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MODALIDAD ABIERTA Y A DISTANCIA

A DESCRIPTIVE ANALYSIS OF ANGLICISMS USED IN ECUADORIAN MAGAZINES

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

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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 2011

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.....

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Dedication

I would like to dedicate this thesis with all my love
to GOD that gave me the opportunity of living to have a beautiful
family.

With all my love and respect to my husband, who was always
supporting me in everything, I am sure that without his
encouragement and patience, I would have never achieved this.

To my children, who were supportive and gave me their time and
patience without complaining when I was sitting down studying for
a long time.

To my mother that even though she is far from me, I know she is
always praying to God for me in order to get a lot of blessing.

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me.

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Abstract

The theme of this current research is A Descriptive Analysis of Anglicisms in Ecuadorian Magazines, which pretends to analyze the use of anglicisms in Spanish written language in Ecuador.

This study was based on three variables: cultural magazines, scholarly magazines, and general interest magazine. It was carried out in Quito Ecuador.

The methods used in this research were Qualitative and Quantitative.

Once the variables were selected, it was mandatory to read through them to find the anglicisms. Then, all the words selected had to be verified in a dictionary to know whether they were anglicisms or not. The dictionaries used to verify the anglicisms were Merriam-Webster, and Diccionario de la Real Academia de la Lengua (DRAE).

Finally, I developed a linguistic and comparative analysis of each anglicism regarding morphological, syntactic and semantic aspects.

As a result of this study, I could figure out that the language is constantly changing around the world; so, new words appear, and they are used as proper, but in fact, they have another origin, as in the case of anglicisms.

Introduction

This research is focused on “A Descriptive Analysis of Anglicisms in Ecuadorian Magazines”. Because of a great use of foreign words in the Spanish written language in our country, it is worth making a deep investigation to know how English is influencing our language in terms of anglicisms.

Having as a fact the use of anglicisms in written language in Ecuador, the general objective of this work is to research on the linguistic phenomenon of anglicisms used in Ecuadorian magazines.

Because of the phenomenon of the use of anglicisms in written language in our country, it is worth to investigate how the anglicisms are formed to fit in Spanish language. Taking into account that English is the most common language around the world and this permits the communication among people from different cultures and places, it is important to know the changes a word suffers regarding syntactic, semantic and morphological aspects of the language to become an anglicism.

The variables proposed for this study were cultural magazines, scholarly magazines and general interest magazines, which were written and used in Ecuador.

Once the words were chosen from the magazines, the next step was to verify whether they had English origin. In order to do this, the

use of dictionaries was mandatory. So, the dictionaries used were: Webster dictionary and RAE dictionary. The dictionaries were a rich source of information required to do the descriptive analysis of the anglicisms.

Another resource that helped me to do a comparative analysis of anglicisms was the use of a table, which contains the name of the magazine where they were found, the anglicisms, the context in which they are used, the lexical category, the number of repetitions for each anglicism, the heading of the article, as well as the page in which the Anglicism was found.

In addition, before doing this study it was necessary to research previous studies about anglicisms. So, the studies that supported this current research belong to the authors: Rabago, and Romero (2008), Pratt, (1980: 229), Rodriguez and Lillo, 1997 among others. These studies gave me the clues to understand the way in which anglicisms are formed and used into our language.

Since all of these words are well accepted by the society without any problem, it is easy to demonstrate that a language is really transformed when new words are used in written media.

The beneficiaries of this study will be the Universidad Técnica Particular de Loja whose interest in carrying out linguistics investigations is being possible through the different graduation

programs and its distance students who require a research study in order to complete their program and obtain their Bachelor degree as teachers of English as a Foreign Language. Also, future professionals as translators and marketing experts will get advantage of this study about anglicisms.

One thing that is important to mention is the difficulty to find a cultural magazine which contains enough words to be analyzed as anglicism. I think it was the greatest limitation found in this study.

Finally, regarding the specific objectives of this study, I can say that they were achieved in a ninety nine percent as it is shown above.

The first objective is to identify the syntactic and lexical anglicisms more used in Ecuadorian magazines. From my point of view, this objective was achieved in a 95%, because I chose the anglicisms from the magazines, then, according to the context where they were found, I decided which category they had as for instance as a noun, adjective, verb, adverb etc.

The second objective is to make a deep analysis of the anglicisms found in Ecuadorian magazines regarding syntactic, semantic and morphological aspects. In a similar way, I think this objective was also gotten in a 95%. It was carried out through a descriptive and linguistic analysis on thirty anglicisms selected from the six magazines, by using

the dictionaries above mentioned; where all the anglicisms were analyzed to determine the syntactic, semantic and morphological aspects.

The third objective is to establish which variable (cultural, scholarly, and general interest magazine) contains the highest number of anglicisms. In order to accomplish this objective, it was necessary to do a comparative analysis between variables. As a result, I claim that the variable which contains the highest number of anglicisms is the general interest magazines.

The last objective is to determine which anglicisms are mostly used. This objective was achieved by taking as a base the repetition number of the anglicisms found in all the variables, whose information was compiled in the table number five.

Methodology

First of all, I had to make a bibliographic investigation about linguistic topics, as well as in previous studies on anglicisms. This research was carried out on different bibliographical sources such as books, magazines, journals and in Internet.

The information was classified in index cards which permitted me to organize, summarize, and classify the most relevant information related to the theme in order to complete the literature review part.

Then, I had to choose six Ecuadorian magazines, two for each variable; and they were classified under three different variables: cultural, scholarly and general interest. Then, I had to read the whole magazines to get the possible anglicisms.

This research was carried out in Quito, Ecuador, and the general approaches of this study were Qualitative and Quantitative; it means that the collected data had to be analyzed, described, and compared.

The most important characteristics about the magazines were that they had to be published by Ecuadorian people; also, the cultural magazines had to be published by Casa de la Cultura Ecuatoriana of my city or province, and the scholarly magazines could be about science, technology, economics, and business among others.

This study used the methods of description, analysis and interpretation, as the most suitable to explain the phenomenon of

anglicisms. The techniques and instruments used to collect data were: skimming, scanning, and note taking; Data collection format, cards, and tables were also used.

The results obtained from this process were classified in two tables which gave a clear statistic among them; their frequency and common use were considered here.

Furthermore, it was necessary to develop a descriptive and linguistic analysis of thirty anglicisms, regarding their syntactic, semantic and morphological aspects.

Finally, there was a comparative analysis among the variables, having as a result that general interest magazines contain the greatest number of anglicisms.

DISCUSSION

Literature Review

As it was previously mentioned, the study of anglicisms is a worth topic to be carried out, because of its great use in our country. Therefore, in order to carry out this section, it was necessary to research and organized scientific contents in a coherent and sequential way. That is why the literature review included general concepts about topics related to the language.

First of all, Olivares (2003) claims that “English is a language known and spoken by millions of people around the world”. That is why when we read any kind of written media it’s acceptable to find the internationalization of topics such as fashion, music, film, tourism, etc. and of course within these topics we can find a lot of words borrowed from the English language and fit into our daily life as own. But sometimes we just read and interpret them without knowing exactly how those words got there and how they are formed. However, if we find out a little more we can discover that all those “estrane” words have explanation and even name; these words are called anglicisms.

Furthermore, in order to understand in a better way how language is made up and how and why it can change to turn into new forms of languages as is in the case of anglicisms, it is important to

make a brief reference about the scientific aspects which are taken as a basis to help us analyze how the language is formed.

Linguistics: Radford (2003), mentions that “linguistics is the study of natural language that specifies how to combine words to form phrases and sentences”. So it means that in order to form phrases and sentences we have to follow some rules related to language.

In addition, taking into account that linguistics is the study of natural language, we can claim that it implies a broader study of language; it means for instance linguistics enclosed a speaker’s actual use of language in real situations. What the speaker actually says, including grammatical errors, pitch of the voice that serves to distinguish words in tonal languages, and other non-linguistic features contrasting with linguistic competence, or in a general way.

Nevertheless, it is important to go in a deeply study of the language, so linguistics has branches which help to reach this purpose because they have a close relation among them in such a way they appear.

Morphology: Evans (2007) suggests that morphology is the study of the structure of the words. It studies the patterns or word formation that formulates rules that model the knowledge of the speakers of languages.

Also if we look for meaning in a dictionary about morphology it is clear that morphology is the study of morphemes of a language and how are they combined to make words. But what is a morpheme, according to Oxford ESL dictionary; morpheme is the smallest meaningful part into which a word can be divided. It means that word forms are analyzed as arrangements of morphemes, for instance in a word like unfriendly we say that the morphemes are *un-*, *friend-*, and *ly*; *friend* is the root and the other morphemes are, in this case, derivational affixes. In fact, morphology shows how a word is changed to form a new one and it indicates which morphemes were added and its role in the new word.

