientas que ofrece hoy Internet...”(Oct., 2009)
Jamás se volverá a conocer estrellas como Michael Jackson .
Gestión, N184, p 36)

“...conectarse a Internet, celulares...”(Oct., 2009) Jamás se
volverá a conocer estrellas como Michael Jackson . *Gestión*,
N184, p 68)

“...Internet, etc., donde se logran...” ((2009) Regulación
financiera: calidad versus cantidad. *Gestión*, N183, p22)

“Eso es lo que en el fondo define al Internet” (Veja & Vistazo
(2009).cambiará al mundo . *Vistazo*, N.1011, p.50)

In the sample listed above, the direct influence of the English term is revealed as *Internet* becomes a single proper noun. It must be said that it was born in that role. The context is related to different topics, as summited by the writers on the three samples. However, the meaning is

the same. It is a worldwide encounter element that provides certain communicative effects.

“...instalados en el corazón de los servidores de internet...”(Veja&Vistazo(2009).La nube que cambiará al mundo (Oct., 2009)El fin de los secretos. *Vistazo*, N.1011, p67)

This sample sets *internet* as a single male noun, which applies the DRAE meaning in a role of a proper noun. It is actually a location that allows certain social interaction. The meaning seems to be semantically expansive, as if the usage produces a push-and-pull force on it. Certainly the informatics setting, where it is located supports this circumstance.

Internet is supported on two components: *inter*, which is a word related to a linking action; and *net*, which is the shortened form of *network*. The word did suffer a morphological change, but it was developed back on 1985. There is no morphological difference arising from the variables exposition.

RAE has included the American term as a variant replacement to the former lexical equivalent: *red informática*. It is an interesting case, since *internet* is an up-dated word. As short as up-dated, the writers at three internet magazines prefer it instead of the Spanish replacement. This might be the reason why DRAE includes it.

Set is raised as an anglicism from the cultural and general interest variables. It is a singular noun, coming from *settan* (German). It became a Mid-English term and its meaning delivery is related to arrangement in 1580s'. It is not registered in DRAE, but it appears in MWD as a singular noun.

Its context is addressed by art section at the samples below:

“Charlize divide su tiempo entre los sets de filmación...”
(Nov,2009) .Charlize Teron. *Vanidades* Y.49.N.24 p114)

“...un set completo de arte, una colección de utilización de técnicas de arte...”(La Casa(March,2009)I Salón nacional de Pintura de los Museos de la CCE. La Casa, N.69, 1/2010.p44)

The samples show two different elements, which common characteristic is their artistic reference. Then, *set* arises as a singular noun. It is object on the first sample, while a subject on the second. The meaning on both cases is related to the arranged place on art field. Actually, it keeps the same meaning reference from MWD.

Semantics provides a more detailed factor, since the first term is applied as an arranged place for filming. While, the other sample shows

set a wider field of arts. There is a loan term added on the DAA: *setting*, which has an equivalent Spanish term: *formato*. It is widely used among the Hispanic area at USA and Puerto Rico.

There is no significant morphological change. It is a base word, which may become into an adjective by adding *ing* as suffix. This noun has an equivalent verbal form, which looks as the noun. However the form found on the sample selected is a noun.

RAE has not accepted *set* on its dictionary, therefore it is a barbarism. However, one of its variants has become introduced as an Americanism at DAA. Such situation shows the expansive natures that language owns. Nowadays, postmodernism provides a higher cross-cultural setting as it does happen, language accommodation is noteworthy.

Certainly, cultural magazines show a very particular setting when analyzing their lexical corpus. So do the scholarly ones, now their lexical body will be analyzed. The following part will focus on their anglicisms, which have been selected by the author. Ten different words will be analyzed, which are chosen by their higher statistical appearance.

Cluster is an Americanism as registered at DAA, which lexical category at the samples selected appears as a single noun. RAE has related it with the economics field, while MWD does not even mention such a specialized concern. It comes from the Old English, its

etymology seems unclear. But, it might have arisen from the German word *clot* before 900, which some time after became *kluster* and then *cluster*. Its contextual setting, meaning concern and significant morphological study will be developed below.

The word appears at scholarly magazines only, its frequency is 12.90%. It is presented at two different magazines, in two different articles. Both magazines belong to the economics field; therefore RAEs' attribution at the field is quite assertive. The context on the articles is set by the enterprises analysis. On the lines below two samples are showed: the first is the central magazine article; the second is set at the international economy section.

“En el caso del Ecuador existen varios tipos de clusters de...” (Delgado, V. (Oct., 2009) Monos, árboles y diversificación productiva. *Gestión*, Number 184. .p19)

On this sample, *cluster* arises as a plural noun which role is like a category. Its meaning remains as the one quoted by MWD: “a number of things of the same kind” (Merriam Webster, 2010). The writer at the article is a male one, who quotes the term one time only. *Cluster* has been registered by the Hondurian Division of RAE, according to DAA. On this dictionary, the word is registered as a male noun that is an expansive product market.

“...como en su cluster, tan bien logrado”. (Ortiz, G.(Sept.2009) Calidad mundial en prendas de cuero. *Gestión*, Number 183. p32)

On the sample above this line, the word appears as a singular noun. Its meaning reveals the same one quoted before by DAA. Since the article is at the international economy section, the meaning concern makes perfect sence. It must be said that anglicisms seems to be used in here, as a resource to approach the target audience with the article.

There is no siginificative morphological change on the variables analyzed, however according to etymology it did suffer some changes. It emerged from *clyster*, which is a verb. Actually, this verb is the transliteration of the German verb: *kluster*. Therefore, a former morphological change did occur before. The Americanism, as DAA has registered, used among *Gestion* magazine keeps the English writing form. Its variants include *clustering*, *clusterinly*, *clustered*. However, none of them appear at the magazines selected.

Cluster emerges from the Old English and has entered the Spanish borders at writing productions. Since, there is no one only word to replace this term. It is related to the economics field in the Hispanic language use. RAE has not accepted the term as a loan, neither a borrowing; however, it has been introduced as an Americanism.

Swap is a noun as it is registered at MWD. It does not appear at DRAE neither in DAA. This is an originally English word that emerged from the Middle-English. It emerged from an American idiomatic expression, which was first recorded at 1590s'. It is registered at MWD as a noun, which meaning is: an act or process of trade.

It is set on an economics field, since it shows certain market and financial elements. *Swap* appears at the magazine in a high frequency: 8.06%. It is mainly revealed as a male noun, which is introduced several times in one article at the financial section. The topic addressed by the writer is an analytic one. A representative sample is:

“...una opción o un swap).” (Gestión(Oct.2009). A un año del colapso de Lehman Brothers. *Gestión*, Number 184, p67)

On the sample, *swap* is revealed as a noun by the meaning registered at WMD. Actually at the end of the article, there is a glossary section, where the female editor explains its meaning. It is a financial word, which bares an economical derivation arising from the agreement of a transaction. Therefore, it keeps the native English meaning. Actually, a more specific data is introduced as an economics technical term.

