



**UNIVERSIDAD TÉCNICA PARTICULAR DE LOJA**

*La Universidad Católica de Loja*

ESCUELA DE CIENCIAS DE LA EDUCACIÓN

MENCIÓN INGLÉS

**MODALIDAD ABIERTA Y A DISTANCIA**

A DESCRIPTIVE ANALYSIS OF ANGLICISMS  
USED IN ECUADORIAN MAGAZINES

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

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QUITO – ECUADOR

2011

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

Loja, March 2011

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The thoughts, ideas, opinions and the information obtained through this research are the only responsibility of the author.

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Fabián Figueroa Herrera

## **Dedication**

To Monica Paulina and Mateo Rafael.

## **Acknowledgment**

To God who has been my strength, my light and my all.

To my Family, since they have always supported me.

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## **ABSTRACT**

It is always important to know how people communicate and how they convey their ideas. The present study of Anglicisms in Ecuadorian Magazines, developed in Quito, Ecuador in 2010 has had a sample consisting of six magazines which have been edited and issued in Ecuador and written by Ecuadorian people. Three variables were taken into account: *Scholarly, Cultural and General Interest*. For this research two representative magazines of each variable were selected: “*Actualidad Científica y Tecnológica del Ecuador*” (issued by SENACYT) and “*Gestión*”, for the Scholarly Variable; “*La Casa*” (issued by Casa de la Cultura Ecuatoriana), for the Cultural Variable; “*Vistazo*” and “*Estadio*”, for the General Interest Variable.

Scanning, skimming and reading have been applied to collect the necessary data; then the results have been descriptively and statistically analyzed first generally and then particularly. The results obtained imply that there is a wider presence of anglicisms in the Scholarly Variable, showing that they have a more important influence on Spanish language in those areas that refer to sciences. On the other hand, it is worrying to see how some words are misused and often misunderstood in the other two variables. However, the presence of anglicisms has different reasons and also consequences. The globalized word where we live has caused this phenomenon to appear and with diverse consequences.



It can be said that the presence of Anglicisms in Ecuadorian Magazines has enriched our written lexicon in some cases, but it has been a source of unconscious mistakes and vices in the colloquial Ecuadorian lexicon. However, this languages contact has helped specially scientists that have a great deal of vocabulary in English referring to terms commonly used in different research areas.

## **INTRODUCTION**

Language has always been one of the most intriguing aspects to talk about, for this reason it is important to know how languages work and how they influence one another. Linguistics is the scientific study of a language that tries to explain the origin of language, its structure, use and meaning; it is essential to remember that languages are dynamic, so we cannot forget the changes they have gone through the history.

According to Aguirre (2010) languages constantly evolve as humans do; that is, words are born, are used during a period of time, may change, disappear, or be replaced by other ones. The direct or indirect contact of languages occurs, and in this way words are incorporated into other languages: Barbarisms or Foreign Words. Those Barbarisms that come from English are known as Anglicisms.

Since English is the most influencing and common language around the world, it has facilitated communication among communities, and consequently the immersion of this language has taken place in Spanish. This is evident in the morphological, semantic, syntactic and lexical aspects of the language.

This Descriptive Analysis of Anglicisms in Ecuadorian Magazines is aimed at helping to determine how and why some words are accepted in Spanish (borrowings) by the Real Academia de la Lengua Española – RAE, and why others are not (loans, calques), although they are widely

used by the Spanish speaking community; but, since both are taken from English, they are Anglicisms.

Three variables have been set to develop the present study: Cultural Magazines, Scholarly Magazines and General Interest Magazines. Two samples of each variable have been selected, trying to take into account those magazines that are widely known in our society, with the purpose of determining which of these variables has the biggest quantity of anglicisms and which are the most used ones.

To develop the present research, a general objective and four specific objectives were set:

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

For this purpose, several methods have been applied to get the necessary information. For the bibliographical data collection two

methods were applied: the field research done at the Catholic University General Library, the Catholic University Linguistic School's Library, the general library at Central University and the Fulbright Commission Library; and the online research because there is some information that has been difficult to get in the visited libraries for this collection.

It was surprising to find out that although this research is important, there have not been many previous studies on it, therefore the importance of performing it is a must, since this work can be a light to get many people's attention and to try to avoid this phenomenon that can affect our native language and its use and production.

Then, to collect the data for the Results section, it was necessary to look for the magazines that fulfill the parameters set for this research. Once the six magazines were gathered, scanning, skimming and reading were necessary to get enough samples to do this work.

The Quantitative and Qualitative methods have been applied, and the results thrown by them were collected in charts that show the **Anglicisms** found and the corresponding **Word Repetition Number**; there are also charts in which the most frequently used anglicisms are shown and the most relevant ones as well.

The UTPL, its students and the Ecuadorian society will be benefited with this research perform, since it pretends to give an introductory light to this phenomenon and its presence in the written Spanish, specifically in Ecuadorian magazines.

As a result of the performed analysis, the scholarly variable has been identified as the variable with the highest number of anglicisms used in its articles. However, the words: “**dólar**” and “**gol**”, which belong to the scholarly and general interest variables respectively, present the highest frequency repetition, which means that anglicisms presence and use in Ecuadorian magazines has been widely spread.

## **METHODOLOGY**

For the first part of this research, it was necessary to collect some previous information about the researched topic and about some other aspects that help to analyze the words which are subject of the present work. This was done in some libraries located in Quito and on the World Wide Web as well.

Once the data collection was done, six magazines were obtained in Quito considering those most representative for their diffusion, access to people and importance to our research. Then, they were analyzed using scanning and skimming techniques, for the purpose of identifying the possible presence of anglicisms in the articles written by Ecuadorian people mainly. Then with some dictionaries' help, it was determined if the detected words are anglicisms or not. The words that fit for this research were registered and organized in charts to be analyzed later. They were registered with the piece of paragraph in which they appear.

To carry on this data analysis, some methods were applied: descriptive, analytic, quantitative and qualitative. They were considered taking into account that each word had to be first analyzed regarding semantic, syntactic, morphological and lexical aspects, to finally be analyzed according to the frequency each word shows, to determine which variable presents the highest number of anglicisms, as well as those anglicisms that are the most commonly used in writing articles for Ecuadorian magazines.

## **DISCUSSION**

### **Literature Review**

Globalization has made our world more complex and different in many aspects, one of these is the language. Since communication is the most important aspect, conflictive yet, in the society, languages have been modified in diverse ways. The modern era has witnessed the arousal of English as a universal language, and with this, the influence of this language, not only in other languages lexicon but also in other cultures. This work will try to meet the most important aspects of this phenomenon and its influence on the Spanish Language, especially in Ecuador and its written culture.

Therefore, there are some important concepts to be considered to develop this research, such as: the Linguistics and its branches, emphasizing the syntax; the contact languages that permit the anglicisms phenomenon to occur; language vices that can be a vehicle to import words from other languages; barbarisms in a general overview; anglicisms regarding the reasons and means they have to become part of our language and magazines to know what they are, do and how they reflect the culture in our society. It is important to include previous works' information and studies done on Anglicisms.

*Linguistics* is the science of Language (Robins and Harris, 1991). Throughout the history, there has always been the human necessity to communicate with others. When our prehistoric predecessors inhabited

the Earth, maybe their ability to communicate was limited or even null, since they had not so many opportunities to socialize; therefore, they did not feel the necessity to do so. Then, this communication necessity could have been fulfilled with gestures or maybe guttural sounds that were more than enough for them. According to the development of the social structure, the communicational structure has grown as well.

So, not only have the human civilization become stronger and organized, but also the ways of communication; this growing has witnessed the appearance and extinction of thousands of ways of communication. Gestures, pictograms, smoke signals, sounds from wood or pieces of stone, symbols like feathers and body painting were the beginning. We can say that they are the roots of the Languages spoken in the world because they were the seed that started to grow in the humans, that curiosity for knowing more and more every day. Such curiosity ended up in what we speak, write or listen to with one another in all our life moments: Language. This system, which was created with the purpose of communicating with others, must have had difficulties to start defining some directions to analyze not only what is said but also how it is said and where and when it is said. Therefore, here it is a brief review of Linguistics and its branches to set their relevance to this research.

*Morphology* is a branch of the Linguistics which helps us know how words are formed. Crystal (2003) said that the lexical or



derivational morphology studies the way in which new items of vocabulary can be built up out of combinations of elements; inflectional morphology studies the ways words vary in their form in order to express a grammatical contrast... Knowing how words are formed and how they work will be very helpful at the moment of analyzing and determining their use in the language they belong to, and in other languages they are lent or borrowed as well.

*Semantics* is the part of Linguistics that deals with the meaning of words. To convey our ideas accurately implies that we should be sure the word we are saying or writing is going to accomplish its purpose; moreover when the word is being used in a different language from the one it belongs to.

*Pragmatics* studies how words are said and understood in one language context, therefore, it will enable us to know how they may be said in a different context from their own. Yule (1998) expressed:

Pragmatics is concerned with the study of meaning as communicated by a speaker (or writer) and interpreted by a listener (or reader). It has, consequently, more to do with the analysis of what people mean by their utterances than what the words or phrases in those utterances might mean by themselves. Pragmatics is the study of speaker meaning. (p. 3)

*Phonology* is a science that studies the sounds in general according to the composition, distribution, function and production. Every word has different features to take into account when we study it; one of them

is the sound they must have to convey clear ideas. For this study, it is very important to know how words sound in their own language and how their phonological sound may change in another language different from their own. On the other hand, we should consider that a word sound will vary from one language to another since they not always have the same Phonetic System.

It will also be very important to know which function and position, every word belongs to, which is going to be useful, the moment of analyzing English words in written Spanish in Ecuadorian Magazines.

*Syntax* is the branch of linguistics that makes us understand why and how words should be combined in a language; consequently, it will be very useful to analyze the words, in the context they appear, from the syntactic point of view.

*Lexical Category.* Every word has obviously a function and a Lexical Category it belongs to. Mac Fadyen (2008) states:

Traditional grammar classifies words based on eight parts of speech: the verb, the noun, the pronoun, the adjective, the adverb, the preposition, the conjunction, and the interjection. Each part of speech explains not what the word is, but how the word is used. In fact, the same word can be a noun in one sentence and a verb or adjective in the next. (p. nd)

There has not been just one group of people all over the world and neither has a unique language in the world, so, there have been different ways of communication according to many variables, that is why it is

important to describe how two or more languages have been influenced by one another.

*Languages Contact* helps us understand that the Language is the most advanced way of communication humans have reached, it is obvious to say that its appearance must have determined many conflicts between people from different regions who could have managed to find their own communication system. This, together with the thirst of power present in every human being and social group, was the starting point of languages spread. For instance, the language which was spoken by the strongest group was the one who prevailed, making the language spoken by that dominated group, the language of weak people; being this event a pattern, somehow, for nowadays social, economic and human relationships.

It is important to mention that this contact a language can have with other languages, is reflected and present because of the necessity the groups involved have to communicate.

In the modern era we live, this reality of the power and control has reached a point in which the wars for domination are not necessary because of other features such as the economic, military and technologic power. In this field is where we find English as a worldwide communication system due to several historical reasons. English has been the “Official Language” for medicine, economy, business, and other science areas. Then, the contact English has with other languages

makes it a special and determining language in the world's communication.

The dominance of English has always been a matter of economic and social power; with the undeniable importance the United Kingdom has had since medieval times, and the growing of the USA and Capitalism as the strongest worldwide system after the WWII. Then, Globalization has developed incredibly fast and it has ended up in placing English as the "Universal Language", which is spoken all over the world. Although many people have been reluctant to use it, they have forcefully learned something (technical English words) from this language that has spread like water, in a practically unstoppable way.

It is also remarkable to say that the contact between languages isn't always under any rules, which is going to generate a misuse in the use of words or even expressions.

*Language Vice* refers to the incorrect use of a linguistic norm, or the incorrect use of words when speaking or writing. Ambiguity, old words use, barbarisms, inaccuracy, nonsense sentences, redundancy, among others are some of the most common language vices. The use of words coming from another language can be considered a language vice, since they might be used in a context different from the one they belong to. For instance the word "whatever" in the Ecuadorian Lexicon is a clear example of language vice because it is normally followed by a noun referring to a person in a despicable way.

Languages are not pure, some of them have similar roots, but there are words that can be said in a system, that can represent a totally different idea in another, then the *Barbarisms* appeared to help people express what they need to. The On-line Etymology Dictionary defines *Barbarisms* are words that come from a foreign language that become part of a host system, to convey new or dissimilar ideas.

It is necessary that our research work be done taking into account the origins of external sounds use in different groups. Then we can have lights to analyze anglicisms in Ecuadorian Magazines.

“*Anglicisms*” is the name given to words coming from English into other languages. Anglicisms have become the most common barbarisms in most languages, however we have to pay attention to the way they have done it and how they have influenced the target language. Regarding to this topic, it must be considered the medium that has been the main vehicle for Anglicisms to get to other languages. Fischer and Pułaczewska (2008) say:

Languages respond to the changing needs of communication, following changes in the world and ways of living. The growing influence of English on the languages is an example of a linguistic change under contact conditions. It can be traced back to political, economic and technological developments, which have been taking place at a growing pace in the past few decades. An interlingual means of communication certainly has its merits but also involves a number of problems, such as disadvantages for lack of language proficiency, the diversity of

cultures and their history, and the different structures and meanings of the various languages. In addition, national languages form national identities, and a nation may fear being foreignized by means of the Anglophone culture represented by the English language. (p. 1)

Taking into account the incredibly fast and shocking way English started to be the most influential language of the world since the 1940's, it is not a surprise to see how diverse the communication has become due to English use. When words are borrowed from one system to another, not only the word and its meaning themselves are absorbed, but also a part of its cultural background. For this reason among others, the study of Anglicisms is important, since we need to know how and why anglicisms became part of our language and to know the influence these anglicisms have had on written Spanish and on the way we use them. It is necessary to say that these anglicisms have influenced not only the lexicon, but also the morphology, syntax and every single aspect of the Spanish Language. Therefore, it is necessary to know and state the difference among *Loans and Borrowings*.