Semantics: refers to the study regarding how the meaning is constructed, interpreted, clarified, obscured, illustrated, simplified, negotiated, contradicted, and paraphrased.

In addition, it is important to mention the Devize's (2007) concept; "it is the study of meaning of words, and the relation of signs to the objects to which the signs are applicable. In formal studies, semantics is provided for a formal language when an interpretation or model is specified".

Pragmatics: Kasper (1997) claims that pragmatics studies the relation of signs that deals with the aspects of semiosis. It has two intends, informative and communicative which often includes one's

knowledge about the social distance, social status between the speakers involved, and the knowledge such as: politeness and linguistic knowledge explicit and implicit.

Also, an article found in Wikipedia, the free encyclopedia, about pragmatics states:

It is a subfield of linguistics which studies the ways in which context contributes to meaning. Pragmatics encompasses act theory, conversational implicative, interaction; and other approaches to language behavior in philosophy, sociology, and linguistics. It studies how the transmission of meaning depends not only on the linguistic knowledge (e.g. grammar, lexicon etc.) of the speaker and listener, but also on the context of the utterance, knowledge about the status of those involved, the inferred intent of the speaker, and so on.

It implies that pragmatics helps us to know what kind of speech we must use depending on the place, person or social group, for instance how to address to the boss and how to address to the mom clearly it will be really different.

Phonology, according to Loos (2004), says that it is the study of how sounds are organized and it includes an inventory of sounds and their features, following rules which specify how sounds interact with each other.

In other words, phonology is the study of how sounds are organized and used in natural language. It is just one of several aspects of language. It is related to other aspects such as phonetics, morphology, syntax, and pragmatics. Besides, phonology is the basis for further work in morphology, syntax, discourse, and orthography design, it analyzes the sounds patterns of a particular language by determining which phonetic sounds are significant, and explaining how these sounds are interpreted by the native speaker.

Also, it can be added that phonology is the study of the sound system of a given language and the analysis and classification of its phonemes.

Syntax: Larry Page and Sergey Brin (2004), argue that syntax is the arrangement of words in sentences, clauses, and phrases, and the study of the formation of sentences and the relationship of their component parts.

Besides, in English, the main device for showing this relationship is word order; for example, "The boy loves his dog" follows standard subject-verb-object that is a word order, and switching the order of such a sentence, it would change the meaning or would make the sentence meaningless. According to this concept,

we can claim that syntax is also the study of the rules for forming admissible sentences; it means that it is a type of grammar that describes syntax in terms of a set of logical rules that generate all and only the infinite number of grammatical sentences in a language and assigns them all the correct structural admissible sentences. It means that the word order in grammar is important in the study of syntax.

Syntax: Lexical categories (parts of speech): according to Brett (2009) it is made up lexical items that include nouns, verbs, and others. Some argue that the formal distinctions between parts of speech must be made within the framework of a specific language or language family, and should not be carried over to other languages or language families.

Also, it is important to add the point of view of Bibmann; (2002, 750f.), who claims that in grammar, a lexical category (also a word class, a lexical class, or in traditional grammar, a part of speech) is a linguistic category of words (or more precisely *lexical items*), which is generally defined by the syntactic or morphological behavior of the lexical item in question.

Language contact: Aby (2006) says, it is created through the contact of more than one existing languages. It occurs when a language of one group becomes in a language used for wider communication with other groups and with significant changes to its

grammars. Language contact is an indispensable prerequisite for the development of contact languages. The place where language contact begins is in the mind of the individual.

The contribution to the colloquial cover the simultaneous and successive acquisition, obviously involving several languages. The investigation of language contact and contact languages is at its best when it comes to discovering patterns of unlimited language contact phenomena.

Apart from this, according to Bibmann, (2002), parts of speech emerge from a process of classification, which take into account formal and functional features of the words to be classified as parts of speech. Arts and Hoemann point out that these parts of speech of words classes can be viewed as “(...) abstractions over sets of words displaying some common property or properties”

Language Vice: Durán Candia, (2003) claims that language vice often belongs to children and adolescents, who most of the time make up languages of their own and some belong to secret societies. A phenomenon common between children and adolescents is that of the “private” make up language. So the language vice is present in a common conversation, including slang and barbarism. The barbarism occurs when there is lack of knowledge of a language.

Gerber Theresa, (2004) says that the vices of language are present in multiple conversations. It is referred to the incorrect ways

of speaking such as the slang and barbarism, the unnecessary repetition of words, the over correction.

Barbarism: According to an article published in Wikipedia, the free encyclopedia, (2010) states the word barbarism originally was related to incorrect use of the language, but now, it is used more generally to refer to ignorance or crudity in matters of taste, including verbal expression.

In addition, we can say that barbarism refers to a word that is not in the language; however, it breaks the standards not only as a word but also as an expression or pronunciation in the language.

Anglicisms: Wikipedia The Free Encyclopedia (2008) states, an Anglicism, as most often defined, "as a word borrowed from English into another language". "Anglicism" also describes English syntax, grammar, meaning, and structure used in another language with varying degrees of corruption.

Anglicisms are pervasive in most languages all over the world, and Spanish, of course, is no exception. Pratt, (1980: 229) demonstrates in his pioneering study, the influence of English on contemporary Spanish by affecting all the levels of the system: orthographic, lexical, semantic, syntactic, and morphological.

However, it is probably at the level of lexis that this influence is greater and most noticeable. Indeed, more and more English loanwords enter Spanish every day; some of them in their native

form, the so-called 'patent' Anglicism (Rodriguez and Lillo, 1997) such as *airbag*, *byte*, *lifting*. Together with these, there are also semantic or content Anglicism, less common and far less noticeable. They occur when Spanish borrows from English not a word but part of the meaning or a sense of a paronymous form in that language, thus having its denotational range extended very often.

Borrowing and loans: Collins (2010) claims that a loanword (or loan word) is a "word borrowed from one language and incorporated into another".

Certain classes of words are more commonly borrowed than others, usually words for exotic concepts or ideas. What is "exotic" varies from language to language. Thus, English names for creatures not native to Great Britain are almost always loanwords, and most of the technical vocabulary referring. Loanwords according to Gorlanch (2004, pag. 15) suggests that loanwords usually have a reduced semantic range compared to that in their original language and tend to take on different meanings"

Magazines (definition, language used, and audience): well it is needed to point that magazines do not take part in the study of anglicisms, but are magazines where we find examples about it, that is why it is important to know something else about them.

So according to Wikipedia, the free encyclopedia (2010), it is a printed collection of texts (essays, articles, stories, poems), often

illustrated, that is produced at regular intervals. Magazines, periodicals, glossies or serials are publications, generally published on a regular schedule, containing a variety of articles, generally financed by advertising, by a purchase price, by pre-paid magazine subscriptions, or all three.

The various elements that contribute to the production of magazines vary widely. Core elements such as publishing schedules, formats and target audiences are seemingly infinitely variable. Typically, magazines which focus primarily on current events, such as *Newsweek* or *Entertainment Weekly*, are published weekly or biweekly. The audiences for magazines depend on the kind of information published in it, for instance there are magazines of technical, scientific and sports fields etc.

In order to go on with this research it has to be based on previous studies about Anglicism which help us in a better way to understand how they are formed.

The first one is made by Statu Pirkkalainen (2002) who claims that many different definitions for anglicisms can be found. According to Filipovic (1995) “anglicisms are all the lexical items with recognizably English origin”. So as it is said Anglicisms are all words which have English origin and after they are changes to fit in another language suffering changes somewhat in syntax, morphology, phonology, semantics, or pragmatics, etc.

With reference to Olivares (2009), English is a language known and spoken by millions of people around the world, to be exact, is the second or third most spoken language in the world. In Spain increasingly requiring children to learn this second language at a younger age, thus to ensure the success of its acquisition and that English is the language most widely spoken of all Western followed by Spanish. On the other hand, we find the internationalization of topics such as fashion, music, film, tourism, etc. to which should be added to the progressive development of telecommunications, which has been bringing together people of diverse backgrounds and therefore speakers of different languages.

All these factors are extralinguistic must add many more such as the development of information and the international scientific community but in this study I will pay special attention to one factor, which in my view, has been one of the most has influenced the spread of English around the world at youth level. I am referring to the music industry which has always been dominated worldwide by the groups and singers who recorded in English.

According to the study carried out by Onysko (2003, pag. 90) who made his study between German and English language and he says that “an Anglicism is any instance of an English lexical, structural, and phonological element German that can be formally related to English”. This means that the term Anglicism includes borrowings, code switches, and the productive use of English forms in German or in any language in which can occur this phenomenon. Apart from that, anglicisms also refer to instances of interferences of borrowings in another language.