Swap arises from an English native word, no morphological significant differences have been found on this study; neither on the etymological research. This is a word that emerges with a high speakers

influence, since its meaning was quite related with trade. Probably, some of this cultural contact between the traders is what produced the introduction to Spanish. No variants are registered at the magazine. However, according to MWD it has a variant: *swap-meet*.

It is a remarkable anglicism, which is bared by the current study as the second one more used in the scholalry magazines. However, it does only appear on one article. It is not registered at DRAE, neither at DAA; therefore, it is not a borrowing. But it is a lexical loan, which has been chosen by the economics readers and workers. It might be supported on the globalization process, since it emerged fom the trading setting. A doble lexical variable use is set by the writer, which emerges from English and its Spanish equivalent.

Software is an anglicism, which is registered at DRAE. It keeps the English meaning as registered by MWD. Its meaning is linked to informatics. *Software* is a program used to direct the operation of a computer, as well as documentation giving instructions on how to use them. According to Etymology, it is tracked back in 1851. However it was related to fabrics and goods, since 1960s' the computers sense araised as suggested by OED.

It appears at scholarly and general interest magazines, where the frequency is 7.26% and 4.31%. The context addreses on those cases is

related to informatics and technology. Below, samples have been selected by a qualitative pattern:

“...los softwares son un servicio.” (Veja&Vistazo (Oct.2009).

La nube que cambiará al mundo. *Vistazo*, Number 1011,p.52)

“...softwares de reconocimiento de voz.” (Veja & Vistazo (Oct.2009) Dedos al comando, *Vistazo*, Number 1011,p.75)

“...tales como el turismo y los servicios de software y consultoría.” (Delgado, V.(Oct.,2009) Monos, árboles y diversificación productiva. *Gestión*, Number 184. p20)

“...software de aplicaciones, etc.”(Aviles,A.(Oct.,2009)¿Y qué dicen los sectores productivos? *Gestión*, Number 184. p24)

Among all the cases found at the results, *software* appears as a noun. It sometimes emerges on its plural form, but it is more often quoted as a singular one. It is on the informatics meaning, keeping the same one added by MWD. However it does not show a plural category in English, since it is described as a computer program or programs.

Software shows a phonetic transliteration, when the anglicism is using its plural form. Then, the variant is *softwares*. Actually, this word appears among the result at this study. However, it should not require

that suffix, since at DRAE its meaning includes a plural setting. But, the Spanish thinking created interference on the writing.

Software arises from a morphological lexical combination: *software* and *soft*. *Soft* is related to the surface of things in a smoothy, level, even and gentle way. *Ware* is a manufactured good. Therefore, when it araised the meaning was too obvious. It became more popular as informatics revolution burst, during the same time as suggested at OED.

It is a lexical borrowing that is registered in DRAE. It appears as a group of programs. Then the informatics setting, which made it quite popular, is still an influencial factor. The globalization sets even more trading opportunities today, so the lexical borrowing seems more likely than ever before.

Trader arises as a noun from scholarly magazines, its frequency is 4.84%. It does not appear at DRAE, but a variant of it has shown RAE at DAA. Its meaning at MWD is: a person who trades, whose bussines is to buy and sell. It comes from the mid-15th century, when it was used as an American expression. It used to be said to refer to trace a path. Actually, it comes from *trade*.Its qualitative analysis is exposed below.

This word is set on section. It is register by a female writer, as she interviewed a male former worker at the enterprise analyzed. This shows

a hybrid environment on the article, since it is influenced by a men related to the topic analyzed. Such event provides a wider lexical pattern, which is nourishing the current analysis. A representative sample is shown below. The anglicism appearance is revealed at this article only, not in any other part of the magazine.

“Porque son traders privados con los cuales debió haber licitación...” (Vela, M.(Oct.2009)Petro-china, ¿anticipo petrolero o crédito externo?, *Gestión*, Number 184.p32)

The example show a plural noun, where the word meaning remains the English meaning. It is applied actually to the oil industry. There are some few singular nouns that reveal another lexical category of this word, but the menaing is still the same one.

Traders comes from *trade*, which is actually the lexical form that appears at DAA. Its meaning is registered as a commercial transaction, which is the variant word for *trade*. Since, it adds a suffix to its ending. Besides these elements, there is no mo significant morphological change.

It has been accepted by RAE as an Americanism, which is registered at DAA. It does not appear at DRAE, since it is a borrowing. It does have an equivalent term: mercader or comerciante. However, this equivalent might be underestimated. For, the postmodern culture has

highly influenced language contact in order to add prestige. *Trader* is araised as a barvarism in here.

Big pharma is a term introduced at the scholarly magazine, among the three variables it shows a high frequency. It is located on the 19th position, however it is not recognized by RAE. It does not appear at DRAE, neither in DAA. However, this term is compound by two words. None of is registered either. The term appears as a compund noun in the article, which quotes it at scholarly magazines. Its linguistic analysis is developed below.

An anlysis to enterprises is where this word is located. The context is set on a discussion about pharmateutical enterprises. The exampel selected is quoted on the next page:

“...producidas fundamentalmente por las Big Pharma.”

(Ramonet, I.(Oct. 2009)Mafias farmacéuticas. *Gestión*,
Number 184.p32)

On the article, the term reveals a compound singular noun all the time. It shows a compound meaning, which is based on the contextual analysis. Semantics support not a literal meaning on each word (big+pharma), but an applied use of them. Big comes from the northern England dialect, which was used on 13th century to refer to something as a powerful as strong. On the other hand, pharma comes from the

shortened form of pharmaceutical. Actually, this word comes from the Greek term *pharmakeutikos* that became an English one in the 1640s'. Then, *Big Pharma* means a strong, powerful medical industry.

Morphology provides the encounter between the words, which combining meanings reveal a singular noun in a proper noun role. There is no Spanish equivalent to this anglicism, since it accomplishes a summarization role. Also, it provides a cross-cultural economical reference on the analysis.

Big Pharma is not registered as a term, neither as split words. According to RAE law, it is a barbarism. However, it is introduced as an anglicism by its use; since it is limited to an economical analysis setting. Such context provides more language contact, as it provides the audience a global overview.

Marketing is widely used among economic and commercial affairs, it is derived from *market*. In 1701 it has achieved a creative and commercial wider sense, according to etymological studies. Then, *market* meaning got a whole wider vision and *marketing* was defined as: the goods or services provision to meet customer or consumer needs. It is registered at DRAE, which definition is its lexical Spanish equivalent. On the other hand at MWD, it has two pragmatic definitions and both are related to the same field: economics.