*Loans* or "loan translations", known as calques as well, are words that have been translated from English to Spanish, to avoid confusion, especially because of the pronunciation. Clear examples of these are: *rascacielos, fútbol, gol, among others*.

*Borrowings*, on the other hand, are words coming from English that are adapted to Spanish, usually keeping their original spelling, but often used in a different and very unusual syntactical way from the original one. Borrowings are used depending on some aspects for instance: sex, social status, communicative situation and register. In order to avoid the negative connotations of English borrowings, Juliane House (2005) distinguishes between *languages of communication* and *languages of identification*. The advantage of this distinction is that English and one's own national language are not perceived as competitors but rather as complementary possibilities of communication.

As it was stated before, humans have had first social reasons to communicate, that's why and how media started to be important to fulfill this communication. Written information has been the most important and the most spread as well. It has existed throughout the history and has been really influential in many aspects of our society.

Books, booklets, editorial newspapers, magazines and, recently, the internet have become the main vehicle to express ideas, opinions or to come out with something important. However, not all these publications have always been or expressed something really important.

*Magazine*, according to the MACMILLAN English Dictionary (2006) is...

...a large thin book with a paper cover, containing reports, photographs, stories, etc., usually published once a month or once a week...

Generally, magazines may have different audiences and therefore, language used to present their articles will be different. If we speak about Sport Magazines, which are among the most popular in our country, we may say that they present us a number of words that come not only from other languages but also from dialects, translated sayings or even expressions maladapted to the Spanish.

Felix Rodriguez Gonzalez (1999) from the University of Alicante says that the history of cultural exchanges between Spain and other countries is reflected in the foreign terms borrowed into Spanish. In his study of Anglicisms in contemporary Spanish, makes a summary of how Spanish has been influenced by other languages and the richness these have handed down to Spanish, even when some of those languages, like Latin and Greek, are considered Dead Languages at present.

The importance of the study of this influence is also justified because not only the language lexicon is affected but also the culture. It is clear to know that a language can influence another one through various ways, like: music, literature (books, research works, news or humor) or commerce.

Another important and determining item to consider is the geographic difference and obviously the difference of traditions we may find in cultures. Here it is also remarked the Style used in writing and how something is written with that style.



Rodriguez Gonzalez (1999) says that in the past a good number of terms whose ultimate etymon is English, was borrowed in Spanish through the mediation of a neighboring language, French. Presenting a historic overview about how words have become part of our language. Another important aspect of his job is the analysis of how important English became and also how fast it won space in our society, especially when it became part of our Scholar Curricula.

It is also stated that because of all the obvious differences existing between the two languages, such as pronunciation and other grammatical features, this adaptation of English into Spanish is going to determine big dissimilarities, and sometimes even misuse. A clear example of this occurs with the word “whatever” which is used among teenagers as if it were referring to any person, when its real meaning refers to anything. Youngsters are likely to use this word because of the sound it has and moreover, because it was heard in a soap opera that was very popular among them.

It is also worth to include valuable information which is provided in previous studies that have been done in different areas, countries and circumstances, in which Anglicisms have become part of Spanish or other languages; it will show us not only how, but also why English has influenced other countries. One of the most remarkable studies is the one that was performed in Puerto Rico, analyzing the Sociolinguistic Implications of Teaching English in that country.

Alicia Pousada (2007) affirms:

Teaching English in Puerto Rico in an informed and tolerant manner has significant sociolinguist implications for both the English and the Spanish spoken on the island. An understanding and appreciation of the nature of language contact and the way in which it creates changes in languages is necessary for our self-esteem. We cannot allow our children to believe that the only path to bilingualism is through narrow insistence on linguistic purity or that both their Spanish and their English are flawed vehicles of communication. We must instill a sense of pride of the creative force of their people who take elements of another language and bend it to their will to enhance their self-expression. (p. 14)

The importance of communication sometimes determines certain attitudes as well as some reactions in favor and against them. It is really necessary to balance the idea between culture and language, independently and impartially, nevertheless it is essential to clarify and delimit the interaction of the languages in contact.

Paraphrasing Roswitha Fischer (2008), it may be stated that interlingual means of communication certainly has its merits, but also involves a number of problems, such as disadvantages due to the lack of language proficiency, the diversity of cultures and their history, and the different structures and meanings of the various languages. Besides, native languages form national identities, and a country may fear being

foreignized by means of the Anglophone culture represented by its language and the influence it can exert.

It is interesting to see how languages have acquired their lexicon, Fernando Repulles (2006) presents an overview on the specific case of Medicine. It shows us that some words we use either in Spanish or English have the same origin. This is necessary to observe especially because of their historical origin. Some of those words were adopted by target languages, because there was no background for those terms in them, others, because they were used as a sophisticated way of speaking; however other English words were set into Spanish by people who may not have had any kind of education and these people just use an English word in their daily Spanish lexicon, without knowing if that word is correctly or incorrectly used. This study provides some lights to know how languages behave in presence or contact with others and how they mutually influence on each other.

Jose Oncins-Martinez (2009) shows as a result that:

Most of the thirty three examples come from the press (64 %) and from Latin American Spanish (74 %). These figures demonstrate empirically not only the importance of the press in the spread of Anglicisms –for this one, at least– but also a far greater presence of them in American Spanish in comparison with Peninsular Spanish. (p. 128)

This study shows a different point of view on the use that media gives to Anglicisms in Spanish. The results provide enough evidence to

say that there is lack of research in mass media, when it comes to publish foreign words, without studying their meaning and category. Therefore, instead of enriching Spanish this case is showing a loss of the word in both languages.

The spread of anglicisms in a language depends on how accepted they are; if so, they can enrich a language, as long as they are really studied and analyzed before they are introduced into another language. However there has always been a tendency on using them in a certain way, like a high status lexicon, taking into account the popularity and not the correctness of their use, as Monica Sim (2009) presented.

Irina Khoutyz (2008) states:

The contact of cultures in times of globalization and instant information exchange cause rapid transformations of modern languages: “the latest developments in the organization and perception of the world are reflected in the creation of new vocabulary or ascribing new meaning to ‘old’ words”. (p. 1)

The presence of English in other cultures and languages can be a good source to understand or adapt new terms, especially in those areas where it is a must: sciences.

Restating Christopher Pountain (1999), knowing the historical background of borrowings or loans from other languages to Spanish, provides us a light to know how the influence of English enriches the target language in its different aspects: lexicon, syntax, grammar, etc.

Regarding this worries that appear, Chris Pratt (1997) expresses:

This work is also considered as a reflection of the attitudes of Spanish linguistic authorities, especially the Real Academia Española, which shows itself to be a reactionary backward-looking body, incapable of incorporating much indispensable English vocabulary into Spanish.

The use of Anglicisms in Spanish is going to provoke a certain tendency to adapt not only words but also expressions from English; moreover, there are words that do not exist in either English or Spanish that are used in our language, these are the neologisms. This "lexicon" is nothing else than language vices; they are often in the wrong place, meaningless and obviously harming both languages.

## RESULTS

**Table One**

**Variable:** Cultural Magazines

Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition number	Heading	Page
La casa: Revista de la Casa de la Cultura Ecuatoriana Benjamin Carrión N° 1, 2010	rol	.. El trascendente <b>rol</b> de espacio plural..	noun	3	Autonomía e Integridad de la CCE	13
		.. Sin afectar su naturaleza ni su <b>rol</b> fundamental..				
		.. en el que ha tenido y tiene un <b>rol</b> protagónico ..				14
	liderazgo	...participar con <b>liderazgo</b> y propositivamente...	noun	1		13
	página web	.. etapa que incorpora las Redes Nacionales a la <b>pagina web</b>	noun	1	Somos los ladrillos de una casa ...	16
	rol	.. establece un <b>rol</b> de significativa importancia a la cultura..	noun	2	Hacia la nueva Ley Orgánica de Cultura	20
		.. continuará ejerciendo el <b>rol</b> que le corresponde..				
	internet	..publicados en la página de <b>internet</b>	noun	1	Informe económico...	25
	rol	.. Ni siquiera en el <b>rol</b> que desempeña la Casa..	noun	1	La historia que nos contiene	31
	membresía	... que tengan su <b>membresía</b> por ...	noun	1	Reglam. elecciones	37
	rol	... reconoce el <b>rol</b> protagónico...	noun	1	Ley del Sistema Nacional de Cultura	40
página web	..el de la <b>página web.</b>	noun	2	Informe Político	54	
	..ofrecía la <b>página web.</b>				55	

Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition number	Heading	Page	
La casa: Revista de la Casa de la Cultura Ecuatoriana Benjamin Carrión N° 2, 2009	hall	..el mismo <b>hall</b> que recorría ...	noun	1	Aquí yace un hombre bueno	7	
	flash	...y no de un <b>flash</b> con artistas y ..	noun	1			
	extra large	...todos espíritus <b>extra large</b> .	adjective	1			
	slogan	... lo convirtió en <b>slogan</b> , ...	noun	1			
	video	...ahora en <b>video</b> ...	...la proyección de tres <b>videos</b> ...	noun	2	Francisco Granizo o el vuelo...	9
	baners	...de páginas, <b>baners</b> y sobre todo..	noun	1	Las cartas sobre la mesa	21	
	marketing	...alguna oficina de " <b>marketing</b> " al servicio de ...	noun	1	La Casa de Carrión..	22	
	gasolina	...como el de la <b>gasolina</b> , ...	... <b>gasolina</b> súper, sin plomo, ...	noun	2	Tráfico en las páginas	25
							26
	western´s	...y polvorientos <b>western´s</b> en que...	noun	1		25	
	gangsters	... como de películas de <b>gangsters</b> .	noun	1		26	
	jeep	...contra los <b>jeeps</b> ...	noun	2	Tengo un Ford mustang	27	
	jean	... sin su <b>jean</b> ...	noun	1	El escarabajo que se libró de la muerte	30	
	fashions	... los <b>fashions</b> de ...	adjective	1		30	
	gasolina	... de aceite y <b>gasolina</b> una ...	noun	1		30	
	motel	... <b>motel</b> para adolescentes...	noun	1		30	
pop	..lograda por el <b>pop</b> ..	...obra emblemática del <b>pop</b> ...	noun	4		Los automóviles en las artes	33
	...el <b>pop</b> celebra...				34		
	El <b>pop</b> empleó...						
	...los artistas <b>pop</b> ...				adjective		2

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Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition number	Heading	Page
La casa: Revista de la Casa de la Cultura Ecuatoriana Benjamin Carrión N° 2, 2009	pop	..en la pintura <b>pop</b>	adjective	2		34
	rol	..que toma el <b>rol</b> cómplice...	noun	1	Donde se acaban los caminos	36
	túnel	...por el <b>túnel</b> de San Juan...	noun	3		36
		...y corre hasta el final del <b>túnel</b> ...				
		...de la boca del <b>túnel</b> ..				
	google	... el infalible <b>Google</b> ...	noun	1	Las infracciones y las infractoras	37
	blog	...artículos, <b>blogs</b> , estudios ...	noun	3		37
		Curiosos <b>blogs</b> también...				38
		...dice otra fémima en un <b>blog</b> ...				39
	desodorante	...perfume, <b>desodorante</b> , trapos..	noun	1		37
	críquet	...el vehículo es un <b>críquet</b> especialmente diseñado...	noun	1		38
	video	...con <b>videos</b> descargables...	noun	2		38
		Al pie de los <b>videos</b> curiosos...				
	web	...los curiosos " <b>Webeantes</b> " y...	noun	1		38
brother	...de acuerdo <b>brother</b> ...	noun	1	38		
celular	...o contando sus chismes por el <b>celular</b> habría menos accidentes...	noun	1	39		
trole	...en autos, en buses, en <b>trole</b> , se miran y tienen miedo...	noun	1	39		

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Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition number	Heading	Page
La casa: Revista de la Casa de la Cultura Ecuatoriana Benjamin Carrión N° 2, 2009	celular	...o contando sus chismes por el <b>celular</b> habría menos accidentes...	noun	1	Las infracciones y las infractoras	39
	trole	...en autos, en buses, en <b>trole</b> , se miran y tienen miedo...	noun	1		39
	MP3	...en el <b>MP3</b> de mi...	noun	1	Estrella de la carrete-ra	40
	rock	...en especial del <b>rock</b> ...	noun	4		40
		...los <b>rockers</b> y que tantas veces...				41
		El <b>rock</b> en español de los años ... Los <b>rockeros</b> de habla hispana...				
	heavy	...el grupo de <b>heavy</b> inglés...	noun	1	41	
	gasolina	...tanque de <b>gasolina</b> , temperatura...	noun	2	Vindicación del becerro de oro	43
		...el monstruo a <b>gasolina</b> volando...				
	caballos de potencia	Más de 2000 <b>caballos de potencia</b> bajo el capó...	noun	1		44
	papel moneda	...falta del vil <b>papel moneda</b> .	noun	1		44
	dólares	..entregando <b>dólares</b> , se lava las..	noun	6	Impresiones sobre El pueblo perdido"	45
Los tapó con <b>dólares</b> ...						
...esos millones de <b>dólares</b> los han...						
...siempre es en <b>dólares</b> .		46				
...en millones de <b>dólares</b> ...						
...algunos millones de <b>dólares</b> ...						