On the other hand, Alexieva (2004) made a comparison of anglicisms in French and Italian and something relevant for my research is that the comparison between the extended meanings and those of the English etymons reveals discrepancies which are rooted in the nature of lexical borrowing, different types of social, psychological and semantic motivation underlie the varying divergence between anglicisms and their English etymons in the creation of new meanings.

Another useful study is the one of Gorlanch (2002, pag. 46) who wrote about a bibliography of European anglicisms and he points out on a study of variants in the Dictionary of Anglicisms in Croatian and Servian. He says “Morphological variants of anglicisms in Croatian are found in borrowed nouns and verbs. In nouns the variants can be identical with the English model, or the variant is

formed on the basis of the English plural form and the ending – a denoting gender”.

Gorlanch (2002) also claims that the kind of anglicisms and their number are not the same in various European languages. They depend on the human activities of various nations and their contact with the English culture and civilization. The more linked they are, the bigger number and versatile the fields of contact are. The result of English influence is that the receiving languages of Europe borrow English loans, adopt them as anglicisms and subsequently integrate them into their vocabulary.

Furthermore, the study of De Beaugrand, and Grossman, Seidlhofer (1998), is based on anglicisms in contemporary Slovene and their lexicographic treatment, which is based on Professor Rudolf Filipuviè of Zageb University. Their theory is developed specially for the treatment of anglicisms in Croatian and also in Servian.

De Beaugrand, Grossman, and Seidlhofer (1998), claim that this theory addresses the interactions in wherein a receptor language acquires items or patterns from a donor language. Such interactions can resolve problems of perceived lexical gaps just by borrowing the items and patterns, or by creating loan translations, semantic

adaptations of existing words, and neologisms. Usually, borrowed words are gradually adapted to the structure of the receptor language, as is the case for language contact between English and Slovene.

The English word is first a model when taken over by another language, and is gradually adapted into a replica. When the adaptation of the model is complete, the replica has fully integrated into the system of the receptor language.

Begoña (2003) tends to analyze the use of anglicisms in technical magazines. So, Begoña claims that against of informalization, in certain scientific genres, such as research articles, language is used more formally. Scientific language is used in research papers and in the expositions of hypothesis and theories. It is often described as very formal in style and tends towards abstractness. Scientific English can be approached from different angles taking into account its specific vocabulary and the framework of the syntactic structures most commonly used.

To go on with the previous studies research, it is time for Guzman (2002) who states that it should be noted that the increase in the knowledge of English in Spain has increased very much and seems to have imposed a brake on the phonological and orthographical adaptation of anglicisms.

It seems to be that loanwords with similar phonic structures are more easily adopted into the borrowing language as for instance detective and deteKtive. While less similar words like traveling and Technicolor have long been accepted by the DRAE in the forms travelin and tecnicolor, thus, showing minor adaptations in spelling as well as, in the case of travelín, of pronunciation.

Nevertheless, they very frequently appear with their English spellings, often italicized or placed between quotation marks, and the same applies to other officially sanctioned Spanish words, as the above mentioned detective or gangster. This surely means that were these words to be read aloud, the corresponding pronunciations would in all probability be closer to English than to any Spanish adaptation.

The next study embraces a topic pretty similar to this research proposal; because it refers to that there are some apocalyptic voices that raise a clamour against the deterioration of Spanish by the hordes of unnecessary anglicisms entering the language. They tend to overlook the difference between isolated usages, temporary fashions, and permanent additions, but as a rule such people are not linguists, who generally have a more detached perception of what is going on.

Rollason (2006) in his study claims that the relationship between the language of Europe and American English is not an equal one. It is predicted on the economic, military and mass-cultural

power of the U.S. A. So, it is believed that while the onrush of anglicisms does not abolish the status of other European language as separate systems, it is disturbingly likely to occlude that status and gender its perception by problematic users. This variable is one of the most important to be considered in the research proposal since it has to deal with different borrowing of language.

In the Rabago, and Romero (2008) it is said that today languages suffer a transformation when cultures accept and use new words with its regardless of regulations. Because of the nearest of two towns it is more frequently the use of anglicisms and they are adopted without any problem. This study's main point is to demonstrate that a language is really transformed when new words are used in written media.

Results

Table One

Variable: Cultural magazine

Magazine and Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page	
LA CASA: 69, sembrando la buena historia de la patria.CCE Benjamín Carrión. Edición 69. N° 1 2010	Web	...que ofrecía la página web .	noun	1	Informe de la Comisión Política, creada el 22 de septiembre del 2009 a los integrantes de la junta plenaria y observaciones al informe de mayoría.	55	
LA CASA, 70 revista de la Casa de la Cultura Ecuatoriana Benjamín Carrión. Edición 70 letras y niños. N° 1 2010.		Land art	Me refiero al arte minimalista, al land art ,...	noun	1	Fernando López, el arte que no cesa	11
		Body art	Me refiero al arte minimalista, al land art, al body art ,...	noun	1	Fernando López, el arte que no cesa	11
		performance	...,instalaciones, performances , ...	noun	1	Fernando López, el arte que no cesa	11
		multimedia	..., proposiciones multimedias , conceptualismos, ...	Adj.	1	Fernando López, el arte que no cesa	11
		Pop	... pop art (extravagancia no exenta de genialismo),...	Adj.	1	Mario Ronquillo , el pintor de una ciudad llamada Quito.	22
		gay	..., el gay albino paranoico,...	noun	1	Mario Ronquillo	22

					, el pintor de una ciudad llamada Quito.	
rock	...el punk y el rock de la nueva ola... ...el lugar del rock , por ejemplo...	Noun noun	2	Mario Ronquillo , el pintor de una ciudad llamada Quito. ----- Edwin Ulloa y sus memoria s de agua y fuego.	22 25	
top	...podría ser como esa top model ...	Adj.	1	Edwin Ulloa y sus memoria s de agua de fuego.	24	
links	...pueden servir de links entre...	noun	1	Edwin Ulloa y sus memoria s de agua de fuego.	28	
Internet	...;el Internet es uno de ellos.... ----- El Internet permite...	Noun ----- noun	2	Poetry & Facebook : Poesía en red.	34	
web	Podemos encontrar páginas web ...	noun	1	Poetry & Facebook : Poesía en red.	34	
New-age	..., indigenismo milenarista, regodeos new-age ,...	adjective	1	Poetry & Facebook : Poesía en red.	34	
fax	...al tiempo / en la celda de un fax / y...	noun	1	Tierra adentro. Poemas para sacarlos a pasear	49	
cómic	En marzo del 2006 Francisco Viñachi creó un cómic , ...	noun	1	Parece que fue ayer...	66	
bond	...por lo que se volvió al	noun	1	Parece que fue	66	

		tradicional bond.			ayer...	
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Table Two

Variable: Scholarly magazines

Magazine and Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
PCWORLD SECRETOS DE SOFTWARE Agosto 2010	Internet	...conexiones a Internet y una...	Noun	13	Nueva línea viao de sony	6
		...acceso a Internet con...	Noun		La feria visitantes y expositors	9
		Conecciones de banda ancha de Internet.	Noun		Los peligros de la asistencia técnica amateur	13
		...la diferencia entre la Internet y...	Noun		Evolucion amos camino a la compu.	15
		...visibles en el Internet.	Noun			21
		Gira en torno a la Internet	Noun			23
		...de la tecnología y el Internet...	Noun		Vida digital	25
		...existencia de la Internet con...	Noun			27
		...su plataforma- Internet APPS...	noun		Súper secretos del software	50
		...los contenidos de Internet...	Noun			61
		...su experiencia en la internet...			Mundo en 3D	67

		----- ...sitio de la web de Picasa...	Noun		----- Centro empresarial	67
		----- ..., un sitio de la web o...	Noun		-----	
		----- ...contra sitios de la web .	Noun			68
		----- Sitios de phishing en la web .	Noun			
		----- ...para expresarse en la web .	Noun		perspectivas	69
		----- El periodismo de la web .	Noun			
		----- ...aplicaciones, o en las páginas de la web .	Noun			
		----- ...una página de la web totalmente...	Noun			69
		----- ...la misma página de la web ...	Noun			
		----- ...fusionar la web con los...	Noun			
		----- Una fusión de la web con la TV...	Noun			
		----- ...contenido de la web y la TV.	noun			
		----- ...la televisión regular y la web ; si escoge...	noun			
		----- ...es el video de la web pero google....	Noun			
		----- ...el contenido de la web , google TV				

software	...sistema integrado de software y...	Noun	28	Solución de data center de furukawa	6
	...bajo licencia de software apache.	Noun		Androide llegó al Ecuador con Movistar y Huawei.	7
	...empresas de hardware y software y...	Noun			
	Software y telecomunicaciones...	Noun			8
	Computadoras y software especializado...	Noun		Compu 2010 vida digital	
	...desarrollo de software bancario...	Noun	1		12
	...especializarse en software para ...	Adjective			13
	...con algún error de software .	Noun		Cronología	
	...súper secretos de software .	Noun			17
	...sugerencia de software cuando....	Noun			
	...sin necesidad de un software adicional.	Noun		Nuevo y mejor	18
	Puede descargar el software desde...	Noun		Nuevo y mejor	
	...de Sprint y el software del...	Noun			25
	Después de quitar el software viejo...	Noun		Impresoras láser y	27