It is a representative Anglicism among the current study, since its frequency is 3.23% in scholarly magazines; while 0.86% among general interest variable. It appears as a male noun in all the gathered samples, for its syntactical influence is related to its authority. It is based as a paramount element, concerning the productive economy at enterprises. Significant samples have been selected, they are shown below:

“Así que se contrató a una consultora en servicios de investigación de mercados y marketing...” (Ortiz, G.(Sep. 2009)Calidad mundial en prendas de cuero. *Gestión*, Number 183. p. 31)

It reveals a singular, male, noun that reveals the same definition mentioned before; however, its attribution is as an important research field. Marketing according to the article, whose author is a male writer, is a paramount field for the enterprise success. Semantics here provides such understanding, because the articles belong to the new entrepreneurs topic.

“...tiene notables implicaciones para las actividades de marketing de las empresas.” (Cruz, J.(Sep. 2009)Cultura y comportamiento del consumidor ecuatoriano. *Gestión*, Number 183. p.55)

“La idea del "marketing directo" se afianzó...”(Vistazo(Oct., 2009) El fin de los secretos. *Vistazo*, N.1011, p67)

Marketing at both samples is raised as a singular noun, which role is revealed as a specific addressed field by entrepreneurs. MWD includes a pragmatics taxonomy of it: “an aggregate of functions involved in moving goods from producer to consumer”; “the process or technique of promoting, selling and distributing a product or service” DRAE provides a very syntactic definition, since it does have an lexical replacement: *mercadotecnia*.

Morphological analysis shows that *marketing* comes from a noun: *market* and a suffix: *ing*. According to OED, there is no certain information to know on which language was it originated. However, *market* emerged from the Old French word: *marchiet*.

There is a Spanish lexical replacement to *marketing*, however it is not used in variables. It is registered by RAE as loan. However, the English definition seems wider, therefore more useful at its appliance.

Renting comes from the scholarly magazines samples, which frequency is still significant: 3.43%. It does not appear at any other variable, but it does as a noun in the economical magazine consulted. MW does not register it, neither does DRAE, nor DAA. However, its root word is *reni* and this one is registered at MWD as a: payment made

periodically by a tenant to a landlord in return for the use of land, a building, an apartment, an office, or other property. It comes from the Mid-English. Its linguistic analysis is exposed below.

The word comes from the economical magazine, but it was not written by a Gestion Staff. It was introduced as a marketing page, which is printed in the magazine. However the magazine Director decides where and why does a publicity page is show at the magazine. It is located after the index and before the Editorial. *Renting* reveals a singular noun, as quoted below:

“...evite los costos variables con Renting Pichincha.” (Gestion (Sep. 2009)Publicity spot: Left page. *Gestión*, Number 183. p.5)

Renting is bared as a lexical accomodation, probaly it is supported on the economics field in order to motivate the audiece to consume the product: the consultant service of to rent a transportation, which is called *renting*. It is not only a noun, but a cathegorical noun that provides a commercial service to the enterprisers. Certainly, this reveals the wide influence that English determinates on selling startegies and a widely accepted reaction from the audience of Gestion. The meaning quoted at MWD is applied to a specific use: the rent of transportation. It

shows an interesting semantical and lexical use among this Ecuadorian magazine.

Renting comes from the noun *rent* and a suffix (ing) is added on it, therefore it is a compound word. Besides this factor, there is no other significative morphological element on the analysis done. It does have a lexical replacement in Spanish: servicio de alquiler de transporte. However it is not a single word, but three words connected by two connectors. It does not provide a memorable reference to a reader and this might be the explanation to its use.

It is not accepted by RAE, since it seems like a barbarism. It is not registered at DRAE, neither in DAA. It does appear at the economical magazine, mainly applied to the marketing use. It reveals some audience preference; however this issue is not so clear and does not have so much concern on the current study. It is an interesting marketing effort, which for use has a high preference among some of the customers of the magazine. Certainly, such scenary is one of the editor's aim. It reveals a global communication, which provides language encounter to make someone or something more accepted. This is revealed on such circumstance.

Stock is another anglicism among scholarly magazines, selected at this study. It is registered at DRAE, as well as in DAA. Therefore, it is listed as an Americanism. At MWD appears as a noun, which meaning is: a supporting framework or structure. But some other meanings are introduced by MWD, too. This word comes from the Old English, it emerged from the German term *stock* that was related with a tree-truck. Its linguistic analysis will be presented below.

Its frequency among the scholarly variable is 2.42%. The setting at the magazines reveals this word at the international economy section:

“Stock de viviendas sin vender: entre 550 mil y 750 mil.”

(Garcia, S.(Sep.2009) La crisis hipotecaria en España y su impacto en el migrante ecuatoriano. *Gestión*, Number 183.p66)

On the sample above, which is actually a clustering; *stock* is used as a noun. Its meaning is a commercial article of the market, as it is register at DAA. This is a word that is used in a compound sense, not only as an anglicism. No variants are revealed among the samples selected, which is congruent with the etymology of this word. Since, it emerged from the Old English, which meaning has varied from an idiomatic expression to a lexically accepted term.

Its lexical richness lays on the compound pattern that it provides. This means that stock, as it have been analyzed, does always includes an extra term that complements it. Actually, DAA has registered with two different variants: *stock-item*, *stock-room*. However, none of them are revealed on the quantitaive and qualitative analysis that was done here. No morphological significance emerged from the writing productions consulted.

Stock arises as a borrowing that is registered at DRAE. It is also included as an Americanism at DAA. Such event arises an effort from RAE to expand its language study horizons. Also, it reveals a high presure that Spanish native speakers have developed. . There is no replacement or equivalent word for it.

Forward is a widely known word at the informatics field, which emerged on 1832. However, its frequency at scholarly magazines is not so hig: 1.61%. It comes from the Old-English, it is registered at the dictionary as: to send (a copy of) an electronic mail message that you have received on to one or more other addressees (Howe, D. 2010). It does not appear at DRAE, but it does at DAA as a male noun that means: an electronic mail re-sent message.

It is on the finacial section at the scholarly magazines, it arises as the analysis of an enterprise fall. It is revealed as plural male noun at

the article, where its meaning is still the one mentioned before. The word reveals a high English influence, as in the sample selected:

“...forwards, swaps, muchos tipos...” (Gestión (Oct., 2009). A un año del colapso de Lehman Brothers. *Gestión*, N.184. p68)

It comes from the former word: *foreward*. It was related to a movement done toward the front. Its prefix is *fore* and its root is *ward*, actually it was the original morphology of *forward*. Since, it became accepted by the British English in the mid-20th century. Then, *foreward* is a lexical variant of *forward*. Actually, it is revealed a variant among the samples collected in the scholarly magazines. It is using an English variant used among the British speakers, however *forwards* at the example might have the Spanish syntactic influence when using the suffix (s).