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Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition number	Heading	Page
La casa: Revista de la Casa de la Cultura Ecuadorian a Benjamin Carrión N° 2, 2009	loser	Un " <b>loser</b> " como dicen ellos.	adjective	1	Impresiones sobre	46
	panel	...un <b>panel</b> perfectamente...	noun	1	El premio mayor	47
	marketing	..del <b>marketing</b> y la industria..	noun	1		48
	watchman	..me advierte el <b>watchman</b> ..	noun	1	Habitante de Shangri-La	49
	flash-back	..mientras subo hago un <b>flash-back</b> ..	noun	1		49
	blazer	..por la <b>blazer</b> de un..	noun	1		49
	confort	..cierto <b>confort</b> en la isla..	noun	1		52
	shock	..gran impacto y <b>shock</b> emocional..	noun	1		53
	notebook	..en su recién comprado <b>notebook</b> ..	noun	1	Canaán	57
	skin-heads	..a dos <b>skinheads</b> ..	noun	2		58
		..a dos <b>skin</b> , y de..	noun			58
	dandy	..un <b>dandy</b> de los ...	noun	1		58
	revólver	..por supuesto eran <b>revólveres</b> ..	noun	1	58	

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**Table Two**

**Variable:** Scholarly Magazines

Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition number	Heading	Page	
ACTUALIDAD Científica y Tecnológica del Ecuador N° 1 Diciembre 2009	en línea	..la participación en línea de los..	noun	1	Formación tecnológica	11	
	software	..se apoyan en un <b>software</b> de altísimo nivel..	noun	1		11	
	dólares	..9033945,11 <b>dólares</b> en el Programa de..	noun	1		12	
	sostenible	..una conservación <b>sostenible</b> y a la..	adjective	1	Soberanía Alimentaria	15	
	líder	.. <b>líder</b> encargado del..	noun	1		15	
	cooler	..se las transporta al laboratorio en un <b>cooler</b> ..	noun	1		16	
	sustituir	..se puede <b>sustituir</b> a la leche de vaca.	verb	1		19	
	precoccción	..se los somete a una <b>precoccción</b> en..	noun	1		Sucedáneos del pan	21
	sustitutos	..papas ecuatorianas como <b>sustitutos</b> ..	noun	1	21		
	pregelatinizar	..para <b>pregelatinizar</b> los almidones ..	verb	1	21		
	sustituyendo	.. <b>sustituyendo</b> cada una de las..	verb	1	22		
	entrevista	..hojas de vida y <b>entrevistas</b> personales..	noun	1	Opinión		23
	rol	..juega un <b>rol</b> muy importante..	noun	1		23	
	base de datos	..contar con una <b>base de datos</b> ..	noun	1	Tomate de árbol	24	
	clonados	..ser clonados para..	verb	1			
	clones	..y <b>clones</b> de cacao nacional..	Los <b>clones</b> de cacao, establecidos..	noun	2	Siembra de Cacao	33
							33
	líder	..organización <b>líder</b> en bambú..	adjective	1	Ecomateriales	41	

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Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition number	Heading	Page
ACTUALIDAD Científica y Tecnológica del Ecuador N° 1 Diciembre 2009	clones	..y <b>clones</b> de cacao nacional..	noun	2	Siembra de Cacao	33
		Los <b>clones</b> de cacao, establecidos..				33
	líder	..organización <b>líder</b> en bambú..	adjective	1	Ecomateriales	41
	junior	Investigadores senior o <b>junior</b> ...	adjective	2		41
		Investigadora <b>junior</b>				42
	reciclaje	..resultado del <b>reciclaje</b> ..	noun	1		42
	sostenible	..resultados <b>sostenibles</b> ..	adjective	1		43
	liderazgo	.. <b>liderazgo</b> que mantiene..	noun	1		Genética del Banano
	estandarizado	.. el protocolo <b>estandarizado</b> ..	adjective	1	45	
	calentamiento global	.. responsables del <b>calentamiento global</b> .	noun	1	Utilizando Hidrógeno	49
	dólar	..centavos de <b>dólar</b> ..	noun	1		50
	sostenibilidad	..la <b>sostenibilidad</b> del recurso.	noun	1		50
	computadores	televisores, <b>computadores</b> ..	noun	1		52
	gasolineras	..de hidrógeno tipo <b>gasolineras</b> ..	noun	1		53
	gasolina	..o la <b>gasolina</b> .	noun	1		53
	Fuel cells	De las celdas de hidrógeno ( <b>Fuel cells</b> )	noun	1		54
	hobby	..como <b>hobby</b> ..	noun	1		55
	calentamiento global	.. <b>calentamiento global</b> y..	noun	1	Biodiesel	57
	energía limpia	..de <b>energía "limpia"</b> y energía "verde"..	noun	1		57
	energía verde	..de energía "limpia" y <b>energía "verde"</b> ..	noun	1		57
implementación	..a cargo de la <b>implementación</b> del laboratorio..	noun	1	57		

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Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition number	Heading	Page	
ACTUALIDAD Científica y Tecnológica del Ecuador N° 1 Diciembre 2009	sustentada	..economía <b>sustentada</b> ..	adjective	1	Ethanol	62	
	sustentable	..combustible <b>sustentable</b> en..	adjective	1		62	
	gasolina	..de la <b>gasolina</b> que..	noun	2		62	
		..con la <b>gasolina</b> ..				63	
	internet	..un portal de <b>internet</b> ..	noun	2	Genética de los anfibios	66	
		..fácil acceso en <b>Internet</b> ..				67	
	página web	..la <b>página web</b> del ..	noun	1		67	
	aeropuer-tos	..de los <b>aeropuertos</b> internacionales..	noun	1		67	
	código de barras	..como un <b>código de barras</b> que ..	noun	1		67	
	calenta-miento global	..ante los efectos del <b>calentamiento global</b> ?..	noun	3		Hidro-oceano-grafía	69
		..el <b>calentamiento global</b> , el desarrollo..			70		
		..del <b>calentamiento global</b> ..					
	estandari-zada	..no se encuentra <b>estandarizada</b> .	adjective	1	69		
	software	..un moderno <b>software</b> ..	noun	2	71		
		..del <b>software</b> hidrográfico..			72		
	sostenible	..y <b>sostenible</b> de las..	adjective	1	72		
	estandari-za	..se <b>estandariza</b> y automatiza..	verb	1	Informaci-ón		75
	sustentar	..para <b>sustentar</b> la..	verb	1			75
	internet	..a través de <b>internet</b> .	noun	2			75
		..se utilizará la <b>Internet</b> y la..				76	

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Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition number	Heading	Page
ACTUALIDAD Científica y Tecnológica del Ecuador N° 1 Diciembre 2009	páginas web	..visitar todas las <b>páginas web</b> .	noun	1	Información	75
	telefonía celular	..y la <b>telefonía celular</b> para ..	noun	1		76
	bases de datos	..las <b>bases de datos</b> de las..	noun	1		76
	internet	..con <b>Internet</b> , ..	noun	1	Investigación Aeroespacial	80
	aeropuer-to	..en el <b>aeropuerto</b> de la Fuerza Aérea..	noun	2		80
		..este <b>aeropuerto</b> ..				
	inalámbricos	..son <b>inalámbricos</b> para evitar..	adjective	1		80
	robótica	..cámara <b>robótica</b> ..	adjective	1		81
	clonación	..novedades como la <b>clonación</b> humana o los viajes a Marte, ..	noun	1	Comunicación pública de la Ciencia	85
	internet	..disponible en <b>Internet</b> , a través..	noun	2	La ciencia y la tecnología se abren espacio en la red	91
		..el mundo de <b>Internet</b> y..				
	internau-ta	El <b>internauta</b> puede orientar..	noun	1		
	página web	..cuya <b>página web</b> es..	noun	1		
implemen-tación	Trata de la <b>implementación</b> de un centro..	noun	2	Opinión		
	Diseño e <b>implementación</b> ..					
chip	..un <b>chip</b> grabador-reproductor..	noun	1			

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Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition number	Heading	Page	
GESTION Economía y Sociedad Agosto 2010	dolarización	..nuevo sistema monetario (la <b>dolarización</b> ) y la reestructuración del..	noun	1	Migrantes ecuatorianos Vivir la crisis en tierras ajenas	18	
	dolarizando	..terminó <b>dolarizando</b> la ..	verb	1		19	
	boom	..sostener el <b>boom</b> económico..	noun	1		20	
	implementado	.. <b>implementado</b> por la Senami..	adjective	2		22	
		..fue <b>implementado</b> el programa de..				23	
	página web	..según la <b>página web</b> de la ..	noun	1	23		
	marca-país		El furor <b>marcas-país</b> se debe..	noun	10	Países convertidos en marcas	26
			..llamada <b>marca-país</b> persigue..				
			La <b>marca-país</b> puede vender todo: ..				
			..de la <b>marca-país</b> está a cargo de ..				
			..la <b>marca-país</b> es..				
			.. ,la estrategia <b>marca-país</b> ..				
			..campana <b>marca-país</b> en 2005..				
			..la difusión de la <b>marca-país</b> ..				
..antes de lanzar la <b>marca-país</b> ..							
..de <b>marcas-país</b> que existen en el ..							
marketing		..esta estrategia de <b>marketing</b> está..	noun	5		26	
		..la estrategia de <b>marketing</b> ..					
		..trabajos de <b>marketing</b> ..					

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Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition number	Heading	Page	
GESTION Economía y Sociedad Agosto 2010	marketing	..en esta aventura del <b>marketing</b> .	noun	5	Países convertidos en marcas	27	
		..plan de <b>marketing</b> integral..				29	
	fútbol	..el carnaval y el <b>fútbol</b> ..	noun	1			27
	merchandising	..material de <b>merchandising</b> ..	noun	1			27
	implementación	.. A partir de la <b>implementación</b> ..	noun	1			27
	eslogan	El <b>eslogan</b> escogido fue: ..	noun	2			28
		..un ícono y un <b>eslogan</b> ..				29	
	entrevistados	Pidió a los <b>entrevistados</b> ..	noun	1			28
	entrevista	..(ver <b>entrevista</b> )..	noun	1			29
	resorts	.. <b>resorts</b> como los..	noun	1			28
	en línea	..Registro <b>en línea</b> ..	adjective	1		29	
	CD	..en un <b>CD</b> y..	noun	1		28	
	dribling	En este último <b>dribling</b> ya ni siquiera se ..	noun	1	La gobernanza tambalea	31	
	página web	..que se publicase en la <b>pagina web</b> ..	noun	1		32	
	líder	..el invasivo <b>líder</b> venezolano y que..	noun	2	Chile, Ecuador, Perú: Diplomacia a la carta	35	
		..el <b>líder</b> ecuatoriano se..				36	
	gol	..con un <b>gol</b> en contra y ..	noun	1		36	
	second best	..llaman <b>second best</b> y nosotros..	noun	1		36	
	dolarización	..sobre la <b>dolarización</b> , la ..	noun	20	Ganadores y perdedores de la última década	38	
		..la <b>dolarización</b> puede hacerse..					
..el sistema de <b>dolarización</b> en..							
..creadas bajo la <b>dolarización</b> .							
..período de la <b>dolarización</b> ..							

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Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition number	Heading	Page
GESTION Economía y Sociedad Agosto 2010	dolariza- ción	..beneficiadas con la <b>dolarización</b> ..	noun	20	Ganado- res y perdedo- res de la última decada	39
		..triunfadores de la <b>dolarización</b> .				
		..que brinda la <b>dolarización</b> , y ..				
		..provecho a la <b>dolarización</b> sean.				
		..todo el periodo de la <b>dolarización</b> ..				
		..la <b>dolarización</b> no ha sido buena..				
		..lo contrario, la <b>dolarización</b> ..				
		..todo el periodo de la <b>dolarización</b> .				
		..beneficiado poco con la <b>dolarización</b> .				
	..al Ecuador sin <b>dolarización</b> y ..				40	
	boom	El <b>boom</b> de estas ..	noun	1		39
	manage- ment	..la teoría del <b>management</b> dice..	noun	1		41
	entrevis-tar	..para <b>entrevistar</b> a este destacado..	verb	1	Ética, Econo- mía, Política y Crisis	44
	libre mercado	..y no muy " <b>libre mercado</b> "..	noun	1		45
	dólar	..quizá el <b>dólar</b> no sea tan fuerte..	noun	1		45
dólares	..están en <b>dólares</b> ..	noun	1	45		
shock	..no hay <b>shock</b> tecnológico..	noun	1	46		
economía de la corriente	..o <b>economía de la corriente</b> principal (en inglés mainstream economics)	noun	1	46		

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Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition number	Heading	Page
GESTION Economía y Sociedad Agosto 2010	checks and balances	..ciertos controles y balances ( <b>checks and balances</b> ).	noun	2	Ética, Economía, Política y Crisis	48
		y tantos <b>checks and balances</b> , no..				
	rol	..tienen un gran <b>rol</b>	noun	2		48
		..tiene un <b>rol</b> importante en ..				
	dolarización	Operar en <b>dolarización</b> , con..	noun	8		Ni reservas ni liquidas ni disponi- bles
		..sostener la <b>dolarización</b> .				
		..de que la <b>dolarización</b> ..				
		..ponía en riesgo la <b>dolarización</b> ..			54	
		..a poder cumplir y la <b>dolarización</b> ..			55	
		..sostener la <b>dolarización</b> ?				
		..pone en riesgo la <b>dolarización</b> es..				
	..amplias reservas en <b>dolarización</b> ..					
	entrevista	..de la reforma y <b>entrevista</b> a..	noun	1	52	
	dólares	..en <b>dólares</b> acordes con..	noun	3	53	
		..en <b>dólares</b> estadounidenses..			54	
..existiendo los <b>dólares</b> de las..		54				
overnight	..plazos <b>overnight</b> ..	adjective	1	54		
dolarizó	Cuando se <b>dolarizó</b> la economía..	verb	1	55		
fútbol	..el Mundial de <b>Fútbol</b> y un ..	noun	5	ADIDAS VS. NIKE	68	
	..el Mundial de <b>Fútbol</b> en..					