		...instalado el software fue...	Noun		multinacionales	33
		Incluye también el software "Anywhere Print".	Noun		Portátiles y netbooks	52
		...incluyen el software unique...	Noun		Mejores cámaras megazoom de bolsillo	53
		...que instalar software en su PC.	Noun		Los secretos de sincronizar, transmitir y organizar	54
		Dependiendo del software de administración ...	Noun			55
		...por usuario o por el software ...	Noun			61
		...eso significa usar software antivirus..	Noun			63
		...una detección de virus, que, si su software esta al...	Noun		Centro empresarial	69
		...sobre si el software que utiliza...	Noun			
		...ejecutar el software de Windows.	Noun			
		...para más tarde es su software antivirus.	Noun		El gigante de la búsqueda pronto estará en suTV.	
		...ambicioso de integrar el software Androide...	noun			
	hardware	...sistema integrado de software y	Noun	6	Solución de data center de	6

		hardware... ----- ...una de las 48 empresas de hardware , software... ----- ...use el icono de Quitar hardware con seguridad... ----- ..., y está basada en hardware , capaz... ----- El hardware es capaz de descifrar...	Noun ----- Noun ----- Noun ----- noun		furukawa ----- ----- Androide llegó al Ecuador con Movistar y Huawei. ----- Súper secretos del software ----- El gigante de la búsqueda pronto estará en suTV. ----- Tarjeta de gráficos de 3D para escritorios	7 48 49 69 70
	Laptop	...además las laptops y... ----- ...móviles y a laptos .	Noun -----	2	Toshiba dispone de políticas de eficiencia energética ----- LA FERIA visitante y exportador es.	7 9
	display	...tecnología display LED...	Adj.	1	Toshiba dispone de políticas de eficiencia energética	7
	scanner	... scanner , monitores,...	noun	1	cronología s	11
	Word	...mientras que se abra Word , qizás... ----- ...PDF al formato de word para que... ----- ...puede hacer	Noun ----- Noun -----	4	Los peligros de la asistencia técnica amateur ----- Súper secretos del	13 49 50

		un documento de Word Excel...	Noun		software	63
		...alta resolución en los documentos de Word y ...	Noun		Cómo hacerlo	
	Excel	...quizás Excel y un...	noun	1	Los peligros de la asistencia técnica amateur	13
	Flash	...desarrollada sobre flash , ...	Noun	16	Evolucionamos camino a la compu	15
		...tiene un flash del LED...	Noun		Nuevo y mejor	19
		El flash emergente...	Noun			32
		...puede abrir y cerrar dicho flash manualmente.	Noun		Mejores cámaras megazoom de bolsillo	
		El flash se abre...	Noun	1	Cómo hacerlo	54 61 63
		...una unidad de disco flash para USB...	noun			67
		...con capacidad de flash a finales...	Noun		perspectivas	67
		...5 mega píxeles con un flash de LED...	Noun		perspectivas	69
		...con capacidad de flash , confirmó...	Noun			
		La aplicación obvia para el flahs , es el...	Noun			
		...capaz de				

		manejar flash .				
	marketing	...para el tema de marketing viral...	noun	1	Evolucionamos camino a la compu	15
	Link	...con un link para...	noun	1	Evolucionamos camino a la compu	15
	Clear	...descargas de clear , y...	noun	2	Los dispositivos de 4G despegan	16 17
	megabits	...3,2 megabits por segundo...	noun		Los dispositivos de 4G despegan	18
	Pop	...y en la cultura pop , para...	Adj.	1	Cámaras digitales y teléfonos digitales	23
	Fax	...y gestión de faxes , ... ----- ...permite enviar un fax directamente... ----- ...copia, escaneo y fax .	Noun ----- Noun ----- noun	3	Impresoras láser y multifuncionales	25
	Audio	...para el audio y video... ----- ...formatos de audio ,... ----- ...baja su calidad de audiodecodificadores de audio y...	Noun ----- Noun ----- Noun noun	5	Proyectorres ----- ¡Apunte, dispere, acción! PCWords Labs pone a prueba las habilidades de video de la megazoom de bolsillo. ----- Trucos de Windows	26 33 52
	multimedia	...experiencia multimedia en...	noun	1	Proyectorres.	27
	notebook	...las notebook , por	Noun	4	Portátiles y	

		...así que el chip no puede...	Noun		Cuando compra una PC nueva	41
		Los chips están agrupados...	Noun		Los mejores procesadores de Intel y AMD	42
		...familia de chips Lynnfield...	Noun		Cuando compra una PC nueva	42
		...desempeño de este chip ...	Noun			
		...dos canales del chip (que...)	Noun			
		...si opta por un chip de...	Noun			
		...ya que ningún chip de este...	Noun		CHIPS DE servidor	70
		...con los chips Opteron...	Noun			70
		...algunos de los chips que...	Noun			
		...fabricantes de chips se...	Noun		Nuevos procesadores debutan en Computex	
		...generaciones previas del chip será...	Noun			
		...que usan estos chips , permitiendo...	Noun			
		...a la par de los chips pequeños...	Noun			
		...que los chips para...				
	Store	...en el menú de store ...	noun	1	Súper secretos de software	52
	Mouse	...que me enseña es la categoría de	noun	1	Consejos de Rick Broida	64

		mouse.				
TRANSPORTE ACELERANDO AÑO 5 Nº 20 JUNIO-JULIO 2010 ECUADOR	líder	...el líder tiene que...formando líderes.	Noun Noun	2	Bonifaz ratificando en la FENATEI	10 11
	fútbol	...mundial de fútbol tiene...para el fútbol.mundial de fútbol.	Noun Noun noun	3	El mundial de las curiosidades	20
	clubes	...a los clubes que seden...el club de...	Noun noun	2	El mundial de las curiosidades El día del chofer no debe ser olvidado	21 32
	marketing	...comercial y marketing de...	noun	1	Paccar en Ecuador	35
	récord	...tiempo récord se actualizaron...	noun	1	Mercedes-Benz, un camión con historia	40
	software	...un software desarrollado...	noun	1	Control de gestión desde la oficina o casa	41
	web	...acceder a la web con...	noun	1	Control de gestión desde la oficina o casa	41
	full	...la versión full viene...	noun	3	Todos van en la Hyundai H1	43
	airbag	...mejorado, airbag para...	noun	1	Todos van en la Hyundai H1	43
	Call center	...a su call center , automóviles...	noun	1	Fedetaxis dará los dos tipos de servicio a la	

					ciudadaní a	
--	--	--	--	--	----------------	--

Author: Ana María Calva

Table: Three

Variable: General Interest magazine

Magazine and Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
Hogar May 2009	Clóset	...conviene ordenar el closet para que la ropa....	Noun	1	A ordenar el armario	38
	rol	Ser madre es un rol que se cumple....	Noun	1	Miedos de mamá	56
	sexy	Considera da como la mamá más sexy... La eligió como la princesa más sexí de Suecia	Adj. ----- Adj.	2	Mamá ante todo Realmen te bellas	72, 132
	futbolista	...junto a su esposo el futbolista ...	Noun	1	Mamá ante todo	72
	cocktail	...vestido cocktail color....	Noun	1	Fashion & Style	72
	look	...para quienes prefieren un look suave...	Noun	1	Algo más sobre YSL	93
	minidress	...están in, como este	Noun	1	Arriba el hippie	97

		minidress ...			chic	
	mix	Vestido strapples que posee un mix de...	Noun	1	Arriba el hippie chic	98
	Boom	...que se ha vuelto un boom dentro...	Noun	1	Té para adelgazar.	108
	Máster	La máster en nutrición ...	Noun	1	Los té milagrosos	109
	Trendy	...se inclina por un estilo súper trendy	Adj.	1	Realmente Bellas	133
	Aeróbicos	...siempre en forma están los deportes aeróbicos , como...	Noun	1	Realmente Bellas	134
	Rock	...asistir a un concierto de rock , una mesera...	Noun	1	Ranking real	138
	Streaptease	...que una bailarina de striptease podría ser...	Noun	1	Ranking real	138
	webs	...promocionales para webs ...	Noun	1	Videos promocionales apuesta segura.	165
	displays	Displays con videos para puntos de	Noun	1	Videos promocionales apuesta	165

