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MODALIDAD ABIERTA Y A DISTANCIA

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

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

AUTHOR:

OVIEDO ZÚÑIGA SILVANA PATRICIA

ADVISOR:

DRA. BENÍTEZ CORREA CARMEN

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Certification

Dra. Carmen Benítez Correa

CERTIFIES THAT:

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

Loja, March, 2011

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Dra. Carmen Benítez C.

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AUTORA

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Date: March, 2011

Silvana Patricia Oviedo Zúñiga

Author

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Abstract

The theme of the following research is "A descriptive analysis of Anglicisms in Ecuadorian magazines" and its purpose is to research on the linguistic phenomenon of Anglicisms used in Ecuadorian magazines. This study was developed in the city of Quito.

To work in this study, it was necessary to collect Anglicisms from various types of Ecuadorian magazines: cultural, scholarly and general interest "Sophia: Revista de filosofía, La Casa: Revista de la Casa de la Cultura Ecuatoriana Benjamín Carrión, Retos: Revista de Ciencias de la Administración y Economía, América Economía Ecuador, Estadio Coleccionable and Vistazo" respectively. After collecting them, thirty Anglicisms were taken in order to analyze them in their syntactic, semantic and morphological aspects.

Both Qualitative and Quantitative research methods were used in this study. The Qualitative research data consisted of description, analysis, and interpretation of results. The Quantitative research data was gathered with the aid of tables in order to know the frequency and percentage of Anglicisms in all variables.

As a conclusion, this research demonstrates that there is a high number of Anglicisms found in Ecuadorian magazines especially in areas as: economy, sports and technology.

Introduction

The present research project is focused on "A descriptive analysis of Anglicisms used in Ecuadorian magazines". The interest of promoting a deep linguistic analysis of Anglicisms in Ecuadorian magazines and the form they are used was the purpose to carry out this study. In fact, the use of Anglicisms in Ecuador is worth being investigated in order to know the way English is influencing our native language.

The aim of this study is to research on the linguistic phenomenon of Anglicisms used in Ecuadorian magazines, also its purpose is 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 of the variable of cultural, scholarly, and general interest magazines contains the highest number of Anglicisms, to determine which Anglicisms are mostly used.

This research was developed in the city of Quito using Analytic, Descriptive and Comparative methods. Also, cards of investigation to collect information were used to develop this work. Furthermore, three different variables were proposed for this research: cultural, scholarly, and general interest magazines from Ecuador.

Students of Universidad Técnica Particular de Loja, researchers of this study and all readers who are interested in this theme are the beneficiaries of the present study. Moreover, it will provide readers an

important and deep linguistic analysis of anglicisms that are frequent used in Ecuadorian magazines.

During the process of this research some limitations were found, such as: time, few researches related to Anglicisms, and the analysis of syntactic aspects of anglicisms. However, the good attitude of a researcher is very important in the development of a project, as well as persistence to investigate more about the topic.

Finally, it is important to mention that this study could identify the Anglicisms more commonly used; also it contributed to present a deep analysis of the most frequent anglicisms and it could reveal that the variable with more number of anglicisms is scholarly magazines, especially in topics related with economy.

Methodology

The development of this research began as part of the subject of Thesis Project Tutoring taken by distance students of eighth level of Escuela de Ciencias de la Educación – Mención Inglés in Quito.

For this research was necessary to collect bibliographical data about some topics related to anglicisms. It was also necessary to read ten studies related to the topic. Once the information was got, it was put in bibliographical cards. With all this information the Literature Review was written and cited using APA style. All of this was done in order to have a serious and deep study without plagiarism.

Besides, for the field investigation, the research study needed to get some types of Ecuadorian magazines published in 2009 and 2010 years, these were: two Cultural, two Scholarly, and two General interest magazines. "*Sophia - Revista de filosofía*" and "*La Casa – Revista de la Casa de la Cultura Ecuatoriana Benjamín Carrión*" were taken as sample of Cultural magazines. "*Retos: Revista de Ciencias de la Administración y Economía*" and "*América Economía Ecuador*" were taken as sample of Scholarly magazines. "*Estadio Coleccionable*" and "*Vistazo*" were taken as sample of General Interest magazines. The magazines were read in order to find Anglicisms.

Once Anglicisms were found, they were tabulated and put into qualitative and quantitative tables. The qualitative tables collected important data, such as: magazine and date, anglicisms, example of the

context where the Anglicism was taken, lexical category, word repetition number, heading, page and author. Besides, the quantitative tables established the frequency and percentage of anglicisms per variable.

The methods used in this research study were Qualitative and Quantitative in order to analyze, describe and compare collected data. Moreover the techniques used to develop it were reading, skimming, scanning and note taking. The instruments used were data collection formats, cards and tables.

Finally, thirty interesting Anglicisms were chosen from all the group in order to be analyzed and compared. The analysis was done according to the aspects suggested in the guide, which included syntactic, semantic and morphological aspects. The comparative analysis was made in order to know which Anglicisms are mostly used and which variable has more Anglicisms.

DISCUSSION

Literature Review

The following study will focus in the use of anglicisms in magazines published in Ecuador, for which this literature review will need the study of important concepts related to Linguistics, Morphology, Semantics, Pragmatics, Phonology, Syntax, Lexical Categories, Contact Languages, Language Vice, Barbarisms, Anglicisms, Borrowings, Loans, and Magazines. Additionally, this theoretical support will present the background and relevant research context of this study.

Linguistics

According to Victoria Fromkin (2000), "Linguistics is the scientific study of human language" and argues that "a linguist is a scientist who investigates human language in all its facets, its structure, its use, its history, its place in society." This definition coincides with the following description «Linguistics is the scientific study of human language through time and in a determinate space. It is interested in study of people's speaking in order to describe, order, structure and standardize a language» (Garcés & Palomeque, 145).

Morphology

Victoria Fromkin (2000) says, «Morphology is the study of words and their structure; words are meaningful linguistic units that can be combined to form phrases and sentences» (25). This definition is a little similar to the one of Rosario Burneo (2008) who gives a more complete

one and states that "Morphology is in charge of the identification, analysis, combination and description of morphemes by using a set of word-formation principles. Morphemes are the most elemental meaningful units in any human language".

Semantics

According to Victoria Fromkin and Robert Rodman (1998), "Semantics is the study of the linguistic meaning of morphemes, words, phrases, and sentences"; Rosario Burneo (2008) also says, "Semantics is a field of linguistics dealing with the study of meaning. Then it studies the signs, symbols and structures of meaning. Consequently, it is concerned with the meaning of morphological and syntactic units such as morphemes, words, phrases, clauses, sentences and any piece of discourse". Both authors agree and coincide with the definition of Semantics.

Pragmatics

«Pragmatics is concerned with the interpretation of linguistic meaning in context» (Fromkin and Rodman, 253). This definition has relation with the following description of Rosario Burneo (2008) who says that, "This branch of linguistics deals with the study of language use in communication. Pragmatics analyses the relationship between utterances and the social context in which they are produced; thus, pragmatics is concerned with linking word or sentence meaning with speaker's meaning."

Phonology

Victoria Fromkin (1998) say:

> Phonology is concerned with sounds that occur in language and how their pattern phonetics is a part of phonology and provides the means for describing speech sounds; phonology is concerned with the ways in which these speech sounds form systems and patterns in human language. Also, it refers to the representation of the sound and sound patterns in a speaker's grammar, or to the study of the sound patterns in a language or in human language in general.

"Phonology is essentially the description of the systems and patterns of speech sounds in a language. It is concerned with the abstract or mental aspect of the sounds in language rather than with the actual physical articulation of speech sounds" (Yule, 1996). Therefore, both authors agree that this branch of linguistic is concerned with the sounds of a language.

Syntax

According to Rosario Burneo (2008), "Syntax is a subfield of linguistics that studies the principles and rules that govern the way words are joined together to form phrases, clauses and sentences. That is to say, the Syntax of a language is the set of constitutive rules that

speakers follow when they combine words into sentences." Therefore, it agrees with the following description that Victoria Fromkin and Robert Rodman (1998) say, "Knowing a language includes the ability to construct phrases and sentences out of morphemes and words. The part of the grammar that represents a speaker's knowledge of these structures and their formation is called syntax; sequences of words that conform to the rules of syntax are said to be well formed or grammatical."

Syntax: Lexical categories

Victoria Fromkin (2000) says:

Words in the English lexicon are subdivided into several lexical classes, or categories, such as: verb, adjective, adverb, noun, proper noun, determiner, prepositions, pronoun, and auxiliary. Most lexical categories are associated with characteristic semantic properties. Many semantic notions can be expressed in terms of more than one lexical category, and many lexical categories are used to express several different semantic notions.

When we talk about lexical categories we refer to words that form an important role in a sentence.

Contact Languages

According to Sarah Thomason (2001), "Language Contact is the use of more than one language in the same place at the same time. It most often involves face to face interactions among groups of speakers, at least some of whom speak more than one language in a particular geographical locality." Besides, Michael Clyne (2003) says that Contact Languages is the effect caused by people who speak different language and are in contact. The analysis of language contact data can throw light on how language is processed as well as on how language changes. As it can be seen, definitions of both authors coincide that Contact Languages is the interaction between two or more languages.

Language Vice

"Language vice is the wrong use of vocabulary that can make difficult the correct interpretation of writing, without considering its relation with the words of the context. Barbarisms, solecisms, cacophonies and wrong use of vocabulary are considered language vice" (Maqueo, 2005). It agrees with the following definition "Language Vice is a form of construction or inadequate use of vocabulary, which can make difficult the correct interpretation of writing" (Fernandez, 2010).

Barbarisms

Fowler, cited by Bernard Dupriez (1991) says that "Barbarisms are the use of words or forms which do not belong to the language. Also, they are alterations, obtained by composition, derivation, or linguistic

patching; they always result from ignorance or confusion". Also, Littré cited by Bernard Dupriez (1991) says that "Barbarisms are expressions which violate the rules of language". These definitions agree with the following description that Ana María Maqueo (2005) says, "Barbarisms are the use of foreign words when they are not necessary, that is, when there is an equivalent to Spanish word. Also, they are related to words that have suffered morphological changes, such as: letters or accent mark."

Anglicisms

Roswitha Fischer (2008) says that:

The term Anglicism was first used in the 17th century and refers to an expression from English used in another language. Further, it also means a characteristic, feature or fashion deriving from England. Today the term is commonly associated with the increasing influx of English borrowings from Second War World onwards, related to the international role of mainly the United States, and to English as a lingua franca.

Fischer's definition has relation with the explanation of María Baños (2009) who says that Lexical Anglicism is the influence exerted by English language in the land of the vocabulary of a language, with

varied manifestations. Syntactic anglicism is the influence exerted by syntactic structure of English in Spanish language."

Borrowings and loans

Victoria Fromkin and Robert Rodman (1998), say:

> Borrowings occur when on language adds to its own lexicon a word or morpheme from another language, often altering its pronunciation to fit the phonological rules of the borrowing language. The borrowed word, of course remains in the source language, so there is no need for it to be returned. Most languages are borrowers, so the lexicon can be divided into native and nonnative words or loan words.

Roswitha Fischer (2008) who is agree with this definition says that Borrowing refers to the importation of a word or its meaning from one language into another, and denotes the form or the meaning of the item that originally was not part of the vocabulary of the recipient language but was adopted from some other language and made part of the borrowing language's vocabulary.

Magazines

According to William Cory (2003), "a magazine is a collection of articles; some illustrated, bound in soft cover and published at regular intervals, usually quarterly or more often. As a soft-cover magazine-

binding, with advertising, it is not only feasible; it is actually profitable for the publisher, effective for the advertisers, and helpful to its readers."

"A magazine is a publication issued at regular intervals, usually weekly or monthly, containing articles, stories, photographs, advertisements, and other features, with a page size that is usually smaller than that of a newspaper but larger than that of a book" (Encarta World English Dictionary 2009).

Until here, bibliographical important information has been presented. However, it is also important necessary to present some important studies related to Anglicisms. The following are the ones considered the most relevant in this research study.

Languages have been affected by the expansion of English words in the last decades. The use of expressions from English in another language is known as Anglicism. "The term Anglicism was first used in the 17th century. Today the term is commonly associated with the increasing influx of English borrowings from Second War World onwards, related to the international role of mainly the United States, and to English as a lingua franca"(Fischer, 2008).

In recent years the use of Anglicisms in the fields of sports, fashion, economy, science and others has been increasing. It is true that globalization and the swift spread of the media, such as: TV. programs and internet have been main sources to expand Anglicisms in our societies.

Below the most relevant aspects of some studies are found. These aspects are related to purpose, methodology and a general conclusion of each study. Also, these researches focus on the use of Anglicisms in different societies from Latin American and Europe.

According to María Olivares (2009) who made the study of "El anglicismo en el campo de la música de las revistas juveniles: Neología Léxica: Anglicismos, Hispanismos y Spanglish" in Spain, "music magazines for young people are the main way of entrance of anglicisms in the use of language." The main objective of this article was to analyze the phenomenon of word formation and the changes that occur in these types of words in order to adapt them better to our language.

The methods used by Olivares are Descriptive and Inductive. The analysis of anglicisms was made in "Brave" magazine. The researcher selected some words based on a relative frequency of terms in order to delimit foreign words. So then, the less frequent words were excluded from this study. At the end of the study she presented a list of analyzed words and expressions divided according to their meaning or relation to establish the following typology: words related to music styles, singers, media, places, and others.

As a conclusion of this study, the use of words of a foreign language enriches a native language in all senses, as often as these words are well used. Also, through this study the author can affirm that there is not any important language that has not had influence of a

foreign language through different ways, in this case through the publication of youthful magazine "Brave".

In the study "The Influence of English on other European Languages" made by TF d'Artibale (2008), the aim was to examine how the English language is used in different cultural contexts. The primary interest was to conduct a grammatical analysis of some of the English words occurring in magazines Cosmopolitan and FHM in languages such as: Danish, German and Spanish. By looking at certain grammatical principles the researcher wished to investigate how the English words are adapted to fit into the specific context in which they occur in all three languages.

In this research it was necessary to determine the frequency of the English words in the magazines and where they occurred, so it was important to select text extracted from the magazines containing English words, which in the best way illustrated grammatical differences, similarities and tendencies between English and the native language.

As the magazines usually deal with different themes it was interesting to see if there was a difference in the usage of English depending on the context. Furthermore, the researcher was interested in seeing if the English language was used differently in texts targeted at different genders and groups. Words were inserted in different categories corresponding to the themes in the magazines in order to illustrate in form of diagrams how the frequency of English words varies depending

on theme or category. By comparing the diagrams the researcher wanted to detect any tendencies or patterns in the way how English words were used in the magazines. Based on the results from the frequency analysis the researcher extracted from the texts in the magazines and examined how English words were used grammatically.

As a conclusion the category fashion, trend & lifestyle is the most influenced in five of the six magazines. The magazine that does not contain the majority of entries in this category is the German FHM. Also, English words are adapted according to the grammar of the respective languages. Furthermore, this seems to be in line with the fact that grammar changes usually take place over a long period of time.

On the study "How many prominent Anglicisms are actually Pseudo-Anglicisms? A survey among 100 people" by Cristian Erkenbrecher, its purpose is to find out how many Anglicisms and pseudo-Anglicisms are currently used in spoken language.

For this, 100 Germans were asked to name 10 Anglicisms. It was done intentionally to do the survey in a university surrounding, in the streets and via email in order to get as big a cross-section of people as possible. When the survey was completed, 1,000 terms, idioms and expressions had to be brought in order. Once lined up, the terms were sorted by alphabetical order. Now it was clear which words were named most often. A "Top 10" ranking was introduced. The words in the "Top

10" are closely examined in the text under the aspects of affiliation either to the group of proper Anglicisms or pseudo-Anglicisms.

As a conclusion the study shows that only two words can be found on the top list: *beamer,* which is used in German for describing a video projector, is a term which depicts a car or motorcycle of BMW, and the word *handy* which is a common English adjective and can not be used as a term for mobile-phone or cellular-phone. According to the findings in this survey, Pseudo-Anglicisms are not as widespread as the extensive use of terms like Handy in the German media would suggest. Most Anglicisms used in German are actually proper loan words.

The purpose of the study "Análisis lingüístico de los anglicismos utilizados en la publicidad impresa gastronómica" made by Lesbia Castro, (2000) in Guatemala was to make a study of the use of Anglicisms in packaging of different products from supermarkets of Guatemala in order to determine the influence of Anglicisms in Spanish language of Guatemalans.

This research studied the syntactic and semantic problem related to the dialect of the Guatemalans. For this study it was necessary to select ten different food packaging from shelf of supermarkets. After, tables of data were developed in order to write the description of the brand, message of the product and description of the packaging. Finally, the results were interpreted and analyzed.

As conclusion the researcher found that the ten products had anglicisms on their packaging. These anglicisms are also commonly used in oral expression of Guatemalans. The words Herb tea, Gelatin, Chicken, Hot cake, Sugar free, Orange, Pineapple, Parkay, Pies, Chewy, milk shake, 7up, hot dog, puffs, bars are some of the mostly words used by Guatemalans due to the influence of advertisings. The influence of Anglicisms has modified Spanish language of Guatemalans and has had negative effects in their native language.

"Anglicization in Quebec City: A Study of the Correlation between Anglicization and Social Class in Quebec City" researched by Edwards Vivien (1973) in the city of Quebec analyzed the correlation between Social class and Anglicisms in Quebec, or if there were other factors such as intelligence or contact in English involved.

For this study three girls and three boys of six different schools from Quebec City were tested for their ability to choose Standard French as opposed to anglicized modes of expression. Lexical, Syntax, and Anglicisms were covered. Both direct lexical borrowings from English and translations of idiomatic English terms were included. Students were divided into categories according to sex, intelligence, social class, and contact with English. Of these three factors, only social class was shown to correlate strongly with degree of Anglicization across all three types of Anglicisms. Moving from the working through the middle to the

professional class, students became less likely to Anglicize. A similar, less pronounced trend was evident for the intelligence factor.

As conclusions correlation between social class and Anglicization is striking. Also, the correlation between class and Anglicization was least convincing in the test for prepositions and highest overall percentages for Anglicization were found here. Finally, few Anglicisms have completely supplanted the corresponding French expressions depending on the social class of the speaker.

"Perché business is business: A study of Anglicisms in Milano Finanzas" made by Pirkkalainene S. (2002) in the city of Milano took as subject Milano Finanzas Newspaper. It analyzed the influence of English in the language of Italian financial newspapers. This study concentrated on the Anglicisms of Italian business language.

All the Anglicisms that appeared in Milano Finanzas Newspaper were collected and analyzed. The research analyzed three parts: grammatical, semantic and stylistic. In the grammatical part the study looked at word classes, syntactic aspects such as word order and morphological aspects such as gender, plural forms and reduction of compound nouns.

The Anglicisms analyzed in the study were informal, although there were an elevated number of technical terms related to a specific field. The Anglicisms were used to color up the language and sometimes metaphorical expressions were used. References to sport were found in

some articles, for example the future of the bank was described as Formula One Competition.

As a conclusion there is a high use of Anglicisms in Italian business life. Besides, Media has been one of the ways to spread American culture in Italian life.

The study "El desplazamiento lingüístico del español por el inglés made by Francisco Menéndez and María Victoria Menéndez (2003) analyzed the process of linguistic and social integration of Anglicisms through different lexical types. Also, this research analyzed the influence of lexical Anglicisms in Spanish language newspapers from the United States and Spain.

The researchers worked qualitative and quantitative methods. They used samples of 30 Spanish language newspapers from 1987 to 1990 published in the cities of Madrid, Barcelona, New York, Los Ángeles California, San Juan de Puerto Rico. The newspapers published in Spain and chosen for this study were: El País, ABC and La Vanguardia. And the newspapers published in the United States and chosen for this study were: El Diario, La Opinión and El Nuevo Día.

This study concluded that there are more lexical Anglicisms in Spanish language newspapers published in the United States than newspapers published in Spain. The articles with more number of Anglicisms were those related to the daily life, such as: sports, jobs, housing, cars and electro-domestics. Also, the use of Anglicisms is more

evident in vocabulary of Spanish people from the United States that people from Spain.

"El Anglicism en la lengua Española" a research made by Hana Valikova (2007) in the city of Madrid focused in a deep study of Anglicisms in Spanish Language to describe the loan process and analyze most obvious and important causes of expansion of English language. Also, to study the problem of Anglicisms definition and organize anglicisms according to their lexical field in several tables.

The researcher took 407 anglicisms belonging to the most extensive lexical fields from "El Gran Diccionario de Uso del Español Actual". The Anglicisms were organized in thirteen tables of the following areas: drugs, gastronomy, motor sport, sports, animals, fashion, home, literature and art, games, economy and trade, political and social issues, music, software and technical. These areas were the most frequent and therefore needed attention.

The conclusion of this study was that the field of sport was the widest and the field of animals was less extensive. After analyzing the entire glossary it was very surprising that "El Gran Diccionario de Uso del Español Actual" (Madrid, 2001) does not consider the words such as, video clip, fax, scooter and scanner, despite of these are well known words that comes from English.

"Anglicismos en El español de América" a study made by Gunther Haensch (2005) analyzed a selection of Anglicisms used in the current

Spanish of Latin American countries. Also, this study distinguished the use of Anglicisms between Spanish language of American and Spanish language of Spain.

The Lexical materials used for this work came from a survey made to linguists in the 19 Latin American countries. Another lexical material came from three of Latin American Spanish dictionaries developed at the University of Augsburg: el Nuevo Diccionario de Colombianismos, el Diccionario del Español de Cuba-Español de España y el Diccionario del Español de Argentina-Español de España.

In this study it is concluded that lexical and semantic loans from English are an important factor in the differentiation of the lexicon of Latin American countries, both to the Spanish mainland and among the American varieties of Spanish. The geographical distribution of Anglicisms and its meaning, or its various meanings in Spain and Latin America, it seems arbitrary. Therefore, the anglicisms have its own geography in the wider Hispanic world.

The last study "El anglicismo léxico en el discurso económico de divulgación científica del español de Chile" by Isabel Diéguez (2004) reports the main results of an investigation concerning lexical anglicisms in the economic discourse of scientific new articles. The main objective of this research was to identify anglicisms lexicons in the textual corpus, describe their linguistic, textual and functional features, and analyze the data both qualitatively and quantitatively. Also, this

research aimed to contribute to studies on anglicisms in Chile and to start other similar research in different genres and discursive modalities.

In order to analyze the data, multidisciplinary theoretical and methodological criteria have been used based on pragmatics, text linguistics, discourse analysis and terminology. The corpus was collected from different issues of Capital and Gestión magazines, published in Chile from 1997 to 2001. To follow the methodological steps of analysis were considered two types of analysis: a qualitative analysis which is related with descriptive and functional language, and quantitative. To address the qualitative analysis, which describes the use and functions of anglicisms in the textual corpus, was drawn up a list of all lexical anglicisms present in the textual corpus.

As conclusion anglicisms are pluralized by adding the morpheme- "s" to simple and compound words either ending in a vowel or consonant. Also, English nouns, adjectives and articles do not have explicit gender and, therefore, issuers that use Anglicisms in Spanish texts must assign a particular genre in order to make explicit its agreement with articles and adjectives that determine them.

Results

Table One

Variable: Cultural magazine

Magazine and Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
"SOPHIA" Revista de filosofía N°5 2009	boom	Mientras la generación del "**boom**" de la literatura…	Noun	1	El "silencio" filosófico ecuatoriano	38
	gay	…, ser miembros de la comunidad **gay**, etc.	Adj.	1	Enfoques y discusiones en el torno al multiculturalismo	55
	estándar	Bajo un **estándar** de valores conocidos.	Noun	1	¿Qué podemos aprender de las filosofías Helenistas?	84
	estándar	… los textos **estánda**r los encontrará …	Adj.	1	¿Qué podemos aprender de las filosofías Helenistas?	86
	businessman	Como el **business-man** Isidore Lechat …	Noun	1	Dingo y la "falsificación" clínica	106
	test	Por otro lado, el "**test** de la capacidad" permite estimar…	Noun	1	"Biolingüística" el problema de la evidencia empírica para su desarrollo:…	146
La Casa:	hippies	Pelos largos, **hippies** o beatniks,…	Noun	1	El artista y su tiempo	3
Revista de la Casa de la Cultura Ecuato-riana	beatniks	Pelos largos, hippies o **beatniks**,…	Noun	1	El artista y su tiempo	3
Benjamín Carrión N° 1 2010	club	… programa-ción del Cine **Club** de nuestra…	Noun	1	Esos locos bajitos	5

	body art	… arte minimalis-ta, land art, al **body art**, …	Noun	1	Fernando López, el arte que no cesa	11
	land art	…arte minimali-ta, **land art**, al body art, …	Noun	1	Fernando López, el arte que no cesa	11
	happenings	¿Qué le parece los **happe-nings**?	Noun	1	Jaime Villa, pintor de los sentimientos	19
	pop art	… o menor intensidad: el **pop art**…	Noun	1	Mario Ronquillo, el pintor de una ciudad llamada Quito.	22
	gay	…, impuesto por Andy Warhol, el **gay** albino,…	Noun	1	Mario Ronquillo, el pintor de una ciudad llamada Quito.	22
	rock	…; el punk y el **rock** de la nueva ola	Noun	1	Mario Ronquillo, el pintor de una ciudad llamada Quito.	22
	rock	…, el reguetón ha ocupado el lugar del **rock**,…	Noun	1	Edwin Ulloa y sus memorias de agua de fuego	25
	punk	…; el **punk** y el rock de la nueva ola	Noun	1	Mario Ronquillo, el pintor de una ciudad llamada Quito.	22
	top model	…, podría ser como esa **top model** a la que no hay que…	Noun	1	Edwin Ulloa y sus memorias de agua de fuego	24
	links	…, otros **links** con la sociedad,… … pueden servir de **links** entre los capítulos…	Noun	2	Edwin Ulloa y sus memorias de agua de fuego	26-28
	performance	… realizan un incesante **perfor-mance** y…	Noun	1	Temblor de la palabra	30

	internet	El **Internet** permite la circulación..	Noun	2	Poetry&Facebook: Poesía en red	34
		...: el **Internet** es uno de ellos.				
	web	Podemos encontrar páginas **web** donde el...	Adj.	2	Poetry&Facebook: Poesía en red	34
		... una serie de páginas **web** donde coinciden,...				
	new age	...,regodeos **new age**, ejemplificaciones de taller...	Noun	1	Poetry&Facebook: Poesía en red	34
	blog	..., tiene un **blog** que, bajo la...	Noun	2	Poetry&Facebook: Poesía en red	34
		... y los **blogs** literarios pueden...				
	set	..., un diploma, un **set** completo de arte,...	Noun	1	Primer Salón Nacional de Pintura de los Museos de la CCE	44
	fax	.../ en la celda de un **fax**/...	Noun	1	Núcleo del Tungurahua de la CCE	49
	túnel	...en el **túnel** de lo inexplica-ble.	Noun	1	Los fuegos grises de Maria Eugenia Delgado	58
	gay	..., lo **gay** en el arte,..	Noun	1	Parece que fue ayer...	65
	full	... se imprimió a **full** color,.	Adverb	2	Parece que fue ayer...	65-66
		... incorpore el papel cuché **full** color,...				
	comic	..., **comic** cuyos personajes eran...	Noun	1	Parece que fue ayer...	65
	cómic	... Francisco Viñati creó un **cómic**,...	Noun	1	Parece que fue ayer...	66

	bond	…se volvió al tradicional **bond**.	Noun	1	Parece que fue ayer…	66

Author: Silvana Oviedo

Table Two

Variable: Scholarly magazine

Magazine and Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
Retos: Revista de Ciencias de la Administración y Economía N° 1 febrero 2010	estándares	La innovación se fundamenta en **estándares**…	Noun	1	La innovación se da al borde del caos	4
	flash	Piénsese en las memorias **flash**…	Adj	1	La innovación se da al borde del caos	4
	software	… es la que se tiene en las comunidades de **software** libre.	Noun	1	Paradigmas organizacionales	8
	estrés	…cuando uno se encuentra relajado y sin **estrés**	Noun	1	Como estimular la creatividad de su empresa	12
	stock	…, de las necesidades de **stock** para la empresa,… … analizar el **stock** de inventarios…	Noun	2	La nueva microempresa y la planificación financiera	16
	rol	… tienen un **rol** muy importante en la construcción del…	Noun	1	El nuevo orden simbolico en relación con el consumo	28
	estándares	…, mejores salarios y **estándares** de trabajo…	Noun	1	¿Formamos profesionales actores del cambio o solo espectadores de la realidad?	32
	marketing	Ejemplos de productos: plan de **marketing**,..	Noun	1	¿Cómo conseguir que el estudiante egrese graduado?	36
	standard	… vinculada a un **standard** de desempeño…	Noun	1	ANC versus Presidente	41

América economía Ecuador N°055 julio 2010	boom	El **boom** del mercado bursátil…	Noun	1	Es tiempo de crear…	8
	boom	…,con el seguimiento del **boom** petrolero,… …, con el clímax del nuevo **boom** petrolero,…	Noun	2	Incapacidad de crecer, herencia secular	14
	boom	… vive un **boom**.	Noun	1	El mercado se dispara	24
	boom	…, el **boom** de las nuevas …	Noun	1	Inversiones en Ying Yang	75
	ranking	…nuestro propio **ranking** y desde …	Noun	1	Es tiempo de crear…	8
	puzzle	… no forma parte del **puzzle** requerido…	Noun	1	La estupidez de Arizona	10
	soft	… analiza el **soft** power que ha ido…	Adj.	1	El hard power brasileño	12
	power	… analiza el soft **power** que ha ido…	Noun	1	El hard power brasileño	12
	ránking	…resultado del **ránking** de…	Noun	1	Miami, donde debe estar	12
	estándares	…ordenado en **estándares** latinoame-ricanos…	Noun	1	Miami, donde debe estar	12
	estándares	…mantiene los **estándares** de las mejores …	Noun	1	Negociado &Firmado	97
	estándares	… sus **estándares** y se presta…	Noun	1	Europa en llamas	83
	software	… un **software** mide estos niveles…	Noun	1	Marketing al cerebro	17
	software	… del **software** de diseño…	Noun	1	Donde las ganancias pasan	43
	software	…alemana de **software**…	Noun	1	Lo que podemos aprender de Israel	46
	delicatessen	… relojes, **delicatessen** y hasta las joyas… … muy fuerte la demanda de **delicatesen**, joyas y …	Noun	2	¿Una joya para papá?	17

		internet	… al sitio de **internet**.	Noun	1	¿Una joya para papá?	17
		internet	… a través de **internet**…	Noun	1	Coppel llega al sur	20
		internet	… gratuitos en **internet** con…	Noun	4	La venganza de Alec	48-49
			… vender nuestras empresas de **internet**…				
			… la empresa de **internet** más popular…				
			… los usuarios de **internet**…				
		internet	… a través de **internet**.	Noun	1	A la carga	50
		internet	…e **internet** banda ancha…	Noun	1	Televisa forever	54
		internet	**Internet** como canal…	Noun	27	La fuerza del e-commerce	59-66
			…compras por **internet** en los últimos días…				
			… negocios por **internet**…				
			…centroamérica vende por **internet**…				
			…, a través de **internet** brindamos…				
			…productos al detalle por **internet**…				
			…productos físicos por **internet**.				
			…actividad comercial por **internet**.				
			…nuevos usuarios a **internet**.				
			…bienes duraderos por **internet**,…				
			… a su sitio de **internet**.				
			…la campaña por **internet**…				
			…,respiramos **internet**.				
			Las ventas anuales por **internet**…				
			…necesidades diarias por **internet**,…				

		El súper por **internet**,…				
		…cliente que compra por **internet**…				
		…hacer compras por **internet**…				
		…para comprar por **internet**…				
		Pasajes en línea a través de **internet**.				
		…mayores ventas por **internet**.				
		…**internet** es el canal preferido…				
		El 22% de total fue por **internet**.				
		…compra de tickets por internet.				
		En Perú **internet** es apenas…				
		…buscan usar **internet**…				
		…comerciales que se cierran por **internet**…				
	internet	…por sus negocios en **internet**…	Noun	6	El evangelizador	68-69
		…la desigual penetración de **internet**…				
		Estadísticas de **internet**…				
		…crecerá la penetración de **internet**…				
		…para acceder a **internet**…				
		…que **internet** se está convirtiendo …				
	internet	… visto por **internet**,…	Noun	2	Inversiones en Ying Yang	73
		…**internet** acerca fronteras…				
	fútbol	…, las camisetas de **fútbol** siguen…	Noun	1	¿Una joya para papá?	17

fútbol	… equipo de **fútbol** inglés,…	Noun	2	El Manchester celebra con vino chileno	22
	…temporada de **fútbol** en Europa.				
fútbol	… del **fútbol** y los…	Noun	1	La fuerza del e-commerce	65
mall	… administradora del **mall**,..	Noun	1	Una respuesta al sur de Quito	19
malls	… los grandes **malls** están…	Noun	1	Más secreto De Prati	40
chairman	…el **Chairman** de General Motors…	Noun	1	GM crea sede en Sudamérica	22
wine partner	…, para ser su **wine partner**.	Noun	1	El Manchester celebra con vino chileno	22
marketing	… director de **marketing** global de…	Noun	1	El Manchester celebra con vino chileno	22
marketing	… en ventas y **marketing**…	Noun	1	Empresa mirando al sudeste	52
marketing	… el **marketing** y la…	Noun	1	La fuerza del e-commerce	60
marketing	…, profesor de **Marketing** y…	Noun	1	Entre dos aguas	80
crack	… salíamos del **crack** bancario…	Noun	1	El mercado se dispara	28
rol	…, este último **rol** es…	Noun	1	Viviendo en casa segura	31
kids	…cosméticos, **kids**,..	Noun	1	Más secretos de De Prati	41
junior	…kids y **junior**..	Noun	1	Más secretos de De Prati	41
start-ups	… densidad de **start-ups** per cápita…	Noun	1	Lo que podemos aprender de Israel	46
online	…publicidad **online** no está…	Adj.	3	La venganza de Alec	48-49
	…incluso para negocios **online**.				
	…avisos clasificados **online**…				
online	… su negocio **online** a tasas…	Adj.	20	La fuerza de e-commerce	59-66
	…de la casa de subastas **online**…				

		…modelos de comercio **online**,…				
		…próxima compra **online**…				
		…entregamos asistencia **online**…				
		…al campo **online**…				
		…datos de tráfico **online**…				
		…operación **online** en 1998,…				
		…con sus portales **online** en Europa…				
		…canal de venta **online**…				
		…modalidad de consumo **online**…				
		…alimentos y abarrotes **online**…				
		…mercado **online**…				
		…compras **online** internacio-nales…				
		…pasa por una actividad **online**,…				
		…su negocio **online** consiste…				
		…vendidos por el canal **online**…				
		…agencia de viajes **online**…				
		…lectores por vía **online**…				
		…(pago de impuestos **online**)…				
	online	… tienda **online** para…	Adj.	1	El evangelizador	69
	web	… conceptos en la **web**,…	Noun	1	La venganza de Alec	49
	web	… acceso a la **web**…	Noun	2	El evangelizador	69
		La idea es agregar valor a la **web**…				

		website	… nuestras noticias del **website**,…	Noun	1	Ahora se vienen las redes Geo-Sociales	98
		staff	… su **staff** de 25…	Noun	1	La venganza de Alec	49
		commodity	… se volvió un **commodity**	Noun	1	Empresa mirando al sudeste	52
		commodities	… en los **commodities**	Noun	1	Inversiones en Ying Yang	75
		commodities	…que los precios de los **commodities** …alto el precio de los **commodities** … suministro de **commodities** …ola rentista de **commodities**	Noun	4	Entre dos aguas	79-80-81
		commodities	… suministro de **commodities** para … …mercado de **commodities** para…	Noun	2	En busca de socios	85
		commodities	… el precio de las **commodities** …los altos precios de los **commodities**	Noun	2	Por qué Grecia nos tiene que importar	89
		play	… cuádruple **play**..	Noun	1	Televisa forever	54
		players	… los **players** del comercio…	Noun	1	La fuerza del e-commerce	61
		test	… un **test** de la flexibilidad…	Noun	1	El errado estreno de la diplomacia nuclear de Brasil	58
		chat	… a través del **chat**,… … blogs, **chats** y redes sociales.	Noun	2	La fuerza del e-commerce	60-61
		blogs	… **blogs**, chats y redes sociales…	Noun	1	La fuerza del e-commerce	61
		lid	… en esta **lid**…	Noun	1	La fuerza del e-commerce	64

	offline	… se puso **offline** por…	Adj.	2	La fuerza del e-commerce	65
		…predomi-nante **offline** y no bancarizada.				
	offline	… ponerse **offline** para el trabajo…	Adj.	1	El evangelizador	69
	smartphones	… aplicaciones a los **smartphones**	Noun	1	El evangelizador	69
	swap	… denominado **swap** …	Noun	1	Inversiones en Ying Yang	74
	happy end	… tenga un **happy end**..	Noun	1	Inversiones en Ying Yang	74
	chips	… de vuelta **chips** con …	Noun	1	Entre dos aguas	79
	default	… un **default** griego …	Noun	1	Por qué Grecia nos tiene que importar	89
	jets	… más **jets** civiles …	Noun	1	El submarino verdeamarillo	92
	stand	… del mejor **stand** …	Noun	1	Negociando & firmando	96
	feeds	… y mi Google Reader tiene más de 6000 **feeds** en negritas sin leer	Noun	1	Ahora se vienen las Redes Geo-Sociales	98
	check-in	… y que en su jerga hacer "**check-in**"	Verb	3	Ahora se vienen las Redes Geo-Sociales	98
		…sacan partico al hacer **check-in** en ciertos cafés…				
		…a aquellos que hagan **check-in** en lugares…				
	bar	… o llegar a ser el "Mayor" de un **bar** o cualquier…	Noun	1	Ahora se vienen las Redes Geo-Sociales	98
	marketing	…, por ejemplo, **marketing** o negocios …	Noun	2	Ahora se vienen las Redes Geo-Sociales	98
		…es obvio que el **marketing** urbano ya no será igual.				

	after hours	… asi que puede ser una buena excusa para los **after hours.**	Noun	1	Ahora se vienen las Redes Geo-Sociales	98

Author: Silvana Oviedo

Table three

Variable: General interest magazine

Magazine and Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
Estadio Colec-cionable N°3 junio 2010	fútbol	… desarrollo del **fútbol** ghanés,..	Noun	1	Los Black Stars enloquecen a toda África	4
	fútbol	… una máquina de buen **fútbol**.	Noun	1	Bombardeo alemán	8
	fútbol	En el **fútbol** Gary Medel es…	Noun	1	El Pitbull de la roja	18
	fútbol	…, opté por el **fútbol**,… Su nombre está ligado al **fútbol.**	Noun	2	El Pitbull de la roja	19
	fútbol	…amantes del buen **fútbol**, … …dentro del crecido **fútbol** actual.	Noun	2	A Dunga lo que es de Dunga	21
	fútbol	El **fútbol** el no lo puede ver … …el **fútbol** es todo en su vida… …ha revoluciona-do el **fútbol**. …entendien-do el **fútbol**…	Noun	4	El científico del futbol	24-25
	fútbol	… en el competitivo **fútbol** Argentino	Noun	1	Me siento tocado por Dios	26
	fútbol	El **fútbol** Europeo es… El **fútbol** sudamerica-no es el mayor exportador…	Noun	2	Las decepciones del mundial	29
	fútbol	… del **fútbol** africano y en …	Noun	3	La debacle africana	31

		…que tienen el **fútbol** sudamerica-no…				
		…el honor del **fútbol** de su…				
	fútbol	En el **fútbol** europeo abundan…	Noun	1	Cuando las bombas pueden más que los balones	32
	fútbol	… la fiesta del **fútbol** en alta definición…	Noun	3	Bares y restaurantes se juegan el mundial	42-43
		…los encuentros de **fútbol**…				
		En Tumbaco se vive el **fútbol**,…				
	gol	…, y el **gol** de Javier…	Noun	3	Diego va armando un campeón	6
		…que hacían un **gol**…				
		…llegó el **gol** de Higuaín…				
	gol	… con el **gol** rápida-mente.	Noun	4	Bombardeo alemán	8-9
		Pero el **gol** no fue cobrado…				
		…terminará en **gol**.				
		Hizo el primer **gol**…				
	gol	… tras anotar el **gol** de …	Noun	2	El Pitbull de la roja	19
		Marcó el **gol** de la victoria…				
	gol	…marco el **gol** más importante…	Noun	4	Javier Hernandez El Chicharrito Azreca	22-23
		…y anotó el **gol**,…				
		…su primer **gol** en un equipo.				
		…anotó el primer **gol** ante…				
	gol	… con el **gol** decisivo de la…	Noun	8	Me siento tocado por Dios	26-27

		…debutó con un **gol**…				
		Y a punta de **goles** se fue…				
		…el **gol** definitivo…				
		…festejando un **gol**…				
		…,el **gol**, es lo único…				
		Haber hecho este **gol** a los…				
		…este **gol** a los 36 años.				
	gol	… un solo **gol** para Italia	Noun	1	Las decepciones del mundial	29
	gol	… por el **gol** de diferencia…	Noun	2	La debacle africana	30-31
		Anotó un **gol**…				
		…esos 3 **goles** recibidos…				
	gol	… por un **gol** del ecuatoriano …	Noun	1	Cuando las bombas pueden más que los balones	33
	ratting	…existía el **ratting**,…	Noun	1	El Pitbull de la roja	18
	club	En este **club** creció…	Noun	1	El Pitbull de la roja	18
	club	… momento en su **club**…	Noun	1	A Dunga lo que es de Dunga	27
	club	… goleador histórico del **club** más popular	Noun	1	Me siento tocado por Dios	27
	gay	…que me dijeran el "Pitbull **Gay**".	Adj.	1	El Pitbull de la roja	19
	scratch	… técnico del "**scratch** verdeama-relo",..	Noun	1	A Dunga lo que es de Dunga	26
	living	… estar en el **living** de mi casa..	Noun	1	Me siento tocado por Dios	27
	cracks	… paraíso de los **cracks** argentinos,…	Noun	3	Las decepciones del mundial	28
		…chispa en los **cracks** de los ricos países…				

		...los **cracks** argentinos...				
	ranking	O por ese **ranking** de FIFA...	Noun	1	Las decepciones del mundial	28
	townships	En los **townships** una generación sobrevive...	Noun	4	Los townships que no se ven el television	38-39
		Los **townships** nacieron como...				
		...habitantes de los **townships**...				
		Los **townships** lanzan un llamado,..				
	bar	... restaurante y **bar** longe Wingers...	Noun	1	Bares y restaurantes se juegan el mundial	42
	happy beer day	Los martes **happy beer day**...	Adj	1	Bares y restaurantes se juegan el mundial	42
	pit	... en el **pit** y acaba décimo ...	Noun	1	El "joven maravilla", "el pillo" y el "gentleman"	46
	boxes	... pasada por los **boxes** de castigo...	Noun	1	El "joven maravilla", "el pillo" y el "gentleman"	46
Vistazo	gol	El primer **gol** es la pérdida de...	Noun	2	Noticias	8
		El segundo **gol**-es el de la definición-				
julio 2010	gol	... festejan un **gol** con tendederos...	Noun	1	¡Gol!	44
	gol	...lo más importante es un **gol**.	Noun	1	Gol por la paz	68
	gol	...un **gol** cada 17 segundos...	Noun	6	La reinvención del futbol	83
		...32 minutos para ver un **gol**,...				
		Los **goles** escasearon...				

		...de goles **mararcados**...				
		...recibieron 140 **goles**...				
		...**goles** en 80 años...				
	gol	... Klose está a un solo **gol** de superar al...	Noun	1	La promesa alemana	84
	internet	... su equipo cuente con conexión a **internet**	Noun	2	Turismo geek	52
		...hotel que buscan por **internet**...				
	internet	..., teléfono e **internet**, $120	Noun	1	Un pedazo de cielo	11
	internet	..., vía **internet**, los obstetras podemos...	Noun	1	Trabajo de parto por celular	56
	fútbol	... un partido de **fútbol** diríamos que...	Noun	1	Autogol en la frontera	34
	fútbol	... situaciones de riesgo a través del **fútbol**...	Noun	2	Gol por la paz	68
		...para demostrar que el **fútbol**,...				
	fútbol	Para aquellos que gusan del arte del **fútbol**,..	Noun	5	La reinvención del fútbol	82-83-84-85
		...,pero el **fútbol** permanece...				
		...televisivas de **fútbol**,...				
		...,a pesar de su buen **fútbol**...				
		...mostrar buen **fútbol**,...				
	fútbol	..., el ex genio del **fútbol** se concentro...	Noun	2	El teatro de Maradona	84
		...sabe de **fútbol**...				

		fútbol	… mostrando un **fútbol** estilizado	Noun	1	La promesa Alemana	84
		fútbol	… organismo del **fútbol** varía sus…	Noun	3	El balón rodará en Brasil	86-
			…el próximo Mundial de **fútbol**.				
			…juegan en el **fútbol**.				
		box	,… se vinculo desde joven al **box**,…	Noun	1	Transiciones: Muertes	40
		estrés	El **estrés** no distingue edad…	Noun	16	Knock out al estrés	48-49-50
			…del **estrés** laboral…				
			El **estrés** laboral puede afectar…				
			…aprender a **manejar** ese estrés…				
			…niveles bajos de **estrés**…				
			…los factores de **estrés**…				
			…el **estrés** afecta…				
			…que producen **estrés**…				
			Controlar el **estrés**…				
			…niveles bajos de **estrés**…				
			…combatir el **estrés**…				
			…manejo de **estrés**…				
			…manifesta-ciones del **estrés**…				
			…el control del **estrés** es personal…				
			…se convierta en **estrés** personal…				
			En el caso del **estrés**,…				

burnout	El **burnout** responde a una situación **...**	Noun	2	Knock out al estrés	49
smartphone	..., mejor conocido como **Smartpho-ne**...	Noun	1	Turismo geek	52
roaming	... servicio de **roaming** para conectarse...	Noun	1	Turismo geek	52
web	... esta el sitio **web**...	Noun	1	Turismo geek	53
web	Usar cámara **web** del ordenador	Adj	1	La realidad aumentada	55
web	... colgado en su **web** de fans...	Noun	1	Un vampiro mas	62
software	... tras instalar el **software**, ...	Noun	1	Respalde su información	54
joystick	Su nuevo **joystick** y 2 cámaras...	Noun	1	Tecnología para el entretenimiento	54
fans	... colgado en su web de **fans**...	Noun	1	Un vampiro mas	62
show	Un **show** espectacular de la ...	Noun	1	Madonna	63
show	Y termino el **show** familiar dijo...	Noun	1	¿Le entregamos el alma al diablo?	67
show	..., el hombre **show** fue un entrenador...	Adj	1	El teatro de Maradona	84
soundtrack	... y un **soundtrack** de primera	Noun	1	Nine	63
cracks	...cuando hay **cracks** que hacen la diferencia	Noun	1	La reinvención del titulo	84
crack	... dejar de demostrar el gran **crack** que fue	Noun	1	El teatro de Maradona	84
túnel	..., el **túnel** subterráneo para...	Noun	1	El tren que nos robo los sueños	88

Author: Silvana Oviedo

Table four

The most Frequent Anglicisms (in all variables)

Anglicism	Word repetition number
internet	49
fútbol	39
gol	36
online	24
estrés	17
commodities	9
web	8
marketing	7
boom	6
estándares	5
software	5
gay	4
club	4
cracks	4
townships	4
offline	3
check-in	3
show	3
estándar	2
test	2
rock	2
links	2
rol	2
blog	2
túnel	2
full	2

stock	2
ranking	2
delicatessen	2
crack	2
chat	2
bar	2
burnout	2
comic	1
cómic	1
businessman	1
hippies	1
happy end	1
beatnik	1
body art	1
land art	1
happenings	1
pop art	1
punk	1
top model	1
performance	1
new age	1
set	1
fax	1
bond	1
flash	1
standard	1
smartphones	1
puzzle	1
soft	1

power	1
ránking	1
mall	1
malls	1
chairman	1
wine partner	1
kids	1
junior	1
start-ups	1
website	1
staff	1
commodity	1
play	1
players	1
blogs	1
lid	1
swap	1
chips	1
default	1
jets	1
stand	1
feeds	1
after hours	1
ratting	1
scratch	1
living	1
happy beer day	1
pit	1
boxes	1

box	1
smartphone	1
roaming	1
joystick	1
fans	1
soundtrack	1
TOTAL: 90 anglicisms	**TOTAL: 317 word repetition number**

Author: Silvana Oviedo

Table Five

Comparison between variables

	Variable	f	%
	Variable	**f**	**%**
Anglicisms	Cultural magazines	37	11,7%
	Scholarly magazines	152	47.9%
	General interest magazines	128	40.4%
	Total	317	100%

Author: Silvana Oviedo

Description, Analysis, and Interpretation of Results

Linguistic Analysis

After having gotten the results, the next step is to analyze important linguistic characteristics of thirty of the anglicisms found in this research study. The analysis will focus syntactic and semantic aspects as well as the morphology of the words. It also will be said if the words are accepted or not by La Real Academia de la Lengua Española RAE.

There will be also a comparative analysis, in which variables will be compared to see which of them have more anglicisms.

Cultural Magazines Variable

Boom

The word *boom* is originally from Middle English *bomben, bummen.* The word was used for the first time in the 15th century. As a noun this word means a rapid expansion or increase as a rapid widespread expansion of economic activity; an upsurge in activity, interest or popularity. (Merrian Webster Dictionary, 2010).

In the example found: "Mientras la generación del *boom* de la literatura latinoamericana, como Julio Cortázar, Jorge Luis Borges, Carlos Fuentes, Gabriel García Márquez, se citaba en París y se confrontaba con los grandes maestros occidentales de la narrativa, el ensayo y la poesía,… " the word *boom* is used as a noun which means increase of succes of books.

The word *boom* is accepted by La Real Academia de la Lengua Española RAE which defines it as success or sudden rise of something, especially a book (Trans. by the auth.) in the context of this study; *boom* has the same meaning in English and Spanish due to it refers to increase or expansion of something.

There are not morphological granges of this word in Spanish language. This Anglicism is well known and easily understood in contexts related to economy or literature.

Gay

The word *gay* has been accepted into our language by La Real Academia de la Lengua Española RAE. The word was found in the following context: "… así, la identificación secundaria es experimentada cada vez más como un marco externo, puramente formal y no verdaderamente vinculante, y los individuos buscan formas de identificación más pequeñas, primordiales: ser miembro de la comunidad negra, ser miembros de la comunidad *gay*, etc." The word *gay* is an adjective that is describing and qualifying the noun community. The word *gay* in this context means a group with a common background or with shared interests within society; this group is composed by homosexual men. (Trans. by the auth.) (Diccionario de la Real Academia de la Lengua Española, 2001).

The word *gay* comes from Middle English. It was used for the first time in the 13th century. As a noun this word means somebody,

especially a man, who is attracted to other members of the same sex. And as an adjective it means relating to sexual attraction or activity among members of the same sex. (Microsoft Encarta 2008).

Semantically speaking, the word *gay* is referred to *homosexual man*. The adjective *gay* encompasses both men and women, but when there is a need to specify both genders, as in *gay and lesbian alliances*, *gay* describes men. Avoid using *gay* as a noun, as in *He's a gay* and *Four gays walked in*, because it can be taken to be offensive. Preferred substitutes are *He is gay* and *Four gay people/ men/ women walked in.* (Microsoft Encarta 2008).

It is important to mention that the word *gay* is an Anglicism that has equivalence in Spanish language because the words *gay* in English and "homosexual" in Spanish, both are used by people. The word *gay* is a word taken from English into Spanish. This word does not need translation to be understood and it has not suffered morphological changes in Spanish language.

Rock

The word *rock* comes from Middle English *rokken*, from Old English *roccian*. The word *rock* was used for the first time in the 12th century. As a noun this word means 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. The word *rock* related to music was used for the first time in 1823. (Merrian Webster Dictionary, 2010).

The example found was: "Escarbamos y descubrimos que este es el mundo de la marginalidad y de la música (ahora debe ser el mismo pero con otro ritmo, el reguetón ha ocupado el lugar del *rock*, por ejemplo)." In this context the word *rock* is a noun which refers to a style of music. Semantically, this word is used in Spanish and in English in contexts related to music.

The word *rock* has been accepted by La Real Academia de la Lengua Española RAE. As a noun this word means music genre with marked rhythm, derived from a mixture of different styles of American folk. (Trans. by the auth.) (Diccionario de la Real Academia de la Lengua Española, 2001).

Finally, from a morphological point of view the word *rock* has not suffered morphological changes in Spanish language.

Estándar

The word *estándar* has been accepted by La Real Academia de la Lengua Española RAE. This word means a type, model, standard, reference, pattern or level. (Trans. by the auth.) (Diccionario de la Real Academia de la Lengua Española, 2001).

The word was found in the following context: "Bajo un *estándar* de valores conocidos." It is a noun and means a type or pattern of values as RAE state it.

The word *standard* comes from Middle English. The word was used for the first time in the 12th century. (Merrian Webster Dictionary, 2010). As a noun this word means the level of quality or excellence attained by somebody or something. And as an adjective it means regarded as correct or acceptable by the majority of educated speakers of or authorities on a language. (Microsoft Encarta 2008).

In the example studied, this anglicism does not have the same meaning in Spanish and English, due to *estándar* in Spanish means a model, type or pattern and *standard* in English means level of quality or excellence. Also, this word has suffered morphological changes into our language. The vowel "e" has been added at the beginning of the word, and an accent mark has been marked on the vowel "a", resulting the new word in Spanish *estándar.*

Test

The word *test* is originally from Middle English. The word was used for the first time in the 14th century. (Merrian Webster Dictionary, 2010). As a noun this word means a procedure intended to establish the quality, performance, or reliability of something. Also, as a noun it means a short examination of skill or knowledge. (Microsoft Encarta 2008).

The example found for the word *test* was: "Por otro lado, el *test* de la capacidad permite estimar los números de nexiones que necesita el

modelo de redes…" In this context the word *test* is a noun which refers to an evaluation.

The word *test,* in this context as a noun means assessment assigned to evaluate knowledge or aptitudes, in which someone has to choose the correct answer between some options. (Trans. by the auth.) (Diccionario de la Real Academia de la Lengua Española, 2001).

Finally, from a morphological point of view the word *test* has not suffered morphological changes in Spanish language. The singular and the plural form *test* and *tests,* they are both used in Spanish. It is important to mention that in Spanish language, this word has its equivalent in Spanish, which is: "exámen", "prueba" or "evaluación".

Internet

The word *internet* has been accepted into our language by La Real Academia de la Lengua Española RAE. As a noun this word means global decentralized computer network, formed by a direct connection between computers through a special communication protocol. (Trans. by the auth.) (Diccionario de la Real Academia de la Lengua Española, 2001).

This anglicism was used for the first time in 1985, meaning an electronic communications network that connects computer networks and organizational computer facilities around the world. (Merrian Webster Dictionary, 2010).

The word *internet* is composed by the words *inter* and *net*. Grammatically speaking the word *inter* as a prefix means existing between, and the word *net* as a noun means a group of communications stations operating under unified control. Both words come from Middle English. The word *inter* is originally from Middle English *enteren. The word inter was used for first time the 14th century.* The word *net* comes from Middle English *nett,* from Old English. This word was *used for first time* before 12th century. (Merrian Webster Dictionary, 2010).

In the example found "El *Internet* permite la circulación de contenidos literarios en tiempo real, inaugurando relaciones y vínculos de manera casi inmediata." In this context the word *internet* is a noun which means a service network. Semantically speaking it has the same meaning in Spanish and English in the context previously referred. This word has not suffered syntactic, nor morphological changes.

Web

The word *web* is originally from Middle English, from Old English. The first time that this word was used was before 12th century. (Merrian Webster Dictionary, 2010). As a noun this word means a complex structure, network, or design, such as: a web of interconnecting wires or a web of deceit. (Microsoft Encarta, 2008).

The word was found in the following context: "Podemos encontrar páginas *web* donde el poema a la mamá convive con textos de Tomás Segovia" the word *web* is used as a noun. In this example the word *web*

is next to the word páginas. Semantically, the meaning of páginas *web* is a document located on a computer network which can be accessed through hypertext links. (Diccionario de la Real Academia de la Lengua Española, 2001).

The word *web* is accepted by La Real Academia de la Lengua Española RAE which defines it as computer network (Trans. by the auth.). Therefore, *web* has the same meaning in English and Spanish language. *Web* is a word that doesn't have counterpart in Spanish language; this word is taken from English and it has only existed in this language.

There are not morphological changes of this word in Spanish language. This Anglicism is well known and easily understood in Spanish.

Set

The word *set* has been accepted into our language by La Real Academia de la Lengua Española RAE. In the example found: "Los premios, tanto a los tres primeros lugares como a las menciones, consistieron en una medalla, un diploma, un *set* completo de arte, una colección de utilización de técnicas de arte y un lote de libros de literatura para niños,..." The word *set* is a noun in this context and means collection of elements that share a property or have a common goal. (Trans. by the auth.) (Diccionario de la Real Academia de la Lengua

Española, 2001). The word *set* is a word which does not need translation to be understood in the example studied.

The word *set* comes from Middle English *setten,* from Old English *settan. This* word was used for the first time before the 12th century. As a noun this word means a number of things of the same kind that belong or are used together. (Merrian Webster Dictionary, 2010). Regarding the semantic aspect, the word *set* has the same meaning in Spanish and in English depending of the context.

Finally, it is important to mention that the word *set* is an Anglicism that has equivalence in Spanish language with the following words: "conjunto", "serie" o "juego". It has not suffered morphological changes in Spanish language.

Body art

The composed word *body art* has not been accepted by La Real Academia de la Lengua Española RAE. However RAE only accepts the word *body* as an anglicism which means elastic and tight female underwear which has one piece that covers the trunk. (Trans. by the auth.) (Diccionario de la Real Academia de la Lengua Española, 2001).

The word *body art* is a noun and means art made on, with, or consisting, of the human body. It includes piercing, tattooing, and branding. It was used for decoration or rituals thousands of years ago. In recent years, media stars and professional athletes have made tattooing and piercing popular as a form of decoration, a fashion

statement, and a means of self-expression. (Committee on Adolescent Health Care, 2009)

This word was found in the following example "Me refiero al arte minimalista, al land art, al *body art*, instalaciones, performance, proposiciones multimedias...". In this context the word *body art* refers to art made in the human body. Semantically, this word is used in Spanish and in English in contexts related to art. It has not suffered morphological changes.

This word is an anglicism due to it comes from the words *body* and *art*; therefore it was necessary to divide it into two words in order to make a deep linguistic analysis. The word *body* comes from Middle English, from Old English *bodig*. It was used for the first time before 12th century. As noun this word means the complete material structure or physical form of a human being. The word *art* is originally from Middle English. It was used for first time in the 13th century. As noun this word means the creation of beautiful or thought-provoking works in painting, music or writing. (Microsoft Encarta 2008).

Full

The word *full* is not accepted by La Real Academia de la Lengua Española RAE. However, the word *full* is originally from Old English. It was used for first time before 12th century. As an adverb it means completely: to the greatest or complete extent. As an adjective it means holding as much or as many as is possible; having a large amount or

number of something; being at the highest degree or largest extent. (Microsoft Encarta, 2008).

The example found for this word in Spanish was: "Desde enero de 2003 se imprimió a *full* color, ya que desde entonces había sido a dos colores". The word *full* in this context *is* an adverb due to it is next to the word color. Semantically, the word *full* next to the word color means a document that contains a full range of colors, tones and shades.

In the example taken from the context, the word *full* has the same meaning in Spanish and in English because the word *full* is followed by the word color. The words *full* color has their equivalent in Spanish language, which is: "a todo color". The semantic denotation of the word *full color* is an Anglicism that has its equivalent in Spanish language, which is: "todo color" or "lleno de color". Also, the word *full* in other contexts can be an adjective.

No morphological changes are found comparing the original word with the loan in Spanish.

Scholarly Magazines Variable

Software

The word *software* has been accepted by La Real Academia de la Lengua Española RAE. The word *software* was found in the following context: "Una modalidad de organización del trabajo que está más cerca a la concepción biológica de la organización es la que se tiene en las comunidades de *software* libre". This word is a noun and means set of

programs, instructions and rules computer to perform certain tasks on a computer. (Trans. by the auth.) (Diccionario de la Real Academia de la Lengua Española, 2001).

The word *software* was used for first time in 1958. It is a composed word of *soft* and *ware. Soft* comes from Middle English, from Old English *sōfte*. This word was used for first time before 12th century. The word *ware* is originally from Middle English *war, ware* careful, aware, from Old English *wær* - more at <u>wary</u>. The word *ware* was used for first time before 12th century. (Merrian Webster Dictionary, 2010).

Semantically speaking, *software* means something used or associated with and usually contrasted with hardware, such as: *a*: the entire set of programs, procedures, and related documentation associated with a system and especially a computer system; *specifically*: computer programs; materials for use with audiovisual equipment. (Merrian Webster Dictionary, 2010).

This word has not suffered syntactic, nor morphological changes. This word does not need translation to be understood due to it is a technical word introduced to our vocabulary through media.

Estrés

The word *stress* comes from Middle English *stresse*. The word was used for first time in the14th century. As a noun this word means a physical, chemical, or emotional factor that causes bodily or mental tension and may be a factor in disease causation; a state resulting from

a stress; especially*:* one of bodily or mental tension resulting from factors that tend to alter an existent equilibrium. (Merrian Webster Dictionary, 2010).

The word *estrés* was found in the following context "… ese punto cuando las nuevas ideas pasan del subconsciente al consciente, se alcanza más fácilmente cuando uno se encuentra relajado y sin *estrés*"; the word *estrés* is functioning as a noun here and means tensions caused by overwhelming situations that sometimes cause severe psychological or psychosomatic reactions. (Trans. by the auth.) (Diccionario de la Real Academia de la Lengua Española, 2001).

The word *estrés* has been accepted into Spanish by La Real Academia de la Lengua Española RAE. In the example studied, this Anglicism has the same meaning in Spanish and English due to the word refers to mental, emotional o physical strain. Syntactically, it is a noun used in both languages in contexts related to health.

Its morphology has had some changes. The vowel "e" has been added at the beginning of the word, and an accent mark has been marked on the second vowel "é"; in English it is also stressed but we do not mark *stress* in this language, just in transcription in Spanish. Also, this word has omitted one "s" at the end of the word, resulting the new word in Spanish *estrés.*

Marketing

The word *marketing* was used for the first time in 1561. This word means the act or process of selling or purchasing in a market; the process or technique of promoting, selling, and distributing a product or service. (Merrian Webster Dictionary, 2010).

The word *marketing* comes from the word *market* that is originally from Middle English and was used for the first time in the 12th century. As verb this word means to use advertising and other promotional techniques to attract buyers for something when it is put on sale; to offer something for sale, or sell something, in a market. (Microsoft Encarta 2008).

The example found for the word *marketing* was: "...dice Pablo Vargas, presidente ejecutivo de Café Britt, quien señala que el *marketing* y la logística internacionales son parte fundamental de su operación. Para ello han llegado a acuerdos con empresas de mensajería... " In this context, the function of the word *marketing* is a noun which is related a business activity.

The word *marketing* is already accepted by La Real Academia de la Lengua Española RAE. As noun this word means principles and practices that increase trade. (Trans. by the auth.) (Diccionario de la Real Academia de la Lengua Española, 2001). It is important to mention that the words "mercadotecnia" or "mercadeo" are also used in Spanish in contexts related to business.

Finally, from a morphological point of view the word *marketing* has not suffered morphological changes in Spanish language.

Ranking

The word *ranking* has been accepted into our language by La Real Academia de la Lengua Española RAE. According to RAE this word, which is a noun means position from highest to lowest, useful to establish assessment criteria. (Trans. by the auth.) (Diccionario de la Real Academia de la Lengua Española, 2010).

The word was found in the following context: "El boom del mercado bursátil nos impulsó a crear nuestro propio *ranking* y desde este mes contar con un nuevo especial que se suma a la planificación editorial de América Economía Ecuador". The word *ranking* is used as a noun, which means classify or establish the order in which something should be ranked.

The word *ranking* comes from the work *rank* which is originally from Middle English. The first time that the word *ranking* was used was in 1847. (Merrian Webster Dictionary, 2010). As a noun the word *ranking* means the position or status held by or allocated to somebody or something in relation to others in a group; the work of establishing the order in which people or things should be ranked, usually according to their importance or ability. (Microsoft Encarta, 2008).

There are morphological changes of this word in Spanish language, due to many people mark and accent mark on the vowel "á" as

the following example: "... resultado del ránking...". However, other people don't use the accent mark on this word. It is important to say that this word is not marked by accent mark in the dictionary of RAE.

Chairman

The word *chairman* has not been accepted by La Real Academia de la Lengua Española RAE. However, this word was used first time in 1592. It means the presiding officer of a meeting, organization, committee, or event; the administrative officer of a department of instruction. (Merrian Webster Dictionary, 2010).

The composed word *chairman* comes from the words *chair* and *man.* The word *chair* is originally from Middle English. (Merrian Webster Dictionary, 2010). This word has long been used to mean "the authority or position of chairman," and has been extended to mean "the presiding officer of a committee or meeting," in order to avoid having to use the gender-specific terms chairman or chairwoman. An alternative is chairperson, though it is disliked by some people. (Microsoft Encarta 2008).

The word *chairman* was found in the following context found: "Ardilla reportará directamente al *Chairman* de General Motors Ed Whitacre. Con la designación se convierte en el hispano con mayor rango en la compañía", the word *chairman* is used as a noun. The semantic aspect of the word *chairman* in this example refers to a chief

officer of a business corporation due to the example says *Chairman* de General Motors.

Finally, it is important to mention that the word *chairman* doesn´t have morphological changes when it is used in Spanish. Also, it is an anglicism that has counterpart in Spanish due to it means "presidente".

Online

The word *online* has not been accepted into our language by La Real Academia de la Lengua Española RAE. However, it is an anglicism used in Spanish. It means connected to, served by or available through a system and especially a computer or telecommunications system as the Internet. This word was used for first time in 1950. (Merrian Webster Dictionary, 2010).

The word *online* has been divided into two words *on* and *line* in order to analyze this word. The words *on* and *line* are not recognized by RAE but they are anglicisms.

The word *on* comes from Old English. It means, into the condition of operating or functioning; indicating that a machine or device is functioning or in use. (Encarta Dictionary, 2008)

The word *line* comes from Middle English. It means a wire or pair of wires connecting one telegraph or telephone station with another or a whole system of such wires; any circuit in an electronic communication system. (Merrian Webster Dictionary, 2010).

In the example found: "Especialmente en mercados donde la publicidad *online* no está tan desarrollada...". The word *online* functions as an adjective.

Finally, it is important to mention that the word *online* is an Anglicism that has its equivalent in Spanish language, such as: "en línea". In addition, this word has not suffered morphological changes in Spanish language.

Chat

The word *chat* comes from Middle English *chatten,* short for *chatteren. The* first known use was in 15th century. (Merrian Webster Dictionary, 2010). As noun this word means a relaxed informal conversation with somebody; an informal exchange of messages in real time with other computer users. And as verb it means to talk with somebody in a relaxed informal way; to exchange messages in real time with other computer users. (Microsoft Encarta, 2008).

The word *chat* was found in the following context: "... donde entregamos asistencia online a través del *chat,* línea telefónica directa y consultas en no más de dos horas"; the word *chat* is functioning as a noun here and means an informal exchange of messages.

The word *chat* has not been accepted by La Real Academia de la Lengua Española RAE. The word has its equivalent in Spanish, such as: "charlar", "platicar", "charla" o "plática". In the context studied, this Anglicism has the same meaning in Spanish and English. Syntactically,

it is used as a noun and verb in both languages. In the verb form it has suffered morphological changes due to the suffixes "ear", "eando", "eó", "eará" and others have been added at the end of the word *chat* in order to form a verb conjugated in its respective tense.

Stock

The word *stock* has been accepted into our language by La Real Academia de la Lengua Española RAE. According to RAE this word is taken from English Language. It means quantity of goods stored. (Trans. by the auth.) (Diccionario de la Real Academia de la Lengua Española, 2010).

The origin of the word *stok* comes from Middle English *stock*, from Old English *stocc*. The word was used for the first time before 12th century. As a noun the word *stock* means the equipment, materials, or supplies of an establishment; a store or supply accumulated or available; *especially*: the inventory of goods of a merchant or manufacturer. (Merrian Webster Dictionary, 2010).

In the example found "..., de las necesidades de *stock* para la empresa, que al ser nueva, le será muy difícil afrontarlas,...". This word has the function of noun. Semantically, this word means a supply of goods of a business in this context. The lexical category of the word *stock* in English Language is noun, verb and adjective. However Spanish uses it only as a noun.

Finally, it is important to mention that the word *stock* is an Anglicism that has not had morphological changes in Spanish language. The equivalent word in Spanish is "reservas" which has been replaced by the word *stock*.

Check-in

The word *check in* has not been accepted into Spanish language by La Real Academia de la Lengua Española RAE. However, the meaning of this word found in Merrian Webster Dictionary (2010) is act or instance of checking in; to register at a hotel or to report one's presence or arrival. The word *check in* was used for the first time in 1918.

The analysis of the word *check in* was done dividing the two words *check* and *in*. The words *check* and *in* are not accepted by RAE but they have English origin in English dictionaries. Both words come from Middle English. The word *check* was used for the first time in the 15th century. This verb means a standard for testing and evaluation; examination; inspection, investigation. The word in was used for the first time before 12th century. As preposition the word in means used as a function word to indicate inclusion, location, or position within limits; used as a function word to indicate purpose. (Merrian Webster Dictionary, 2010).

In the context found: "… y aprendo que Foursquare es una red geosocial y que en su jerga hacer *check in* permite saber dónde están tus amigos,…". The word *check in* is used as a verb. The word *check in* refers

to report one's presence. Semantically, this word has the same meaning both Spanish and English.

Finally, it is important to mention that the word *check in* is an Anglicism that has equivalence in Spanish, such as "registrarse". Moreover, it has not suffered morphological changes in Spanish language.

Bar

The word *bar* has been accepted into our language by La Real Academia de la Lengua Española RAE which defines it as local drinks that are usually drunk standing at the counter, certain types of brewery.

The word *bar* is originally from Middle English *barre*. It was used for the first time in the 12th century. This word functions as noun, verb or preposition. As noun it means a counter at which food or especially alcoholic beverages are served. (Merrian Webster Dictionary, 2010). The word bar is also defined as a commercial establishment, or a counter inside one, where a product or service is provided, a place where alcoholic drinks can be bought and drunk. (Microsoft Encarta, 2008).

In Spanish Language the word *bar* is used as a noun. As it is seen in the following example: "... y a veces condecoraciones o llegar a ser el Mayor de un *bar* o cualquier otro antro". In this context *bar* is a noun which means a place where alcoholic drinks can be bought and drunk. Also, the semantic connotation of this example is that the *bar* is a bad aspect place because is followed by the sentence "o cualquier otro

antro". The meaning of this word can change in Spanish depending of the context as it was seen in the previous example, the word *bar* can be equivalent to "antro" in Spanish.

Morphologically, the plural of the word *bar* is *bars* in English but not in Spanish. In our language a noun that ends in a consonant adds the morpheme "es" to make it plural, having as a result the word *bares.* So, the *bares* is used in Spanish.

General Interest Magazines Variable

Fútbol

The word *fútbol* has been accepted into our language by La Real Academia de la Lengua Española RAE. As a noun this word means game between two teams of eleven players each one, whose purpose is to get a ball for a goal according to certain rules, such as the game cannot be played with hands neither arms. (Trans. by the auth.) (Diccionario de la Real Academia de la Lengua Española, 2001).

This word is an anglicism due to it comes from the word football. As a noun this anglicism was used the first time in the 15th century, meaning any of several games played between two teams on a usually rectangular field having goalposts or goals at each end and whose object is to get the ball over a goal line, into a goal, or between goalposts by running, passing, or kicking. (Merrian Webster Dictionary, 2010).

This anglicism *is* a composed word; therefore it was necessary to divide it into two words: *foot* and *ball* in order to make a deep linguistic

analysis of the composed word *football*. The words *foot* and *ball* are not accepted by RAE. The word *foot* comes from Middle English. It was used for first time before 12th century. As noun this word means the terminal part of the vertebrate leg upon which an individual stands; motion or power of walking or running. The word *ball* is originally from Middle English. It was used for first time in the 13th century. As noun this word means a round or roundish body or mass: as a spherical or ovoid body used in a game or sport; a game in which a ball is thrown, kicked, or struck. (Merrian Webster Dictionary, 2010).

The word *fútbol* was found in the following context: "Su padre contribuyó al desarrollo del *fútbol* ghanés, puesto que en 1996 creó al Liberty Professionals,...". The word *fútbol* is a noun in this context. It means game between two teams whose purpose is to get a ball for a goal in this context.

The word *football* has suffered morphological changes in Spanish language. As it was analyzed the original word in English is *football*. The word *fútbol* changed the double vowels "oo" by "u" in the first syllable and the second syllable "all" by "ol". These changes are formed because in Spanish languages does not exist some phonemes as double vowel "o" (oo) in a word or double consonant "l" (ll) at the end of a word. Also, the vowel "u" of the first syllable is marked by accent mark in Spanish.

Club

      The word *club* is originally from Middle English *clubbe*. The word was used for the first time in the 13th century. As a noun this word means a an association of persons for some common object usually jointly supported and meeting periodically; the meeting place of a club; an association of persons participating in a plan by which they agree to make regular payments or purchases in order to secure some advantage; an athletic association or team. (Merrian Webster Dictionary, 2010).

      In the example found: "Un jugador con temperamento, lo demostró jugando por Universidad Católica. En este *club* creció viajando dos horas de ida y de regreso desde su barrio...". The word *club* is used as a noun and means an organization formed for the pursuit of a sport.

      The word *club* is accepted by La Real Academia de la Lengua Española RAE which defines it as company founded by a group of people with common interests and activities devoted to different species, mainly recreational, sporting or cultural. (Trans. by the auth.) in the context of this study; *club* has the same meaning in English and Spanish language when both use contexts related to an organization formed for the pursuit of a sport.

      Morphologically, the plural of the word *club* is *clubs* in English which is also used in Spanish. However, a noun in Spanish that ends in a consonant adds the morpheme "es" to make it plural, having as a

result the word *clubes.* So, the plurals *clubs* and *clubes* are both used in Spanish.

Living

The word *living* has been accepted into our language by La Real Academia de la Lengua Española RAE. This word means room (Trans. by the auth.) (Diccionario de la Real Academia de la Lengua Española, 2001).

The word was found in the following context: "Yo, la verdad, podría estar en el *living* de mi casa, disfrutando de Messi, de Carlitos, de Sebastian." It is a noun and means a room of the house as RAE states it.

The word *living* comes from Middle English. The word was used for the first time before of the 12th century. (Merrian Webster Dictionary, 2010). As a noun this word means the process of sustaining or maintaining a way of life; quality of life or a particular way of life. (Microsoft Encarta 2008).

Semantically, the meaning of the noun *living* in English is related to having life and the meaning of *living* in Spanish is related to a room. They both are nouns but they have different meaning in context.

Finally, it is important to mention that the word *living* is an anglicism that does not have equivalence in Spanish despite it is usually used to mention the room or living room of a house. Also, if the word "room" is added to the word *living* in English, then the meaning of the

word *living room* is a room in a residence used for the common social activities of the occupants. But in this context the word *living* is only used in Spanish.

Gol

The word *goal* is originally from Middle English *gol/ boundary limit.* The word was used for the first time in 1531. As a noun this word means an area or object toward which players in various games attempt to advance a ball or puck and usually through or into which it must go to score points; the act or action of causing a ball or puck to go through or into such a goal; the score resulting from such an act. (Merrian Webster Dictionary, 2010)

The word was found in the following context: "En Boca Juniors marcó el *gol* de la Victoria en el superclásico ante River Plate." where it can be seen functioning as a noun. In this context the word *gol* is a noun which means a successful attempt at throwing a ball into a goal.

The word *gol* is accepted by La Real Academia de la Lengua Española RAE . It is a noun which means getting the ball into the goal in soccer and other sports. (Trans. by the auth.) (Diccionario de la Real Academia de la Lengua Española, 2001).

It is important to mention that the word *gol* is an anglicism that has suffered morphological changes in Spanish due to the vowel "a" has been omitted from the original word *goal,* having as a result the word *gol.*

Box

The word *box* has been accepted by La Real Academia de la Lengua Española RAE. It is a noun which means sport where two boxers fight with special gloves and in accordance with certain rules. (Trans. by the auth.) (Diccionario de la Real Academia de la Lengua Española, 2001).

The word *box* comes from Middle English. This word was used for the first time before of the 12th century. As noun this word means a usually rectangular space that is frequently outlined or demarcated on a surface as any of six spaces on a baseball diamond where the batter, coaches, pitcher, and catcher stand. The word *boxing* is a noun which means the art of attack and defense with the fists practiced as a sport. This word was used for the first time in 1605. (Merrian Webster Dictionary, 2010).

In the example found: "Carlos Alberto Arroyo del Río se vinculó desde joven al *box*, la lucha libre, pesas, atletismo, tiro y judo, donde alcanzó varias veces el podio". In this context the word *box* is a noun which means sport where two boxers fight. Semantically, the meaning of the word *box* in Spanish and in English is not the same due to the first refers to a sport and the second refers to a place.

The word *box* is an anglicism that has suffered morphological changes in Spanish because the suffix "ing" has been omitted from the original word *boxing,* having as a result the word *box.* It is also

important to mention that Spanish language use the word *boxeo* as a noun in the context of sports. Also, some suffixes as "eando", "eó", "eará" depending of the tense of the verb and conjugation are added to the word *box* in Spanish.

Fans

The word *fan* is originally from Middle English, from Old English *fann*. The first time that this word was used was in 1682. As noun this word means an enthusiastic devotee (as of a sport or a performing art) usually as a spectator; an ardent admirer or enthusiast. (Merrian Webster Dictionary, 2010).

The word was found in the following context: "Los cuatro libros que forman la colección de Crepúsculo se han traducido en más de 50 países y han vendido más de 100 millones de ejemplares. En cuanto a este libro todo comenzó con un relato colgado en su web de *fans*". The word *fans* is used as a noun. In this example the word *fans* refers to a group of enthusiastic people who admire a book.

The word *fan* is accepted by La Real Academia de la Lengua Española RAE. This word is a noun which means follower of someone; enthusiastic about something. (Trans. by the auth.) (Diccionario de la Real Academia de la Lengua Española, 2001).

The word *fans* is the plural form of *fan.* The plural and the singular form of this word are both used in Spanish. It has not had morphological changes. Semantically, the word *fans* has the same

meaning in English and in Spanish due to depending of the context the word *fans* means fanatic in both languages. In Spanish the words "fanaticos", "admiradores" or "seguidores" are also used.

Show

The word *show* has been accepted by La Real Academia de la Lengua Española RAE. As a noun this word means a variety entertainment; exhibition of something. (Trans. by the auth.) (Diccionario de la Real Academia de la Lengua Española, 2001).

The word *show* is originally from Middle English *shewen, showen.* It was used for the first time in the 12th century. (Merrian Webster Dictionary, 2010). This word functions as noun and verb in contexts of English language. As noun it means a public entertainment, e.g. a theater performance, movie, or radio or television program; an exhibition, e.g. of art, flowers, animals, or an industry's products; an expression or demonstration of something. (Microsoft Encarta 2008).

The word was found in the following context: "Un show espectacular de la incombustible Madonna gritando un "Don't cry for me Argentina" ante el público bonaerense." In this context the word *show* is a noun which means a public entertainment to see a famous person.

This word does not need translation to be understood in the context of the previously example due to the noun *show* has the same use in English and in Spanish contexts. However, the word *show* is also a verb in English but it is not used as verb in Spanish. This word is

equivalent to the word "espectáculo" in our language. The word has not suffered morphological changes in Spanish.

Cracks

The word *crack* comes from Middle English, *crakken* from Old English *cracian.* The first time that this word was used was before the 12th century. As an adjective this word means of superior excellence or ability; excellent, expert, or trained to a high degree of efficiency. (Merrian Webster Dictionary, 2010). One of the meanings for this word as a noun is a purified and extremely addictive form of cocaine. (Microsoft Encarta 2008).

The word was found in the following context: "El fútbol sudamericano es el mayor exportador de talentos a Europa. Nace una estrella y rápidamente es firmada por clubes. Inglaterra es el paraíso de los *cracks* argentinos, uruguayos, brasileños, ecuatorianos". In this context the word *cracks* is used as a noun which refers to soccer players of extraordinary abilities for sport. Semantically, as a noun the word *cracks* has different meaning in English due to it refers to an additive form of cocaine and as adjective this word refers to excellent.

The word *crack* is accepted by La Real Academia de la Lengua Española RAE. This word is a noun which means athlete of extraordinary ability; drug derived from cocaine; horse that excel in racing. (Trans. by the auth.) (Diccionario de la Real Academia de la Lengua Española, 2001).

The word *cracks* is the plural form of *crack.* The plural and the singular form of this word are both used in Spanish. It has not had morphological changes.

Burnout

The word *burnout* has not been accepted by La Real Academia de la Lengua Española RAE. However it is an anglicism used in our language which has the following meaning: psychological exhaustion and diminished efficiency resulting from overwork or prolonged exposure to stress; somebody affected by psychological exhaustion. (Microsoft Encarta 2008).

The composed word *burnout* was used for the first time in 1940. The word *burn* comes from Middle English. It is a noun that means a state of anger. As an adjective this word means to feel an emotion very intensely; to feel or look extremely hot or feverish because of illness or embarrassment. The verb *burn out* means to become exhausted or unwell through too much hard work, stress or reckless living, or make somebody exhausted or unwell in this way. (Microsoft Encarta 2008).

The word *burnout* was found in the following context: ", Galfasó distigue dos maneras en que el estrés afecta el trabajo: el desgaste profesional y el *burnout.* El *burnout* responde a una situación laboral específica y es más frecuente en profesionales que tienen situaciones de riesgo y enfermedades". In this context the word *burnout* as a noun

means psychological exhaustion and diminished efficiency resulting from overwork.

This word does not need translation to be understood in the context of the previously example due to the noun *burnout* has the same use in English and in Spanish contexts related to medicine. The word has not suffered morphological changes in Spanish.

Soundtrack

The word *soundtrack* was used for the first time in 1561. This word is a noun which means the recorded music, dialogue, and sound effects in a movie or video production; a thin strip at the edge of a movie reel o videotape on which sound is recorded. (Microsoft Encarta 2008).

The word *sound* comes from Middle English. This word as noun means the sensation perceived by the sense of hearing; mechanical radiant energy that is transmitted by longitudinal pressure waves in a material medium (as air) and is the objective cause of hearing. The word *track* is also originally from Middle English. The meaning of this word is one of a series of parallel or concentric paths along which material (as music or information) is recorded (as on a phonograph record or magnetic tape); a group of grooves on a phonograph record containing recorded sound. (Merrian Webster Dictionary, 2010).

The word *sountrack* was found in the following context: "Después de Chicago este filme de Rob Marshall no se encontró con el éxito a pesar de contar con una fotografía y un *soundtrack* de primera". In this

context, the function of the word *soundtrack* is a noun which means a track that carries the sound record.

The word *soundtrack has* not been accepted by La Real Academia de la Lengua Española RAE. But it is important to mention that this word is an anglicism that has equivalence in Spanish language because the word "banda sonora" is used in our language. This anglicism has not suffered morphological changes in Spanish.

Comparative Analysis

The following is a comparative analysis between the ten most frequent anglicisms in cultural, scholarly and general interest Ecuadorian magazines. Also, the study describes the possible causes of this high frequency, as well as a comparative analysis among variables in order to determine which of them has more anglicisms. Finally the analysis ends with a personal criterion about the possible causes of the results.

Through this research study it has been found ninety different anglicisms which have been used more than one time in all variables, having as a result three hundred seventeen anglicisms. The ten interesting, common and most used anglicisms taken from this study in order to develop a comparative analysis are: fútbol, estándar, gol, chat, estrés, internet, online, software, web and marketing.

Some of these anglicisms have suffered morphological changes, such as: fútbol, estándar, gol, chat and estrés. Others have not gone

through any change, examples of these words are: internet, online, software, web and marketing.

As it is observed the ten most frequent anglicisms are related with areas of economy, sports and technology, as a consequence of a wide development of these areas around the world.

Regarding the comparative analysis between variables, it has been seen that Cultural Magazines Variable has forty six anglicisms that is the 11.7%; Scholarly Magazines Variable has one hundred fifty two anglicisms that is 47.9%; and General Interest Magazines Variable has one hundred twenty eight anglicisms that is the 40.4%. Therefore the variable with the highest number of anglicisms is Scholarly Magazines because the magazine America Economía Ecuador (2010) related to economy presented the highest number of anglicisms among the six magazines due to most of its articles are related to business and technology.

Conclusions

After finishing the investigation it was concluded that:

- In this research 90 anglicisms were found, and 317 were the words repetition number in all variables which means that Linguistic phenomenon of anglicisms is high in all variable, "*Sophia - Revista de filosofía*", "*La Casa – Revista de la Casa de la Cultura Ecuatoriana Benjamín Carrión*", "*Retos: Revista de Ciencias de la Administración y Economía*", "*América Economía Ecuador*", "*Estadio Coleccionable*" and "*Vistazo*"

- Most of the anglicisms are related with areas of economy, sports and technology in more than two variables.

- The variable with more number of anglicisms is scholarly magazines with 152 anglicisms (47.9%), especially in areas related to business and technology.

- There are morphological changes in some anglicisms used in Spanish, due to the vowel "e" has been added at the beginning of them, such as: the words *estándar* and *estrés* which come from the words *standard* and *stress* in English. Spanish words never begin with the consonant cluster "st" therefore the vowel "e" is added.

- A high number of Anglicisms are used as the original word in English, that is to say without any morphological changes, such as:

boom, rock, test, internet, web, software, marketing, chairman, online, chat, club, living, box, show, and others.

- Anglicisms function as nouns, adjectives, verbs and adverbs. Most of the thirty anglicisms studied function as noun in the context found in the different variables, such as: test, bar, fútbol, show.

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Annexes

Annexe N°1

Fichas para recolección de información bibliográfica

Para temas del contenido del marco teórico:

Theme	Pg. N°	Information	Form N°__
_____			
Title: Citation, in APA format:			
_____			
Title: Citation, in APA format:			
_____			
Title: Citation, in APA format:			
Relevance to your proposed topic?			

Para studios previos:

Title of the Study:
Citation, in APA format:

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

Annex N°2

Tables of Results

Table One

Variable: Cultural magazine

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

Author: ....

Table two

Variable: Scholarly magazine

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

Author: ………………………………….

Table three

Variable: General interest magazine

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

Author: ....

Table four

The most Frequent Anglicisms (in all variables)

Anglicism	Word repetition number
TOTAL:	

Author: ……………………………………

Table Five

Comparison between variables

Anglicisms	Variable	f	%
	Cultural magazine		
	Scholarly magazine		
	General interest magazine		
	Total		

Author: ……………………………………

Annex N°3

Cultural magazines covers:

 "SOPHIA" - Revista de filosofía N°5 2009

La Casa - Revista de la Casa de la Cultura Ecuatoriana Benjamín Carrión N° 1 2010

Articles from these magazines

Scholarly magazines covers:

Retos: Revista de Ciencias de la Administración y Economía N° 1 febrero 2010

América economía Ecuador N°055 julio 2010

Articles from these magazines

General interest magazines covers:

Estadio Coleccionable N°3 junio 2010

Vistazo julio 2010

Articles from these magazines

Exordium
¿Qué es pensar?

Summarium
El amor, las mujeres
y la muerte.
A. Schopenhauer

Diversitates
De la academia
a la bohemia
y más allá.

FILOSOFÍAS HELENÍSTAS

Cínicos, Estoicos y Epicúreos

generación del "boom" de la literatura latinoamericana, como Julio Cortázar, Jorge Luis Borges, Carlos Fuentes, Gabriel García Márquez, se citaba en París y se confrontaba con los grandes maestros occidentales de la narrativa, el ensayo y la poesía, muchos filósofos latinoamericanos proscribían ese contacto insistiendo en una dedicación exclusiva a las propias fuentes nacionales.

La situación es ahora diferente o por lo menos lo era hasta el 11 de septiembre de 2002. El aprecio de la diversidad cultural está vigente. Este último tema, no el del multiculturalismo por cierto, ha ganado un espacio también en el pensamiento contemporáneo, espacio que no existía ni siquiera en un pasado reciente como por ejemplo, en la época del libro de Salazar Bondy, 1968. Pensar la heterogeneidad no es ya un derecho a reclamar sino un ejercicio por hacer, por lo menos en el plano de la filosofía. El énfasis en "lo propio" que llevaba un cuarto de siglo antes al rechazo y a la exclusión, lleva ahora a un encuentro con toda la historia de la filosofía y de su problemática contemporánea.

Ciertamente, en la Modernidad europea, "pensar la realidad" equivalió a pensar el fundamento, uno de los grandes temas de la filosofía de Descartes a Hegel. Este fundamento ha sido la Razón, la conciencia o el sujeto pensante. A partir de Nietzsche, la crisis del fundamento abrirá la filosofía contemporánea.

¿De qué se trata entonces cuando Cerutti nos propone de nuevo "pensar la realidad"?; ¿Propuesta filosófica o simple consigna imposible?; ¿Quién piensa la realidad y de qué se trata?; ¿Qué permite pensarla?; ¿Se accede inmediatamente a ella o se lo hace a través de un juego de mediaciones?; ¿Qué relación existe entre este planteamiento y el clásico punto de partida de la tradición filosófica europea moderna?; (29) ¿Desde dónde se piensa?

Como hemos insistido, "Filosofar desde nuestra América" no pretende "construir o reconstruir una fundamentación o un basamento".(30)Tradicionalmente, la filosofía se ha identificado como un saber de "ultimidades",(31) que trata del ser en cuanto ser, que va al fundamento de la realidad o que busca los primeros principios. Es la "ciencia del ser en cuanto ser" con todas las advertencias sobre el uso de la palabra ciencia por la distancia insalvable entre el texto griego y nosotros. Sin embargo, esta visión monolítica del pasado griego es más convencional que objetiva. Pierre Aubenque, en el caso de Aristóteles, ha mostrado que en aquellas definiciones de la Metafísica existe más un problema que una certeza y que en este sentido, la metafísica, y la filosofía, son más una aventura intelectual que la posesión de un saber inmutable.(32) Al finalizar la Modernidad europea, en las últimas décadas del siglo XIX, la experiencia occidental de la pérdida del fundamento o "la muerte de Dios", significó una crisis profunda que terminó afectando la posición de la filosofía en el conjunto de los conocimientos contemporáneos y que reiteró el carácter de "evento" del pensamiento.

La concepción de la Modernidad europea de la filosofía, que se trasladó a América Latina, le permitió tener un "locus" en el conjunto de los conocimientos a la vez que un
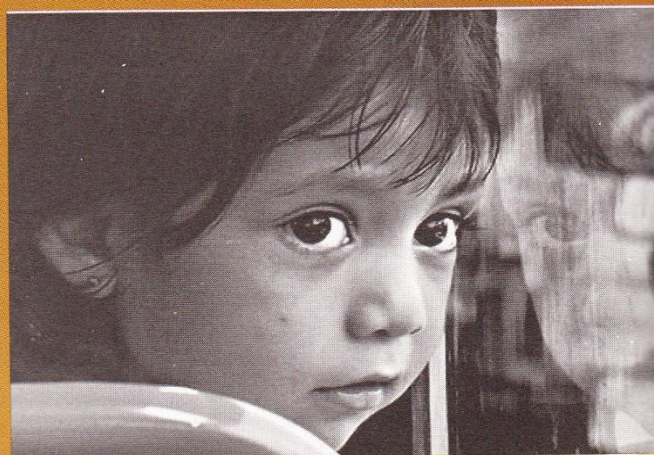

espacio institucional en la universidad. Le otorgó además la función "crítica": el poder de cuestionar el orden de cosas existente en la búsqueda del fundamento. Por ello, la filosofía tenía el "poder" de criticar y de romper los convencionalismos existentes. Pudo hablar de autenticidad y de inautenticidad, de ilusión y de engaño, de alienación. No está claro si este misterioso poder le venía de su capacidad de ser la única en preguntar por el fundamento o del fundamento como tal. En todo caso, gracias a este poder, la filosofía pudo arrogarse el título de ser la conciencia lúcida de la sociedad o en su defecto, como hizo Salazar Bondy en su célebre obra, relacionar la falta de producción filosófica original con el drama de la dependencia de América Latina y encontrar a partir de ahí, un lugar para la filosofía en nuestras sociedades.(33) La pér-

LA CASA

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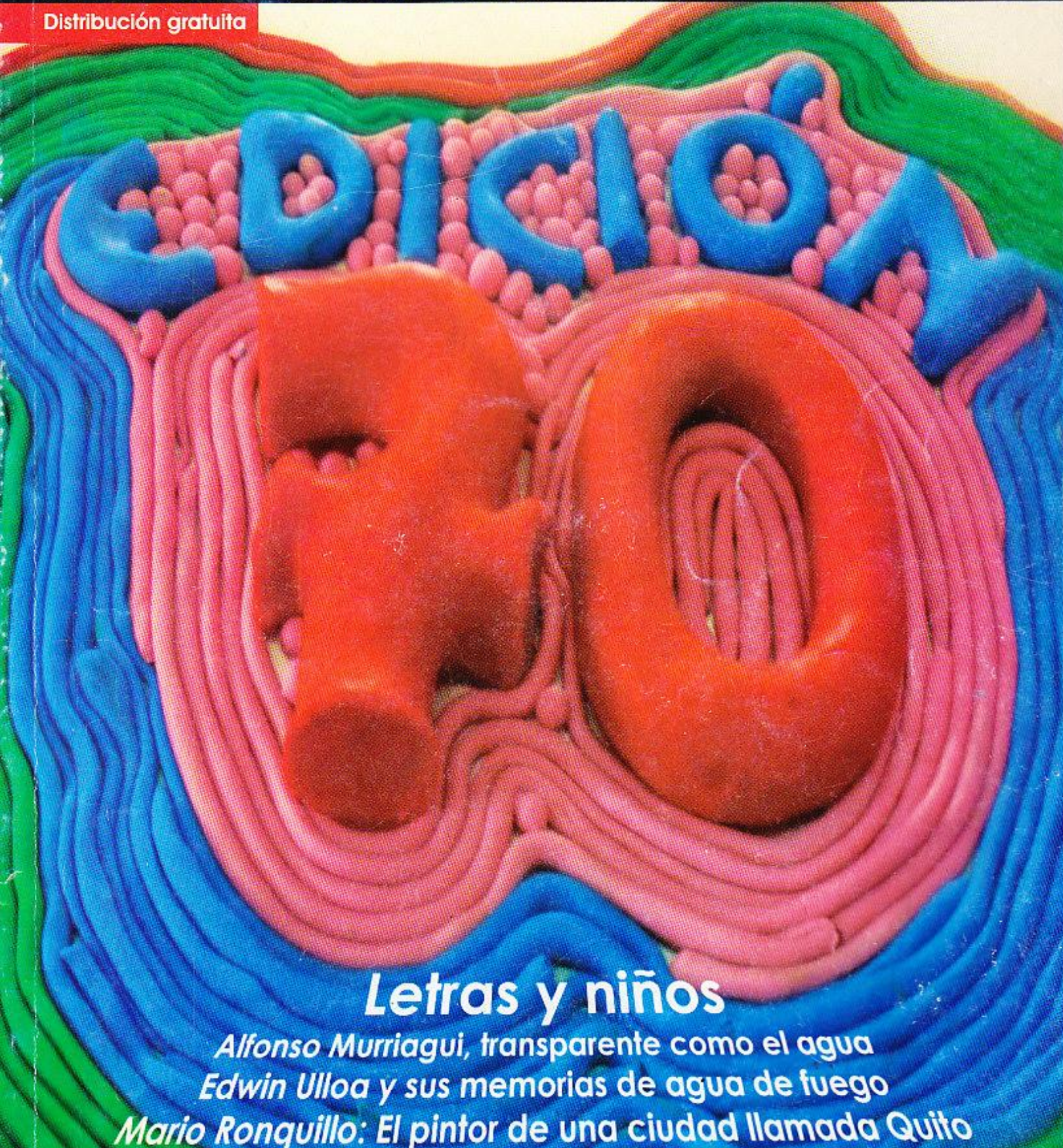
Letras y niños

Alfonso Murriagui, transparente como el agua
Edwin Ulloa y sus memorias de agua de fuego
Mario Ronquillo: El pintor de una ciudad llamada Quito

Parece
que fue ayer...

La Casa surge en enero de 2001 como un boletín informativo mensual que no tenía más pretensión que la de mostrar, puertas adentro y afuera, el cotidiano trabajo de la CCE, con secciones dedicadas a las publicaciones institucionales, la programación de la Cinemateca Nacional y las actividades de los Núcleos Provinciales, Museos, Campaña de lectura y el Área de la Mujer.

Pero, con el tiempo, las páginas empezaron a multiplicarse como los panes y los peces, y nos vestimos de colores, enriquecimos nuestros contenidos con perfiles, artículos y entrevistas a escritores y artistas plásticos que no necesariamente hubiesen publicado o realizado exposiciones en la Institución, sin dejar de mostrar, desde luego, la historia y trabajo de las agrupaciones que desarrollan sus actividades al interior del Edificio de los Espejos.

La llegada de Marco Antonio Rodríguez a la presidencia de la Casa de la Cultura Ecuatoriana en agosto de 2004 permitió a la revista crecer en calidad, incluso porque se negó a emplear la publicación como instrumento de difusión personal, consecuente con las palabras que pronunció la noche de su posesión: «... solo el trabajo que aquí se genere procurará difundirse, jamás el culto a la persona o personas...»

Así, el boletín informativo se convirtió en una revista que contiene, a más de información institucional, un dossier temático que mes a mes abre sus páginas a prestigiosos colaboradores. Se ha hablado de toros, migración, piratería de productos culturales, lo gay en el arte, la mujer y el arte, el carnaval y los pecados capitales, entre muchísimos otros temas.

Hemos abierto las ventanas y las puertas de CCE; mostrado lo que ocurre en su interior mediante reportajes sobre espacios institucionales como: Talleres literarios, Radiodifusora, Conjunto de Cámara, Centro de conservación y restauración de los museos, Teatros, Imprenta, Cinemateca nacional...

La Casa ha difundido información de los Núcleos Provinciales de la CCE, no solo a través del segmento que desde su inicio creó para el efecto, Tierra adentro, sino también mediante reportajes que exploran los Núcleos, buscan sus raíces y cuentan su trabajo cotidiano.

Ha creado, además, los segmentos: 'La Casa y las artes plásticas', destinado a recoger los trabajos que realiza Marco Antonio Rodríguez a propósito del universo de la plástica. 'Primeros vuelos', que abre sus puertas a los trabajos de jóvenes intelectuales y periodistas. 'Al pie de la letra', espacio para articulistas con más trayectoria. Y hemos mantenido, fieles a la idea de que los otros son los protagonistas, 'Ceremonia de Interiores', en el que se publican entrevistas in extensis.

Respecto al diseño, es necesario señalar que la revista ha tenido varias portadas. La primera mostraba el logotipo de la institución, la segunda (a partir del número catorce) el Edificio de los Espejos visto desde el ingreso a parqueaderos, y ambas, la puerta de acceso a la casona y citas de escritores latinoamericanos. Desde enero del 2003 se imprimió a full color, ya que hasta entonces había sido a dos colores.

En agosto de 2004 el diseñador gráfico e ilustrador, Carlos Zamora propuso para La Casa un diseño que antepusiera a los textos horizontales, las columnas; creó una tipografía, determinó un número de columnas para los textos de ficción y otro para los periodísticos;

ESPECIAL CHINA: INVERSIONES EN YING YANG

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EDITORIAL
VISTAZO

usar provechosamente el comercio electrónico para cerrar transacciones. Puede ser una empresa de transporte turístico en la costa maya mexicana como CancunTransfers.com, o un resort en el Caribe, o una posada en Machu Picchu. "Hoy el 70% de las reservas hoteleras pasa por una actividad *online*", dice Álvaro Diago, director para América Latina del grupo hotelero Intercontinental Hotels Group, que incluye marcas como HolidayInn. "Aunque la lealtad de marcas es relevante en esta industria, internet ha permitido que empresas más pequeñas se hagan conocidas y ganen posiciones".

La industria de viajes, aunque en su gran mayoría no tiene los problemas logísticos del comercio detallista *online*, pues no hay un bien físico que entregar, requiere una gran confianza del consumidor pues se trata de compras onerosas. Un ticket promedio en la industria turística es de US$ 900 para los pasajes de avión y de US$ 400 para las reservas hoteleras, según cifras de Despegar.com, lo que requiere altas dosis de credibilidad y confianza para llevarse a cabo.

LOS CUELLOS DE BOTELLA
Pese al alto crecimiento, América Latina sigue siendo una región predominantemente *offline* y no bancarizada. Aún son muchos los factores que deben evolucionar para alcanzar los niveles de comercio electrónico que muestran los países desarrollados. Por ejemplo, todavía hay pendientes en muchos países en los mecanismos informáticos de transacciones, lo que genera trámites o complicaciones adicionales para las operaciones en línea.

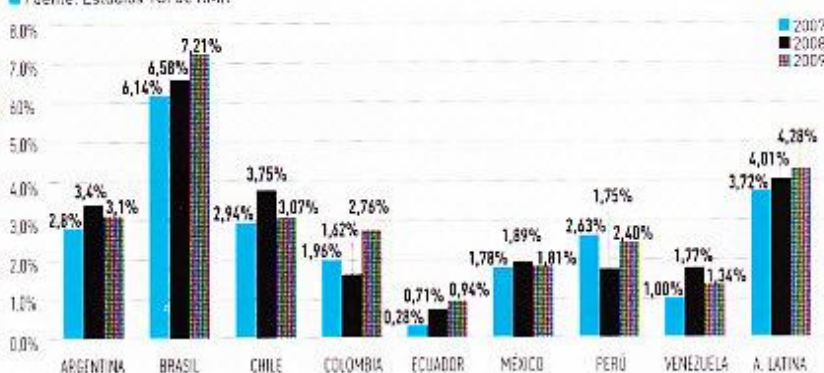Los sistemas logísticos y postales también son mencionados como los grandes obstáculos para la consolidación de proyectos. Con excepción de Brasil, que cuenta con un sistema de correo postal de alto nivel, los países de la región cuentan con ineficientes y costosos mecanismos de distribución de bienes, lo que obliga a muchas empresas a armar su propia logística. Algo impensado, por ejemplo, en EE.UU., donde firmas como DHL, UPS y FedEx son los mejores socios de los comercios.

Además, aún faltan muchas inversiones en tecnología para que las empresas ofrezcan servicios que realmente generen una experiencia

CADA VEZ MÁS COMPRADORES COMPULSIVOS
¿Han realizado compras por internet durante el último mes? Sólo respuestas afirmativas, % sobre el total de la población.
Fuente: Estudios TGI de KMR

Legend: 2007, 2008, 2009

	ARGENTINA	BRASIL	CHILE	COLOMBIA	ECUADOR	MEXICO	PERÚ	VENEZUELA	A. LATINA
2007	2,8%	6,14%	2,94%	1,96%	0,28%	1,78%	2,63%	1,00%	3,72%
2008	3,4%	6,58%	3,75%	1,62%	0,71%	1,89%	1,75%	1,77%	4,01%
2009	3,1%	7,21%	3,07%	2,76%	0,94%	1,81%	2,40%	1,34%	4,28%

La euforia de los fanáticos

El concierto de Aerosmith en Colombia estaba programado para el 20 de mayo, pero en las oficinas del bogotano Eduardo Olea el frenesí de este espectáculo empezó mucho antes. Específicamente a las 0:00 horas del sábado 13 de marzo, momento preciso en que se iniciaba la venta de entradas del concierto a través del portal Tuboleta.com, de la empresa colombiana Colltickets de la cual Olea es gerente de Investigación y Desarrollo. "En ese momento había 85.000 personas que desde sus computadores peleaban por la venta de 10.000 boletos... En un momento fueron 110.000 personas", dice Olea. "Son muchos *hits*, mucha información y el sistema se puso *offline* por un rato". El ejecutivo reconoce que la euforia por el concierto desbordó los sistemas tecnológicos y de pago que tienen en el portal, por lo que están haciendo inversiones importantes para dejar su plataforma más robusta para procesar ese volumen de transacciones. Y es que su negocio *online* consiste justamente en gestionar esa euforia. "Internet es el canal preferido para comprar entradas a espectáculos masivos que causan gran expectación como las finales del fútbol y los grandes conciertos y en la que los espectadores desean comprar un asiento especial antes que el resto", dice. Eso lo sabe, pues su empresa –la principal expendedora de tiquetes en el país y con presencia en Perú y Ecuador– realiza ventas por distintos canales: canales presenciales (a través de 70 puntos de venta, además de la operación de las boleterías de varios teatros y estadios) y no presenciales (venta telefónica y por internet). Del total de entradas que Tuboleta vendió en 2009, el 49% se fueron por canales no presenciales. El 22% del total fue por internet. No obstante, los boletos más caros se venden por internet. Mientras un ticket promedio vendido por todos los canales tiene un valor promedio de US$ 15, los que se venden por Tuboleta.com está en torno a los US$ 30. En 2009, el total de tickets vendidos por el canal *online* fue de unos US$ 20 millones. La firma colombiana también tiene el negocio de venta de entradas en Ecuador, donde la compra de tickets por internet es casi irrelevante, y en Perú, donde el negocio es pequeño, pero va al alza. "En Perú internet es apenas el 25% de los canales no presenciales", dice Olea. "En este país vendimos 10.000 tickets en 2009 y este año venderemos unos 15.000, 50% más".
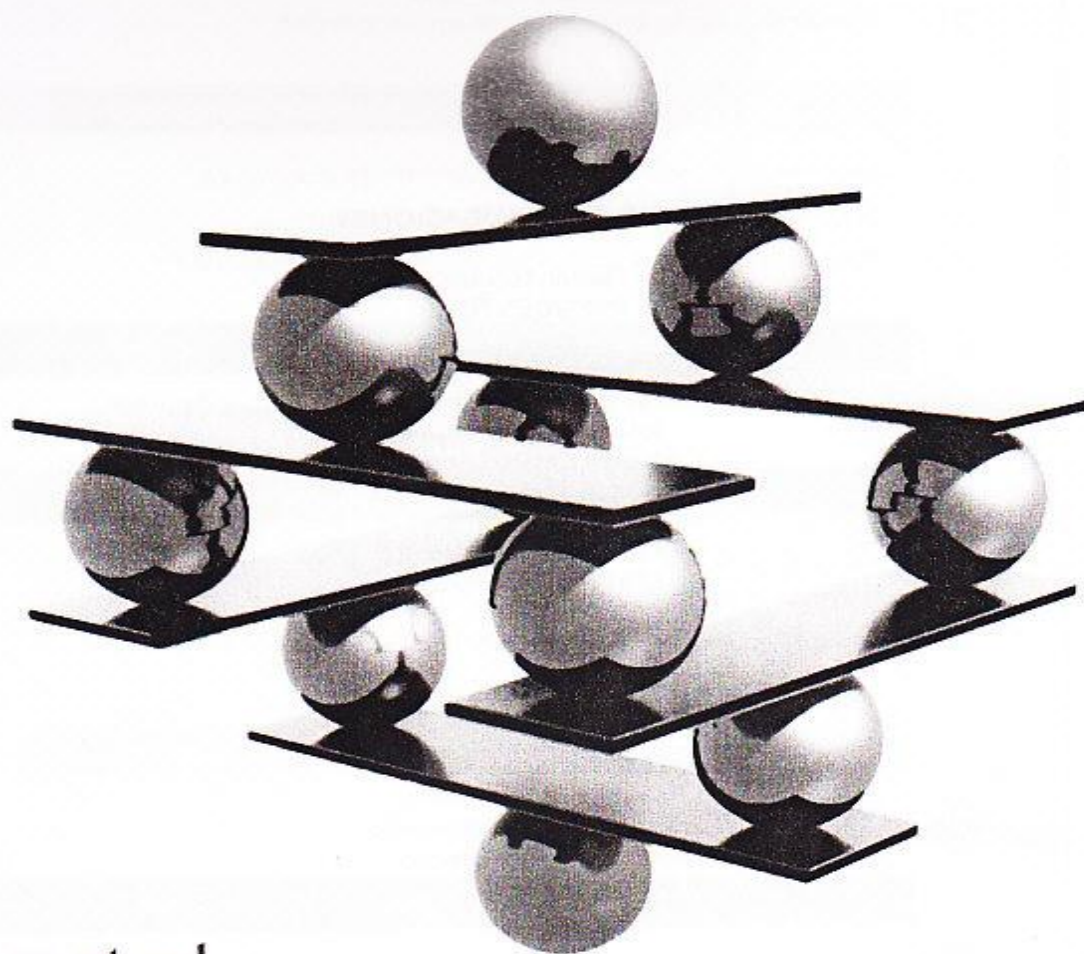
TuBoleta.com

Tema central:
Innovación y creatividad

Además:

Año 1. Número:

1

En el mundo de hoy, denominado nuevo milenio, de avanzada tecnológica y amplitud de conocimiento, la puesta en marcha de políticas neoliberales acentúa el fenómeno de desempleo en la región. Algunos analistas consideran que los trabajos de baja calidad para un profesional universitario son un costo inevitable a pagar en las primeras etapas del ingreso al sector productivo para el ejercicio de la profesión, debido al pensamiento económico de rendimiento, y creen también que la calidad de los trabajos y consecuentemente una mejor remuneración mejora con el tiempo.

En la era actual de globalización y competencia, pensar en productos o servicios de calidad a costes razonables se ha tornado en la fórmula mágica de aprendizaje y perfeccionamiento de las nuevas propuestas educativas y se ha convertido en el sello distintivo del progreso y del éxito en todos los ámbitos: comerciales, industriales y educativos. Ha surgido un gran desafío, con una insospechada dimensión, debido a la explosión de conocimiento en el sector científico y tecnológico y a su innegable influencia en el vertiginoso ritmo del desarrollo de la sociedad, básicamente orientada al consumo y a la ideología de mercado. Es evidente que la economía neoclásica relaciona el desarrollo con el crecimiento económico, mientras que el empleo es tratado como un factor de producción, al igual que la tierra y el capital y de acuerdo a los indicadores y a la realidad cotidiana es crítica para los egresados recientes de la universidad.

Las condiciones que operan como factores económicos de empuje, como el uso creciente de mecanismos de tercerización de la producción para abaratar costos y ser competitivos, y la formación de un mercado transnacional crecientemente complejo y flexible, inducen a la migración de trabajadores profesionales altamente calificados, tanto legales como ilegales, fortificando el tradicional éxodo efectuado por asalariados de bajo nivel de preparación.

Frente a un contexto que cambia muy rápidamente, el sector empresarial apunta a una gestión profesional de avanzada para lograr sus fines. Como un aspecto de manejo político el sector argumenta que, en un contexto de pobreza generalizada, los trabajos profesionales de baja calidad son mejores que la inexistencia de vacantes y, por lo tanto, la creación de fuentes de empleo puede ser vista como un primer paso en el camino hacia el crecimiento económico, mejores salarios y estándares de trabajo más altos.

En esta esfera, la práctica profesional cambia dramática e irreversiblemente debido a la mayor competencia, que obliga a una preparación de cuarto nivel en la universidad. El cambio de la fuente principal de empleo, desde el enfoque de manejo de las empresas privadas, la explosión de la información, y el desarrollo de la tecnología de la información obligan a que los programas educativos superiores se diseñen de tal manera que permitan a un egresado contar con las habilidades que le habiliten, no para buscar posiciones de dependencia, sino a pensar en el desarrollo de emprendimientos productivos en cualquiera de las áreas en las que tiene influencia su preparación profesional.

Una investigación realizada en varios niveles, tanto de los actores directos del proceso educativo, relativo a su percepción del verdadero aprendizaje, en términos productivos y del ejercicio profesional en la coyuntura social actual, cuanto en lo que manifiesta el sector productivo como apreciación de los resultados actuales, en términos de inserción laboral, confrontado con la expectativa de cuál debe-

> "Nuestros egresados frente a las relaciones de trabajo. Un cuestionamiento a las empresas que contratan al personal con salarios irrisorios. ¿Qué hacer desde la universidad?"

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Canela
CANTANTE
Y ACTOR

EL TREN QUE ARROLLÓ SUS SUEÑOS

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para compatriotas

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Sucumbíos » Tierra de campeones se queda sin jóvenes

Érase una vez un espectáculo que no existe más. Para aquellos que gustan del arte del fútbol, conocer un poco más de sus acontecimientos legendarios es una necesidad.

Por ello, no pueden olvidar hablar de los maravillosos acontecimientos de la Copa de 1954, realizada en Suiza, donde el mundo descubrió la magia de los húngaros. Al margen de lo que sería Holanda en 1974, aquella selección húngara del pasado fue otro equipo que no consiguió conquistar el título, a pesar de su buen fútbol y terminó cediendo el título ante Alemania.

El equipo de los magiares –que había humillado a los propios alemanes por 8 a 3 en la primera fase, estrellado 9 a 0 a los surcoreanos, eliminado a los brasileños por 4 a 2 y también aplicado la misma tanda de 4 a 2 a los uruguayos–, finalmente sucumbió por tres a dos en el llamado "Milagro de Berna". El calificativo inmortalizó al Mundial de Suiza por la fantástica cantidad de goles marcados en relación al número de partidos.

En 26 encuentros, las redes de los pequeños estadios suizos, recibieron 140 goles, un promedio de 5,38 goles por partido. Aquí se descubrieron artilleros como los húngaros Sandor Kocsis, Nándor Hidekguti y Ferenc Puskas, el austriaco Erich Probst, el alemán Fritz Walter y los brasileños Julio de Andrade o Julinho y José Lázaro o Pinga, que lograban un gol cada 17 segundos. Son emociones que quedarán en algún lugar de la memoria pasada.

En 1970, otro equipo deslumbró a los fanáticos de cinco continentes. El Brasil tricampeón

EL MÁS GOLEADOR. En los 26 encuentros del Mundial de Suiza 1954, las mallas recibieron 140 goles, un promedio de 5,38 goles por partido.

LA DECEPCIÓN. Ni el favorito Brasil de Kaká, o el publicitado Portugal de Cristiano Ronaldo pudieron marcar goles en el duelo disputado entre ambos, durante la primera fase del Mundial de Sudáfrica.

reunía a Pelé, Tostado Jairzinho, Gerson y Roberto Rivellino. Ya en esta época era preciso esperar 32 minutos para ver un gol, casi el doble de tiempo que 17 años atrás. La media caería a tres goles por juego. En Alemania 2010, el intervalo entre goles subió a 40 minutos. El Mundial de Sudáfrica se presenta con la media más baja de goles en 80 años de disputas en campeonatos mundiales. Se ha requerido de 43 minutos de paciencia, prácticamente el primer tiempo para que

un gol traspase la línea fatal.

Cae Dunga y con él Brasil

En la sexta fecha del Mundial, el gol fue el gran ausente en el partido entre Brasil y Portugal. El resultado le garantizó el primer puesto en la fase de grupos a Brasil y el segundo al equipo de Cristiano Ronaldo, pero fue un retrato desagradable para los hinchas. "Si todos se defendieran mejor, los equipos evolucionarían", declaró después del partido el técnico Dunga, luego de las críticas de la prensa sobre la falta de gol en la selección brasileña.

Al parecer, la prensa tuvo razón. El juego defensivo de Dunga dejó a la auriverde fuera en los cuartos de final ante Holanda. La apodada Naranja Mecánica necesitó 36 años y ocho mundiales para derrotar a Brasil, por dos goles a uno y mostrando un fútbol discreto pero asertivo.

El fútbol de hoy

Como una globalización futbolística, las transmisiones televisivas de fútbol concentran a una gran cantidad de estrellas europeas, todos conectados íntimamente en el universo del balón. Los

El Mundial de Sudáfrica posee la media más baja de goles en 80 años de torneos. Se han requerido 43 minutos de paciencia para cantar un gol.

estadio

mundial

DE LA MANO DE
MARADONA
RUMBO AL
TÍTULO

GHANA Y URUGUAY » *EL ABANDERADO Y LA SORPRESA*

Coleccionable No. 3

la superioridad técnica y de rendimiento de las selecciones nuestras. El fútbol europeo es marcadamente físico. El sudamericano, técnico. El ingenio, la creatividad, la picardía, la gambeta y hasta la inspiración del jugador sudamericano, no prende chispa en los cracks de los ricos países europeos. Gastan fortunas. Cristiano Ronaldo costó 132 millones de dólares y no resiste comparación con Lionel Messi; recién el Barcelona catalán fijó la cuota de rescisión sobre los 200 millones de dólares. Es un ejemplo nada mas.

La dotación argentina de los Messi, Higuaín, Tévez, Agüero, entre otros, suman montañas de goles. En todos los clubes europeos se contrata futbolistas de estos países porque ofrecen alta calidad y eficacia. El ejemplar rendimiento no alcanza a penetrar los valores que nacen en Europa. Antonio Di Natale, de Udinese, máximo goleador del calcio, no fue capaz de anotar un solo gol para Italia.

Luis Suárez es uruguayo y fue el referente de goleo de Uruguay. Continuar el relato de cómo los futbolistas nuestros llenan redes, que no pueden "copiar" los europeos, es la constante actualmente. No se pierde la esperanza de que habrá rebelión de los equipos europeos
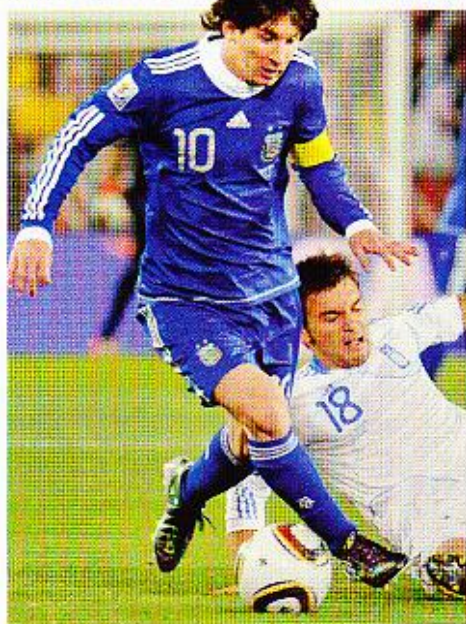
TALENTO. El fútbol sudamericano es el mayor exportador de talentos a Europa. Nace una estrella y rápidamente es firmada por clubes. Inglaterra es el paraíso de los cracks argentinos, uruguayos, brasileños, ecuatorianos.

para ir despejando el camino y no permitir que los finalistas de Sudáfrica 2010 sean exclusivamente sudamericanos.

De ocurrir, no sería novedad. En Uruguay 1930 fueron los rioplatenses los finalistas, con victoria celeste 4-2. Y en 1950, otra vez final sudamericana, con triunfo memorable de Uruguay sobre Brasil 2-1. ¿Por qué no pretender que la historia se repita ahora, dada la marcada superioridad sudamericana?

El silencio de la vuvuzela

No recuerdo mundial alguno que el país anfitrión sea eliminado en la etapa preliminar de la Copa del Mundo. Ni las ensordecedoras vuvuzelas fueron capaces de elevar el nivel de esfuerzo, tenacidad y competencia de Sudáfrica. Eliminada por México 1-1, Uruguay 3-0, sólo quedó el consuelo de su victoria sobre Francia 2-1.

Asiáticos perdidos

La representación de Asia y África actuaron con más pena que gloria. Recuerden que las mayores goleadas de la historia fueron sufridas por Corea del Sur, que recibió 9-0 de Hungría en Suiza 54, aunque el récord lo tiene Hungría 10-1 sobre El Salvador. Sumen el 9-0 de Yugoslavia a Zaire el 74, el 8-0 de Alemania al equipo de Arabia Saudita en 2002, igual marcador en Francia 38 con el 8-0 de Suecia a Cuba y el reciente 7-0 de Portugal a Corea del Norte. Un papelón.