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Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition number	Heading	Page
GESTION Economía y Sociedad Agosto 2010	fútbol	..el Mundial de <b>Fútbol</b> 2014..	noun	5	ADIDAS VS. NIKE	68
		..el Mundial de <b>Fútbol</b> en ..				69
		..la belleza del <b>fútbol</b> se esconde..				70
	futbolístico	..accesorios <b>futbolísticos</b> de..	adjective	3		68
		..el evento <b>futbolístico</b> más..				69
		..y equipo <b>futbolístico</b> y de..				69
	dólares	..mil millones de <b>dólares</b> , tanto..	noun	2		68
		..millones de <b>dólares</b> en..				70
	balón	.. <b>balón</b> oficial del mundial de fútbol..	noun	1		69
	internet	..número uno en <b>Internet</b> en el..	noun	3		69
		..de boca a boca por <b>Internet</b> ,				70
		..por <b>Internet</b> y había sido vista..				70
	buzz marketing	.. <b>buzz marketing</b> o mercadeo de boca a boca por..	noun	1		69
	redes sociales	..a través de <b>redes sociales</b> , en ..	noun	1		69
	mercadeo de emboscada	..el <b>mercadeo de emboscada</b> permite que la empresa..	noun	2		70
..llamada ambush marketing o <b>mercadeo de emboscada</b> ..		70				
eslogan	..con el <b>eslogan</b> ..	noun	1	70		
ambush marketing	..llamada <b>ambush marketing</b> o mercadeo de emboscada..	noun	1	70		

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Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition number	Heading	Page	
GESTION Economía y Sociedad Agosto 2010	sponsors	..haciendo valer la apuesta de sus <b>sponsors</b> .	noun	1	ADIDAS VS. NIKE	70	
	páginas web	..centenares de <b>páginas web</b> ..	noun	1	El Socialismo del siglo XXI nunca podrá funcionar	72	
	computadora	..con el uso de <b>computadoras</b> .	noun	2		74	
		..crear programas de <b>computadora</b> ..				76	
	retroalimentaciones	..de <b>retroalimentaciones</b> muy ..	noun	2		75	
		..estas <b>retroalimentaciones</b> , el..					
	sitio web	..el <b>sitio web</b> de..	noun	3			76
		..40 <b>sitios web</b> ..					77
		..pruebe al <b>sitio web</b>					
	correos electrónicos	..intercambio de <b>correos electrónicos</b> con ..	noun	1	76		
	rol	..de mi <b>rol</b> en la ..	noun	1	76		
	reciclar	..a <b>reciclar</b> papel ..	verb	1	Guardianes de la naturaleza		78
	reciclaje	..una planta didáctica de <b>reciclaje</b> ..	noun	4		78	
		..la planta de <b>reciclaje</b> ..					
		En la planta de <b>reciclaje</b> intervienen..				79	
..los clubes de <b>reciclaje</b> del..							
reciclado	..material plástico <b>reciclado</b> procedente de..	adjective	3	79			
	..comercialzarlo material <b>reciclado</b> .						
	..recibir el material <b>reciclado</b> ..						

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Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition number	Heading	Page
GESTION Economía y Sociedad Agosto 2010	web	..su negocio en la <b>web</b> ..	noun	10	Diez pautas para montar su negocio en la web	80
		..se puede encontrar en la <b>web</b> ..				
		..aprovechar la <b>web</b> para..				
		..hacer negocios en la <b>web</b> ..				
		..búsquedas por la <b>web</b> .				
		..más popular en la <b>web</b> ..				
		..diseño y desarrollo <b>web</b> ..				
		..los buscadores de <b>web</b> ..				
		..diez búsquedas en la <b>web</b> se hacen ..				
		..grandes ventajas de la <b>web</b> ..				adjective
	..con un lindo sitio <b>web</b> ..					
	..el sitio <b>web</b> debe nacer..					
	..una plataforma <b>web</b> flexible..					
	..El diseño del sitio <b>web</b> es importante..					
	..permite crear sitios <b>web</b> ..					
	..publicidad dentro del sitio <b>web</b> ..					
	..perjuicios que le ocasionen al sitio <b>web</b> .					
	..de blogs y sitios <b>web</b> ..					
	..la gran cantidad de sitios <b>web</b> ..					
	..optimización del sitio <b>web</b> ..	82				

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Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition number	Heading	Page	
GESTION Economía y Sociedad Agosto 2010	web	..sitios <b>web</b> en general ..	adjective	15	Diez pautas para montar su negocio en la web	82	
		..el sitio <b>web</b> , que ..					
		..optimizador de sitios <b>web</b> ..					
		..y debilidades de un sitio <b>web</b> ..					
	en línea	..el tráfico de su sitio <b>web</b> ..	adjective	4		..un negocio <b>en línea</b> es sencillo..	80
		..un negocio <b>en línea</b> y no morir..				81	
		..productividad <b>en línea</b> más popular..				82	
		..ponerlas <b>en línea</b> ..				80	
	sostenible	.. <b>sostenible</b> en el largo plazo..	adjective	2		.. <b>sostenibles</b> en el tiempo ..	80
		.. <b>sostenibles</b> en el tiempo ..				80	
	Internet	<b>Internet</b> ha transformado ..	noun	11		..de usuarios de <b>Internet</b> este mes..	80
		..hacer negocios en <b>Internet</b> ..					
		<b>Internet</b> no solo es un mundo que..					
		En <b>Internet</b> una idea es la base ..				81	
		<b>Internet</b> es un canal con ..					
		..de <b>Internet</b> como plataforma ..					
..más exitosa en <b>Internet</b> es..							
..el alcance global de <b>Internet</b> , que ..		82					
..buscando en <b>Internet</b> en..							

Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition number	Heading	Page
GESTION Economía y Sociedad Agosto 2010	internet	..algo que diferencia a <b>Internet</b> de los..	noun	11	Diez pautas para montar su negocio en la web	82
		..plan de negocio <b>internet</b> ..	adjective	2		81
		..plan de negocio pizzería <b>internet</b> ..	adjective			
	correo electrónico	..a usar el <b>correo electrónico</b> ..	noun	2		80
		..una cuenta de <b>correo electrónico</b> ..				81
	rol	..cual será el <b>rol</b> de la red para el ..	noun	2		81
		..cumplen un <b>rol</b> clave ..				82
	la red	..el rol de <b>la red</b> para el desarrollo..	noun	1		81
	software	Invertir en <b>software</b> de ..	noun	3		81
		..instalar <b>software</b> y actualizaciones..				
		..por medio de <b>software</b> comercial o gratuito.				
	chats	..realizar <b>chats</b> , ..	noun	1		81
	blogs	..foros, <b>blogs</b> , etc.	noun	3		81
		..de <b>blogs</b> y sitios..				82
		..como en <b>blogs</b> , ..				
dólares	..pocos cientos de <b>dólares</b> mensuales.	noun	1	82		
gadget	..un pequeño <b>gadget</b> ..	noun	1	82		
offline	..en el mundo <b>offline</b> esto ..	adjective	1	82		
clic	..dé <b>clic</b> en el optimizador de ..	noun	1	82		
sosteni-ble	..comercio justo y <b>sostenible</b> ..	adjective	1	Un proyecto para artesanas..	84	

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**Table Three**

**Variable:** General Interest Magazines

Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition number	Heading	Page
Estadio, Abril 2010	futbolistas	...la numerosa lista de <b>futbolistas</b> ecuatorianos...	noun	1	Repatriación	7
	rol	...tienen un <b>rol</b> estelar en sus clubes ..	noun	1		7
	clubes	...tienen un rol estelar en sus <b>clubes</b> ..	noun	4		7
		...van a ganar sus respectivos <b>clubes</b> ...				
		...aportar al progreso de los <b>clubes</b> nacionales. ... de los mejores <b>clubes</b> de Sudamérica...				
	club	...frecuencia en su nuevo <b>club</b> , ...	noun	1		7
	fútbol	... en el <b>fútbol</b> internacional...	noun	8		7
		... al <b>fútbol</b> más competitivo...				
		... emigrar al <b>fútbol</b> chileno...				
		... donde los grandes del <b>fútbol</b> ...				
Del <b>fútbol</b> brasileño regresaron Luis ...						
... decidió regresar al <b>fútbol</b> nacional ...						
...en el mejor equipo de <b>fútbol</b> belga, ...						
...del poderoso PSV del <b>fútbol</b> holandés..						
goles	...esperaban más goles de él, ...	noun	2	7		
	...para mejorar los 2 goles que ...					

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Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition number	Heading	Page
Estadio, Abril 2010	goleador	...anotado Cameron Jerome, <b>goleador</b> del equipo, ...	noun	2	Repatriación	7
		...nada tiene que ver el <b>goleador</b> ecuatoriano.				
	goles	...Samudio de los <b>Goles</b> .	noun	11	San Juan Samudio de los Goles	8
		...Samudio, que meta <b>goles</b> ...				
		...surge llena de <b>goles</b> y sorpresas.				
		Cuando iba por los 99 <b>goles</b> , todos ...				
		...es buscar los <b>goles</b> para que el equipo ...				
		...jugar y marcar <b>goles</b> , ...				9
		...del puntero y sus <b>goles</b> fueron ...				
		...meter <b>goles</b> para el equipo y salir ...				
		...luego de que los <b>goles</b> de ...				
		goleadores				Los <b>goles</b> se los dedicó a mi papá ...
	...para definir los <b>goles</b> , se opone ...					
	fútbol	... también los <b>goleadores</b> pasan ...	noun	2	San Juan Samudio de los Goles	10
		...fue a probar la vida del <b>fútbol</b> .				
	gol	...momentos en el <b>fútbol</b> Paraguayo.	noun	3	San Juan Samudio de los Goles	8
		"El <b>gol</b> tiene nombre: Samudio"				
...con un <b>gol</b> en la Noche Amarilla ...						
	...en cada jugada, en cada <b>gol</b> .				9	
					10	

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Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition number	Heading	Page
Estadio, Abril 2010	goleador	Juan Samudio es el <b>goleador</b> de ...	noun	9	San Juan Samudio de los Goles	8
		Es el actual <b>goleador</b> del equipo ...				
		...en el <b>goleador</b> histórico de ...				
		Es el <b>goleador</b> histórico de ...				9
		...es el actual <b>goleador</b> del ...				
		Es un <b>goleador</b> nato, también ...				10
		...el secreto de un <b>goleador</b> histórico activo? ...				
		...ofensiva, un <b>goleador</b> neto ...				
		..como todo buen <b>goleador</b> recuperará..				
	antidopaje	Un control <b>antidopaje</b> positivo..	adjective	1	La levanta-da de "Gambetita" Arroyo	12
	futbolista	...con su carrera como <b>futbolista</b> ; ...	noun	2		12
		"Fui <b>futbolista</b> desde que nací...				12
		...seguir madurando como <b>futbolista</b> ...				14
	doping	...un <b>doping</b> positivo, pudo ...	noun	2		12
		...el examen anti- <b>doping</b> en un ...				13
	balón	A los 5 años ya corría con el <b>balón</b> ...	noun	1		12
	goles	...sobre todo cuando se inspira y hace <b>goles</b> ...	noun	3		12
		Al poco tiempo debutó con dos <b>goles</b> ..				14
...dos de los <b>goles</b> con los que se ...		13				
		13				

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Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition number	Heading	Page	
Estadio, Abril 2010	fútbol	...actores del <b>fútbol</b> ecuatoriano...	noun	10	La levanta-da de "Gambeti-ta" Arroyo	12	
		...con el <b>fútbol</b> en mis pies!"					
		"Con el <b>fútbol</b> en los pies"					
		...solo para jugar al <b>fútbol</b> ...				13	
		...lo lanzó al <b>fútbol</b> de primera división...					
		"El <b>fútbol</b> no es fácil..					
		Soy un apasionado del <b>fútbol</b> ...					
		... tengo dos vicios: el <b>fútbol</b> y...					
		Soy un apasionado del <b>fútbol</b> ...					
	...y como siempre regresa al <b>fútbol</b> : ...	14					
	gol		...y gracias a Dios me salió un <b>gol</b> ...	noun	5	Una pasión en creci - miento	13
			Primero convirtió el <b>gol</b> con el que...				
			Le dediqué el primer <b>gol</b> , porque tenía				
			... fue el <b>gol</b> del campeonato.				
		...dediqué el <b>gol</b> a mi esposa Wendy...	14				
	playstation	..tengo dos vicios: el fútbol y la <b>playstation</b> ..	noun	2	14		
		Juego la " <b>play</b> , en las concentraciones...					
fútbol	..es trabajar el <b>fútbol</b> al revés..	noun	4	16			
	..jugadores de <b>fútbol</b> ..				17		
	..proyecto de <b>fútbol</b> ..				17		
	... escuela de <b>fútbol</b> que tiene ...				18		