		ventana			segura.	
	pop	Su música puede considerar se como pop ,... ...es la sensación de la música pop .	Noun noun	2	Entre la música y mil amores Miley Cyrus: Teen Queen	179 182
	filme	...con su primer filme ...	Noun	1	Miley Cyrus: Teen Queen	180
	rating	Con un rating de 25 puntos	Noun	1	Miley Cyrus: Teen Queen	182
	fans	...al ser considera da un posible mal ejemplo para sus fans .	Noun	1	Miley Cyrus: Teen Queen	183
	Films	...Los puentes de Madison, entre otros films .	Noun	1	Meryl Streep, la diosa del cine	186
	Internet	...comprar en internet u organizarque utiliza Internet en el...un rápido vistazo a Internet para...	Noun Noun Noun	3	Sí al Internet	188
	software	...gastan	Noun	1	Sí al	188

		millones en software para evitar...			Internet	
	look	...con un look de los...	Noun	1	Vuelve el sexo y la ciudad	14
	flashbacks	...incorporan flashbacks de la...	Noun	1	Vuelve el sexo y la ciudad	14
	light	...a los light , puedes...	Adj.	1	Adelgaza sin riesgos	s/p
	rol	...de su rol y que...a sus roles habituales ...	Noun Noun	2	45 años Hogar Sabia lección	20 161
	ivory	...color ivory .	Adj.	3	Dieron el sí.	34, 58, 59
	cóctel	...en el cóctel , los invitados ...	Noun	1	45 años de sueños	77
	fitness	...para el fitness consiste...	Noun	1	Pole dancing	106
	récord	...un tiempo récord de poco...	Apos.	1	La poesía plástica de Jaime Villa	109
	fans	... fans que sonríen...	Noun	1	Kenny G: Músico de milagros	110
	jazz	...y jazz de la vieja guardia...	Noun	1	Kenny G: Músico de milagros	110
	Internet	...la Internet ... ya no...tanto en Internet como...directo, Internet	Noun Noun ----- Noun	3	Kenny G: Músico de milagros Pregúntale al doctor El mejor	111 132 181

		inalámbrico,...			viaje de relajación, alegría y autodescubrimiento	
	show	...famoso show de Ed Sullivan...estoy en un show y veo...un show para...fila del show estuvo...	Noun Noun Noun	4	Sigue siendo Rafael José Luis Perales Adolfo Domínguez y la moda	112 114, 115 163
	hits	...verdaderos hits : ...	Noun	1	Sigue siendo Rafael	112
	chequeos	...remedios, chequeos periódicosse la hace chequear con...	Noun verb	1 1	Ejemplos de valor Una lucha integral por la mujer	148 150
	shock	Tras el shock inicial...	Noun	1	Ejemplos de valor	149
	tips	...ofrece alumnos tips para...	Noun	1	Siempre bella	154
	blush	...sombras blush y labiales	Noun	1	Siempre bella	154
	test	Test de sangre...	Noun	1	Después del tratamiento	156
	relax	...tiempo de relax .	Noun	1	Síndrome postvacacional	161
	estrés	...disminuyendo el	Noun	6	Hidroterapia	175

		estrés que...			para todos los gustos	178
	el sol, el estrés y... Noun	 La magia de la luz pulsada	183
	padecen de estrés , además... Noun	 Masajea tu cuerpo	194
	y el estrés Noun		
	síntoma s del estrés Noun		
	reducir el estrés , Noun		Lo mejor de la chocolat erapia	
	jacuzzi	...baños con jacuzzi .	Noun	1	El mejor viaje de relajació n, alegría y autodesc ubrimien to	181

Author: Ana María Calva

Table Four

The Most Frequent Anglicisms (in all variables)

Anglicisms	Word repetición number
chip	32
web	32
software	28
Internet	21
hardware	19
Flash	16
Estrés	6
Audio	5
Pop	4
Word	4
Audio	4
notebook	4
Show	4
Fax	3
Fútbol	3
Full	3
Ivory	3

Laptop	2
Links	2
Clear	2
Dial	2
Líder	2
Clubes	2
Sexy	2
Rol	2
Land art	1
Body art	1
multimedia	1
Rock	1
Gay	1
Top	1
New-age	1
Fax	1
Cómic	1
Bond	1
Display	1
scanner	1
Excel	1
Marketing	1
Megabits	1
multimedia	1
Store	1
Mouse	1
Marketing	1
Récord	1
Airbag	1
Call center	1
Clóset	1
Rol	1
Futbolista	1
Cocktail	1
Look	1
Minidress	1
Mix	1
Boom	1
Máster	1
Trendy	1
Aeróbicos	1
Rock	1
Streaptease	1
Filme	1
Rating	1
Fans	1
Films	1
Look	1
Flashbacks	1
Light	1
Cóctel	1
Fitness	1
Récord	1
Fans	1

Jazz	1
Hits	1
Chequeos	1
Shock	1
Tips	1
Blush	1
Test	1
Relax	1
Jacuzzi	1

Author: Ana María Calva

Table Five

Comparison between variables

Anglicisms	Variable	f	%
	Cultural magazines	15	17.90%
	Scholarly magazines	33	34.73%
	General Interest magazines	44	47.37%
	Total	92	100%

Author: Ana María Calva Abad

Description, Analysis and Interpretation of Results

This research regards the use of anglicisms in Ecuadorian magazines. As it is known every day it is more and more common to find words taken from English language and somehow they become into Spanish words and we use them as ours.

After a thorough research in previous studies about anglicisms, in this section I include an analysis of thirty anglicisms, taking into consideration the syntactic, morphological and, semantic aspects. The anglicisms presented here are the ones which are more frequently used in Ecuadorian magazines, collected from three different variables.

Therefore, this section will show the linguistic as well as the comparative analysis, which will help future researchers to understand how the anglicisms are formed in a better way.

GAY

“Gay” is a word found in a cultural magazine. It was found in the following context “..., el **gay** albino paranoico...”. This example refers to someone who imposes something interesting in the 70s. So, the function here is as an noun.

The meaning of “gay” according to RAE dictionary is “Perteneiente o relativo a la homosexualidad”. And in Webster dictionary the meaning is “Homosexual, especially male”

The function of this word in English is as a noun or as an adjective. This anglicism is accepted by the RAE dictionary. It has replaced to the Spanish word “maricón”. Also, this term maintains the same morphological aspects as the original one.

From my point of view, the term “gay” enriches spanish language, because nowadays it is becoming in a very common term, so, I think it is less rude than the Spanish word.

TOP

Top is the next word to be analyzed; in fact, it appeared just once. However, it is very used among people in any environment. The function of this word in English is as a noun, as a verb, and as an adjective.

One thing that is relevant about this term is the meaning given in both DRAE and Merryam Webster Dictionary. In the first one, the meaning is “Prenda de vestir femenina, generalmente ajustada, que cubre el pecho y llega como mucho hasta la cintura”. And in the second one the meaning is “the highest point, level, or part of something”.

Commonly, in our environment, this term is used with the word “model”, for instance “top model” as it appeared in the example found “...podría ser como esa **top model**...” which is referring to someone who is a famous model. The function in this example is as an

adjective. However, it is also used to refer to a kind of cloth which is worn by women.

Even though the term “top” has a different meaning in Spanish and in English, the use of this word tends to be closer to the adjective meaning in English. This term has its equivalence in Spanish as “cumbre”. Also, it is important to mention that this term has not replaced any word in Spanish. This term is accepted by the RAE dictionary. Regarding morphological aspect, this term does not present any change.

In this case, I would say that this term is not relevant in Spanish language, because it is just used by a small group of people, especially to talk about spectacles.

INTERNET

This term was found thirteen times in a scholarly magazine. One of the examples in which it was used is “Conecciones de banda ancha de **Internet**”, functioning as a noun.

The meaning in English according to Webster dictionary is “an electronic communications network that connects computer networks and organizational computer facilities around the world”. And in the RAE dictionary its meaning is “red informática mundial, descentralizada, formada por la conexión directa entre computadoras u ordenadores mediante un protocolo especial de comunicación”.

The term keeps the morphological aspects as the original one; and it does not have an equivalent in Spanish. Its function is as a noun in both, English and Spanish language. This term is accepted as a new term in the RAE dictionary.

Of course this term has enriched Spanish language in the sense it is used around the world in the same way.

WEB

The term “web” was found a lot of times in a scholarly magazine. The examples that I selected to show how this term is used in the context found are: “...una computadora con cámara **web**” whose function is as an adjective, since web is describing a thing. The second example is “...desde la **web** con el solo toque...”; here, its function is as a noun.

One thing that is relevant about this term is the fact about meaning, because in English it is different from the real meaning that we use in Spanish.