However it was not related to the economic fields on the 19th century, since its attribution was given to the football game. On it, the word was registered as a football player movement. Actually, *forward* and *forwards* was still registered on the 20th century at the British English. But, *forward* was the only one registered at The American English on 1832; since the other word is listed as a corruption. The

Spanish users have taken the British term. It does not have a Spanish lexical replacement.

Fordwards is not registered by RAE, it is an anglicism used among scholarly economical magazines. It is included at DAA, therefore it is an Americanism. This term seems to be. Its frequency is not so high. Nowadays, it is related to the informatics field and not only at the sports field as in the past.

Shock is an anglicism revealed in the scholarly magazine, which owns the lowest frequency among the words analyzed before: 0.81%. It is raised from the financial report section and it is not registered at DRAE, but it is listed in DAA as an Americanism noun that means: to absorb. It is registered at MWD as noun, which meaning is: a sudden or violent disturbance. Such word has more meanings at English dictionaries, but none of them reveal the one registered at DAA.

The word is raised at only one section in the magazine, however it is widely used among mass-media programmes. Such scenario reveals an interesting syntactic and semantics case. It is a singular, male noun that uses the English definition. Actually, the one listed by DAA is used by Peruvian and Hispanics living in USA. Although, the context uses a word that is widely recognized by its audience:

“...era un shock tan enorme como la dolarización” (Gestión (Oct., 2009). 50 años de inflación. *Gestión*, N.184. p62)

Morphological studies does not show a significative change, since it has arised from Mid-English. However, according to etymology this word comes from the Mid-High German noun *shoc*. The meaning that araises from the semantics analysis is the same one listed by MWD.

Shock has been introduced from German, however the meaning found at the sample does not reveal the same German setting. Actually, its meaning was originated at the French word *choc* that means: a sudden blow. Since, it has a complex etymology the DAA list is lexically richfull. The Peruvian RAE introduced *shock* as a simbolic meaning, which is no the one appearing at the sample. RAE has not accepted the term as a barvarism, neither a loan but as an Americanism. There is no lexical replacement to it.

General interest magazines have reported the higher amount of anglicisms, which is quite important as it reveals 232 words. However, only ten of them will be linguistically analyzed here. On this variable, the target audience implies a wider population than the other two variables. Such circumstances achieve a quite important fact, which support will be developed as the words analysis is developed below.

Download is the highest anglicism revealed among the general interest magazines, it is revealed as a noun. It is not registered by RAE at DRAE, neither in DAA. It is listed at MWD as in some other English dictionaries, its definition is: a transferred file from one computer to another by a local net system or by internet. It comes from two words: down and load. It was first registered as a noun in 1977.

Its context at the magazine source is set by the informatics field, since it is part of a musical environment among electronic resources. The article analyzes the process of getting music from internet and *download* arises. A representative example is quoted below:

“La polémica gira en torno al download...”

(Vela&Vistazo(Oct., 2003). Gratis, el precio más radical.

Vistazo, N.1011,p61)

It is quoted 54 times at the same article and this might be the reason to show them in such a similar context. The syntactic circumstances look so much alike at the samples found, since those paragraphs are quite similar. Although some other examples will be quoted below, in order to support the readers' understanding on this particular statement. *Download* appears as a singular, male noun. Its meaning among the article remains as it was registered before. However it is applied to a particular field, then its semantics meaning is: a

musical transference process or a musical transferred file onto a computer to another, which process is done through internet.

“El download es ilegal” (Vela&Vistazo(Oct., 2003). Gratis, el precio más radical. *Vistazo*, N.1011,p62)

There is no significative meaning change among the samples, neither a representative morphological change. But, it is important to mention that this word is a compound noun. Actually, it might be call a term. Its use reveals a wider grammatical implication, since it has been introduced as a term that is used as a word by writers or speakers. According to morphological-etymological analysis, it comes from a prefix that was registered as a preposition on 15th century: *down*. On the other hand, *load* is a verb that also came from the Old-English.

Download is not recognized by RAE, however it has been registered at by MW and some other dictionaries. It was listed as an English word since the 70s'. There is no Spanish equivalent at the dictionary, since its most provable replacement is a long phrase: *descarga electrónica musical*. Therefore, it is an anglicism quite useful among the informatics field.

Twitter is a verb that comes form the 14th century, it has araised a noun that became a noun on the 17th century. Twitter was known then as a tremulous excitement. It is not registered at DRAE, neither in

DAA. It does appear at MWD, it does as a noun and as verb. Actually, its meaning is quite linked with the verb: a lightly and rapidly talk, which is developed with excitement. Its linguistic analysis is developed below.

The anglicism mentioned before arises from the general interest variable. It appears at one magazine only, on it its frequency is 4.31%. It is revealed as a verb and as a noun on the article. The context is set by the communicational-informatics field. On it, the meaning does remain as the English dictionary suggests. *Twitter* is its base form, it comes from the Old-High German word *zwitschern* that was introduced in the Middle-English on the late 14th century. Its meaning has not suffered a highly relevant semantics change. Since, its verbal meaning has been transferred to the noun. Two representative samples are revealed below:

“...han adoptado al Twitter...”(Veja&Vistazo (Oct., 2009)El fin de los secretos. *Vistazo*, N.1011, p66)

“...y twittea o publica mensajes en la red social...”
...”(Veja&Vistazo(Oct., 2009)El fin de los secretos. *Vistazo*, N.1011, p66)

“Los amigos que encontraron combustible enseguida
“twitearon”(Veja&Vistazo(Oct., 2009)El fin de los
secretos. *Vistazo*, N.1011, p67)

Both examples introduce a similar form on the word use, since this anglicism is raised as a noun a verb on a parallel context. The first one shows a singular proper noun, it has been modified by getting a capital letter at the beginning. It reveals a syntactic approach of the author to the importance of the term, it actually sets a Hispanic tradition: to use capital letters to nouns that show some authority. Since, the article is about the social nets at internet and *twitter* is used as a main subject.

The anglicism is revealed as a verb, too. It gets an infinitive form and a present verbal form used by the second female person of the singular. This is an interesting element, since the Hispanic influence of the author addresses the verb with a Spanish grammar. Also, it shows an important event: the use of an anglicism that is so semantically accommodated to the Spanish, since it takes a native grammar form.

There is an important morphological change, it is revealed on the capitalization situation and a verbal suffix. *Twitter* reveals a similar morphological situation as it is registered at English, however it shows some variables: *twittea* and *twitearon*. However, the most common one in the article is *twitter* that has been introduced by using the capital letter at all times. On the other form, the verb is introduced with some Spanish morphological circumstances: 1) *twittea* has a verbal suffix (a) that is introduced on the writing, reporting an action that is developed

by a girl; 2) *twitearon* shows a verbal ending (aron) that reveals a past tense on the verbal form.