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Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition number	Heading	Page
Estadio, April 2010	club	...el <b>club</b> tiene un moderno complejo...	noun	12	Una pasión en crecimiento	16
		...las divisiones del <b>club</b> , desde ...				16
		El <b>club</b> tiene edificios de ...				16
		...en la pensión del <b>club</b> se les brinda ...				16
		presidente de marketing del <b>club</b> ..				16
		...le dedican al <b>club</b> es evidente ...				16
		... gerente del <b>club</b> .				16
		...sábanas con el escudo del <b>club</b> ...				17
		... directivo del <b>club</b> .				17
		ilusiones de este <b>club</b> ...				17
		El <b>club</b> maneja también una ...				18
		El objetivo principal del <b>club</b> es ...				18
	clubes	Hay grandes <b>clubes</b> del Ecuador ...	noun	2		16
		..da cátedra a <b>clubes</b> de trayectoria..				18
	futbolístico	...entrenamiento <b>futbolístico</b> ...	adjective	1		17
	confortables	son <b>confortables</b> , poseen televisión ...	adjective	1		17
	televisión por cable	poseen <b>televisión por cable</b> y cada ...	noun	1		17
	futbolista	..a la vida del retirado ex <b>futbolista</b> ...	noun	1	El "Bombillo" que no se apaga	20
	goleador	..por ser el <b>goleador</b> de esa temporada ...	noun	1		20
	goles	... y con <b>goles</b> de ...	noun	2		
De los tantos <b>goles</b> ...						
internet	... sigue a Emelec por <b>internet</b> ...	noun	1			21

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Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition number	Heading	Page
Estadio, April 2010	goles	... marcha de <b>goles</b> sin precedente...	noun	5	Gigan -tesco MESSI	22
		... hizo 2 <b>goles</b> al Almería ...				
		... y con 4 <b>goles</b> aniquiló al ...				
		... sus 4 <b>goles</b> al Arsenal ...				
		... anotando 5 <b>goles</b> , 4 de estos ...				
	hat-trick	... un <b>hat-trick</b> en la Liga española ...	noun	2		22
		... de los <b>hat-trick</b> en la Liga española ...				
	golazo	... gracias al <b>golazo</b> del holandés ...	noun	1		22
	goleador	... liderado por el <b>goleador</b> argentino ..	noun	1		22
	liderado	... Lyon, <b>liderado</b> por el goleador ...	verb	1		22
	gol	...servirle el <b>gol</b> de campeonato..	noun	1	23	
	ranking	..en el <b>ranking</b> de la FIFA detrás..	noun	1	HOLANDA La "Naranja Mecánica" quiere el título	24
	guiados	...cuando <b>guiados</b> el legendario ...	verb	1		24
	liderado	...dueños de casa <b>liderados</b> por el ...	verb	2		24
		...a Japón, <b>liderado</b> por el fantasista ...				25
	goleador	... por el <b>goleador</b> Gerd Muller.	noun	2		24
		... del <b>goleador</b> Samuel Eto'o.				25
	fútbol	Nos deleitaron con su <b>fútbol</b> y ...	noun	5...		Salón de la fama
		... al salón de la fama del <b>fútbol</b> , ...				
		... volvió al <b>fútbol</b> ...				

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Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition number	Heading	Page
Estadio, April 2010	fútbol	...en el <b>fútbol</b> de ...	noun	...5	Salón de la fama	29
		... goleadores del <b>fútbol</b> ...				29
	liderazgo	... fútbol y <b>liderazgo</b> en la década de ...	noun	2		28
		El <b>liderazgo</b> , la presencia y el ...				28
	líderes	... encontrar a estos <b>líderes</b> , sin ...	noun	1		28
	gol	... anotó el <b>gol</b> que ...	noun	1		28
	goles	... anotó 233 <b>goles</b> en 415 partidos..	noun	7		29
		.. marcó 352 <b>goles</b> ...				29
		... (56 <b>goles</b> ) máximo goleador ...				29
		... de Fiorentina (207 <b>goles</b> ) y ...				29
		... del Calcio (242 <b>goles</b> )...				29
		... en la que marcó 34 <b>goles</b> ...				29
		..321 <b>goles</b> oficiales..				29
	torneo	... fue la revelación del <b>torneo</b> ...	noun	2		28
		... en este <b>torneo</b> lo catapultó al ...				28
	goleador	..el máximo <b>goleador</b> ..	noun	4		29
		Es el máximo <b>goleador</b> en la ...				29
		... máximo <b>goleador</b> extranjero ...				29
		... uno de los grandes <b>goleadores</b> del ...				29
	goleadora	Potencia <b>goleadora</b>	noun	3		29
.. Su capacidad <b>goleadora</b> ...						
... la dupla <b>goleadora</b> más importante ...						
futbolistas	... de <b>futbolistas</b> colombianos de la ...	noun	1	29		

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Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition number	Heading	Page
Estadio, April 2010	fútbol	.. estadísticas del <b>fútbol</b> ecuatoriano ..	noun	2	Hasta siempre Coman - dante	30
		.. el <b>fútbol</b> como salvavidas ..				30
	tiros libres	.. los <b>tiros libres</b> , ...	noun	1		30
	rol	.. daba importancia al <b>rol</b> de cada uno.d	noun	1		31
	fútbol	.. el <b>fútbol</b> de alta ...	noun	3	El cielo no quiso esperar	32
		.. a nuestro <b>fútbol</b> ...				
		.. leyes después de <b>fútbol</b> ..				
	goles	.. de sus <b>goles</b> ...	noun	3		32
		.. que sus <b>goles</b> ..				
		.. anotó 17 <b>goles</b> ..				
	gol	.. marcó un <b>gol</b> en la victoria ..	noun	2		32
		.. llegó a marcar solo un <b>gol</b> ..				
	club	.. los que están en el <b>club</b> ..	noun	1		32
	entre - vista	No me gusta mucho dar <b>entrevistas</b> ..	noun	1		32
	basquetbolista	.. dinastía de <b>basquetbolistas</b> ..	noun	4	Un obsesivo del éxito	40
		.. como <b>basquetbolista</b> ..				
		.. también <b>basquetbolistas</b> de ..				
		Como buen <b>basquetbolista</b> ..				41
	baloncesto	.. el <b>baloncesto</b> en la sangre ..	noun	4		40
		.. la pasión por el <b>baloncesto</b> la ..				
.. dio glorias al <b>baloncesto</b> de ..						
previo al <b>baloncesto</b> profesional ..						
fútbol	.. el <b>fútbol</b> y los colores de su ...	noun	1	40		

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Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition number	Heading	Page
Estadio, April 2010	clubes	.. en <b>clubes</b> como ..	noun	2	Un obsesivo del éxito	41
		.. de <b>clubes</b> en 2009..				41
	liderazgo	noun	1	41		
	liderando	verb	1	41		
	punto de rotura	noun	1	Un tejano se adueña de Miami	42	
	tenista	El <b>tenista</b> estadou...	noun		4	42
		.. el único <b>tenista</b> que ha estado ...				42
		Ambos <b>tenistas</b> mantuvieron ..				42
		.. los <b>tenistas</b> afrontarán la ...				43
	masters	.. Campeón del <b>Masters</b> 1000 de ...	noun		3	42
		.. en un <b>Masters</b> para Roddick ..				42
		importante, el <b>Masters</b> de ..				43
	set	.. se impuso en dos <b>sets</b> ...	noun		2	42
		.. algunas fases del <b>set</b> inquietó a su ...				42
	tenístico	.. Su gran momento tenístico...	adjective		1	42
	torneo	.. la final de un <b>torneo</b> en el que ..	noun		1	42
	ranking	... los primeros del <b>ranking</b> ...	noun		1	42
	dólares	700 mil <b>dólares</b> ganó	noun	1	42	
	pole	.. ganó la <b>pole</b> en las dos primeras ...	noun	3	Hace temblar a los experimentados	44
		.. el más joven en alcanzar la <b>pole</b> ...			45	
... 20 carreras, 15 <b>poles</b> , 16 vueltas ...		45				
karting	.. en los autos de <b>karting</b> ...	noun	1	45		
récords	Marcó <b>récords</b> sensacionales..	noun	1	45		

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Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition number	Heading	Page		
Vistazo. April 2010	dólares	... más de 10 mil <b>dólares</b> por daños ...	noun	1	Emilio, el conde- nado	20		
	dólares	.. Valorada en ocho millones de <b>dólares</b> .	noun	1	Nada que repartir	25		
	dólares	... dos millones de <b>dólares</b> en equipos..	noun	3	Se va para México	32		
		.. 10 mil millones de <b>dólares</b> para ..						
		ascienden a unos 10 millones de <b>dólares</b>						
	snacks	encapsulados medicinales, <b>snacks</b>	noun	1	Fábricas para llevar	33		
	pickles	..frutas secas, <b>pickles</b> encurtidos..	noun	1		33		
	dólares	.. Un costo de 10 mil <b>dólares</b> ...	noun	1		33		
	online	.. Barómetro de presencia <b>online</b> ..	noun	2	Presencia en la red	33		
		.. Apariciones en medios <b>online</b> o..						
	retail	.. Industrias, <b>retail</b> y servicios..	noun	1			33	
	buscadores	..empresas en los <b>buscadores</b> ...	noun	1			33	
	ranking	... en el <b>ranking</b> de las 20 mejores ...	noun	1			33	
	web	.. todavía no relacionamos está presencia web ...	noun	1			33	
	internet	<b>Internet</b> y los nuevos medios replantean ..	noun	3			Sexualidad online	42
		lo que pasa es que el Internet las ...						
con el <b>Internet</b> ... todo es más público..								
bar	.. en un café-bar en Quito ...	noun	1	45				

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Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition number	Heading	Page	
Vistazo. April 2010	chat	El <b>chat</b> , la web cam...	noun	2	Sexualidad online	42	
		..los <b>chats</b> eróticos..					
	web cam	El chat, la <b>web cam</b> ...	noun	2		42	
		el uso del <b>web cam</b> ..					
	skype	El chat, la web cam, <b>skype</b> y las redes ...	noun	3		42	
	virtual	El sexo <b>virtual</b> podría considerarse ..	adjective	1		42	
	videos	las fotos, los <b>videos</b> , las conversaciones ...	noun	2		42	
		.. donde cuelgan sus fotos, <b>videos</b> y ...				43	
	redes sociales	la web cam, y las <b>redes sociales</b> ...	noun	3		42	
		.. en <b>redes sociales</b> eróticas ..				43	
		.. Las <b>redes sociales</b> Facebook or Hi5				43	
	swingers	.. Esta comunidad de <b>swingers</b> tiene ..	noun	2		43	
		.. Por ejemplo los <b>swingers</b> ..				43	
	geek	cultura <b>geek</b> : Ecuador 2.0	noun	2		Culture geek: Ecuador 2000	33
		los <b>geeks</b> forman parte de las ...				33	
	internet	masificación del <b>internet</b>	noun	4		44	
... marketing en <b>internet</b> ...							
incentivar el uso de <b>internet</b> ...		45					
chat	identificar una persona en <b>internet</b>	noun	2	45			
	el <b>chat</b> y las descargas ...						
blogs	... se comunica con su madre via <b>chat</b>	noun	1	45			
	... encuentran en <b>blogs</b>						
blogs	Se encuentran en <b>blogs</b> y aplicaciones..	noun	2	45			

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Magazine and Date	Anglicism	Examples	Lexical Category	Word Repetition number	Heading	Page
Vistazo, April 2010	twitter	...cuenta de <b>twitter</b> ..	noun	4	Culture geek: Ecuador 2000	45
		no se puede twitear..	verb			45
		.. Muchos <b>twitteros</b> realizan su buena acción del día..				44
		..22500 <b>tweets</b> y su..	noun			45
	CD	.. un <b>CD</b> de música ..	noun	3	Voces Legislativas	52
		.. en el <b>Cd</b> "Voces Legislativas"				
		La presentación del <b>CD</b>				
	jingles	jingles para sus campañas electorales	noun	1		
	dólares	El costo es de dos <b>dólares</b> ...	noun	1	Alabado sea el museo	61
	torneo	.. Una buena participación en un <b>torneo</b> internacional..	noun	1	Lady, Miss Ecuador 2010	66
outsider	.. El surgimiento de un <b>outsider</b> ..	noun	1	En México (II)	84	

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## STATISTICAL CHARTS

**Table Four**

### The Most Frequent Anglicisms

Anglicisms	Word repetition number
dólar(es/ización)	75
gol(es/azo/ador/eadores)	70
fútbol(ista/ístico)	55
internet	32
club(es)	22
marketing	12
líder(es/azgo)	11
marca-país	10
blog(s)	9
gasolina(era)	9
página web	9
baloncesto(basquetbolista)	8
en línea	6
pop	6
software	6
sostenible(s)	6
calentamiento global	5
chat(s)	5
tenis(ta/tico)	5
(e)slogan	4
implementa(ción/do)	4
rock(ers/eros)	4
twitter	4
correo electrónico	3
estandariza(da/do)	3
túnel	3
celular	2
hat trick	2
jeep	2
playstation	2
<b>TOTAL: 30 anglicisms</b>	<b>394</b>