So, according to the Merriam Webster Dictionary, it means “a network of silken thread spun especially by the larvae of various insects (as a tent caterpillar) and usually serving as a nest or shelter”. However, in the RAE dictionary its meaning is “Red informática” that actually is the meaning used in informatics fields.

This term is accepted by RAE dictionary. Morphologically speaking, it does not have any changes; also, it has not replaced any Spanish word. Therefore, its equivalent in Spanish is “red informática”.

In the same way like Internet, the term “web” enriches Spanish language because it is an international term used by all of us.

LAPTOPS

“Laptops” is another word used among people around the world. This word is also associated to computational fields, and it has gotten here through English.

The example in which this term appears is “Además las **laptops** y netbooks de Toshiva cuentan...” in this context this word is functioning as a plural noun because the morpheme “s” is added to the end that is needed according to the Spanish pluralisation rules.

It is not accepted by the DRAE, but it is still used among people. According to Webster Dictionary, its function is as an adjective or as a noun. And its meaning here is, “a portable microcomputer having its main components (as processor, keyboard, and display screen) integrated into a single unit capable of battery-powered operation”

Its equivalence in Spanish is “ordenador portátil”. Its function is just as a noun in Spanish. It does not present changes regarding the morphological and syntactic-semantic aspects.

I believe that this term has an important role in Spanish language, because it is a new term used around the world. So, we cannot be the exception in this modern world.

DISPLAY

Display is another example also associated to informatics. But this word is frequently used in other fields too; for instance, in commercial environments like in the markets, this term is used to refer to a package of something that is sometimes on sale or just in stock.

The context in which this term was found is “...tecnología **display** LED...”, its function here is as an adjective. According to Webster Dictionary, this word can be used as a noun and as a verb, but in Spanish dictionary the function appears just as a noun.

The term is included in RAE Dictionary, but it is also proposed to be deleted. The meaning in this dictionary is “despliegue” or “exhibición”. And the meaning in Webster dictionary is “a setting or presentation of something in open view”. This term maintains its original English morphology.

As far as I understand, I think this term is not relevant in Spanish language, because it is a word used in a less frequent way, so it does not enrich Spanish language.

LINKS

Although, it is not accepted by the RAE dictionary, it is still used in informatics fields too; as it is shown in the example found “...pueden servir de **links** entre...”, the function of this term is as a noun. Besides, it is in plural form because an “s” is added at the end according to Spanish rules for pluralization of nouns; it regards something that is used to connect things, words etc.

The meaning of this term according to Webster dictionary is “a connecting structure”, this dictionary indicates that this term can be used as a verb and as a noun. Its equivalent in Spanish is “conectores” but it is not completely replaced. Morphologically speaking, in Spanish this term keeps the same written form as in English.

On the other hand, the term link is increasing its use, especially as a sophisticated word because of its use in computational fields; so, I think that in a very short time maybe everyone will be using it. However, right now this word is not very important in Spanish language.

MARKETING

Marketing is a term that has more acceptances nowadays. Thus, it is also used as the name of a major degree gotten in the university.

This term is accepted by RAE dictionary. The meaning of this word according to this dictionary is “mercadotecnia”. The function of this term is as a noun in both dictionaries, Webster and DRAE.

According to Webster Dictionary, this term means “the process or technique of promoting, selling, and distributing a product or service.

The function of this term in the example found is as a noun “...para el tema de **marketing** viral...” Morphologically speaking, marketing is derived from market because as it is seen above in the meaning action of selling or promoting something is related to the activities made in a market. So, in order to become in a noun it is necessary to add -ing form to the original word market. Finally, this term has replaced the Spanish word “mercadotecnia”.

Of course this term has enriched the Spanish language, taking into account that this word has replaced the original Spanish term “mercadotecnia” and marketing has become a term used by everyone.

POP

This term, like the others shown before, is very used in our environment. However, the use given is different from its original English meaning; that is why it is also considered as an Anglicism.

The functions of this term found in Webster dictionary are as a noun, as an adjective and as an adverb. And the RAE dictionary shows that it can be used as an adjective.

The function used in the example is as an adjective because it is referring to a way of life or culture, in this way “...y en la cultura **pop**, para...” The meaning found in Webster dictionary is “to push, put, or thrust suddenly and often deftly <*pops* a grape into her mouth. <*Popped* in a CD>.

On the other hand, in RAE Dictionary it is defined as “Se dice de un cierto tipo de música ligera y popular derivado de estilos musicales negros y de la música folclórica británica”. Of course, this meaning is closer to the use in the Spanish environment.

The term is accepted by the DRAE, and it has not replaced to any word in Spanish. Regarding morphological aspects, it maintains the original written form.

I think this term does not enrich the Spanish language, because it is a word without any relevance to be used.

FLASH

This term was found sixteen times. One of the examples is: “puede abrir y cerrar dicho **flash** manualmente.” In this example the term is functioning as a noun. According to Webster dictionary, its

function is as a noun, as a verb and as an adjective. But according to RAE dictionary, the function is as a noun only.

Talking about the meaning, in Webster dictionary, this term means “to move with great speed”. According to RAE dictionary, the meaning is “Aparato que, mediante un destello, da la luz precisa para hacer una fotografía instantánea”.

This term is included in the RAE dictionary. Regarding morphological aspects, this term maintains the same written form as the original one, and it has not any Spanish equivalent.

From my point of view, the word flash has enriched the Spanish language, since it is used from a very long time; so, it is a term very known and common for all of us.

AUDIO

Although, this term seems like a Spanish word because of its common use and easy writing, its origin is English. The context in which this term is used is the following “...baja su calidad de **audio**” functioning as a noun.

According to the Webster dictionary, the meaning regards with “the section of television or motion-picture equipment that deals with sound”. Its function in English is as a noun, and as an adjective.

But, in the RAE dictionary the meaning of this term is “Técnica relacionada con la reproducción, grabación y transmisión del sonido”. The RAE dictionary also indicates that this term can also be used as an adjective.

Another characteristic about this term is that, it has not suffered any morphological change, nor has replaced any Spanish word; another thing to add related to this term is that it is accepted by the RAE dictionary.

The word “audio” definitely enriches Spanish, because it is a word that has been used since long time ago, and there is no equivalent to be used instead.

DIAL

“Dial” was found twice in the research, but it is important to take it into account because it is widely used by broadcasters. For instance, when a broadcaster says “no cambies el dial” or “100.5 en tu dial” so, this word is often used.

In the example in which the term was found, acts as a noun, as it is shown “...por medio de un **dial** de...”

The meaning according to Webster dictionary is “a face upon which some measurement is registered usually by means of graduations and a pointer”. The meaning in Spanish according to the RAE dictionary is “Superficie graduada, de forma variable, sobre la cual se mueve un indicador, ya sea una aguja, un punto luminoso, etc., que mide o señala una determinada magnitud, como peso, voltaje, longitud de onda, velocidad”, both meanings are alike.

Its function in English appears as a noun and as a verb, but in Spanish its function is just as a noun. This term has not presented

changes in its morphological aspects; in the same way, it does not have Spanish equivalent word.

As I pointed out before, this term is mainly used in radio stations because it is a technical word so, in this sense I may say that this term enriches the Spanish language.

LÍDER

This term is very common among people; this term apparently seems to be a Spanish term. This word appeared in the following context “...el **líder** tiene que...” functioning here as a noun.

The meaning found in Webster dictionary is “something that leads” and according to RAE Dictionaries is “Persona a la que un grupo sigue, reconociéndola como jefe u orientador/a”.

The original word in English is “leader”. So, it has morphological changes in order to become a Spanish word; it changes “ea” for the morpheme “i” that has a stress mark. Also the word “leader” is derived from the original word “lead”, whose function is as a verb, but to become a noun, the morpheme “r” is added. In Spanish this term is used as a noun. However, it also has its derivation like “liderar” whose function in Spanish is as a verb, because according to Spanish grammar, all the verbs are formed by adding the suffixes -ar, -er, -ir.

This term is included in the DRAE. Also, it has no Spanish equivalent.

I believe that the word “líder” has enriched our language because it is widely known, and the context in which it is used is relevant in Spanish language.

FÚTBOL

In English this term is compound of two words, foot and ball. The context in which it was found is “...un mundial de **fútbol** tiene...” whose function is as a noun. Both, Webster and RAE dictionaries claim that the function of this term is as a noun.

This term has the following morphological changes: the two morphemes “oo” have been dropped, but instead goes the morpheme “u” which takes a stress mark; then, at the end of the word instead of the morpheme “a” goes the morpheme “o”. Finally, one “l” has been deleted.