Twitter is a verbal form, which variants reveal a noun too. It is not registered by DRAE, neither in DAA. But, it is listed in MWD as a verb and a noun. Therefore, it is a barbarism, since there is a lexical Spanish equivalent that has not been used in the article: *publicar*. However, it does provide some lexical enlightenment to the Spanish lexical corpus. For, its semantic and literal meaning bares a wider horizon than *publicar*.

Chips is a plural noun that is registered at DRAE as a male noun, which is referring to the informatics field. It does appear at DAA, too. Its meaning has a different setting at DAA, since it appears as tinny and thin fried potatoes or green bananas. However at DRAE it arises as a little electronical circuit; while its definition at MWD is: a small, thin, flat piece; an integrated circuit. Its appearance in the general interest magazines shows 3.45% of frequency.

Its setting on the magazines, where *chip* appears, is addressed by food concerns and the communicational-informatics field. Two significative samples have been chosen:

“...hojuelas de maíz estilo chips.” (Varenius, R.(Nov.2009)Consejos gourmet: Elegante mesa de Navidad. *Vanidades*, Year 49, Number 24. p. 92)

The article includes this word as a brief slang, which is used by the female writer as cooking tip. It was probably chosen by its memorable implications, since the article is on a small magazine section to help the readers on their Christmas dinner. On it, *chips* shows a female plural noun that keeps the English definition as well as the more specific one listed at DAA.

“Los chips en las etiquetas de medicinas controlan el horario y dosis de la medicación.” (Veja&Vistazo(Oct.2009).La nube que cambiará al mundo .*Vistazo*,N.1011, p.52)

The article belongs to the communicational-informatics that reveals a male plural noun. It reveals the meaning suggested by MW as an informatics element: an integrated circuit. This definition is somehow expanded by its context, since it is a circuit applied to medical purposes. Actually *chips* is a variant from *chip* and it comes from the Old-English (*cipp*) that took the German word *kip*, which was originally a Latin term: *cippus*. The Old-English word became *chip* on mid-19th century. Its meaning then was related to the cooking concerns. The suffix (s) was attached as a pluralization of the singular noun *chip*.

Chips is an Americanism, since it is not introduced at DRAE but it appears in DAA. It does not have an equivalent replacement in Spanish. Then, it is a lexical resource that expands the languages contact richness. The informatics field demands the use of this word, as globalization is promoted on informatics and electronics businesses. The English meaning is kept at this anglicism use among Ecuadorians readers. Probably the general interest variable makes its use more wide as getting closer to the audience setting.

Look is another anglicism raised from general interest magazines, but it appears at one magazine only. Its frequency is 3.02%. It is introduced at DRAE, as in MWD. It is a singular noun that is also registered as a verb among English dictionaries. Its meaning as a noun is: an outstanding outside image. It comes from the Mid-English and was first used on 15th century, but it comes from the verbal German expression *lügen* (to look out). Its analysis is exposed below.

It is a word related to the fashion field, quite used among the runway and magazines concerning the fashion. *Look* is raised from the winter

“..pasea por Los Angeles con su exótico look.” (Vanidades (Nov,2009).In fraganti. *Vanidades*. Y.49.N.24 p114)

Look is introduced at the article as a singular male noun, which belongs to a fashion-gossip section in a general interest variable. The word appears at one magazine only. It is used among international celebrities critic, which provides a wider contact language encounter. It sets no significative morphological change. But it does show that the Spanish syntax, has introduced it as a noun and not a verb. There is no lexical variant used among the article. In the samples at the magazine and on the example above, *look* keeps its DRAE definition.

It is an anglicism that has been accepted as a loan by RAE. It does not have a lexical equivalent, but a long replacement: *la imagen externa*. It is an English word that is used in Spanish as a noun, which is related to the fashion field.

Tip is a noun that is used on the general interest magazines. It is not registered by RAE at DRAE, but it does appear in DAA. On it, *tip* is registered as a male noun that reveals: 1) brief and practical information; 2) some dyed hair strands. But, it does not have the same definition at MWD, since it is registered as a small, slender extremity, part or section. *Tip* comes from the Middle-English and its noun sense arose in 1845.

The word is set on the Christmas advices, which are given by a female writer. *Tip* is introduced on a group of brief writing notes on a

special edition section. It is included as part of the most important tiny, but quite important factors to a great celebration. The selected examples from the sample are bared below, they all appear at one magazine only:

“Uno de mis tips favoritos es untarlos a medida que se van horneando...” (Vanidades (Nov,2009). Consejos gourmet: Para glasear el pavo o el cerdo. *Vanidades*. Y.49.N.24 p93)

“Tips,tips, tips” (Vanidades (Nov,2009). Recetas navideñas Tips,tips, tips Publicity Issue. *Vanidades*. Y.49.N.24 p1)

On the examples, *tip* is introduced as a male noun, which is the lexical category registered at DAA. It shows a communicational setting. It keeps the DAA definition at both cases. Actually, the brief information referring to Christmas advices is a more specific meaning sense to the anglicism. On the first sample, *tip* is involved on the narrative part as a singular male noun; while it is introduced as a plural male noun on the second one.

According to etymology, *tip* comes from the German *tippen* that became attested in 16th century as a noun. Its verbal form was the one thata delivery the reference to give a brief oinformation. Its morphology keeps the English form as *tip*, but a plural suffix (s) is added at the end in *tips*. Actually, *tips* is a variant of *tip*.

RAE has included *tip* as a borrowing, which is used among Hispactic communities. Therefore, it is included on its pragmatics dictionary: DAA. However, it has achieved a meaning that was lost on the mid 16th century. It does not have one specific word in Spanish, which can be its replacement or equivalent. The quite specific, practical and brief information that it provides is so usefull on this postmodern world. Since, summarized terms are applied to almost all the daily chats and even on the mass-media.

Online is an anglicism araised from the general interest variable that appears at one magazine only. It is a compound plural noun, which is related with the informatics field. It is not registered at DRAE, neither in DAA. It is listed in MWD, its definition appears as an adjective that means: a connected state by computer to one or more other computers or networks, as through a commercial electronic information service or the Internet. It comes from the Middle English *on-line*.

Its context is set by the communicative-informatics services. Actually, this is the same setting as on its first appareance in 1950. *Online* shows a representative frequency: 3.02%. Two represenative samples have been selected:

“Columnistas online” (Veja&Vistazo(Oct.2009). El Blogs: El gran ojo crítico del gobierno, *Vistazo*, N.1011, p.8)

“Google y tiendas online como Amazon guardan...”(Veja&Vistazo(Oct.2009). El fin de los secretos. *Vistazo*,N.1011, p.67)

Online is revealed as noun in all the samples, however it is not the same English lexical category listed. However on the Hispanic text, the sense given to it is a categoricla noun. Its meaning remains the idea of certain electronical connection, it means: a virtual space that provides an encounter between computers through internet. *Online* shows a richfull semantics, which has adopted the sense on the English word with a Spanish aplicacion of an English adjective as a noun. The word is joined by phrases about the wider communicational environment that it provides, as a wider commercial expansion.