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**Table Four A**

**The 10 Most Frequent Anglicisms**

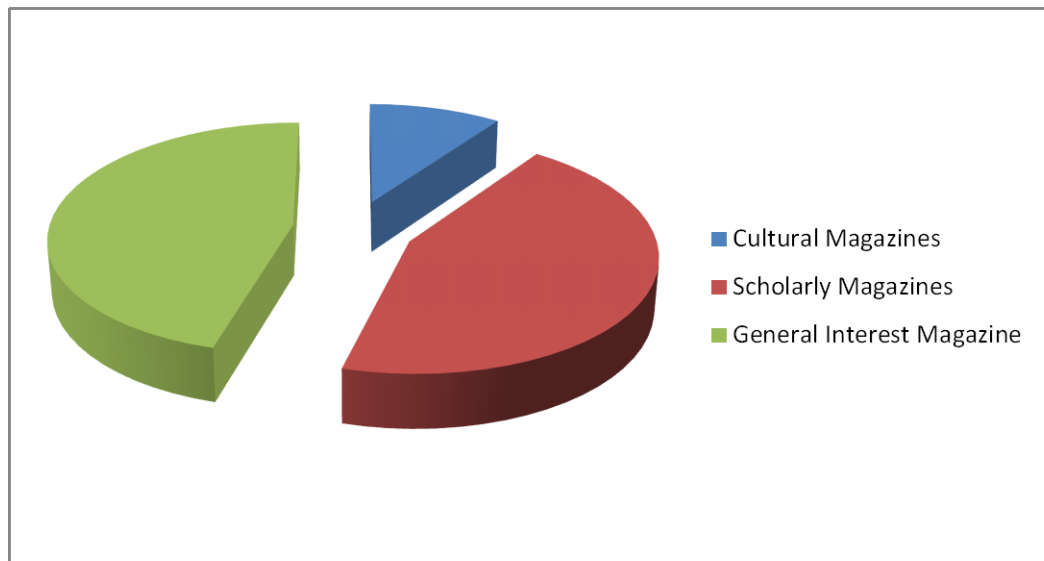
<b>Anglicism</b>	<b>Word repetition number</b>
dólar(es/ización)	75
gol(es/azo/ador/eadores)	70
fútbol(ista/ístico)	55
internet	32
club(es)	22
marketing	12
líder(es/azgo)	11
marca-país	10
blog(s)	9
gasolina(era)	9
<b>TOTAL: 10 anglicisms</b>	<b>305</b>

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**Table Five**

**Comparison among variables**

	<b>Variable</b>	<b>f</b>	<b>%</b>
ANGLICISMS	Cultural Magazines	39	9,89%
	Scholarly Magazines	175	44,42%
	General Interest Magazine	180	45,69%
	<b>Total</b>	<b>394</b>	<b>100%</b>



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

This coming section consists of a syntactic, semantic and morphological analysis of the 10 anglicisms most commonly found in some Ecuadorian Magazines, which fulfill the features set and according to the three variables considered for this research: Scholarly, Cultural and General Interest magazines.

The most representative anglicisms of each variable have been chosen due to their relevance and influence on Spanish spoken, written and read in Ecuador.

This analysis shows the diverse changes that some of these anglicisms have gone through to become part of the Spanish Language, especially in written Spanish; and it also embodies those words that have not been accepted in our language, but have influence on it.

After the analysis of the anglicisms subject of this work, an interpretation of the results will be shown, to finally give the respective conclusions of this research.

### **Baloncesto**

Sports have been a rich source of barbarisms, mainly sports that have been invented by or introduced by English speaker communities to the world. Regarding to this study, a big number of anglicisms has been imported in order to meet specific terms and ideas that, in spite of having Spanish equivalents, make more sense or are “sophisticated”. However, there are some other terms that have been used indifferently in either of the languages which concern to this study.

“**Basketball**” is defined by the *Oxford Advanced Learner’s Dictionary* as *a game played by two teams of five players, using a large ball which players try to throw into a high net hanging from a ring*. This noun has been accepted by the RAE and its definition is widely known. Nevertheless, the analysis of it is necessary due to the form it has adopted in the host language: “**baloncesto**”, this noun is a sample of *calques*. “**Balón**” is the Spanish equivalent for “**ball**” and “**cesto**” is the Spanish for “**basket**”, then according to the Spanish Morphology, the noun “**cesto**”, which is considered a qualifying noun, is placed after the noun “**balón**” that is the qualified noun.

Although “**baloncesto**” has been adapted to Spanish, the word “**basquetbolista**”, that names the person who practices this sport, has become part of the sport Spanish lexicon; for this purpose “**basketball player**” has suffered some modifications, such as: “**basket**” was

changed to obtain the Spanish term “**básquet**”. The letter “**k**” for instance is replaced by the cluster “**qu**” to produce the same phoneme, besides the stress mark “**´**” has been added to the syllable “**bás**” to fulfill the Spanish morphologic rules. Then, the word “**ball**” that produces the sound /bol/ has been modified with the suffix “**ista**” to get the Spanish word “**basquetbolista**”, which omits the stress mark owing to the length of the word which does not allow to have a stress mark in such long words as this. Despite of all the changes and its use, this word has not been accepted by the RAE.

It is interesting to see how words like this have traveled from one language to another, enriching the destination language formally or informally. This fragment can be read in *Estadio Magazine*: “...*también basquetbolistas de...*” here this noun, in spite of not being accepted by the RAE, has gone through a morphologic change to pluralize this noun by putting the suffix “**s**”.

### **Blog**

According to the definition of this term given in the *Longman Dictionary of Contemporary English*, **blog** is a web page that is made up of information about a particular subject, in which the newest information is always at the top of the page. This word is a noun which refers to a website or web page on which opinions are posted by people. This noun has been equally found in the three variables, with the same occurrence percentage, function and meaning as in English. This term has been

widely accepted and used by people; however, it has not been found in the *Diccionario de la Real Academia de la Lengua Española* (DRAE). Therefore, we can say that the writers use this word being aware of its meaning and function, without regarding of this word acceptance by the *Real Academia de la Lengua Española* (RAE).

With the following examples, found in “*La Casa*” Magazine, this word and its function, as well as its meaning have been analyzed:

- *Curiosos **blogs** también dan cuenta de...*
- *...dice otra fémina en un **blog**...*

Here, the word “**blog**” is being used as a noun; its syntactic, semantic, phonological and morphological functions have been respected. Since this word has not been accepted by the RAE, its meaning has been kept, as well as its lexical category, phoneme, its pluralization rule, etc., but the real reason of this word adaptation into Spanish is because there is not an equivalent in Spanish for this term, together with the common use of this term in different fields mainly of communication.

This word is an example of an English term that has become part of our language to enrich it, because it fulfills the necessity to express this modern term that has appeared due to the new technology tools use.

***Calentamiento global***



This noun is a loan translation from “**Global warming**”, the same that is defined by the *Merriam-Webster Online Dictionary* as “*an increase in the earth's atmospheric and oceanic temperatures widely predicted to occur due to an increase in the greenhouse effect resulting especially from pollution*”. This is a compound noun that appears due to the scientific needs in the ecologic field. Its corresponding Spanish equivalent is composed by two words whose origin is the Latin, however, this term is an anglicism because it was first used in English and then lent to all languages all over the world. “**Global warming**” has become “**Calentamiento global**” because of the complete acceptance that the RAE has given to this term.

The original words have not suffered morphologic alterations, since “**calentamiento**” has its equivalent in Spanish and “**global**” is a word that is found in both English and Spanish languages with the same features for being a Latin word that is part of their lexicons.

This noun is a sample of how words that separately are not anglicisms can become one when they are combined, especially for specific purposes like science or technology.

### **Celular**

This is one of some anglicisms that have been introduced to Spanish, in spite of having a different origin: Latin. It has become an anglicism for means of science and technology. The *Oxford Advanced Learner's Dictionary* defines a “**cellular phone**” as *a telephone that does*

*not have wires and works by radio, that you can carry with you and use anywhere.*

“*La Casa*” Magazine publishes: “...o contando sus chismes por el **celular**, habría menos accidentes...” this noun is shown keeping the same linguistic features as in English, but in its morphology.

Its morphology has been modified due to a phonologic reason: the cluster “**ll**” was modified because it produces a different sound in each one of the languages involved, so it was substituted by “**l**” to obtain the sound required. This noun is another term that has traveled to Spanish for technologic reasons to enrich its lexicon.

### **Chat**

This is the definition given by the *Merriam-Webster On-line Dictionary* for the noun “**chat**” is an *online discussion in a chat room; also, an instance of such discussion participate in computer chats*. This noun has come to be part of the Spanish informal lexicon, since it has not been accepted by the RAE yet. However it is widely used by people who belong to different groups.

In spite of not being accepted by the RAE, this term has been modified with suffixes like, “**ear**” in the conjugation “**chatear**” and “**s**” in the plural “**chats**”. The following example was written in “*Gestión*” Magazine: “...realizar **chats**...” This example shows the way in which this term is giving the idea of “have conversations on line”. So, it is fair to say that this noun has come to Spanish to help us express an idea

widely known in different social, cultural, technologic and even in some scientific fields.

### **Club**

The *Macmillan Dictionary* defines **club** as *an organization for people who have a common interest in a particular activity or subject*. This anglicism has been part of the Spanish Language for long time and it has been accepted by the RAE, therefore its contribution to the Spanish lexicon has been important. It has its own Spanish definition and it has preserved its original morphology; however, its phonology has obligatorily varied due to the difference in vowels sound production between English and Spanish phonologic rules.

This phrase was found in “*Estadio*” Magazine: “...el **club** tiene un moderno complejo...”, and this other one in the same issue: “*Hay grandes clubes del Ecuador...*” Since this countable noun has been fully accepted in Spanish, it has been morphologically modified for the purpose of producing its plural form “**clubes**”, for this purpose the suffix “**es**” has been added to the noun “**club**”, according to the morphemic Spanish rules. Its contribution to Spanish lexicon has no discussion.

### **Correo electrónico**

This noun is the Spanish loan translation for the English “**e-mail**”. It is a noun product of the technologic advances that have created this new way of communication. The definition given by the *Merriam-Webster On-line Dictionary* is *a means or system for transmitting messages*

*electronically (as between computers on a network); and, messages sent and received electronically through an e-mail system.*

This compound noun comes from the terms “**electronic**”, from the Greek “*elektron*”, and “**mail**” which means *material sent or carried in the postal system*. The resultant term refers to the electronic messages sent between computers connected through internet.

This fragment was found in the magazine “*Gestión*”: “...intercambio de **correos electrónicos** con...”, It is a compound noun formed by the noun “**correo**” and an adjective “**electrónico**”, following the Spanish morphologic system, both terms can be pluralized.

### ***Dólar***

This noun has been adapted and accepted by the RAE and it is one of the anglicisms which has a very wide use in the language in our country. It is important not to forget that this word’s use has become more frequent in Ecuador since 2000 when our country adopted this foreign currency as its national currency.

The following example: “...quizá el **dólar** no siempre sea fuerte...” has been found in the “*Gestión*” Magazine. This noun has just suffered a morphological variation from its original form: “**dollar**” to the “**dólar**” form adapted to Spanish. This adaptation has fundamentals first, due to the phonetic Spanish rules that register a different sound for a double consonant or cluster. That is why in the syllable “**llar**”, one “**l**” has been left out of the original term “**dollar**” in order to keep the original sound

of this word. Besides, according to the Spanish orthography, stress mark was added to this word on its first syllable to give it a similar sound to the original one. It is not meaningless to say that this word has been globally used for long time because of the known influence of the USA in the modern economic and technologic fields, and for widely known reasons in our country. So, this term has also been subject to changes according to the necessities and use required.

**Dólares** for instance, refers to the plural form of this noun, that according to the orthographic Spanish rules which point the use of “**es**” to pluralize those words ending in “**r**”. The example bellow was found in “*Vistazo*”: “*Valorada en ocho millones de **dólares**...*”. The word “**dólares**” has its English equivalent form “**dollars**”, and keeps its syntactic and semantic features.

Other words like the verb “**dolarizar**” or the noun “**dolarización**” have their corresponding English form and their syntactic and semantic characteristics similar to their English origin. However, the verb “**dollarize**”, derived from “**dollar**”, has been morphologically modified, by adding the suffix “**izar**” to transform the noun “**dólar**” into a verb, besides to fulfill this transformation, the stress on the first syllable “**dó**” is left out.

### ***En-línea***

It is a compound noun that has been adopted by the RAE due to the technological advances which enable us to have faster means of

communication worldwide. One of these new means is the noun “**online**”, that is defined by the *Oxford Advanced Learner’s Dictionary* as: *to connected to, served by, or available through a system and especially a computer or telecommunications system (as the Internet) <an online database>; also: done while connected to such a system <online shopping>.*

This loan translation, “**en-línea**”, has kept most of the features its English root has. The most important changes it has gone through are seen in the syllable “**on**” changes into “**en**”. Then, “**line**” has been added the letter “a” at the end, and the stress mark “´” has been placed on the letter “i” because the Spanish Orthography states that the two syllable words that end in vowel need to be stressed, to finally obtain the word “**línea**”.

### **Eslogan**

This English term has been found in the magazines subject to this study in its English original form “**slogan**” and in its translation in Spanish “**eslogan**”. Its definition, found in the *Merriam-Webster Learner’s Dictionary On-Line*, is *a word or phrase that is easy to remember and is used by a group or business to attract attention*. This noun has been accepted and given a definition in Spanish by the RAE, it means its contribution to the Spanish lexicon is certain.

Being accepted by the RAE, this word has been morphologically and phonologically modified for a very important reason. The Spanish

phonology does not register a sound that starts with the cluster “**sl**”, as in the case of “**slogan**”, therefore, the prefix “**e**” has been added to this noun for the purpose of forming its equivalent in Spanish. However this term is sometimes written in either way, for instance:

- “...lo convirtió en **slogan**...”
- “El **eslogan** escogido fue...”