The meaning according to DRAE is “juego entre dos equipos de once jugadores cada uno, cuya finalidad es hacer entrar un balón por una portería conforme a reglas determinadas, de las que la más característica es que no puede ser tocado con las manos ni con los brazos”. In the Webster dictionary, the meaning is “any of several games played between two teams on a usually rectangular field having goalposts or goals at each end and whose object is to get the ball over a goal line, into a goal, or between goalposts by running, passing, or kicking”.

It is important to mention that the term has replaced the Spanish word “balonpiè”. This term is included in the RAE dictionary.

In the same way, my opinion is that this term enriches the Spanish language, because of its international use.

CLUBES

This term appears in plural form in the context in which it was used; “...a los **clubes** que seden...” but, it can also be used in singular form as “club”. The function here is as a noun.

Morphologically speaking, this term changes from the original one by adding “es” to form the plural, according to Spanish rules for plurazitations of nouns.

The meaning of this term in Webster dictionary is related to “an association of persons for some common object usually jointly supported and meeting periodically. Also, according to this dictionary, it can finction as a noun or as a verb.

The Spanish meaning according to the RAE dictionary is “Sociedad fundada por un grupo de personas con intereses comunes y dedicada a actividades de distinta especie, principalmente recreativas, deportivas o culturales”. The function given in this dictionary is as noun.

So, this term is accepted in the RAE dictionary. This term does not have equivalent in Spanish, as it has not replaced any word.

This term enriches our language since it has not replaced any Spanish word. I mean, we do not have choice to use other term instead; furthermore, this word is widely used by everyone.

RÈCORD

This term was also found in Ecuadorian magazines; so, this term has a morphological change to become a Spanish word; the stress mark was placed over the vowel “e”, according to Spanish graphemic rules.

The context found in the magazine is “...un tiempo **récord** de poco...”; as it can be seen, this word is functioning as a noun.

According to the Webster dictionary, this term can be used as a noun, as a verb, and as an adjective. However, according to the RAE dictionary, the function appears just as a noun.

In fact, the meaning has a little difference in English and Spanish. The meaning of this word in English, as it is in the Webster dictionary, is “the state or fact of being recorded” but in the DRAE dictionary, the meaning is “marca”, it means a place that someone gets in a sport or in any event in which people competes. So, it can be concluded that the Spanish word “marca” was replaced by the word “record”. As it was said before, this term is included in the RAE dictionary.

From my point of view, this anglicism enriches our language because it is used around the word to talk about records gotten by someone or something.

FULL

Even though, the term “full” is not accepted by the DRAE dictionary, it is known that this word has a great use in several Spanish environments.

The example in which it was found is in the next context “...la versión **full** viene...” this example is talking about a new model of a car which has complete equipment that makes it more comfortable in relation to the older one. Its function in this example is as a noun.

This term keeps the same morphological form as in the original English one. This term, according to Webster dictionary, can be used as a noun, as an adjective and, as an adverb.

The meaning is “the highest or fullest state or degree”. This word has partially replaced the Spanish word “completo” as it is illustrated in the context in which the term was used.

My opinion about this term is that it neither enriches nor deteriorates the Spanish language because I consider this term is not too important in Spanish language.

CALL CENTER

On the other hand, “call center” nowadays is a word combination. It is a noun composed of two English words, “call” and “center”. The context in which it was found is “...comunique a su **call center**, automóviles...” from this example it is easy to infer that this phrase refers to a place in a company where all phone calls are gotten. The function of this term is as a noun in this context.

Although, this term is not accepted by the RAE dictionary it is often used. For the analysis, it is necessary to consider each word separately. So, the first word to be analyzed is “call”. This term is used as a noun and as a verb. According to Webster dictionary, the meaning as a noun is “an act of calling with the voice” and the meaning as a verb is “to speak in a loud distinct voice so as to be heard at a distance”.

On the other hand, the term “center” is also an English word whose meaning is “the point around which a circle or sphere is described”, its function is as a noun, and as a verb.

From the fusion of these two words, we have the phrase “call center” that when translated into Spanish means “centro de llamadas”. These terms are not included in the RAE dictionary neither as a single word nor as a compound noun. The equivalent in Spanish would be the Spanish phrase “centro de llamadas”. Finally this term maintains the original English morphological written form.

Taking into account that this phrase has gained a place in our language in a very short time, and its use is already very important, I think that this term enriches the Spanish language.

CLÓSET

This term appeared in the next context “...conviene ordenar el **clóset** para que la ropa....” referring to a place which is used to keep clothes. Its function here is as a noun.

Regarding meaning, according to Webster dictionary, it is “a cabinet or recess for especially china, household utensils, or clothing”. The function found in the same dictionary is as a noun, as a verb and, as an adjective. However, the meaning found in RAE dictionary is “armario empotrado”. According to RAE dictionary the word can function only as a noun.

The morphological change this term suffered is as follows: the morpheme “o” takes a stress mark. The equivalence in Spanish is “armario”. Besides, this term is accepted by the RAE dictionary.

Definitely, I believe this word has enriched Spanish language because it is a sophisticated term to be included in our lexicon.

ROL

This term is taken from the English word “role”. The context in which this term was found is “Ser madre es un **rol** que se cumple en medio de una convivencia diaria....”; it means the importance that a mother has in the life. The function of this term in this context is as a noun.

Regarding meaning, in the RAE dictionary is “función que alguien o algo cumple” and its function is as a noun. The meaning in English, according to Webster dictionary is “a character assigned or assumed”. The equivalence of this term in Spanish would be “papel”.

This term has a morphological change. The morpheme “e” is deleted. Thus, this term has not replaced any Spanish word; also this term is included in the RAE dictionary.

Because of the use of this word for a long time, I can claim that this term enriches Spanish language.

SEXY

This is another term largely used in Spanish environments. The context in which this term was found is “Considerada como la mamá más **sexy...**”; its function in this example is as an adjective. The function claimed by both, Webster dictionary and RAE dictionary is as an adjective.

The meaning found in Webster dictionary is “generally attractive or interesting”. And the meaning found in the RAE dictionary is “Que tiene atractivo físico y sexual”.

Morphologically speaking, this term keeps the same aspects as the original one in English. The equivalence of this term in Spanish is “hermoso/a, bello/a”. Finally, this term is accepted by the RAE dictionary.

From my point of view, I really think that this term damages Spanish language. First, the syntactic, semantic aspects do not match with Spanish. Second, I think it is more elegant to use the Spanish equivalent expression instead of this term.

LOOK

“Look” is also found in Ecuadorian magazines, the example, in the context found is “...para quienes prefieren un **look** suave...”

regarding the function of this word as a noun. Here, the term is referring to the appearance of a person.

Regarding the function and meaning found in Webster dictionary, this term can be used as a verb or as a noun. The meaning in English is, “to make sure or take care (that something is done)”. And in the RAE dictionary, the meaning is “Imagen o aspecto de las personas o de las cosas, especialmente si responde a un propósito de distinción”. Also in this dictionary, the function appears as a noun only. As it can be seen, the meanings are different, which means, that we took it and gave it our own meaning.

Morphologically speaking the term maintains the same aspects as the original one. This term has its equivalence in Spanish as “apariencia física de una persona”. For that reason, it has replaced in some way to the Spanish term “apariencia”. It is accepted by the RAE dictionary, but, it is also proposed to be deleted.

I believe that this term neither enriches nor damages Spanish language, because it is a word that is used just by a certain group of people, but it is not relevant to everybody.

MÁSTER

This is a word taken from the English word “master”. In the example found in the magazine “La **máster** en nutrición...” is referring

to someone who is a professional. In this example, this term is functioning as a noun.

According to Webster dictionary, its meaning is “a person holding an academic degree higher than a bachelor's but lower than a doctor's”. The function found in this dictionary, is as a noun. And according to RAE dictionary, it is related to “maestría” and whose meaning is “título tras la licenciatura”; this means that the word master is used to refer to a person who has gotten a higher degree in some subject.

Morphologically speaking, the term has a change when transferring into Spanish. The morpheme “a” takes stress mark. This term does not have its equivalence in Spanish nor has replaced any word. Furthermore this word has been included in the RAE dictionary.

I think this term enriches Spanish language since its use is relevant around the word and there is not another term to replace it.

ROCK

It is also taken as an Anglicism because of its frequent use in entertainment environment. In the example where the term is used, “¿quién diría que por asistir a un concierto de **rock**, una mesera...” in this context the word is functioning as a noun. However, according to Webster dictionary this term can be used as a noun or as a verb. But in the RAE dictionary the term can be used as a noun and in a minor way as an adjective, like “música rock or la era rock”.

The meaning in the Webster dictionary is “popular music usually played on electronically amplified instruments and characterized by a persistent heavily accented beat, repetition of simple phrases, and often country, folk, and blues elements”. On the other hand, according to RAE dictionary the meaning is “Género musical de ritmo muy marcado, derivado de una mezcla de diversos estilos del folclore estadounidense, y popularizado desde la década de 1950”.