Morphological studies have revealed that *on-line* was the original from of *online*. The hyphen use was applied to the conecction between networks. It reveals a preposition and a noun thar after 1950s' became joined. However, there is no morphological change among the samples. No variant is registered either.

RAE does not accept *online*, therefore it might be considered as a barvarism. However, there is no lexical replacement or equivalent in the Spanish. Actually, *online* is a loan that is widely use as the second article on the sample reveals. A loan that have gotten an Spanih syntax

form as a noun. The informatics influence is quite paramount to this anglicism widely use.

Resort is a singular noun that is raised in one magazine only, which belongs to the general interest variable. Its frequency is 3.02%. It is not introduced at DRAE, but it is listed at MWD. Its definition is: a visited place, where people get relaxation or pleasure from the recreational location and facilities. It was introduced from the French word *resortier* that became accepted in the Mid-English.

The word belongs to vacations topic, on the tourism section. Then, *Resort* is raised from an international setting, which aim is to motivate a pleasure trip among the readers. It is quoted by a female writer in a magazine, whose audience is mainly a female one. A representative example has been selected, which is presented below:

“...uno de los nuevos grandes resorts de la zona, muy artístico.” (Cruz, A.(Nov,2009) . Aventura de fin de año. *Vanidades*. Y.49.N.24 p77)

The word is raised as a plural male noun from its context. It keeps its English meaning; no particular application is developed among the article. Actually the plural word *resorts* shows a suffix at its end, which base word is a singular noun: *resort*. This is the main

morphological discovery at the context. However, resort suffered a great transformation as it was transliterated from French.

It does not have a Spanish equivalent, since it is such a particular meaning in a peculiar setting. However there might be a replacement on the phrase: *hotel con facilidades que promueven el placer*. But, it is still not a replacement to the English word. *Resort* is a borrowing that is not registered by RAE in its famous dictionary: DRAE.

Netbooks is an anglicism that appears on 2007, according to MWD. There is no etymological reference registered at any of the dictionaries examined. However, it seems to come from the English term laptop. Such assumption is based upon its similar lexical use to the term, *netbook* refers to a smaller, lighter and inexpensive laptop. It is noun that is used among the general interest variable, which understanding is summited to the informatics field. Its frequency at there is 1.29%.

Its context is related to the new technological improvements, which is analyzed by an article. According to MWD it is “a small portable computer designed primarily for wireless Internet access”. Actually, the sentences containing *netbooks* show an important sponsoring-analysis on the informatics tools. It is araised then as a plural noun, which uses capital letter at the begining. The articles, where it appears, both belong

to the same author: Vela&Vistazo. Its most significant sample has been chosen:

“No es por otro motivo que los netbooks, baratos y compactos....” (Vela&Vistazo(Oct., 2009). La nube que cambiará al mundo . *Vistazo*, N.1011,p55-56)

There is no significant morphological pattern on the articles. *Netbook* has suffered a pluralization process, by adding the suffix *s*. Its reference to a cheaper and smaller product than a laptop is quite notable.

Netbooks is not registered by RAE in DRAE, however there is no lexical equivalent term and then again a lack of domain in the informatics is revealed. It is not a borrowing, but a loan that has been claimed by the speakers. Probabaly, the mass-media and electronical communications have set a reproductive scenary to it.

Show is registered at DAA as a slang word, while it appears as a borrowing on DRAE. It is listed as a male noun, which meaning is: a varieties exhibition; an action developed to achieve an exhibition. On MWD, it is listed as a verbal and a noun and its meaning is: a performance of delears, an artistical company; an exhibition; a showing instance; the position of the competitor who comes in third in a horse race, harness race.

It is related to the television setting, a communicational topic is araised on both magazines. On the articles, where *show* is introduced, determinate a data analyzed as aprt of an intenational mass-media setting. The samples are presented below:

“...por ser Kim Kardashian, estrella del reality show...”

(Vanidades (Nov,2009).In fraganti. *Vanidades*. Y.49.N.24 p123)

“Descalifican a la peruana Laura Bozzo porque su talk show...”(Vistazo (Oct,2009). Blogs: El gran ojo crítico del gobierno. *Vistazo*. N.1011 p8)

Show reveals a male noun that keeps the same meaning, which is listed by RAE. Actually, it has the same English influence as it is related to arts and communications. It comes from the Midle English, which was originated as an act of exhibiting on 13th century. It was influenced by the German word *shauen*, which was transliterated in the Old English. There is no significative morphological change in the Spanish, but there is an interesting semantics context. It is joined by a mass-media term. At both samples, each term is different. Therefore, the sense of *show* is applied to a more specific setting.

RAE has accepted the term as a borrowing. This anglicism has a defition that was araised from its former form. *Show* is araised as a

singular male noun that is related to the television setting in the samples. It does have a replacement in Spanish: espectáculo, however the term that joins *show* in each sample might not make the same sense with such replacement.

Fashion is listed at DAA as slang related with a runway. It is a noun, which definition at MWD is: a prevailing custom or style of dress, manner; way; mode. It is a Mid-English word, which is raised from the French *façon* that was related to the appearance. Its analysis is introduced below, as this word has become a popular lexical use on the Hispanic language use according to RAE.

Fashion is set on the mode section at the general interest variable. It appears as one of the anglicisms that shows more variants on the results. It is related to the new trend on clothing design, since the magazine is printed on November, it shows a reference on the autumn-winter collection. It appears as part of a critic and as part of a review on two articles:

“... y siempre muy fashion. (Vanidades (Nov,2009). NY: Aquí y allá. *Vanidades*. Y.49.N.24 p24)

“La temporada del frío es una de las más esperadas por las fa-shionistas...” (Vanidades (Nov,2009). *Abrígate. Vanidades*. Y.49.N.24 p43)

“Armani sorprendió en la Milán Fashion Week...” (Vanidades (Nov,2009). Abrigate. *Vanidades*. Y.49.N.24 p43)

Show appears as noun in all the samples. However, it is introduced as an adjective on the first example that comes from the noun. Its meaning keeps the definition introduced before, therefore the English influence on this Hispanic writing is quite visible. The second example, fashion gets a variant form: *fashionistas*, which is a plural female noun. Actually, this word was first introduced in 1996 in the English setting as a person who is related to the fashion setting. *Fashionistas* meaning is quite influenced by this English former reference. Finally, *Fashion* in the third example is introduced as proper noun given to the fashion exhibition.

There is one main morphological change arising from the samples, it is tracked at *fashionistas* that uses two suffixes at the ending: *ista* to give a reference to a person and *s* to set a plural noun. Besides that, there is no other significant change. *Fashion* is an English word of an Anglo-French word that has one main variant: *fashionistas*.

It is not listed at DRAE, but it is registered at DAA. RAE has recognized it as a borrowing, since it is widely used by Hispanic users. It does not have an equivalent term. It seems to have a rich cultural background, as it arose from a term related to the clothing design in

an emblematic time for such etymological circumstances. Probably, the global communications nowadays promote its use.

Comparative Analysis

Speaking and writing converge on a cultural gathering and a preference of a human group; according to socio-linguistics such preference is revealed on language use. Before a language can change, speakers must adopt new words, then the adopted patterns of terms, sentence structures and sounds spread among the community (Lightfoot, 2000) Anglicisms adoption implies a similar process, which has become a spread process. Its qualitative and quantitative circumstances will be analyzed here, the result on the current investigation are leading this comparative brief exposition.

The results on this research as exposed above have revealed that the quantitative circumstances of anglicisms found are supported on the audience preference. Since writers pick their vocabulary selection, based on the target audience (Burthson, 1969). The magazines chosen bare a high preference for English terms, which are related to economics, informatics and communications fields. Among the three variables on selected magazines, the ten top ranked anglicisms have been organized according to two criteria: the individual variable quantitative results; the

most frequent anglicisms in all the variables selection. Such results are exposed on the charts below:

10 Top Anglicisms in Scholarly Magazines			10 Top Anglicisms in Cultural Magazines			10 Top Anglicisms in General Interest Magazines		
Anglicisms	Word repetition (times)	%	Anglicisms	Word repetition (times)	%	Anglicisms	Word repetition (times)	%
Cluster	16	12.9%	Web	5	24%	Download	54	23.3%
Internet	10	8.1%	Links	2	10%	Internet	29	12.5%
Swap	10	8.1%	E-mail	2	10%	Software	10	4.3%
Software	9	7.3%	Rock	2	10%	Twitter	10	4.3%
Trader	6	4.8%	Punk	1	5%	Chip	7	3.4%
Big Pharma	4	3.2%	Top model	1	5%	Look	7	3.0%
Marketing	4	3.2%	Hippies	1	5%	Marketing	2	0.9%
Renting	4	3.2%	Body art	1	5%	Netbooks	3	1.3%
Stock	3	2.4%	Internet	1	5%	Email	2	0.9%
Fordwards	2	1.6%	Set	1	5%	Show	2	0.9%

General interest magazines reveal a high preference for the use of anglicisms, actually 232 were found in this variable. While, scholar variable used 124 anglicisms and only 21 were found on the cultural magazines. The general interest magazines disclosures a high frequency percentage: 61.21, which is followed by the 33.25% from scholarly magazines; while cultural ones show a low 5.54%. Audience and writers on the cultural variable selected do not prefer as much anglicisms as the target audience of the other two variables. It might be caused by the

context on which anglicisms were found, on this research most of them are arised on the informatics, communications and economics fields.

The ten most frequent anglicisms among all the magazines are exposed by the chart below. It provides important information on the comprehension of this linguistic-quantitative result.

10 Top Anglicisms in all the variables			
Anglicisms	Word repetition (times)	Magazine Variable	Context
Download	54	General I.	Informatics
Internet	29	General I.	Informatics
			Communications
Cluster	16	Scholar	Economics
Software	10	General I.	Informatics
Twitter	10	General I.	Informatics
			Communications
Chip	7	General I.	Informatics
			Communications
Look	7	General I.	Fashion appearance
Trader	6	Scholar	Economics
Big Pharma	4	Scholar	Economics
Marketing	4	Scholar	Communications
			Informatics

Download is the most frequent word among the sample. Internet appears in general interest magazines, as well as in the scholarly one; however it is repeated 10 times in one variable only. General interest magazines reveal a higher preference for the term. Informatics, communications and economics topics are the mot common context,

where most of the anglicisms were found. It dicloses an important need, audience requires more education about the Spanish equivalent terms. It also bares the lack of Spanish vocabulary on specific terminology.

Conclussions

- ❖ This study bares a theoretical support to the descriptive analysis of anglicisms among Ecuadorian magazines, which has provided a base to further researches on the linguistics field. Since, there are no former researches on the topic. The current study has been developed as an exploratory investigation on the anglicisms phenomenon in Ecuador.
- ❖ The anglicisms results in the three different variables have revealed that nouns are the higher lexical category preference. Former researches have concluded that this lexical category is one of the most used ones, as it was quoted on studies reported in the Literature Review. Such syntactic circumstance seems to be the Hispanic writers adaption of a foreigner term to a native syntactic discourse.
- ❖ Noun anglicisms show main valuable notions to the semantics on the articles analyzed. However, most of the anglicisms were not morphologically assimilated by the local language structure. Therefore, two types of anglicisms were found: English words

lacking translation and English words with a Spanish equivalent. Their thematic use is addressed to: words describing every-day activities and vocabulary naming technical issues.

- ❖ Among the results, the anglicisms more quoted are the ones related to communicative-informatics, electronical devices and economics topics. The globalization and modernization process have supported the social preference for the use of certain anglicisms, despite their Spanish replacement. Therefore, language contact occurs as a more common phenomenon.
- ❖ The anglicisms usage in the Ecuadorian magazines disclose a high preference for foreign words, therefore English supplies a notable influence on the press-writing productions. Such event bares a particular linguistic choice among Ecuadorians, who are addressed by these magazines. Because, linguistic choises express the social identity and it is influenced by the postmodern culture. It is quite visible that the Ecuadorian social identity is not so strongly tied to its local roots.
- ❖ The German influence on the English lexical background seems to be remarkable, since the linguistic analysis reveals that most of the found anglicisms have an etymological origin in German. It is paramount to say that such anglicisms have the American English influence on the Spanish speakers use. This English variant had

some influence from German, since the United States of America had German and British establishments. Actually its first constitution was expected to set German as the official language, but one vote made the difference for English. Therefore, morphological changes on the translation process have been raised on some of the words found. However, few morphological changes have been adapted on the Spanish use of the anglicisms found. The linguistic choice displays a linguistic acceptance, which is supported on a linguistic predisposition to the global culture where English is one of the most popular hosts.

- ❖ One of the most remarkable morphological changes raised from this analysis is the plural suffix *s*, which has been added to some anglicisms found on the magazines. It bares a Spanish grammar and syntax involving the semantics, which are mixed up on the writing discourse. The anglicisms nouns have a notable linguistic preference, as they have become part of the language adoption.
- ❖ The research on the linguistic phenomenon of anglicisms used in Ecuadorian magazines has provided a deep social and cultural involvement. Since linguistics choices express the social identity, the local preference for anglicisms reveals a sociological factor. The Spanish syntactic categories and culture have been applied to the adoption of anglicisms, as some terms have achieved a potential proper noun category or a verbal suffix. Such as *fashion* and

fashionista, twitter and *twitearon* that have presented the Spanish morphological and syntactic adoption of the terms.

- ❖ Thirty anglicisms were selected from the ones found, among them the most common ones on the three variables are: *web, e-mail, internet*. They belong to an informatics terminology, which proves a premise set on former foreigner researches. *Marketing* and *software* are the only two anglicisms repeated among the scholar and general interest magazines. These two anglicisms support the idea expressed before, since they are related to the informatics field. This provides a clear success on the determination of which anglicisms are mostly used, according to one of the research specific objectives.
- ❖ The general interest magazines are the writing productions using more anglicisms, which frequency is 61.21% among the three variables and 62 anglicisms were found on it. The lowest one is the cultural variable, where 14 anglicisms were found in a total frequency of 5.54%. The scholar magazines disport a 33.25% frequency, they are guided by the economics field and 47 anglicisms were found in there. This provides a measurable element on a specific objective, which lead the researcher to establish the highest and lower source of anglicisms.
- ❖ The economics, informatics and communicational-informatics fields have a lacking lexical corpus in Spanish, according to the lexical

adoption of anglicisms. Therefore, the Spanish borrowing on English words seems to provide a richfull lexical adaptation. The loan process is quite remarkable too, which is reasonable in such linguistic circumstances. Actually, there is a positive influence of the anglicisms use among the lexical expansion on quite specific topics at the economics and informatics fields. However, it sets a strong protest on the need of a response to such circumstances.

- ❖ Sometimes the language borrowings and loans motivate a non-clear social identity, which is part of the relative identity supported by postmodernism. It is also disclosed by the linguistic choices of the users. Among the Spanish users, this situation should be analyzed in order to motivate the value of the local culture. The expansion of the lexical corpus is as important as paramount to keep a real Ecuadorian identity. Schools and other educative organizations should focus their attention on such issues. Ecuadorians should know more about their rich language as much as the anglicisms that have become part of their daily use.
- ❖ The research on the linguistic phenomenon of the anglicisms reports a wide lexical expansion, which has been caused by the introduction of economics and informatics terms. It is caused by the lack of terms on such fields in the Spanish. It is also produced by the lack of knowledge of native speakers on their language, who rather not to use some lexical equivalent either for ignorance or as

a linguistic choice. This investigation has provided sociolinguistic and linguistic results, as they had been considered above. Such results provided a high validation of the general objective.

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Annexes

Annexes

Annex1: Tables: Guidelines for quantitative analysis

Annex2: Statistical charts

Annex3: Sampling collection

Annex1: Tables: Guidelines for quantitative analysis

Table 5: Variables Comparison			
Variable		f	%
Anglicisms	Cultural Magazines		
	Scholarly Magazines		
	General interest Magazines		
	Total		

Annex2: Statistical charts

**Table 4:
The Most Frequent Anglicisms**

Anglicisms	Word repetition (times)
Download	54
Internet	40
Software	19
Cluster	16
Web	15
Tweet; Twitear; Twitter	14
Swap	10
Email	9
Chip	7
Look	7
Tip	7
Fax	6
Marketing	6
Online	6
Trader	6
Wi-Fi	6
PBX	5
Sexting	5
Big Pharma	4
CD	4
GPS	4
PC	4
Renting	4
Resort	4
Cloud computing	3
Fashion; Fashion- Week;Fashionista	3
Glitter	3
Hedge	3
Links	3

Anglicisms	Word repetition (times)
MP3	3
Netbooks	3
Rack	3
Rock	3
Stock	3
Blogs	2
Coat	2
Copyright	2
Datacenters	2
Eyeliner	2
Ferry	2
Fordwards	2
Full	2
HD	2
Holding	2
Leg; Leggings	2
Mark-to-market	2
Pop	2
Ranking	2
Set	2
Show	2
Touch screen	2
Allowances	1
ATM	1
Beatniks	1
Body art	1
Business plans	1
Call center	1
Casting	1
Chic	1
Chip	1
Commodity	1
Cool	1
Dip	1
Express	1
Facial refreshing	1
Fans	1
Foreign Policy	1
Gay	1

Anglicisms	Word repetition (times)
High-tech	1
Hippies	1
Land art	1
Lifting	1
Light	1
Lipstick	1
Low hanging fruits	1
Make-up	1
Mark-to-model	1
Network analysis	1
Originals	1
Outsiders	1
Over the counter	1
Performances	1
Poetry	1
Premium	1
Punk	1
Rating	1
Reality show	1
Ruffles	1
Running	1
Shock	1
Spillovers	1
Spot	1
Subprime	1
Talk show	1
Techno	1
Tickets	1
Top model	1
Training	1
Trench	1
Trendy	1
Ultratrendy	1
Underlying	1
Venture funds	1
Vesus	1
TOTAL: 124 Anglicisms	

Autor: María Fernanda Idrobo

**Table 5:
Variables Comparison**

	Variable	f	%
Anglicisms	Cultural Magazines	21	5.54%
	Scholarly Magazines	126	33.25%
	General interest Magazines	232	61.21%
	Total	379	100.00%

Autor: María Fernanda Idrobo

10 Top Anglicisms on Scholarly Magazines			10 Top Anglicisms on Cultural Magazines			10 Top Anglicisms on General Interest Magazines		
Anglicisms	Word repetition (times)	%	Anglicisms	Word repetition (times)	%	Anglicisms	Word repetition (times)	%
Cluster	16	12.90%	Web	5	24%	Download	54	23.28%
Internet	10	8.06%	Links	2	10%	Internet	29	12.50%
Swap	10	8.06%	E-mail	2	10%	Software	10	4.31%
Software	9	7.26%	Rock	2	10%	Twitter	10	4.31%
Trader	6	4.84%	Punk	1	5%	Chip	7	3.45%
Big Pharma	4	3.23%	Top model	1	5%	Look	7	3.02%
Marketing	4	3.23%	Hippies	1	5%	Marketing	2	0.86%
Renting	4	3.23%	Body art	1	5%	Netbooks	3	1.29%
Stock	3	2.42%	Internet	1	5%	Email	2	0.86%
Fordwards	2	1.61%	Set	1	5%	Show	2	0.86%

Autor: María Fernanda Idrobo

10 Top Anglicisms in all the variables			
Anglicisms	Word repetition (times)	Magazine Variable	Context
Download	54	General I.	Informatics
Internet	29	General I.	Informatics
			Communications
Cluster	16	Scholar	Economics
Software	10	General I.	Informatics
Twitter	10	General I.	Informatics
			Communications
Chip	7	General I.	Informatics
			Communications
Look	7	General I.	Fashion appearance
Trader	6	Scholar	Economics
Big Pharma	4	Scholar	Economics
Marketing	4	Scholar	Communications
			Informatics

Autor: María Fernanda Idrobo

Annex3: Sampling collection