In the first register “*La Casa*” Magazine includes the English word “**slogan**”, where this term is written in a Spanish context, with absolute normality since this word is widely known in the host language; and, the second register in “*Gestión*” Magazine presents the Spanish term “**eslogan**” with the same normality as in the case above shown. Differently from its use, its importance is irrefutable.

### ***Estandariza***

If there are examples of clearly recognizable contribution from English to Spanish, this verb is one of those. The verb “**standardize**” is widely known and used in diverse fields of Science, Statistics, Economy, Normalization, etc. The *Macmillan Dictionary* defines it as, *to make all the things of a particular type have the same features or level of quality.*

Since this term has become part of the Spanish lexicon, this verb has gone through some changes in its morphology. For instance, the sound of the syllable “*stan*” does not exist in Spanish, so, the suffix “**e**” has been added to produce a sound that exist in Spanish. Then, the letter “**d**” in “**standardize**” has been omitted due to the Spanish

morphology rules, and the Spanish suffix “*izar*” replaces the English suffix “*ize*” to obtain the verb “*estandarizar*” which has the same semantic and syntactic features as its English root. However, as in English, the Spanish conjugation of this verb can yield an adjective, like “***estandarizado***”, and not only do adjectives have number, as exposed above (see: *sostenibles*), but also they have gender, according to the Spanish syntactic and morphologic systems.

This verb and its variations have been found three times and coincidentally in the same magazine: “*Actualidad*” which belongs to the *Scholarly Variable*. As a verb, it was found in the next fragment: “...*se estandariza y se automatiza...*”, here this verb presents a singular conjugation, totally different from any English conjugations because of the addition of the preposition “*se*” before the verbal form. As an adjective it has been found in two entries: “...*el protocolo estandarizado...*” and “...*no se encuentra estandarizada.*” It is normal to place adjectives after nouns according to the Spanish Syntax.

### ***Fútbol***

This noun has its equivalent in English, ***football***. The *Macmillan English Dictionary* defines ***football*** as *a game in which two teams of eleven players kick a round ball and try to score goals*. This noun has gone through different transformations to be adapted in our language. To get this goal the morphology of this word has been modified. First, the diphthong “***oo***” in the first syllable was changed because its sound



in Spanish is totally different from the original sound in English. That is why this diphthong was replaced by “**u**” that registers the same sound as the original word has. Then the letter “**a**” in the second syllable has been turned into an “**o**”, to reach a similar sound to the English one. Finally, as the cluster “**ll**” at the end of a sentence is not found in the Spanish phonologic, grammatical or morphological systems, it was substituted by a simple “**l**”. Furthermore, this word has been added stress mark on the first syllable to generate a very close pronunciation to its original one.

In examples like this “...*fue a probar la vida del **fútbol**...*” (*Estadio*) are really common to have registered in our communication system and mainly in mass media. As this word has been accepted by the RAE, it has its own syntactic, semantic, phonetic and morphologic Spanish identity, so, this English word has come to enrich our Spanish lexicon.

This word is part of the lexicon of many people in our country. Consequently, words like “**futbolístico**” that is an adjective, “**futbolizar**” which is a verb and the noun “**futbolista**”, among others become part of our daily language use.

The noun, subject of this analysis, has suffered such changes because it is kept as the root for words like the adjective “**futbolístico**”, where the noun “**fútbol**” is added the suffix “**ístico**” and the stress is placed in the third syllable, since Spanish phonologic rules demand the presence of stress in no farther than the antepenultimate syllable.

Another word is the verb “**futbolizar**” that has had two important changes from the original “**fútbol**”; they are: the omission of the stress in the first syllable, since the stress registered in the new word is phonologically placed in the ultimate syllable; and the addition of the suffix “**izar**” to meet the morphologic Spanish rule that points the presence of the suffixes “**ar**”, “**er**” or “**ir**” for verbs.

It is clear that this word has traveled and become part of our language to enrich it, by giving a new term to our lexicon.

### **Gasolina**

It is a noun defined by the *Merriam-Webster Dictionary* as *a volatile flammable liquid hydrocarbon mixture used as a fuel especially for internal combustion engines and usually blended from several products of natural gas and petroleum.*

Its original English form “**gasoline**” has experienced a slight transformation into “**gasolina**” in Spanish, keeping its phonology, semantic and syntactical functions. The letter “**a**” in the Spanish term has replaced the letter “**e**” from the English term. However, the word whose use is permanent in Spanish, has another registered use in English, this word has been abbreviated to “**gas**” when referring to the fuel used in engines. The example “...*tanque de **gasolina**...*”, found in “*La Casa*” Magazine, presents this word in the same lexical category as in their original: an uncountable noun; therefore, this game shows no semantic or syntactic change.

It has also been modified to fulfill some needs, such as: “**gasolinera**” that names the place where **gasoline** is sold. To get this definite form, the suffix “**era**” has been placed at the end, replacing the letter “**a**”. This is a clear example of how technologic necessities can introduce new terms into a host language.

### **Gol**

“**Gol**” is defined as *the point or points that you score by putting a ball into a goal* by the *Macmillan English Dictionary* (2006). This word, together with the above mentioned “**fútbol**”, has been part of our daily language at the same time. Considering its etymology “**goal**”, it is noticeable the morphologic change this term has had, necessary change because of its phonological production in our language. According to the phonetic rules, the diphthong “**oa**” does not accomplish the phonological sound that the original has, for this reason this diphthong is transformed into an “**o**” which precisely yields the necessary sound in Spanish for this anglicism. This example “...*marcó un **gol** en la victoria...*” found in the “*Estadio Magazine*” helps observe the features this word has. It also clarifies that this word has not changed its syntactic use because it keeps being a non countable noun in Spanish as it is in English. However, it is important to say that not only does this word have a meaning, but also some meanings; under the same form without a change it may be: a verb that describes the action of scoring; or a

noun referring to the space where a goal is scored and also as an objective set by someone.

This noun maintains the same functions in Spanish as in English when used as a sport term. From this “**gol**”, several other words can be formed, e.g. “**goles**” that is its plural form which is obtained by adding “**es**” to the noun; “**golazo**” that is a superlative noun formed by the addition of the suffix “**azo**”; “**goleador**” term that refers to a person who scores in a game that comes from adding “**eador**” according to the Spanish morphologic rules which point to add “**dor**”, “**ador**”, “**eador**”, etc. to nouns or verbs, with the purpose of obtaining the qualifying noun for people or professions; “**golear**” that is a verb, the suffix “**ear**” was added to form the verb with the base “**gol**”; among others.

It could be important to remark that this anglicism has become part of the Spanish language due to the necessity to fill a gap impossible to fill with a Spanish word, consequently enriching the Spanish lexicon.

### ***Hat trick***

A “**hat trick**” is defined by the *Merriam-Webster Dictionary* as: *the scoring of three goals in one game (as of hockey or soccer) by a single player*. This noun has become part of the Spanish lexicon because it is part of the vocabulary specifically used for soccer written articles and soccer transmissions.

This term is an example of a group of anglicisms that are usually applied in Spanish without caring for a possible equivalent in the host

language, but they are just adopted and used without any concern. It has proved so successfully used that it has come to enrich Spanish Language by covering a gap, which could not probably be done in Spanish with the same accuracy.

### ***Implementación***

This noun is a loan translation which has been adopted and totally accepted in Spanish by the RAE. The English term “***implementation***” has been morphologically altered for phonologic purposes, since the syllable “***tion***” does not have production in Spanish phonemics when it is in the last syllable; the letter “***t***” is replaced by the letter “***c***” and according to the orthographic Spanish rules, the stress mark “***´***” is set over the letter “***o***” to obtain the syllable “***ción***”, which completes the word “***implementación***”. The Scholarly Variable in “*Actualidad*” Magazine registers: “...a cargo de la ***implementación*** del laboratorio...” where this noun appears meeting the same features its English root has.

Besides, the adjective “***implementado***” is found in the same magazine’s article. Both words are derivations of the verb “***implentar***”, whose English root is “***implement***”, that has been morphologically modified to get the noun and the adjective found. This term has contributed to improve the technologic and scientific fields.

### ***Internet***

According to the *Longman Dictionary of Contemporary English*, “**internet**” is a computer system that allows millions of computer users around the world to exchange information.

This noun has appeared and grown strongly in the last decade owing to the technologic boom of computers and electronic communication devices. It came from English in the same way we know it to Spanish, thanks to the globalizing world we live.

It is really important to analyze this word because it is a compound noun, formed by the fusion of two languages: Latin and English. The prefix “**inter**” comes from Latin and means *between*, *among*, and as Latin is one of the root languages of Spanish, this prefix is also found and used in Spanish, with the same function and meaning as it is used in English. The noun “**net**” which is an English word that refers to *a system in which a set of computers are able to communicate with each other* has its equivalent in Spanish language. It can be said that the term to analyze is “**net**” and this English word has become part of our language without any change, keeping its syntactic, semantic, morphological and phonological features.

This example “...**Internet** y los nuevos medios plantean...” found in “*Vistazo*” Magazine helps to confirm that this word has the same features in English as in Spanish and it is a clear example of a borrowing that has come to make the Spanish lexicon richer.

**Jeep**

According to the definition given by the *Merriam-Webster Dictionary*, a **jeep** is *a small general-purpose motor vehicle with 80-inch wheelbase, ¼-ton capacity, and four-wheel drive used by the United States Army in World War II; also, a similar but larger and more powerful United States army vehicle*. From the definition of this noun, it is noticeable that this word was first used as far as 65 years ago, however it hasn't been accepted by the RAE yet. This word is a clear example of a group of anglicisms that form part of the colloquial Spanish lexicon, in spite of not being accepted by the RAE.

“*La Casa*” Magazine in one of its articles expresses: “...*contra los jeeps...*”, fragment in which it is possible to see that this word has plural form, plural form obtained by applying its original English morphologic norm which indicates that “**s**” must be added to produce the plural form of nouns.

### **Líder**

According to the definition given by the *Macmillan Dictionary* a “**leader**” is *someone who is responsible for or in control of a group, organization, country, etc.*

The word “**líder**” has its original English form “**leader**”; this word has gone through some modifications to reach the result form it has in Spanish. First, the diphthong “**ea**” is replaced by “**í**” to match the original English sound the word has, and taking into account the Spanish graphemic rules, the stress mark “**´**” should be placed over “**í**”.

This word is an interesting case to analyze because it can be modified in several ways, to have different words like:

“**liderar**” that is the corresponding verb for “**líder**”. To have the verb, the noun has been added the syllable “**ar**” following the Spanish rules that demand this ending. In addition, the stress mark placed over “**i**” is dropped due to the change of stress within the word, that changes from initial to final position. Comparing to its equivalent in English “**lead**”, this verb has undergone a complete transformation process.

The noun “**liderazgo**” has the root “**líder**” and it was added the suffix “**azgo**” to obtain this noun that refers to the capacity a person can have to guide, control or manage. Besides the omission of the stress mark “**´**”, owing to the change of stress in the sentence because of the change in length the word has suffered and the phonological Spanish sound rules.

### **Marca-País**

Throughout the history, there have been a lot of anglicisms that have traveled to Spanish. Some of these words have specific purposes in special moments in the history to become part of Spanish lexicon. The new tendencies in marketing have created this concept of “**country branding**” with the sole purpose of making a country more known and obviously more visited. The resultant Spanish noun “**marca-país**” is compound by the nouns “**marca**” whose root is Latin, and “**país**” with French root.



The English noun “**country branding**” has not been defined as a whole concept, then it is separated in “**country**” and “**branding**” taking into account that the first noun functions as an adjective. Paraphrasing the definition of “**branding**” by the *Oxford Advanced Learner’s Dictionary*, qualified by “**country**” this noun may be defined as *the activity of giving a particular name and image to a country and its services so that people will be attracted to visit it and want to buy its products.*

The term “**marca-país**” is a loan translation not accepted by the RAE, but widely used in the marketing world. The qualifying noun “**país**” works as an adjective and modifies the noun “**marca**”, both having most of the same features as their English originals, with the reasonable differences that the languages involved present; the Spanish Syntax sets the adjectives after the nouns and not before them as in the English one, which is the reason for switching the position of these nouns when they are translated.

### ***Marketing***

The *Merriam-Webster Dictionary* gives the following definition of “**marketing**”: *the process or technique of promoting, selling, and distributing a product or service.* In spite of the fact that the DRAE gives the Spanish definition for the noun “**marketing**” which is equivalent to “**mercadeo**” o “**mercadotecnia**”, people who work in the field of business, prefer to use the English word, certainly because this word

came to appear first in English and then the RAE tried to look for the translation of this word.

Having kept all its features, “**marketing**” is one of the most widely used nouns in the financial Spanish lexicon. This word not only has come to enrich the Spanish language, but also the financial culture and its vocabulary.

### ***Página web***

A “**web page**” is defined as *a page or document that you can read on a website* (Macmillan Dictionary). This English noun is another one of those which became part of our lexicon, because of the technological boom that brought computers and modern communication devices to have an important place in human relationships.

This compound noun has its Spanish translation “**página web**”. This translation, as all the loan translations, was done taking care of not losing the semantic, syntactic features, since its morphological and phonological characteristics have suffered some unavoidable alterations. First, this noun is compound by a qualifying noun “**web**” that works as an adjective, and by a noun “**page**”. According to the Spanish syntactic rules, totally different from the English ones, the noun always precedes the adjective, and this is the most noticeable change, since the English Syntax always puts the noun after the adjective.