Regarding morphological aspects, this term keeps the same written form as the original one. Furthermore, this term is included in the RAE dictionary. Also, this term neither has equivalence in Spanish nor replaces any word in Spanish.

In my opinion, this term just fulfills a necessity in Spanish language to refer to a musical genre.

RATING

This term appeared in this context “con un **rating** de 25 puntos” whose function is as a noun that is referring to a position or level of something.

About morphological aspects, this word does not present any changes in Spanish written form. Researching the meaning in Webster dictionary, we can see that it refers to “a classification according to grade; *specifically*: a military or naval specialist classification” and its function is as a noun. The equivalence in Spanish would be “posición”

or “nivel”. Even though this term is not accepted by RAE dictionary it is still used in Spanish.

In the same way, I think this word is not important for Spanish language; however it is used in some environments, I think just to be fashionable.

FANS

This term was found in this context “...al ser considerada un posible mal ejemplo para sus **fans**”. The first point to be taken into account is that the term is in plural form, because it has the letter “s” at the end. In this context, this term is functioning as a noun.

Regarding morphological aspects, this term does not have any changes in Spanish written form. This term is accepted by the RAE dictionary, its meaning is “Admirador o seguidor de alguien”, and its function is as a noun. On the other hand, according to Webster dictionary, the meaning is different, it is: “any of various devices for winnowing grain”. This term can be used as a noun and as a verb.

From my point of view, the term is used in Spanish based on the meaning in English; it means that, the action of waving the hands side to side, for instance when a singer is in scenery, the same action that is made with a fan. Its equivalence in Spanish is “admirador/a”.

I think this term does not enrich Spanish language because its use depends on each person, we decide if use it or not, I mean, we have our own term to be used instead.

CÓCTEL

This term was found in the example with the stress mark over the morpheme “o” “...en el **cóctel**, los invitados...”, but it also can be used without stress mark according to RAE dictionary. In this example the term is functioning as a noun. It is referring to a party, where people are invited in order to have some fun; sometimes this kind of party is made in order to get benefits from it.

The term has had some morphological changes when transferring into Spanish. The original English word is “cocktail”, so the consonant “k” and the vowels “a” and “i” have been deleted. Instead, a morpheme “e”, and stress mark over the morpheme “o” have been added, according to the rules of Spanish graphemic system.

The meanings, according to both Webster and RAE dictionaries, are “an iced drink of wine or distilled liquor mixed with flavoring ingredients”, and “Bebida compuesta de una mezcla de licores a la que se añaden por lo común otros ingredientes”.

The equivalence in Spanish for this term may be “aperitivo” talking about drink; or “reunion entre amigos” talking about party. On the other hand, this word has not replaced the Spanish word totally. Finally, this term is included in the RAE dictionary.

In my opinion, this term has enriched Spanish language, because it has been used for a long time, especially in high societies, but now, it is also used by everyone.

SHOW

The context in which this term appeared is “...famoso **show** de Ed Sullivan...” that refers to some event related to a theatrical presentation or musical. The function of the word in this context is as a noun.

This term has not had any changes in Spanish written form. The meaning according to Webster dictionary is “a large display or exhibition arranged to arouse interest or stimulate sales”. The function is as a noun and, as a verb in English lexicon. On the other hand, in RAE dictionary, the function just appears as a noun and the meaning is “Espectáculo de variedades”.

Moreover, this term is accepted by the RAE dictionary; however, it is also proposed to be deleted. The equivalence in Spanish is “acto or actuación”.

To my way of thinking, this term has enriched Spanish, since it is an international term, so, we cannot be without using it.

ESTRÉS

It was found in this context “...disminuyendo el **estrés** que...”; the function in this example is as a noun. This term is taken from the original English word “stress”.

In Webster dictionary, the meaning of this term is “a force exerted when one body or body part presses on, pulls on, pushes against, or tends to compress or twist another body or body part; *especially*: the intensity of this mutual force commonly expressed

in pounds per square inch”. And according to RAE dictionary, the meaning is “Tensión provocada por situaciones agobiantes que originan reacciones psicosomáticas o trastornos psicológicos a veces graves”. The functions found in both dictionaries are as a noun and as a verb.

Morphologically speaking, this term has some changes when transferring into Spanish as follows: the morpheme “e” has been added at the beginning, because according to the rules of Spanish morphology, all words begin with a consonant. Then, the last morpheme “e” takes a tilde according to the rules of Spanish graphemic; finally an “s” has been deleted, because according to rules of Spanish morphology, two consonants cannot go together.

Furthermore, its equivalence in Spanish is “ansiedad”. Finally, this term has been included in the RAE dictionary.

From my point of view, this term has gained widely use, becoming as part of our lexicon, furthermore, I think it enriches the Spanish language because nowadays this term is already very common.

CONFORT

The word “confort” was found in the following context “...calidad y **confort** a sus clientes...”; the function of this word in this context is as a noun.

This term is taken from the English word “comfort”. So, when transferring into Spanish, this word suffered a morphological change. The consonant “m” was replaced by the consonant “n”.

Regarding meaning, according to Webster dictionary, it is “assistance, support” and the function of this term can be as a noun and as a verb. On the other hand, the meaning in Spanish according to RAE dictionary is “Aquello que produce bienestar y comodidades” and its only function is as a noun.

This term has its equivalent in Spanish as “comodidad” but, it is seldom replaced. This term is included in the RAE dictionary.

I think this term is useful for people who want to be sophisticated when speaking, but in Spanish there is the equivalent which means this term is not relevant in our language.

Comparative Analysis.

This section focuses on the comparative analysis of the anglicisms found throughout the research to establish which are the ten most frequent. It also includes a comparative analysis of anglicisms between variables to determine which variable contains the highest number of anglicisms.

As a result, I can claim that the ten most frequent anglicisms found in all the variables are: “chip” and “web”, with 32 repetitions, “software” with 28 repetitions, “Internet” with 21 repetitions,

“hardware” with 19 repetitions, “flash” with 16 repetitions, “estrés” with 6 repetitions, “audio” with five repetitions, and, “pop” and “word” with four repetitions each. The reason for these results could be the fact that one of the scholarly magazines was related to computers. Another cause could be that now, all of us, are involved in this modern world; therefore, these terms are becoming more common everyday.

Regarding the comparative analysis to establish the variable with the highest number of anglicisms, it is determined that the general interest magazines contain the highest number, with forty four anglicisms. In second place are scholarly magazines with thirty three anglicisms; and finally are cultural magazines with sixteen anglicisms. This fact, may occur because general interest magazines have a great acceptance of different social classes, ages, and even culture. In that sense, these magazines look for terms which are attractive to catch the attention, and of course get famous.

On the other hand, cultural magazines contain the lowest number of anglicisms. I infer that this fact occurs because these magazines are supposed to be read by people who have a high literacy level.

Conclusions

- The use of anglicisms is very common in Ecuadorian magazines. However, most of the time, we as readers do not know that those unfamiliar or foreign words are taken from another language.
- Through an analysis regarding syntactic, semantic, and morphological aspects, this research demonstrates that some anglicisms have suffered morphological, syntactic and lexical changes in order to become Spanish words.
- General interest magazines contain the highest number of anglicisms. This phenomenon may occur because these kinds of magazines are addressed to young people.
- The anglicisms mostly used in all the magazines are: “chip”, “web”, “software”, “Internet”, “hardware”, “flash”, “estrés”. The reason for these results could be the fact that one of the scholarly magazines had to do with computers.
- Most of the anglicisms are included in the RAE dictionary; it means that their use is accepted in our society.
- The anglicisms mostly used are those related to computational fields and fashion environments, which have large acceptance of new generations.

- While people are ready to accept foreign words without problem, language will always be changing to make the communication easier among communities.

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ANNEXES

Annexes

Theme	Pag. N°	Information	Form N°
linguistics			
Title: (book, journal, magazine): Citation, in APA format:			
Linguistics			
Title: (book, journal, magazine): Citation, in APA format:			
Linguistics			
Title: Linguistics Citation, in APA format:			
Relevance to your proposed topic?			

Title of the study:

Citation, in APA format:

Item	Information	Form N°
Research question(s) or hypothesis:		
Subjects or participants:		
Setting or place:		
Methods:		
Results:		
Author's/Authors' conclusions & recommendations:		
Limitations identified by the author(s)		
Relevance to your proposed topic?		

Qualitative tabulation

Table One

Variable: Cultural magazine

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

Quantitative tabulation

Table Four

The Most Frequent Anglicisms (in all variables)

Anglicisms	Word repetition number

Table Five

Comparison between variables

Anglicisms	Variable	f	%
	Total		