The noun “**page**” has its equivalent “**página**”. It is necessary to clarify that this noun comes from the Latin “**pagina**”; consequently, it

does not represent an anglicism by itself. However, the term “**web page**” is an anglicism, because of the presence of the word “**web**” that is an English word, according to the *Longman Dictionary of Contemporary English*, is *the system on the Internet that allows you to find and use information that is held on computers all over the world*. As this noun does not have translation to Spanish, it is kept in the term “**página web**”. Here, the qualifying noun “**web**” is giving a quality to the noun “**página**”, besides the function of “**web**” is that of an adjective, that is why this switch position occurs, but affecting none of the main features of the original term.

### ***Playstation***

One of the reasons for introducing English words into Spanish has been the technology and its advances, which come up almost everyday. According to the *Oxford Advanced Learner’s Dictionary*, the noun “**playstation**” refers to *a small electronic games machine that uses CDs. It is made by Sony and was first sold in 1994. PlayStation 2, also known as PS2, was launched in 2000 and uses both CDs and DVDs. PlayStation 3 (PS3) was launched in 2006 and allows users to play games on the Internet.* Far from having an equivalent in Spanish, something that would be possible, this word has been part of its informal lexicon, mostly because of commerce purposes.

The “*Estadio*” Magazine that belongs to the “*General Interest Variable*” presents this entry in one of its articles: “...*tengo dos vicios: el*

*fútbol y la **playstation**...*” and, in spite of not being accepted by the RAE, not only is this noun used in Spanish, but it is also morphologically modified as in the following example found in the same article: “...*juego la **play** en las concentraciones...*” where a contraction is applied to this noun.

### **Pop**

This term is part of the Spanish lexicon and it has been accepted by the RAE. This word can be a verb, an adjective or a noun. In the registered examples, it has been found working as an adjective and as a noun. Its definitions, given by the *Macmillan Dictionary*, are:

**pop** (noun)[uncountable] *POP MUSIC: popular music of the sort that has been popular since the 1950s, usually with a strong rhythm and simple tunes, often contrasted with rock, soul and other forms of popular music; **pop** (adjective) relating to POP MUSIC.*

This term has been found four times as a noun and two times as an adjective. This is one of the fragments where it appears as a noun in “*La Casa*” Magazine: “...*el **pop** celebra...*”, when this term works as a noun it has the same linguistic features in English as in Spanish.

When it is used as an adjective: “...*los artistas **pop**...*”, the only one change it has is in its syntax, since the Spanish one does not let adjectives precede a noun.

### **Rock**

Some nouns like this have become part of Spanish without morphologic and phonologic changes; nevertheless it has gone through some modifications in order to form nouns like, “**rockers**” and “**rockeros**”. The *Merriam-Webster Dictionary* defines **rock** as the *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*. This definition for English is valid for Spanish too, but it has gone through diverse changes to get nouns like the ones given above.

The noun “**rockers**”, that refers to people who like or are identified with **rock**, appears in “*La Casa*” Magazine: “...los **rockers** y que tantas veces...”, the new noun is obtained by adding the suffix “**ers**” which does not properly belong to the Spanish morphologic system because it is an English suffix used to form qualifying nouns, constituting this noun not only a noun, but also a language vice, since the corresponding Spanish morphologic rule to form this noun has been put aside. On the other hand, the noun “**rockeros**”, which has the same meaning of “**rockers**”, has been added the Spanish suffix “**eros**” that is the correct one to use in the Spanish morphology.

### **Software**

There are some anglicisms that have become part of the Spanish technologic lexicon, and “**software**” is probably one of the first English terms that have traveled to other languages because of the computer’s

appearance. This noun is defined by the *Merriam-Webster Dictionary* as *something used or associated with and usually contrasted with hardware as the entire set of programs, procedures, and related documentation associated with a system and especially a computer system; specifically: computer programs*. The RAE has totally accepted this noun that is why it has kept its linguistic characteristics. It can be seen in this statement registered in “*Gestión*” Magazine: “...se apoyan en un **software** de *altísimo nivel...*”

Consequently, this noun’s contribution to the Spanish technical vocabulary is proved so successful that it is used in different fields of science, technology and education.

### **Sostenible**

The adjective “**sustainable**” is a term found in diverse areas of the science such as economy and ecology. Then, it is not surprising to find out that this word is mostly present in the *Scholarly* variable. Its definition, given by the *Oxford Dictionary On-line*, is *conserving an ecological balance by avoiding depletion of natural resources; our fundamental commitment to sustainable development*. This term has been accepted by the RAE, therefore it has been modified in its morphology and phonology.

“**Sustainable**” has had some changes made in its morphology in order to be adapted to Spanish, and such changes consequently imply phonologic variations. Analyzing syllable by syllable, important

modifications are seen, for instance: the letter “**u**” is replaced by “**o**”, then the diphthong “**ai**” is dropped and an “**e**” is placed in exchange, finally an “**i**” is set in the third syllable instead of the “**a**”, the final result is “**sostenible**” a term whose sound is similar to its original. But this modification is just a part of the whole this word has suffered for its adaptation in the target language. Some fragments from the “*Actualidad*” Magazine, where this word has appeared and some in which it is possible to meet derived words from “**sostenible**”, are: “...*una conservación sostenible y...*” This statement shows one of the Spanish syntactic features for which adjectives can be placed before or after a noun depending on the sentence’s syntax; it is different from the English rule that always places adjectives before a noun. The other one is: “...*resultados sostenibles...*” From this example, a pluralization in the adjective is observed. Such change is possible because the Spanish morphology allows the existence of plural adjectives, in concordance with the number of the noun they modify, such rule is impossible in the English morphology.

### ***Tenista***

The RAE has accepted this noun, which came to Spanish by means of sport reasons. The *Merriam-Webster Dictionary* defines the term “**tennist**” as *a tennis player*. This word has become an anglicism to name a person who plays “**tennis**”; there has been a blending between “**tennis**” and “**ist**” to get this result.

For morphologic and phonologic reasons this word has changed the cluster “**nn**” to a simple “**n**”, due to the fact that the cluster “**nn**” produces a different sound in Spanish, so the noun “**tennis**” is the result. Then the suffix “**ista**” has been mixed with the gotten noun to get the final result “**tenista**”. In the “*Estadio*” Magazine, this term was written in the following sentence: “*Ambos **tenistas** mantuvieron...*”, here the noun not only has been morphologically modified, but it has also been pluralized with the suffix “**s**”. Finally, it is clear the transcendental contribution to the Spanish lexicon from this noun.

### ***Túnel***

When anglicisms come to Spanish, they come keeping its phonology most of the time and this requires some morphologic changes in the written word. This noun is a clear example of them. Its definition in the *Oxford Advanced Learner’s Dictionary* is *a passage built underground, for example to allow a road or railway/railroad to go through a hill, under a river, etc.*

This term has being fully accepted by the RAE and it has been widely used in daily Spanish communication. For the purpose of taking this noun into the Spanish lexicon, it has gone through some morphologic alterations, e.g. the cluster “**nn**” had to be changed to a single “**n**” owing to the fact that this change permits to obtain the same phonologic production in both languages. Another meaningful change was done in the first syllable of the word: “**tu**” has been modified



according to the morphologic and phonologic Spanish rules which state that this two syllable word ending in “**l**” needs to be stressed on its initial set “**tú**”, so the final result is the word “**túnel**”.

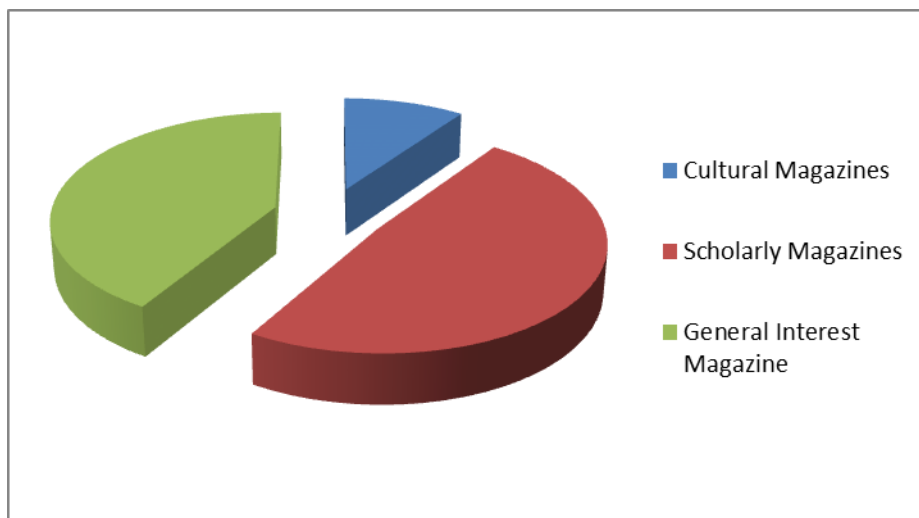
### **Twitter**

This noun is perhaps one of the most used in all media instances; referring to our study it has just been found in one of the three variables, the *General Interest* one and in only one magazine. “*Vistazo*”, in one of its articles, publishes: “...*cuenta de **twitter**...*” The definition from the *Oxford Advanced Learner's Dictionary*: “**Twitter** <sup>TM</sup> is a social networking service that allows you to send out short regular messages about what you are doing, that people can access on the Internet or on their mobile/cell phones. It is clear that the use of these noun has come to fill a gap produced by the technologic advances, keeping its morphology, phonology, semantics and syntax, although this term has not been accepted by the RAE as part of the Spanish lexicon.

### Comparative Analysis

After analyzing the six magazines chosen for this paperwork, and taking into account the three proposed variables, the *Results* obtained by this research have given the following statistic results:

	<b>Variable</b>	<b>F</b>	<b>%</b>
ANGLICISMS	Cultural Magazines	39	9,89%
	Scholarly Magazines	175	44,42%
	General Interest Magazine	180	45,69%
	<b>Total</b>	<b>394</b>	<b>100%</b>



These results clearly yield the General Interest Magazines Variable as the variable with the highest number of anglicisms with the 45.69 %,

the Scholarly Magazines with 44.42 % and the Cultural Variable with 9.89 %. However, there are two anglicisms that have been mostly used, they were found in the General Interest Variable with 69 repetitions the word “**gol**” and its variations and in the Scholarly Variable with 61 repetitions the word “**dólar**” with its corresponding variations as well.

These results tell us that those people who write for Cultural Magazines are the ones who use the least quantity of anglicisms, since their writings are directed to people who have vast language knowledge and it is not necessary for them to mix so many words in their Spanish articles. This tells us that Cultural Magazine editors are concerned about keeping the purity of the Spanish language. Besides, it is necessary to say that these magazines have a small group of readers, since they are not so advertised as General Interest Magazines that are the most spread and are at many more people’s hand.

Those who write for General Interest Magazines have to use specific vocabulary to convey their ideas. Most of this specific vocabulary comes from English, especially for vocabulary referring to “*fútbol*” which is the most popular sport in our country, therefore, this vocabulary is the most repeated, but not necessarily the most widely used. On the other hand, it is necessary to say that the vocabulary in this variable’s magazines is also selected according to the modern tendency. It is known that people prefer to read something that is interesting and updated, being this one of the reasons why their editors

look for words or expressions that are “*in*” in the society, leaving out of scene some Spanish words that can be used instead. This is one of the reasons for our language to be displaced in these variable’s magazines.

Finally, those who write for Scholarly Magazines have very wide technologic vocabulary and that is what permits this variable to present a high number of used anglicisms in this study. This variable is the one that enables us to have a real and clear idea about how our daily language is being enriched by this vocabulary, because this technologic vocabulary comes along with knowledge and it is providing us a tool to have contact with the newest technologic advances.

## **Conclusions**

- The Scholarly Magazines Variable has been considered as the variable which has the widest quantity of anglicisms in the written Spanish in Ecuadorian Magazines, meaning that this kind of magazines need these words due to the technologic lexicon that editors have to use with clarity and accuracy.
- There are two words, *gol* and “*dólar*”, that are the most widely used in Ecuadorian Magazines in the three variables subject to this study, although their frequency in the Cultural Variable is very low in comparison with their frequency in the Scholarly and General Interest Variables.
- The Cultural Variable has the least number of anglicisms, since the cultural writers must use an elegant lexicon in what they write due to the educational level of readers they are aimed at for this reason they must keep up with specific vocabulary usage.
- The scholarly writers are always updated with new technology and obviously with the vocabulary related to that technology, which is not small, considering the great deal of new

technology the world has every day, therefore, this variable presents a very high quantity of anglicisms in the magazines written for this variable.

- The world changes and so its way to communicate, this work has proved that the technology and the sciences are the ones which have an important production of new vocabulary and as English is the predominant language for technology and sciences, this production is done in English, that is why this wide presence of anglicisms is in Scholarly Magazines.
- It is really necessary to see how business and money are over cultural aspects; the results yielded by this work clearly tell us that those editors who write for General Interest Magazines do not care about anything else than the profits they can get from what they write, consequently we can see how some English words are used, instead of Spanish words that are “*sacrificed*” to let anglicisms become part of our colloquial lexicon which is seen as modern and sophisticated.

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## **ANNEXES**













<b>TOTAL: 10 anglicisms</b>	

AUTHOR:

## Annex 6

**Table Five**

### Comparison among variables

	<b>Variable</b>	<b>f</b>	<b>%</b>
ANGLICISMS	Cultural Magazines		
	Scholarly Magazines		
	General Interest Magazine		
	<b>Total</b>		

AUTHOR: