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MODALIDAD ABIERTA Y A DISTANCIA

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

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

***AUTOR:***

SOFÍA MARGARITA JARAMILLO MANCHENO

***DIRECTOR:***

DRA. ANA QUIÑONEZ BELTRÁN

**QUITO-ECUADOR**

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ANA QUIÑONEZ BELTRÁN – Thesis advisor, 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,

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THESIS ADVISOR

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Sofía Jaramillo Mancheno

AUTORA

***AUTORSHIP***

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

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AUTHOR

## TABLE OF CONTENTS

Certification.....	ii
Contrato de Cesión de Derechos de Grado.....	iii
Authorship.....	iv
Table of Contents.....	v
Abstract.....	1
Introduction.....	2
Methodology.....	6
Results.....	9
Discussion.....	29
Theoretical Background.....	30
Description and Analysis of Results.....	55
Conclusions.....	93
Bibliography.....	95
Annexes	

## **ABSTRACT**

This research is about “Anglicisms used in Ecuadorian Newspapers”. The main objective of this study is to become aware of the influence that English language has over the daily written communication.

This investigation was carried out in the metropolitan district of Quito. The sample for this study was seven National Newspapers *El Comercio*, seven local newspapers *La Hora* and seven tabloids *El Extra*.

The first step was to identify the most common anglicisms presented in all the written sections of the newspapers. Then, chose thirty anglicisms already accepted by the *Diccionario de la Real Academia Española* and analyzed them through their etymological, morphological and syntactic-semantic aspects.

Finally, to obtain the results was necessary to applied quantitative and qualitative charts. The analytical-descriptive method was also essential in the process.

The results have shown a presence of lots of anglicisms in written communication which have become in some cases

indispensable for the reader's understanding. Moreover, these expressions have enriched reader's lexicon in consequence there is a high level of acceptance between the reader audience.

## **INTRODUCTION**

In order to achieve my Bachelor's degree in Teaching English as a foreign language I was asked by UTPL to develop the research work on *A Descriptive Analysis of Anglicisms Used in Ecuadorian Newspapers*. It was not easy to find previous studies on this topic, especially in English, but some information about the strong influence of mass media as the main way in the process of introduction and adaptation of anglicisms in written communication was found.

Besides, the influence that powerful foreign countries have over countries of the third world, due to the great industrial development that these countries have, incorporates anglicisms to Spanish speaking countries, especially on fields such as technology, medicine, science, and business, among others. It has even caused some of them to be already accepted by the RAE, and so, officially adopted by the Spanish Language.

Studies have determined that anglicisms are used because of three main reasons. First, to avoid the translation of such terms or phrases, and so facilitate their use; this includes, proper names, franchises, registered brands, etc. Second, some terms or phrases that

identify objects or concepts which have not a specific translation to Spanish since people may mislead the given their real meaning and even

lose the rigor in context. Finally, some writers use anglicisms following principles and fashion of marketing.

Through this research it is possible to understand the way that English is influencing our native Language causing a dynamic addition of new terms and the deletion of old ones to speed up the communication among countries and cultures

This was a motivating topic because it helps the understanding that people read and communicate every day without even noticing a wide amount of new expressions, including *anglicisms* have been added to their lexicon. It also helps us to understand what an anglicism is, and how this kind of words are introduced to their written communication.

This research was done through analytical-descriptive and quantitative and qualitative methods; besides, the applied technique was the interview to linguistics, supported by daily readings of newspapers in order to gather information to create different formats. Finally, it was indispensable to use some resources such as computers, office material, bibliographic research material, and internet.

For this research some specific objectives were proposed. The level of achievement of each one will be presented in the following:



- ✓ To determine the level of influence of the English language on the linguistic expressions used in Ecuadorian newspapers.

According to the analysis done on the three chosen Ecuadorian newspapers there is a high level of influence of the English language. This objective has a 100% of achievement since those anglicisms were presented in all sections. Nevertheless, in some sections (social pages, reports, and sports) the presence of these terms is more frequent than in others due to the different causes such as: there is not the right translation, lack of words or following a fashion.

- ✓ To identify the most used syntactic and lexical anglicisms in the Ecuadorian press.

Through the research and results it was possible to know what are the most commonly anglicisms presented in the three newspapers. Words such as chip, robot, and chat are words that people avoid translations because there is not the right one. Also, some expressions have the strong necessity to be accompanied by an anglicism to be understood by the reader. The objective was accomplished in an 80% because it is necessary to investigate with more variables (newspapers) to obtain a more precise result.

- ✓ To do a deep analysis of the anglicisms found in Ecuadorian newspapers regarding etymological, syntactic-semantic, and morphological aspects.

According to the requirements for the elaboration of this research thirty anglicisms were analyzed considering that all of them have already been accepted by the RAE. Some of them share the same function, meaning and the written form. This objective has a 90% of achievement because some sources of information were not enough specific in some analyzed aspects.

- ✓ To determine the written sections of Ecuadorian newspapers in which anglicisms are mostly used.

Sections such as social pages, reports and sports have the major presence of anglicisms. These sections have been already identified through the tabulation of results. Some anglicisms used in this section cannot be replaced but other words. For example chip, robot, etc. So, this objective has a 100% of achievement.

- ✓ To know the level of acceptance that Ecuadorians have to the use of anglicisms in newspapers.

One source in order to achieve this objective was the opinion of the E. Escalante (linguistic) who believes that most of anglicisms presented in newspapers have a clear meaning, so readers are increasing their lexicon ;as a result, the use of anglicism has a high level of acceptance among the audience. This objective has a 80% of achievement because it is necessary to analyze a bigger audience (readers), also to listen more expert's opinions.

## METHODOLOGY

To start this research, UTPL's students were given the written material (guide) and tutorial basis provided by UTPL' teachers. This was an important basis since it gives us the necessary guidelines and information to begin this research.

The information gathered for the theoretical background was found through different sources such as internet, books, and encyclopedias. With these sources some essentials topics such as: language, linguistics, branches of linguistic, anglicisms between others were investigated in order to carry out the study.

The next step was to obtain the sample which consists of seven National Newspapers *El Comercio*, seven local Newspapaers *La Hora* and seven Tabloids *El Extra*. Then the identification of most common anglicisms through all the sections of the newspaper *ads*, *social pages*, *news*, *reports and sports*. Indeed, this was the main source to verify the presence of anglicisms in written communication.

Once the necessary information and data from the newspapers was gathered, the tabulation process started. Anglicimsms were tabulating in quantitative and qualitative charts which highlight the obtained results in all twenty-one newspapers.

The following process was the analysis. In this section we were asked to work with thirty anglicisms which have been already accepted

by the *Diccionario de la Real Academia Española*. The analysis process includes: a) Linguistic Analysis, b) Comparative Analysis and c) Sociological Analysis.

The first one is an important analysis which includes a deep research about the etymological, syntactic-semantic and morphological aspects of each anglicism. The second one provides the results of the different frequencies and percentages presented not only in the newspapers, but also in their sections. After a comparison it is possible to know which sections or newspapers has a higher or lower presence of anglicisms. Finally, the sociological analysis considers the opinions of the readers and linguistics previously interviewed.

In order to accomplish the research were necessary to applied analytical-descriptive method using some techniques such as interviews, quantitative and qualitative tabulation. The instruments used in this research were the questionnaire for the interview and charts. Finally, the main resources and materials used in this research were newspapers, books, encyclopedias, internet, office material and computer.

As a result, the whole process of inquiry allowed the understanding of the dynamic of introduction of new terms since English Language has a strong influence over the Spanish language in base of the fast development in all fields. It also led to the knowledge of a great number of anglicisms, which some of them appeared to be

unavoidable, but others, in many cases were not really necessary for understanding, but only a mean of fashion.

## Results

This research was carried out in the Metropolitan district of Quito. In order to obtain the results seven national, local and tabloids newspapers (variables) and their sections *ads, sports, news, social pages and reports* (subvariables) were used.

This section is composed of nineteen charts. The first fifteen charts contain sorted and qualitative tabulated information, then three charts contain the quantitative information *percentages and frequencies* and finally the last one provides data about the most frequent anglicisms in all variables.

**Chart One**  
**Variable: National Newspaper El Comercio**  
**Subvariable: News**

<b>Anglicisms</b>	<b>Examples</b>	<b>Times</b>	<b>Title of the article</b>	<b>Date</b>
Laptop	Asambleistas en sus laptops trabajan a diario.	1	La reforma se debatió con poca atención.	30/11/09
Gay	La boda gay se realizó en Argentina. Pareja gay muy enamorada. Comunidad gay apoya el matrimonio.	3	La boda gay debe esperar en Argentina.	01/12/09
Mall	Comerciantes de la bahía y grandes malls.	1	Los informales piden que respeten sus derechos.	02/12/09
Stock	La reconstrucción de los stocks industriales.	1	La Eurozona sale de la recesión por partes.	03/12/09
Mall	Malls los más afectados.	1	Racionamientos en Machala.	04/12/09
Show	Show alienta consumo en Navidad.	1	Ofertas y shows alientan el consumo en Navidad.	05/12/09
Marketing	Jefa de marketing. Gerente de marketing.	2		
Shopping	El escenario se montó en el exterior del shopping.	1		
Web	Página web del IESS.	1	IESS busca mejorar su servicio.	06/12/09

**Author:** Sofia Jaramillo

## Chart Two

**Variable: National Newspaper El Comercio**

**Subvariable: Ads**

<b>Anglicisms</b>	<b>Examples</b>	<b>Times</b>	<b>Title of the article</b>	<b>Date</b>
Baby-shower	Se organizan baby-shower	1	Servicios/clasificados	30/11/09
Penthouse	Portugal, penthouse vista.	1	Bienes raices/clasificados	01/12/09
Part-time	Profesor part-time clases de ingles.	1	Servicios/ clasificados	02/12/09
Internet	Oficinas: internet inalámbrico,	1	Bienes raices	03/12/09
Marketing	Empresa necesita personal de marketing.	1	Clasificados/Profesionales	04/12/09
Comfort	3 baños todo comfort.	1	Clasificados/bienes raíces.	05/12/09
Full	Tucson 2008 full equipo.	1	Clasificados/Automóviles	06/12/09

**Author:** Sofia Jaramillo.



**Chart Three****Variable: National Newspaper El Comercio****Subvariable: Social Pages**

<b>Anglicims</b>	<b>Examples</b>	<b>Times</b>	<b>Title of the article</b>	<b>Date</b>
Blog	Mantiene un blog actual. Se titula su blog. Pongo un texto en mi blog. La constelación de blogs presentes.	4	Yo creo en el blog; pero el libro no desaparecerá: Pedro Mairal.	30/11/09
Internet	El internet es un bombardeo de información. Internet red de información.	2	La mejor red de información.	01/12/09
On line	La redacción es interactiva los textos "on line" se van.	1	Textos "on line"	02/12/09
Mail	Como se escribe sin chequear los "mails".	1	Servicio de correo exitoso.	03/12/09
Brother	El brother, pana o naño están siempre presentes.	1	Como el chulla no existe otro igual!	04/12/09
Bar	Los bares y discotecas de Quito.	1		
Best-seller	El diario y el best seller . Comercialización masiva de los best seller.	2	El diario y el best-seller atraen al lector.	05/12/09
Showman	Buble es el showman mas codiciado.	1	Buble es el show-man de los ritmos de ayer.	06/12/09

**Author:** Sofia Jaramillo.

**Chart Four**  
**Variable: National Newspaper El Comercio**  
**Subvariable: Reports**

<b>Anglicisms</b>	<b>Examples</b>	<b>Times</b>	<b>Title of the article</b>	<b>Date</b>
Récord	Ganancias récord en su primer álbum. Nuevo record de ventas.	2	El precio del oro, arriba!	02/12/09
Fútbol (football)	Campeonato sudamericano de futbol. Conjunto de futbol rentado.	2	Triple campeón.	03/12/09
Chat	Un servicio de chat excelente.	1	Dos jóvenes crearon una red social.	04/12/09
Boicot (boycott)	Un boicot publicitario.	1	¿Ley mordaza?	05/12/09
TV	La TV dedica enormes espacios a su audiencia.	1	La ley de medios.	06/12/09
Kit	Ahora vienen en kit este tipo de problemas políticos.	1	Los ausentes	01/12/09
PC	La PC ahora funciona en el auto.	1	La tecnología cada vez más necesaria.	30/11/09

**Author:** Sofia Jaramillo

**Chart Five**  
**Variable: National Newspaper El Comercio**  
**Subvariable: Sports**

<b>Anglicisms</b>	<b>Examples</b>	<b>Times</b>	<b>Title of the article</b>	<b>Date</b>
Fútbol	El fútbol de Liga. El campeón de Fútbol. El fútbol ecuatoriano.	3	Liga busca ser campeón de copas.	30/11/09
Surf	Ecuador participará en el campeonato de surf.	1	Ecuador participara en varias categorías.	01/12/09
Volleyboll	Ecuador participará en surf, voleyboll, entre otras.	1	Ecuador participara en varias competencias.	01/12/09
Club	Mundial de clubes.	1	Liga en la Final	03/12/09
Básquet (Basketball)	Clasificados de natación y Básquet.	1	Los II juegos amazónicos entran en su fase final.	04/12/09
Handball	El handball una nueva categoría.	1	Juegos internos dan apertura.	05/12/09
Set	Espanoles sufren en el primer set. Tras el trabajo del primer set llega su triunfo.	2	España revalidó ayer su título de la copa Davis.	06/12/09

**Author:** Sofia Jaramillo

**Chart Six**  
**Variable: Local Newspaper La Hora**  
**Subvariable: News**

<b>Anglicisms</b>	<b>Examples</b>	<b>Times</b>	<b>Title of the article</b>	<b>Date</b>
Marketing	Avila experto en Marketing y publicidad.	1	Presupuesto para no terminar el año en rojo	30/11/09
Web	Página web IESS estará disponible.	1	IESS desea afiliar a vendedores de periódicos.	01/12/09
Spray	Sprays orgánicos son elaborados por laboratorios.	1	Broncearse a lo verde si es posible.	02/12/09
Mail	Cartas modernas o mail.	1	Entregan el primer buzón público.	03/12/09
Light	Velasco tildó de “descafeinado y light” la nueva reforma.	1	Reforma tributaria pasa con las justas.	04/12/09
Marketing	En temas de marketing no hay discusiones.	1	Mercados: En 2010 inicia la capacitación.	05/12/09
TV	Fiestas se viven en la TV.	1	Fiestas de Quito se viven en la TV.	06/12/09

**Author:** Sofia Jaramillo.

**Chart Seven**  
**Variable: Local Newspaper La Hora**  
**Subvariable: Ads**

<b>Anglicisms</b>	<b>Examples</b>	<b>Times</b>	<b>Title of the article</b>	<b>Date</b>
Bar Full	Vendo bar y discoteca full equipo.	1	Clasificados Negocios/varios	30/11/09
Fitness (fitness)	Cuorpazo, fitness real todos los servicios.	1	Servicios y enlaces	01/12/09
Fan	Fans banco de Guayaquil	1	Publicidad	02/12/09
Full relax	Masajes full relax.	1	Servicios y enlaces	03/12/09
Closet	Departamento con baño y closets excelente vista.	1	Negocios/ Varios	04/12/09
Penthouse	Vendo penthouse excelente ubicación.	1	Bienes raíces	05/12/09
Streaper (stripper)	Strippers reales musculados prestan todos los servicios.	1	Servicios y enlaces	06/12/09

**Author:** Sofia Jaramillo.

**Chart Eight**  
**Variable: Local Newspaper La Hora**  
**Subvariable: Social pages**

<b>Anglicisms</b>	<b>Examples</b>	<b>Times</b>	<b>Title of the article</b>	<b>Date</b>
Cyborg	Reportó ayer la noticia a su cyborg amigos.	1	Gustavo Ceratti.	30/11/09
Videoclip	Canción que contara con un videoclip.	1	Douglas quiere hacer llorar.	01/12/09
Filme	Un filme muy atractivo producido por jóvenes.	1	Una peli para chicos.	02/12/09
Récord	Micro museo inspira al récord Guinness.	1	Cápsula científica.	03/12/09
Hobby	El cantante admitió que el canto solo es un hobby.	1	Viene cargado de un poderoso metal.	04/12/09
Cd	Cd móviles	1	La música invade el sur.	05/12/09
DJ Track	El Dj español. La gente escucha mis tracks.	1	Magia electrónica en Ecuador.	06/12/09

**Authors:** Sofia Jaramillo.

**Chart Nine**  
**Variable: Local Newspaper La Hora**  
**Subvariable: Reports**

<b>Anglicisms</b>	<b>Examples</b>	<b>Times</b>	<b>Title of the article</b>	<b>Date</b>
Internet	Envío de e-postal por internet.	1	Postales forográficas pierden vigencia.	30/11/09
Lunch	Hermosos paisajes, guías y por supuesto deliciosos "lunchs"	1	Hay paseos para escoger.	01/12/09
Cool	La vida de los jóvenes se mantiene cool.	1	Jóvenes enfrentan sus problemas.	02/12/09
Fútbol	El fútbol impacta en la identidad. Biblioteca del fútbol ecuatoriano. Fútbol e identidad una sola razón. Orfandad del fútbol nacional. Jugador de fútbol en su mejor momento. En el fútbol nacional si hay hinchas.	6	El fútbol impacta en la identidad colectiva.	03/12/09
Web	A través de su página web encontramos información.	1	Lo pre-colombino se hace presente.	04/12/09
Show Robot	Show artístco. Robot wall-e. Le gustan los robots. Robots creados con tecnología de punta.	1 3	Robots enseñan el valor de las ciencias.	05/12/09
Chip	Nuevo chip creado para teléfonos celulares..	2		
Light	Crema light	1	Su cuerpo debe estar cuidado.	06/12/09

**Author:** Sofia Jaramillo.

## Chart Ten

**Variable: Local Newspaper La Hora**  
**Subvariable: Sports**

<b>Anglicisms</b>	<b>Examples</b>	<b>Times</b>	<b>Title of the article</b>	<b>Date</b>
Set	Desde el primer set marcaron la diferencia. Rematan el set con un saque. Rotura en el 2-2 en un set.	3	Davydenkio el “ gran maestro”	30/12/09
Fútbol	Encuentros de fútbol realizados en Quito.	1	¡Victoria que motiva!	01/12/09
Club	Liga uno de los clubes de América.	1	Trébol de oro florece.	02/12/09
Top Ranking	Dos tenistas que estuvieron en el Top 10 del ranking ATP.	1	Lapentti y Massu estarán en Manta.	03/12/09
Ranking	Para formar este ranking. Presentes en este ranking.	2	Liga el 15 mejor del mundo.	04/12/09
Set Tie break	Un primer set muy bien trabajado. Un tie break bien jugado.	1 1	Bustamante y Casares jugarán la final.	05/12/09
Cross country	El segundo día en el cross country. La victoria obtuvo Narvaez en el cross country.	2	Narvaez y Paredes campeones Nacionales.	06/12/09

**Author:** Sofia Jaramillo.



**Chart Eleven**  
**Variable: Tabloid “El Extra”**  
**Subvariable: News**

<b>Anglicisms</b>	<b>Examples</b>	<b>Times</b>	<b>Title of the article</b>	<b>Date</b>
Voley (volleyball)	En una cancha de vóley. Encuentro de vóley.	2	Fin de semana sangriento en suburbio de Guayaquil.	30/11/09
Clan	El clan de delincuentes escapó.	1	Degollado y embalado en media montaña.	01/12/09
Club	Camino hacia el club.	1	Las piscinas policiales ya son de todos!	02/12/09
Laptop	Roban una laptop y no hay culpables.	1	El hampa se apodera del coca.	03/12/09
Jean (jeans)	Vestía una camiseta amarilla y un jean.	1	¡Sujeto con antecedentes recibió un tiro en la cabeza!	04/12/09
Gay	Era dirigente gay. La vivienda del gay fue destruida.	2	¡En el baño torturaron a la “Jessica” ¡	05/12/09
Shock	Se quedó en shock luego de la noticia.	1	Detenido por ofrecer puestos públicos.	06/12/09

**Author:** Sofia Jaramillo.

**Chart Twelve**  
**Variable: Tabloid “El Extra”**  
**Subvariable: Ads**

<b>Anglicisms</b>	<b>Examples</b>	<b>Times</b>	<b>Title of the article</b>	<b>Date</b>
Cd	Electrodomésticos, ipods, celulares, cds	1	Ventas	30/11/09
Outlet	Navidad regalona de Durán outlet.	1	Ventas/Propaganda	01/12/09
Chat	Chat 24 horas en vivo.	1	Clasificados/servicios	02/12/09
Hot	Videos Hot.	1	Clasificados/ventas	03/12/09
Nightclub	Vendo nightclub todo amoblado.	1	Clasificados/negocios	04/12/09
Sexy	Sexy tienda todo lo que necesitas tener.	1	Clasificados/tiendas	05/12/09
Streeper (Stripper)	Streepers extranjeros prestan todo tipo de servicio.	1	Clasificados/servicios	06/12/09

**Author:** Sofia Jaramillo.

**Chart Thirteen**  
**Variable: Tabloid “El Extra”**  
**Subvariable: Social Pages**

<b>Anglicisms</b>	<b>Examples</b>	<b>Times</b>	<b>Title of the article</b>	<b>Date</b>
Miss Top	Miss mundo en los Top 20.	4 1	Ecuador en reñida competencia en Miss Mundo.	30/12/09
Reality TV	En los reality de Gama hay audiencia. Su carrera en la TV fue un éxito. Divas de la TV.	1 2	Divas de la Tv: Dora West.	01/12/09
Casting	Se realizó más de 400 castings para el nuevo cortometraje ecuatoriano.	1	Divas: Flor María Palomeque.	02/12/09
Show	Aficionados disfrutan del show. El show taurino un gran éxito.	2	La casa Colonial más “cornuda” de Quito.	03/12/09
Cheerleader	Una hermosa cheerleader estudiantil.	1	Cine: Diabólica tentación.	04/12/09
Show	El show más esperado. Show televisivo para la audiencia ecuatoriana.	2	Festival de bandas estudiantiles y bastoneras.	05/12/09
Clóset TV	Actriz sale del clóset. Serie de TV impacta. Trabaja en la TV por 25 años.	1 2	“Soy Lesbiana”	06/12/09

**Author:** Sofia Jaramillo.

**Chart Fourteen**  
**Variable: Tabloid “El Extra”**  
**Subvariable: Reports**

<b>Anglicisms</b>	<b>Examples</b>	<b>Times</b>	<b>Title of the article</b>	<b>Date</b>
Fútbol	El padraastro del fútbol.	1	Francia e Irlanda	30/11/09
Penalti	Definieron por cobro de penalties.	1		
Referi (referee)	Un referi que detenga la acción.	1	Vacunos preparan un platón.	01/12/09
Rock	El concierto más esperado de rock.	1	Gran concierto!!	02/12/09
Night-club	La sede fueron los night-clubs. Night-club el gato. Diferentes nights clubs del país.	3	¡Estas si son las verdaderas reinas del tubo!	03/12/09
Máster	Un máster en la producción.	1	Gran producción ecuatoriana.	04/12/09
Mall	El mal abre sus puertas al público.	1	Grandes malls y sus aperturas tras cierre.	05/12/09
Chip	El nuevo chip. Chip inteligente.	2	Cada día mejor tecnología.	06/12/09

**Author:** Sofia Jaramillo

**Chart Fifteen**  
**Variable: Tabloid “El Extra”**  
**Subvariable: Sports**

<b>Anglicisms</b>	<b>Examples</b>	<b>Times</b>	<b>Title of the article</b>	<b>Date</b>
Fútbol	Torneo ecuatoriano de fútbol.	1	“Chullas” con medio título en el “bolso”.	30/11/09
Chárter	El chárter salió desde Quito.	1	Sarita ¡la hinchita más chiquita de Quito!	01/12/09
Fútbol	62 encuentros de Fútbol.	1	“albos” quieren completar el millón de dólares.	02/12/09
Surf	El surf se toma las playas de salinas.	1	Temporada de Surf!	03/12/09
Córner	El córner definió el partido.	1	Quevedo a dejar todo en la cancha.	04/12/09
Fútbol Club Máster	Futbol Club. Figura del futbol ecuatoriano. Super máster culminó hoy su carrera deportiva..	1 2 1	Homenaje a Marcelo Zambrano ex figura del futbol ecuatoriano.	05/12/09
Set	Primer set gran expectativa. Derrotó en el último set.	2	El tenis se apodera de la ciudad.	06/12/09

**Author:** Sofia Jaramillo.

**Chart Sixteen**  
**Variable: National Newspaper “ El Comercio”**

	<b>Section</b>	<b>f</b>	<b>%</b>
<b>Anglicisms</b>	News	12	23.5%
	Ads	7	13.7%
	Social Pages	13	25.5%
	Sports	10	19.6%
	Reports	9	17.6%
	<b>TOTAL</b>	51	100%

**Author:** Sofia Jaramillo.

**Chart Seventeen**  
**Variable: Local Newspaper “ La Hora”**

	<b>Section</b>	<b>f</b>	<b>%</b>
<b>Anglicisms</b>	News	7	13.7%
	Ads	7	13.7%
	Social Pages	8	15.7%
	Sports	13	25.5%
	Reports	16	31.4%
	<b>TOTAL</b>	51	100%

**Author:** Sofia Jaramillo.

**Chart Eighteen**  
**Variable: Tabloid “El Extra”**

	<b>Section</b>	<b>f</b>	<b>%</b>
<b>Anglicisms</b>	News	9	16.4%
	Ads	7	12.7%
	Social Pages	17	30.9%
	Sports	11	20%
	Reports	11	20%
	<b>TOTAL</b>	<b>55</b>	<b>100%</b>

**Author:** Sofia Jaramillo.

**The Most frequent Anglicisms**

**Chart nineteen**

<b>Anglicisms</b>	<b>Times</b>
Fútbol	16
Set	8
Show	7
TV	6
Marketing	5
Gay	5
Internet	4
Blog	4
Chip	4
Nightclub	4
Miss	4
Club	4
Full	4
Robot	3
Mall	3
Record	3
Web	3
Volleyball	3
Laptop	2
Penthouse	2

Light	2
Stripper	2
Ranking	2
Cross country	2
Master	2
Mail	2
Bar	2
Best seller	2
Chat	2
Surf	2
Closet	2
Chip	2
Comfort	2
Stock	1
Online	1
Shopping	1
Baby shower	1
Part-time	1
Handball	1
Spray	1
Video clip	1
Hobby	1
DJ	1
Track	1
Jeans	1
Ipods	1
Hot	1
Sexy	1
Reality	1
Cheerleader	1
Referee	1
Charter	1
Brother	1
Showman	1
Boycott	1
Kit	1
PC	1
Fitness	1
Basket	1
Fan	1
Relax	1
Blog	1
Filme	1



CD	1
Cool	1
Top	1
Ice-break	1
Shock	1
Outlet	1
Casting	1
Penalty	1
Rock	1
Corner	1
<b>TOTAL:</b>	76

## **DISCUSSION**

This section has been divided in three sub-sections: The first sub-section is the *Theoretical Background*, which includes all the research about the variety of topics included in order to develop the study.

The second section is the *Description and Analysis of the Results* which is based on a linguistic, comparative, and sociological analysis derived from the results already obtained. The Linguistic analysis consists on a morphological, syntactic and semantic review of thirty chosen anglicisms. The comparative analysis is based on the results that come out from the research done, and it helps us to understand the frequency of the anglicisms present in the different variables and subvariables. The last one is the sociological analysis, which identifies the impact of these new expressions on the audience; This analysis could be accomplished through some interviews to readers and linguistics.

The last section is *Conclusions*, which is presented after doing a whole and deep process of data analysis and inferences.

## **Theoretical Background**

This section contains the theory on which this study is based. The concepts and scientific information presented in this part are essential in order to develop the research proposal with solid and logical foundations.

### **Language**

Language as the base of communication turns to be a relevant concept to be studied. According to *Wikipedia* “A language is a system for encoding and decoding information”. Human languages are usually referred to as natural languages, and the science of studying falls under the view of linguistics. A common progression for natural languages is that they are considered to be first listened, then understood and spoken, and finally written by the attempted explanation of its grammar. Also, a language is a system of communication with other people through different means such as: sounds, symbols and signs.

People are able to express language in many forms that could be oral, written, as well as through body language.

As a background from the previous information the *UniXL (Education and career information)* says that there is a distinction between one language and another due to country boundaries, population culture, demographics and history. Even though, many countries speak English none of them speak it in the same way. Each one has its own mannerisms, words, uses, and accents. This is the

result of the environment, blending cultures and other factors that have evolved their own unique style.

In addition, it is very common that many dialects have formed over time in many different towns within the same country.

Finally, *Wikipedia (2009)* says “Language lives, dies, moves from place to place, and changes with time. Any language that ceases to change or develop is categorized as a dead language. Conversely, any language that is in a continuous state of change is known as a *living language* or modern language”

### **Linguistics**

Another interesting and unavoidable field which needs to be analyzed and understood is Linguistics. According to *Oceano Enciclopedia (1986)*. “Linguistics is the science of language.” It is constituted around the facts of language that studies it in a scientific aspect, considering oral language as a whole entity into the languages it is present.

According to the *Encyclopedia Britanica (2001)* The term linguistics was first used in the middle of the 19<sup>th</sup> century, to emphasize the differences between a newer approach involved in philology, which found differences of attitude, emphasis, and the purpose aspects, as a phenomenon that uses to be present as an instrument of communication used by people, and that is present in any place in which these people live in community.

From *Wikipedia (2009)* “Linguistics is the scientific study of language, encompassing a number of sub-fields.”

Furthermore, according to *Barton (2008)* Linguistics is the scientific study of language which focuses on describing and explaining language and it is not concerned with the prescriptive rules of language.

It is necessary to understand the underlying goal. In other words, what the common elements in all languages are.

As a result, linguistics is a social science that shares a common ground with other social sciences such as psychology, anthropology, sociology and archaeology, so it could be considered as a cognitive science; which relates to the function and functioning of the human brain.

### **Field of Study of Linguistics**

*Encyclopedia Britanica (2001)* affirms that Linguistic can be divided in terms of three dichotomies.

### **Synchronic versus Diachronic**

A synchronic description of a language describes the language as it is at a given point in time. It studies language at a specific moment in its development which means; it studies languages in a phase of evolution. On the other hand, a diachronic description is concerned with the historical development of language as well as with the historical changes that have taken place in different points of its evolution.

### **Micro-linguistics versus Macro-linguistics**

Micro-linguistic affirms that language must be analyzed as itself, without references to its social function, whereas, macro linguistics considers areas of terminological recognition such as: socio-linguistics, anthropological linguistics, dialectology, mathematical linguistics, psycholinguistics and informatics linguistics and stylistics.

### **Theoretical versus Applied Linguistics**

The main goal of theoretical linguistics is the construction of a general theoretical framework for the description of languages, so it tries not only to determine generalizations, but also the most relevant features of some languages.

On the other hand, applied linguistics is the application of the findings and the techniques of the scientific study of language to a range of practical tasks. In fact, it develops techniques and approaches for the improvement of language acquisition.

### **Branches of Linguistics**

- a. Morphology,
- b. Phonology,
- c. Syntax,
- d. Semantics, and;
- e. Pragmatics

## **Morphology**

According to the *Encyclopedia Britanica (2001)* Morphology is the study of the internal construction of words. This is the part of the grammar that studies the construction of the word independently from its function into a sentence. It also studies the morphs and the morphemes (morphs: is the phonetic realization of a morpheme; and morpheme: is the smallest linguistic unit that has semantic meaning) which are essential elements in order to create new words. Finally, “Languages vary widely in the degree to which words can be analyzed into word elements, or morphemes.”

Also, from *Wikipedia (2009)* Morphology “is the study of internal structures of words and how they can be modified”, so this means that it is the identification, analysis and description of the structure of words. It is clear that in most languages, words can be related to other words by rules. For instance, the word "unbreakable" has three morphemes: "un-", a bound morpheme; "break", a free morpheme; and "-able", a bound morpheme. "un-" is also a prefix, "-able" is a suffix. Both "un-" and "-able" are affixes. In the end, the rules understood by the speaker reflect specific patterns (or regularities) in the way words are formed from smaller units and how those smaller units interact in speech. In this way, morphology is the branch of linguistics that studies patterns of word formation within and across languages, and attempts

to formulate rules that model the knowledge of the speakers of those languages.

### ***Phonology***

According to *Encyclopedia Britannica* (2001) “It studies the sound patterns that occur within languages”.

Moreover, *Wikipedia* (2009) affirms that phonology is not only the systematic use of sounds to encode meaning in any spoken human language, but also it is the study of language sounds. Phonology is divided in two separate studies: phonetics and phonemics. There are three kinds of phonetics: acoustic phonetics, which deals with the physical properties of sounds, auditory phonetics, that deals with how the sounds are perceived, and articulatory phonetics which studies how the speech sounds are produced; indeed, this is what describes the actual sounds in detail.

On the other hand, phonemics studies how the sounds are used. It also analyzes the way sounds are organized in languages helping to hear what sounds are important in language. It is important to know that the unit of analysis of phonemics is called phoneme. “A phoneme is a sound used to distinguish one word from another word in a language.” For example: The English word tie from the word die. The sounds that differentiate these two words are [t] and [d].



## **Syntax**

From *Wikipedia (2009)* “Syntax is the study of language structure and word order”, so it seeks to define exactly all and only those sentences which make up a given language, using native speaker intuition; also, it is concerned with the relationship between units at the level of words or morphology.

Syntax uses principles of formal logic and sets theory to formalize and exactly represent the hierarchical relationship between elements in a sentence. As a result, there is a correct interpretation of the meaning. Abstract syntax trees are useful instruments in order to put elements together in the right position.

*Noam Chomsky (Syntactic Structures 1957, Syntax Theory aspects 1965)* says that syntax is not only the study of the arrangement of words in sentences, clauses and phrases, but also the study of the formation of sentences and the relationship of their component parts. In a language, the main device for showing the relationship among words is the word order, so the closer relationship between words within sentences is nearer related to its meaning.

Finally, according to *Bloomfield ( Lenguaje 1933)* syntax is the study of forms composed entirely by free forms, having as an innermost fact the notions of form, constituted by structure and form.

## **Semantics**

According to *Wikipedia (2009)* “Semantics is the study of intensive meaning in words and sentences.” Semantics can be expressed through diction which is the word choice, or by inflexion related with pitch and stress of words which influence meaning. Inflexion may be conveyed through an author’s tone in a written context and a speaker’s tone of voice.

*Encyclopedia Britannica (2001)* “Is the philosophical and scientific study of meaning”

It studies the denotation of the different linguistic signs such as: words, expressions and sentences. Indeed, the words semantics comes from the Greek *semantikos*, which means “the one that has a meaning”, so the goal of semantics is to establish the significance of the signs into the process that assigns such meanings.

*Encyclopedia Encarta (1999)* claims that Semantics can be studied from these points of view. First, symbolic logic which is a formal system that analyses the signs and what they designate use mathematical notation in order to establish what the signs designate. Second, logical point of view emphasizing the relationship between signs or words and their referents including concerns as: naming, denotation, connotation and truth. This way, its foundations arrange on the behaviorism, and it is centered on the process that sets up meaning. Third, linguistic point

of view focuses in topics such as: meaning changes through time, and the relationship of language structure, though and meaning.

### **Pragmatics**

*Shaozhong (2007)* “ Pragmatics is a subfield of linguistics developed in the late 1970s. It studies how people comprehend and produce a communicative act or a speech act in a concrete speech situation, which is usually a conversation.” It points out two meanings in each utterance or communicative intent. One is the informative intent or the sentence meaning, and the other the communicative intent or speaker’s meaning.

*Leech (1983); Speaber and Wilson, (1986)*. State that the ability to comprehend and produce a communicative act is adverted as pragmatic competence.

*Kasper, (1997)*, includes one’s knowledge about social status, social distance, cultural knowledge and linguistic knowledge.

*Superior Encyclopedia (Circulo de Lectores 1993)* defines pragmatics as the part of semiotics that studies the conditions on which the signs of a system are used and the relationships among them (the users and the interpreters). Besides, it studies the identity of the interlocutors, the auxiliary languages, the intonation, the understanding of the message and the distance between interlocutors.

In order to understand the real meaning of pragmatics it is necessary to clarify about semiotics. *Wikipedia (2009)*. affirms that:

“Semiotics is the study of sign processes (semiosis), or signification and communication, signs and symbols, and it is divided into three branches: pragmatics, semantics and syntax.”

### **Morphological Procedure**

For the *Encyclopedia Britanica (2001)* the morphological changes often involve the influence of one form of group(s) over another. In fact, morphological changes that take place within a language over time generally leave its deep structure unchanged and tend to modify the ways in which the deeper syntactic functions and distinctions are expressed whether morphologically, by word order, by the use of auxiliary verbs, or otherwise, affecting the functions and distinctions themselves. This means, morphological change can be seen as the result of loss, addition or change of the morphological structure of words. Below, there is the explanation of each morphological procedure.

#### **a. Derivation**

*Katamba (English Words)* claims that derivation is motivated by the desire to create new lexical items using pre-existing morphemes and words. So, it is possible to create new lexical items by recycling pre-existing material. In other words, it consists in creating new words by the addition of affixes (a word part added to the end of a base word) and suffixes (a word part added to the end of a base word) to the nuclear morpheme. Besides, derivation enables us to add new lexical items to the open word classes of nouns, adjectives, verbs and adverbs.

These are the classes that contain the so called context words. Derivation is not steered by syntax; its function is to create lexical items. For instance: *happi-ness* and *un-happy* from *happy*. There are three major classes of derivational processes: affixation, conversion and compounding.

#### **a. Compounding or Composition**

According to *Wikipedia (2009)* “It refers to the faculty of language to form new words by combining or putting old words together.” In other words, it consists in creating new words by the addition of two nuclear morphemes, so this process occurs when a person attaches two or more words together to make them one word. “The meanings of the words interrelate in such a way that a new meaning comes out which is very different from the meanings of the words in isolation.” For example: *Bathroom* (noun+ noun), *wildfire* (adjective+noun).

#### **b. Parasynthesis**

*Encyclopedia Britanica (2001)* explains that this is a special case of composition and derivation and we can find two cases of Para-synthesis. First, there is the para-synthethic compound which must be constructed with the right structure (lexical term + lexical term + suffix) neither the compound nor derivation is by itself. Second, para-synthetic derivation which are words formed by the solidarity of a prefix plus a suffix that acts over the lexical term.

## **Historical Linguistics**

For *Wikipedia (2009)* “Historical linguistics (also called diachronic Linguistics) is the study of language change”. It has some major concerns such as: to describe and account observed changes in particular language, to develop general theories about how and why languages change, to rebuild pre-history of languages and determine their relationship, to give details about history of speech communities and to study the history of words (etymology).

According to *Encyclopedia Britannica (2001)*, Historical linguistics’ domain is the diachronic aspect (a statement about a change or changes over a period of time), this branch of linguistics states that languages change through time. Finally, it is necessary to analyze the comparative method which is related with this field.

According to *Wikipedia (2009)* “Comparative Method is a branch of historical linguistics that is concerned with comparing languages in order to establish their historical relationship.”, so language is able to evolve and also to cross-relate, due to the convergence through borrowing or by genetic descendant. “Genetic relatedness implies a common origin or proto-language, and comparative linguistics aims to construct language families, to reconstruct proto-languages and specify the changes that have resulted in the documented languages.

”According to *Hanna(1996)* “When a related group of languages has been studied in deep detail, it is possible to be very sure know how

most words, sounds, and grammar rules have changed in the languages” .

The comparative method, on the other hand is divided into several sub-disciplines: etymology, dialectology, phonology morphology and syntax.

It is possible to find a descriptive view from *Salvat S.A (1999)* which focuses on structuralism and disregards time as relevant factor in its investigations. So, in other words its concern is therefore language in its synchronic way. In fact, a synchronic statement is a statement about language at one period in time and should make no reference to previous stages in language. Finally, descriptive linguistics is divided into two parts: phonology and grammar.

### **Language Change**

*Wikipedia (2009)* affirms “Language change is the phenomenon whereby phonetic, morphological, semantic, syntactic, and other features of language vary over time.

All languages are continually changing.” These different types of linguistics call synchronic variations, then through time we can also find the diachronic change related to these variations. The two main disciplines that are concerned with the study of language change are: historical linguistics (already studied) and sociolinguistics which studies the origins of language changes and explains how society and its evolution influence in language. Furthermore the sociolinguistic Jennifer

Coates explains that “Language change can be said to have taken place when a new linguistic form, used by some sub-group within a speech community, is adopted by other members of that community and accepted as the norm.”

Also, there are two main causes that influence the language change. First, Geographical division, caused by migration, which impulses a communication loss within people at a certain area, so that the language of each group goes its own way, undergoing through its own changes, and this causes languages to differ from one another.

The other cause is the Language contact, “the most common way that languages influence each other is the exchange of words. Much is made about the contemporary borrowing of English words into other languages, but this phenomenon is not new, nor is it even very large by historical standards” Language contact helps to explain a number of shared characteristics, especially lexical items.

*Mahoney (2008)*, states that there is a variety of reasons that cause languages change such as a response to social, economic and political pressures or if we check the historical view, languages change were caused by invasions, migration and colonization. On the other hand, language changes due to the needs that arise in different fields such as industry, new technologies, medicine, novel products, etc.

The only way in which individual’s speech may also causes language change includes, for example, that teens and young adults



usually use different words and phrase from their parents and then some of them spread through the population and slowly change the language.

### **Language Vice**

Language's vices are related as the factors that alter the normal flow of the communication. So, these vices are the opposite of the rhetoric which is in charge to light up the language. Many of these mistakes are produced by different causes such as: poorly grammatical constructions, defective expressions, and neglectful uses, or ignorance.

There are nine vices identified by the frequent use.

*Pragmatic Vice:* It is the use of ancient or invented expressions that sometimes alter the flow of a communication.

- ✓ *Archaism:* is the use of a form of speech or writing that is no longer current.
- ✓ *Neologism:* it is a newly coined word that may be in the process of entering common use, but has not yet been accepted into mainstream language. Neologisms are often directly attributed to a specific person, publication, period, or event.”

*Syntactic Vice:* This is the type of problem that affects linguistic communication the most, because it is related directly to the grammatical structure.

- ✓ *Catachresis:* It is a rhetorical figure that consists of using a word metaphorically to designate a reality that lacks a specific term.

- ✓ *Solecism*: Lack of syntax; mistake committed against the accuracy or purity of a language.
- ✓ *Monotony*: Unnecessary repetition of words or concepts.
- ✓ *Pleonasm*: Employment of unnecessary words.
- ✓ *Cacophony*: Meeting or repetition of the same syllables or letters within a phrase or word.

*Semantics Vices*: Expressions that not altering the pragmatics or syntactic structures mislead the meaning through the incorporation of strange words with the equivalence of the natural language.

- ✓ *Ambiguously*: Double meaning. Way of speaking that can express more than one interpretation.
- ✓ *Barbarism*: To pronounce or to write words in a wrong way or to use improper words.

### **Neologisms**

According to *Wikipedia (2009)* “Neologism from Greek νέος (*neo* 'new' + *logos* 'word') is a newly adopted word, or one that may be in the process of entering in common use, but has not yet been accepted into mainstream language.” These words are usually directly attributed to a specific person, publication, event or period.

Besides, these new terms usually appear combining existing words or adding new suffixes or prefixes. It is very common to hear neologisms in cultures that are changing quickly and there is a fast and wide propagation of information. The most important factor in order to

accept a neologism as a part of the new lexicon depends not only on the fact that explains if the new word has a real meaning in a identifiable way, but also if there is a cultural acceptance.

When a word phrase or phrase is no longer “new”, it is not longer a neologism. On the other hand; *Mcarthur (1998)* claims that “a neologism is a new word or sense of a word and that result to enter in the coining or use of new words and senses”.

In fact, neologisms in English belong to the following categories: compound words, derivation, abbreviation, back formation, loan translations, and coinage.

The *Encyclopedia Britanica (2001)* explains that neologisms not only occur, but also can be created.

*Educational Insights Carson S.A Language, Linguistics and Literature Interactive Science* divides neologism in the following categories:

### **Stable Neologisms**

Stable Neologisms also called diffused words, are not only accepted by many authors, but also appear in many publications, due to the fact that these words have gained some recognizable and likely somewhat lasting fulcrum in usage, so we can say that these neologisms are already immersed in language. For example: e-mail, c.d., pizza, karate.

## **Unstable Neologism**

Unstable Neologism also known as protologism (from the Greek Protos: first, and logos: word) are words proposed by individuals or used in a very small culture, so it means that these words have not a wide acceptance neither the standard of spelling, intonation and pronunciation needed to become part of a language.

We can find some unstable neologisms in some fields such as: informatics terms, grammatical words, and social terms, national or cultural terms, emotional terms, family terms, artistic terms and scientific terms.

## **Barbarism**

*Wikipedia (2009)* states that the term barbarism refers to a non-standard word, expression or pronunciation in a language. The term is not frequently used by linguists today, because of its pejorative tone, and the fact that it is not clearly defined.

This term was used originally by Greeks, to refer to foreign terms used in their language. This word is related to the word barbarian (ancient Greek) equivalent of modern English as “blah,blah,blah” which sounds like a gibberish. In fact, the same equivalent has the word Anglicism in other languages.

## **Anglicisms**

For (*Websters New Practical school dictionary*), an Anglicism could be defined as a lexical term of the English language used in other

languages, also is a word, idiom or meaning peculiar to English that has been adopted by other languages.

According to *Wikipedia (2009)* "An Anglicism, is defined, as a word borrowed from English into another language. Speakers of the recipient language usually consider an Anglicism to be substandard or undesirable (as a form of language contamination).

"Anglicism" also describes English syntax, grammar, meaning and structure used in another language with varying degrees of corruption"

*Anglicisms RAE Dictionary (2001) by Elena Dominguez* explains that the cause of the increased presence of anglicisms is related to the Anglo-Saxon influence in almost every area of knowledge. Hence, sometimes the introduction of Anglicism to Spanish results with incorrect words, not only by the misinterpretation, but also for the lack of knowledge of Spanish.

It is very necessary to know that mass media communication is the most important source in the introduction of new terms to any language. To conclude, considering that a few anglicisms have gone through adaptations of several types while others have been kept as borrowing there is the following classification:

### **Classification of Anglicisms in Thematic Areas**

There is no doubt that the predominant area is sports. Despite, anglicisms are a part of general language. This is the field that most anglicisms are used daily, but even if they sometimes have the right

word is present or exists in the own language, people prefer to use anglicisms.

For example: for the word *balonpié*, we find the words football, or *fútbol* and some other words such as: corner, penalty, shot, etc.

Some other areas in which the use of anglicisms can be found are chemistry and physics (*comogasoil*, *surfactante*); also, in the textile industry (*bikini*, *panty*, *short*) and finally in the Informatics field (*chip*, *CD-ROM*, *pixel*, *web*). To conclude, some of these words have been adapted to the new scientific and linguistic reality as a formal lexicon.

There is a process that any anglicism needs to surpass in order to become part of any language:

**Phonetic Adaptation:**

This process consists in the usage of “tildes” and in the change of phonemes. Almost, one fourth of the words have passed through this process.

**Grammatical Adaptation**

Within lexicon we can find a high number of anglicisms function as nouns; the proportion of adjectives and verbs are low. Also, among nouns only one-seventh part of them are feminine and the words in the dictionaries appear only in singular. In fact in some cases the plural is not identified.

### **Graphic Adaptation**

The Spanish graphic system and the English system are very different from each other. As a result, this process tries to settle the English morphemes into the Spanish morphological system, due to the complexity of pronouncing some English sounds by Spanish speakers.

### **Semantic Adaptation**

Generally a semantic restriction has been produced; in other words, a term that in English had a more general meaning in Spanish has a more concrete meaning most of the times in the same field. As can be seen above, sometimes an anglicism will have a different meaning than the original English word, due to abbreviation or to other reasons.

### **Foreign Language Interference**

*Dulay et al (1982)* defines interference as the automatic transfer, due to habit, or to the surface structure of the first language onto the surface of the target language.

Another point of view, *Lott (1983: 256)* defines interference as 'errors in the learner's use of the foreign language that can be traced back to the mother tongue'.

Finally, *Ellis (1997: 51)* refers to interference as 'transfer', which he claims is 'the influence that the learner's L1 exerts over the acquisition of an L2'

*Skiba (1997)* claims that interference may be view as the transference of one language to another at various levels including phonological, grammatical, lexical and orthographical.

*Berthold (1997)* defines phonological interference as items that are including foreign accents such as: rhyme, intonation and speech sound which form the first language influencing the L2. Grammatical interference is defined as the L1 influencing the L2 in terms of word order, tense, mood and use of pronouns and determinators.

Interference at a lexical level provides opportunities for the borrowing of words from one language to another.

Finally, orthographic interference includes the spelling of one language varying another.

*Crystal (1987)* suggests that code, or language, switching occurs when an individual who is bilingual alternates between two languages during his/her speech with another bilingual person. Reasons can be found from the switching of words from one language to another.

The person needs to compensate the deficiency in one language. Besides, this commonly occurs in order to express solidarity with a particular social group. Third, the last reason for switching code is when a person wants to transmit his/her attitude to the listener. These notions suggest that code switching may be used as a socio-linguistic tool by bilingual speakers.



*Nicholls (2002)* suggested that “the language produced by foreign learners is so unavoidably influenced, and even distorted, by the mother tongue of the learner that it should rather be termed an ‘Interlanguage’, since it will always be a blend of the foreign language and the mother tongue. The better the learner is at overcoming language interference, the more dilute that blend will be.”

### **Newspaper**

According to Wikipedia “A newspaper is a publication containing news, information, and advertising. General-interest newspapers often feature articles on political events, crime, business, art/entertainment, society and sports. Most traditional papers also feature an editorial page containing columns that express the personal opinions of writers. Supplementary sections may contain advertising, comics, and coupons.”

The first newspaper appeared in Germany in the early 17th century. A newspaper is a printed periodical whose purpose is to deliver news and other information in up-to date, factual manner. The editorial section is written by reporters and other journalists following the directions of editors. A newspaper is printed on thin paper from a combination of recycled matter and wood pulp.

Encyclopedia Encarta (1999) defines the newspaper as “**printed account of news:** a publication containing news and comment on current events, together with features and advertisements, that usually appears

daily or weekly and is printed on large sheets of paper that are folded together.”

### **Tabloid**

**According to Yourdictionary (2009) “Tabloid is** a newspaper using such a page size, with many pictures and short, often sensational, news stories.”

**Answers.com (2009) defines a tabloid as** “A newspaper of small format giving the news in condensed form, usually with illustrated, often sensational material.

### **Previous Studies**

**Geralds’s Spanish Language Blog, by Gerald Erichsen (1998). Anglicisms in Spanish.** “Sometimes, the use of English is to be expected within native language, such the one in the article I saw yesterday printed on a newspaper from Guayaquil, which was titled “*Una Producción de Reality*” in reference to the making of a so-called reality TV show.”

Conclusion: mass media has the power to communicate big amounts of anglicisms everyday. “On a flight from San José, Costa Rica, to Quito it was confusing but not unusual to hear the term CD player, pronounced in English, during a Spanish-language announcement of what had to be done before departure”

Conclusion: technology field among others is the area where anglicisms may increase rapidly. As long as the American culture

continues to play the role it does today in Latin America and even Spain,  
we can expected more anglicisms to become part of the language.”

## **Description and Analysis of Results**

In this section the thirty anglicisms taken from the data collected from newspapers and tabloids will be analyzed from three different aspects.

First, in the linguistic analysis the anglicism will be analyzed in a morphological, semantic - syntactic and etymological way.

Second, the comparative analysis is based on the frequency and percentages obtained throughout the research work. As a result, variables and subvariables will be compared in order to obtain which one of them includes a major or the least presence of anglicisms: as well as, the most frequent anglicisms used in the chosen sample.

As a final point, the sociological analysis will determine the impact of these words among readers. For this analysis it was indispensable to investigate previous studies about anglicisms, to listen opinions about the big immersion of anglicisms in written communication from some readers and the linguistic *E.Escalante* through an interview and finally get conclusions.

## **Linguistic Analysis.**

The following thirty anglicisms already accepted by the *Diccionario de la Real Academia Española* will be analyzed through their etymological, syntactical-semantic and morphological aspect.

### **Fútbol**

According to the RAE the word *fútbol* has been already accepted and adopted by the Spanish language. It comes from the English word football which is a compound word (foot and ball). This word dates since the 15<sup>th</sup> century.

The dictionary states that this word functions as a noun in both languages. The word *fútbol* means “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”.

This word is widely used by different speakers and writers in Spanish language especially in the sports field. For example: “Campeonato Sudamericano de fútbol”. According to this context the word *fútbol* has the same meaning in English as well as Spanish languages.

In what concerns about a morphological change this word in English it is a compound word “foot” and “ball”. Even though in Spanish this has been turned in just one word which has been formed by the

substitution of the double “oo” by just one “u”; and also by changing the letter “a” by “o”.

It also shows the suppression of the final “l” once again to fit with the Spanish writing, and finally by adding a tilde over letter “u” to express stress.

## **Film**

The word *film* (filme) has been accepted by the RAE and adopted by the Spanish Language. It comes from Middle English *filme*, from Old English *filmen* and it dates back before 12th century. The word *film* which functions as a verb dates back from 1602.

This word in English is used as a noun and also as a verb. It has different meanings. As noun it may be used to mean: **a:** a thin skin or membranous covering as an abnormal growth on or in the eye. **b:** a thin covering or coating <a *film* of ice>. And **c:** a thin sheet of cellulose acetate or nitrocellulose coated with a radiation-sensitive emulsion for taking photographs”.

As a verb it means: **1:** to cover with or as if with a *film*. **2:** to create a motion picture of or for a <*film* a scene>.

In Spanish Language this word states only as a noun, and it means: “cinematographic movie”. Reading this sentence it will be easier to understand not only the meaning, but also the function of the word: “Un *film* muy atractivo producido por jóvenes”.

According to the context in which is being used the word *film* we used as a noun, but is not related with any of the meanings given before for the word *film* functioning as a noun.

The word *film* has suffered a morphological change in Spanish. The word was added a final /e/ to cope with the Spanish spelling.

To conclude, this word has become a very popular expression in different fields, but especially in that of entertainment.

## **Top**

The word *top* has been already accepted by the RAE and adopted to the Spanish Language. It comes from Middle English, from Old English; akin to Old High German *zopf* tip, tuft of hair and it dates back before the 12<sup>th</sup> century. As a verb dates back from 1509 and as an adjective dates back from 1556.

The Merriam-Webster dictionary states that this word functions in English as a noun, an adjective, or verb. It is necessary to introduce some meanings in order to understand the function of the word in different contexts. For example as a noun: **a.** the highest point, level, or part of something. **b.** a garment worn on the upper body. **c:** a commonly cylindrical or conoidal device that has a tapering point on which it is made to spin and that is used especially as a toy. As an adjective it means **1:** relating to, or being at the top <one of the world's top journalists>. As a verb **1:** to resupply or refill to capacity - usually used with off <topped off the tank>.

In Spanish this word functions mostly as a noun and shares a meaning previously presented “a garment worn on the upper body, besides it may be used to show the highest point or level. For example: “Miss mundo en los *top* 20”. The word *top* used in this context is sharing the same meaning in both languages: to show the highest point or level.

It is a common expression used especially in entertainment and sports field.

This word has not showed any morphological change.

### **Gay**

According to RAE the word *gay* has been accepted in the Spanish language. It comes from Middle English (14th century) having evolved from Anglo-French *gai*, of Germanic origin; akin to Old High German *gāhi*.

This word functions in English as an adjective having some meanings such as: happily excited, or bright – lively, or homosexual but also as a noun.

In Spanish this word has just one accepted meaning “homosexual” which is applied frequently by writers and speakers. This word in Spanish has the same functions than in English.

In this example: “La primera boda *gay* se realizó en Argentina.” The word *gay* is used as an adjective and meaning homosexual. In order to analyze deeper it is necessary another example. For instance: “Un *gay*



fue agredido saliendo de un club” in this case the word *gay* functions as a noun, but the meaning is the same.

There is not any morphological change. The word is written in the same way in both languages.

## **Stock**

The word *stock* is accepted by the RAE. It comes from Middle English *stok*, having evolved from Old English *stoc*; akin to Old High German *stoc*. It dates back since the 12<sup>th</sup> century and now has been adopted by Spanish.

According to *Merriam-Webster Dictionary* this word functions in English as a noun: **a)** the equipment, materials, or supplies of an establishment. **b)** a supporting framework or structure. As a verb: **a)** to fit to or with a stock **b)** to procure or keep a stock and as an adjective: **a)** kept regularly in stock **b)** : employed in handling, checking, or taking care of the stock of merchandise on hand.

On the other hand, in Spanish language the word *stock* functions only as a noun and share one of the meanings previously presented: **a)** the equipment, materials, or supplies of an establishment.

In the following example this word functions as a noun “La reconstrucción de los *stocks* industriales.”

It is a very widely used the word *stock* especially in the business area in both languages. Due to the meaning (merchandise or supply

saved), in English the word *stock* is able to blend into a new range of compound words with different meanings, but in Spanish it is used just as a noun.

There is not a morphological change in any of both languages.

### **Show**

According to RAE the word *show* has been accepted. It comes from: Middle English *shewen*, *showen*, evolving from Old English *scēawian* to look, look at, see; akin to Old High German *scouwōn* to look, look at, and probably to Latin *cavēre* to be on one's guard. It dates from 12<sup>th</sup> century.

In English this word functions as a verb **1.** to perform an action. **2.** to cause or permit to be seen. **3.** to present as a public spectacle ;but, also as noun: **1.** a demonstrative display . **2.** a theatrical presentation **a)** a radio or television program. Meanwhile, in Spanish it does as a noun “event performed for a reason”. Through this example it will be more easily analyzed by the context.

The heading: “Show Alienta Consumo en Navidad”. Here, it is clear that *show* is a noun which implies events or festival activities sharing the same meaning and function of English Language. This word is very used in different areas but also spoken and written by many mass media.

There is not any morphological change. The word *show* has not suffered any alteration in any of the two languages. It is written in the same way in both cases.

### **Marketing**

This word has been accepted by de RAE. It comes from American English back in 1561 and finally being adopted by the Spanish language.

This word functions as a noun in both languages. In English *marketing* means “the process or technique of promoting, selling, and distributing a product or service”. On the other hand in Spanish this anglicism is translated as “mercadotecnia” which is the social and administrative process by which individuals and groups are able to satisfy their basic needs creating and exchanging merchandise or services.

In this example it is possible to understand its meaning within the context “En temas de *marketing*, Ecuador necesita capacitarse”. In this example the word *marketing* performs the same meaning and function than in English Language.

The word *marketing* is often used in both languages especially in the business area.

This word has not suffered any morphological change. It is written in the same way for both Languages.

## Web

The word *web* comes from Middle English and it comes evolving from old English, *wefan* to weave. It dates before 12<sup>th</sup> century. This word has been already accepted by the RAE and adopted to Spanish language.

According to the *Merriam-Wenster Dictionary* this word functions as a noun with some different meanings such as: **1.** a fabric on a loom or in process of being removed from a loom. **2.** a network of silken thread spun especially by the larvae of various insects (as a tent caterpillar) and usually serving as a nest or shelter. **3.** a continuous sheet of paper manufactured or undergoing manufacture on a paper machine. **4.** the part of a ribbed vault between the ribs. **5.** an intricate pattern or structure suggestive of something woven. As a verb: **1.** to construct or form a web. **2.** : to provide with a web.

On the other hand in the Spanish Language the word *web* is referred to a system full of documents interchanged by hypertext links which are available on the Internet and functions only as a noun. For instance: : “La pagina *web* del IESS se mantendrá disponible”.

In English this word can be completed with others creating different words such as cobweb, spiderweb, network and so on.

On the other hand, in Spanish the use of this word is very limited by its meaning, but very used in different fields by writers as well as by speakers.

The word *web* has not suffered any morphological change. In both languages web is written in the same way.

### **Confort**

The word *confort* has been already accepted by the RAE and adopted by the Spanish languages. It dates back from the 13<sup>th</sup> century coming from the Middle English and having evolved from Anglo-French *cunforter*, *comforter*.

This word functions in English as a verb: **1**: to give strength and hope to **2**. : to ease the grief or trouble of . Also as a noun: **1**. a feeling of relief or encouragement.**2** a satisfying or enjoyable experience. On the other hand, in Spanish Language the word *confort* functions only as a noun sharing the same meanings already mentioned. For instance, “Departamento amplio con tres baños todo *confort*”. In this example the word *confort* implies well-being or contentment getting sharing with the English Language not only the meaning, but also the function as a noun.

There is a morphological change in this word. In English this word is written in this way *comfort*, but in Spanish we use the French form *confort*. There is just a little change between “m” and “n”.

### **Bar**

This word has been already accepted by the RAE and adopted by the Spanish language. It dates from the 12<sup>th</sup> century coming from Middle English *barre*, from Anglo-French, from vulgar Latin \**barra*.

In Spanish the word *bar* functions as a noun, but in English this word has other functions. It may stand for a noun: **1.** a solid piece or block of material that is longer than it is wide <a *bar* of gold>. **2.** : an intangible or nonphysical impediment. **3.** a counter at which food or especially alcoholic beverages are served. **4.** a vertical line across the musical staff before the initial measure accent . As a transitive verb: **a** : to fasten with a bar **b** : to place bars across to prevent ingress or egress <*bar* the door> **c.** to interpose legal objection to or to the claim. As a preposition: means except <the country's most popular actor, *bar* none>.

In this example it is easy to analyze and conclude that this word functions as a plural noun sharing the meaning **3** already stated before. “Los *bares* y discotecas en Quito están a reventar”. In Spanish this word implies “a place where people are offered drinks and fun in order to spend some time sharing with others.” This word is frequently spoken by people especially at the entertainment field.

The word *bar* is written in both languages the same way, so it has not suffered any morphological change.

### **Best seller**

The word *best seller* has been already accepted by the RAE and adopted by the Spanish Language. It dates back from 1889 and it comes from the American English.

According to the dictionary this word functions as a noun and shares the same meaning in both languages (Spanish and English). The

meaning of this word is understood as: “an article <as a book> which sales are among the top of their class”.

In this example “El diario y el *best seller* atraen al lector” this word clearly functions in this context as a noun and with the meaning proposed before.

This word has not suffered any morphological changes in both languages, *best seller* is written in the same way.

### **Récord**

This word has been already accepted by the RAE. It dates since the 14<sup>th</sup> century and comes from Middle English, literally, to recall, from Anglo-French *recorder*, from Latin *recordari*, from *re-* + *cord-*, *cor* heart . This word has often been adopted by Spanish Language.

The word *récord* in English may work as a verb: **1.** to set down in writing : furnish written evidence of. **2.** to register permanently by mechanical means. **3.** to give evidence of. As a noun: **1.** something that recalls or relates past events. **2.** an official document that *records* the acts of a public body or officer. **3.** something on which sound or visual images have been recorded. Finally, as an adjective: **1.** of, relating to, or being one that is extraordinary among or surpasses others of its kind. But, in Spanish this word functions only as a noun. The meaning of this word is “an attested top.”

In this example, it has been easy to analyze how this noun has been used in the Spanish context and how the meaning is understood

by readers. “Nuevo *récord* es alcanzado en deportes acuáticos” . This word is very used by speakers and writers in different areas, but especially in the sports or entertainment fields.

This word has suffered a morphological change. In English this word is written without an accent over the letter “e”, but in Spanish an accent has been added over the letter “e”; hence, the pronunciation has suffered an alteration too.

### **Light**

The word *light* comes from Middle English, evolving from Old English *leoht* and it dates from before the 12<sup>th</sup> century. This word has been accepted by the RAE and adopted by the Spanish Language.

This word in English may function as a noun: **1.** a source of light. **2.** a particular expression of the eye. **3.** Public knowledge. As a transitive verb: **1.** To set fire to. As intransitive verb: **1.** to ignite something. Finally the word *light* functions as an adjective in both languages sharing the same meanings.

In Spanish Language the word *light* functions only as an adjective. For example: Velasco tildó de “descafeinada y *light*” la nueva reforma. This word means: **a.** made with lower calories content or with less of some ingredients such as salt, fat, or alcohol, than usual or naturally found **b:** easily digested”. This is a common word used not only by speakers, but also by writers in different fields.



This word has not any morphological changes, the word is written in both languages in the same way.

### **Kit**

The word *kit* comes from the Middle English and it dates from the 14<sup>th</sup> century. This word has been accepted by the RAE and adopted as a Spanish term.

This word in English states as a noun: **1.** a collection of articles usually for personal use <a travel *kit*>. **2** a group of persons or things usually used in the phrase <*the whole kit and caboodle*>. **3.** a set of tools or implements sold as a unit. As a transitive verb: **1.** Equip often used with *up* or *out*. Finally, the word *kit* can be used as an abbreviation of kitchen. Meanwhile, in Spanish we can find this word only as a noun.

In this example: “Ahora vienen en *kit* los problemas politicos.” This word can be understood by context as **(3)**: a set of tools (problems) or implements sold as a unit”. This word functions as a noun and shares the same meaning stated before in figurative sense. To conclude, this word has not suffered any morphological changes in any of both languages. The word *kit* is written in the same way.

### **Surf**

According to the RAE the word *surf* comes from the American Language and it dates since 1685. This word has been adopted as a new term in Spanish.

*Merriam-Webster Dictionary* states that this word functions as a verb and also as a noun. As a noun it means **1:** the swell of the sea that breaks upon the shore. **2:** the foam, splash, and sound of breaking waves. Meanwhile, as a verb it means: **1.** to ride the surf as on a surfboard.

In Spanish according to the RAE this word states only for a noun and it is understood just as a kind of nautical sport. For example: “Ecuador participará en el campeonato de *surf*.” In this sentence the word *surf* is related to the sport, so this word is functioning as a noun and sharing the same meaning given by English language. This word is widely used specially in the sportive field.

This word has not suffered any morphological change.

## **Set**

The word *set* is accepted by the RAE and introduced into the Spanish Language. It comes from Middle English. *Set*, has evolved from the Old English term *settan*, and it dates before the 12<sup>th</sup> century.

This word in English states for a verb : **1.** to cause to sit: place in or on a seat. As an adjective: **1.** being in readiness, or as noun: **1.** A number of things of the same kind that belong or are used together. **2.** A division of a tennis match.

In Spanish this word functions only as a noun and shares the same meaning that in English. For example: “Españoles sufren en el primer *set*”. In this sentence the word *set* implies tennis match, so it

functions as a noun. Finally, this is another very common word in Spanish especially when related to sports, utensils, tools, or office materials.

This word has not suffered any morphological change in Spanish from its original form in English.

### **Club**

The word *club* is now accepted by the “RAE as a Spanish term, too. This word comes from Middle English *clubbe*, having evolved from Old Norse *klubba*; akin to Old High German *kolbo club* and dates since the thirteenth century.

In English this word states for a noun: **1.** an association of people for some common objective usually jointly supported and meeting periodically. **2.** a group identified by some common characteristic.

It may be also working as a verb: **a.** to unite or combine for a common cause. **b:** to contribute to a common fund”.

In Spanish this word functions only as a noun. As an example, in the article “El Mundial de Clubes Inicia”. When analyzing by the meaning within a context, this word functions as a noun, and with the meaning presented before that relates to the meaning of this word when related to tennis. This is a very common term used by both speakers and writers.

There is not any morphological change in the word *club*.

## **Spray**

The word *spray* comes from the Middle English having evolved from Old English \*spræg, spræc. It dates since the 13<sup>th</sup> century. Having a great acceptance in the Spanish Language.

This word functions in English as a noun, but also as a verb. As verb it means “**1:** to project spray or something resembling to spray on or into a space or surface **2:** to disperse or apply as a *spray* <sprayed some perfume>”. As a noun the most common meaning states that it is “a device (as an atomizer or sprayer) by which a *spray* is dispersed or applied”.

In Spanish: for instance, in this context: “*Sprays* orgánicos son elaborados por laboratorios”. The word *spray* is only used as a noun and it shares the same meaning stated by the English Language, mentioned above. Finally, this word has had a lot of acceptance in Spanish as in different fields.

The word *spray* does not present any morphological change from language to language.

## **Clóset**

The word *closet* comes from the Middle English. Emerges around the 14<sup>th</sup> century, and it has been accepted by the RAE and incorporated to the Spanish Language.

In English this word has different meanings, and it has evolved through time in several contexts.

The word may mean, as a noun **a:** an apartment or a small room locked for privacy **b:** a monarch's or official's private chamber **c:** a cabinet for keeping, household utensils or clothing: **d:** a place of retreat or privacy”.

As a verb it means: **1:** to shut up or to keep it as a secret. **2:** to take into a *closet* for a secret interview. As an adjective it means **a:** working in or suited to the *closet* as the place of seclusion or study **b:** being so in private <a *closet* racist>.

The word *closet* in Spanish states only for a noun and it shares similar definitions as in English. For example; “se vende departamento con 2 baños y *clóset* en cada habitación” ; meaning a cabinet or chamber used for storing household utensils and clothing. This word functions as a noun sharing the meaning **c** that English Language states before.

Another interesting meaning applied for this word it may also be used to infer something is being kept as a secret. Finally, this word is very used not only by speakers but also by writers.

This word has suffered a morphological change from its original morphology. A tilde has been added to the letter /o/ to stress it up.

## **Fan**

The word *fan* has been already accepted by the RAE and adopted by the Spanish Language. It comes from English and dates from 1682.

In English this word states for a noun having different meanings such as: **1:** any of various devices for winnowing grain. **2:** an instrument for producing a current of air **3:** an enthusiastic devotee (as of a sport or a performing art) usually as a spectator. **4:** an ardent admirer or enthusiast, as of a celebrity or a pursuit <science-fiction *fans*>. As a verb it means: **1.** to move or impel (air) with a *fan*.

In Spanish this word is used only as a noun and with just one meaning “an ardent admirer or enthusiast”. For example: “*Fans Banco de Guayaquil*”. In this sentence the word *fan* functions as a noun sharing the meaning **4** stated in English Language.

In conclusion, this is a very common expression used by writers and speakers especially in the entertainment area.

The word *fan* has not suffered any morphological change from its English spelling.

### **Máster**

Accepted by the RAE and adopted by the Spanish Language; the word *Máster* comes from middle English, having evolved from the old English expression magister. It dates back from the early 12<sup>th</sup> century.

This word in English functions as noun meaning: **1.** a person holding an academic degree higher than a bachelor but lower than a doctor. **2.** An artist, performer, or player of consummate skill. This word may also state as an adjective meaning: having chief authority <a

prosperous master builder>. As a verb it implies to become a *master* of <mastered his fears>”.

In the Spanish language this word functions only as a noun with the same meaning than in English. For example: “El super *máster* Marcelo Zambrano culminó hoy su carrera deportista”. In this sentence this word functions as a noun sharing the meaning **2** stated by the English Language.

To sum up, this word has become a very common expression not only for speakers, but also for writers in different areas.

This word has suffered a morphological change from its original language. In Spanish a tilde has been added to cope with the spelling rules required by the language.

## **Robot**

This word comes from the American English and it dates back from 1923. The word has been already adopted by the Spanish Language and accepted by the RAE.

The word *robot* functions in both languages English and Spanish as a noun and shares the same meaning: **1.** a machine that looks like a human being and performs various complex acts as walking, solving problems, grabbing, or talking resembles a human being. Another meaning for the word: **2.** may express a similar or fictional machine which lacks the ability for feeling or showing human emotions. For example: “*Robots* producidos con tecnología de punta.” In context the

word robot functions as a noun and applied any of the meanings already presented.

This word is commonly used in the scientific field, and it has not suffered any morphological change from its English spell.

### **Chip**

This word is accepted by the RAE and adopted by the Spanish Language. It comes from the Middle English; akin to Old English – cippian and it dates back from the 14<sup>th</sup> century.

The word *chip* in English functions as a noun having different meanings such as: **a:** a small and usually thin and flat piece as of wood or stone that has been cut, struck, or flaked off. **b:** a small thin slice of food <potato *chip*>. **c:** a small wafer of semiconductor material that forms the base for an integrated circuit. As a verb it means: **a:** to cut with an edged tool. **b:** to cut or break a small piece from something **c:** to cut or break a fragment from <*chip* a tooth>. **d:** to cut into *chips* <*chip* a tree stump>”.

In Spanish this word is used only as a noun and it means: **1.** a small wafer of semiconductor material that forms the base for an integrated circuit. For example: “Nuevo *chip* creado para teléfonos celulares.” In context this word functions as a noun sharing the meaning **c** already stated by the English Language.



The word *chip* has become a very popular expression used especially in the scientific language. This word has not suffered any morphological change.

### **Ranking**

The word *ranking* has been already accepted by the RAE and adopted by the Spanish Language. It comes from the American English and it dates back from 1847.

This word in English functions as an adjective meaning: **1** having a high position. **a** : of the highest rank <the *ranking* officer> **b**: being next to the chairman in seniority <*ranking* committee member>. And also as a verb **1**: to form or move in ranks. **2**: to take or have a position in relation to others <ranks first in her class>.

In Spanish this word functions only as noun and it means: **1**. classification from highest to lowest. It is very useful to establish criteria of valuation. For example: “Dos tenistas argentinos estuvieron en el Top 10 del *Ranking* ATP”. In this sentence this word functions as a noun and does not share the same meaning since the word *ranking* does not functions as a noun in English Language.

This word is a very common expression used in several fields, especially in sports. To conclude, the word ranking has not suffered any morphological change.

## **Sexy**

This word comes from the American Language and it dates back from 1925. It has been already accepted by the RAE and adopted by the Spanish Language.

In English this word functions only as an adjective and it means “**1**: sexually suggestive or stimulating **2**: generally attractive or interesting : <a *sexy* stock>”.

In Spanish this word functions not only as an adjective, but also as a noun. Indeed, as an adjective it shares the same meaning that in English, but as a noun it means: **1**. Physical and sexual attraction. For example: “*sexy* tienda” in this sentence the word functions as an adjective stating the meaning already presented.

This is a very common expression used in different fields by writers. To conclude, the word *sexy* has not suffered any morphological change.

## **Casting**

The word *casting* has been accepted by the RAE and adopted by the Spanish Language. It comes from the American English and it dates back from the 14<sup>th</sup> century.

This word functions in both languages Spanish and English only as a noun, but in English it is possible to find meanings for different contexts. For example this word means: **1**: something (as the excrement of an earthworm) that is cast out or off. **2**: the act of one that casts: as **a**:

the throwing of a fishing line by means of a rod and reel. **b**: the assignment of parts and duties to actors or performers **3**: something shaped in a mold.

In Spanish we use the word *casting* as “the assignment of parts and duties to actors or performers”. For instance: “se realizó más de 400 *castings* para el nuevo cortometraje ecuatoriano”. In this sentence this word functions as a noun sharing the same meaning **b** already stated by the English Language.

This word is commonly used in the entertainment environment by speakers and writers.

The word *casting* has not suffered any morphological change.

### **Penalti**

The word *penalty* (*penalti*) has been already accepted by the RAE and adopted by the Spanish Language. It comes from Middle English *penalte* and it dates back from the 15<sup>th</sup> century.

This word functions in both Languages as a noun, but in English it is possible to find this word in different contexts and with different meanings such as: **1**: the suffering in a person’s rights or property that is annexed by law or judicial decision to the commission of a crime or public offense **2** : the suffering or the sum to be forfeited to which a person agrees to be subjected in case of nonfulfillment of stipulations **3. a**: disadvantage, loss, or hardship due to some action **b**: a disadvantage (as loss of yardage, time, or possession of the ball or an

addition to or subtraction from the score) imposed on a team or competitor for violation of the rules of a sport. **4:** points scored in bridge by the side that defeats the opposing contract —usually used in plural.

In contrast, in Spanish this word has only one recognized meaning “a disadvantage (as loss of yardage, time, or possession of the ball or an addition to or subtraction from the score) imposed on a team or competitor for violation of the rules of a sport.” For example: “El partido se definió por cobro de *penalties*”. In this sentence the word penalty functions as a noun sharing the same meaning **3.a** stated by the English Language.

This word has suffered a morphological change. In English it is written with a final “y” (*penalty*), but in Spanish the letter “y” was replaced by the letter “i” and to fit the requirements of the language.

### **Chárter**

The word *charter* comes from the Middle English *chartre* and according to its functions its dating is not so clear. For example as a noun this word dates back from the 13<sup>th</sup> century; as a transitive verb it dates back from the 15<sup>th</sup> century; and finally as an adjective it dates back from 1922. This word has been already accepted by the RAE as an adjective, and it has been adopted by the Spanish language.

In English this word functions as a noun which meaning is **1.** a written instrument or contract, as a deed, executed as a due **2:** a grant or guarantee of rights, franchises, or privileges from the

sovereign power of a state or country **a:** a written instrument that creates and defines the franchises of a city, educational institution, or corporation **3:** a written instrument from the authorities of a society creating a lodge or branch”. Also it functions as a verb “to hire, rent, or lease for usually exclusive and temporary use <chartered a boat for deep-sea fishing>” and finally as an adjective of, relating to, or being a travel arrangement in which transportation is hired by and for one specific group of people <a *charter* flight>”.

This function and meaning as an adjective is shared by the Spanish Language. For instance: “El vuelo *chárter* salió desde Quito con todos sus hinchas”. Indeed, it is a very common expression used not only by speakers, but also by writers in a wide range of fields.

The word *chárter* has suffered a morphological change by adding a tilde over the letter “a” to fit to the requirements of the language.

### **Córner**

The word *corner* comes from the Middle English and according to its function it dates in different periods of time. As a noun and adjective it dates back from the 13<sup>th</sup> century, but as a verb it dates back from 1824. This word has been accepted by the RAE, as a noun, and adopted by the Spanish Language.

In English this word functions as an adjective and it means **1:** located on a corner **2:** used or fitted for use in or on a *corner* <a *corner* table>. It functions also as a verb **a.** to drive into a *corner* <the animal is

dangerous when cornered> **b.** to turn a *corner* <the car corners well>. Finally, as a noun **a:** the point where converging lines, edges, or sides meet **b:** the place of intersection of two streets or roads: **c.** the area of a playing field or court located near the intersection of the sideline and the goal line or baseline. On the other hand, in Spanish this word has only one meaning already presented (**c**) and performs just one function as a noun. For example: “El cobro del *córner* definió el partido”. To conclude, this word has become a very common expression used by speakers and writers in the sports area.

The word *córner* has suffered a morphological change a tilde was added over the letter “o” to fit in the Spanish language requirements.

### **Videoclip**

The word *videoclip* has been already accepted by the RAE and adopted by Spanish. It comes from the American English and it is a compound word. The first word, video dates back from 1937 and the second one clip dates back before the 12<sup>th</sup> century.

This word functions as a noun in both languages and it means “short clips of video, usually part of a longer piece.” Indeed, the term is also more loosely used to mean any short video less than the length of a traditional television program. Because in English it is a compound word it is important to understand each one of its components. First, the word video means “the visual portion of film for television”, and clip

means “to cut, wrap up, to grip and hold tightly, or to fasten as or if with a clip.

In Spanish this a very common expression used especially in the entertainment area. For example: “Canción que contará con un *videoclip* previo a su lanzamiento”. In this sentence the word *videoclip* functions as a noun and share the same English meaning already stated.

This word has suffered a morphological change. In English this compound word is written as two separate words (video clip), but in Spanish it is written as just one word *videoclip*.

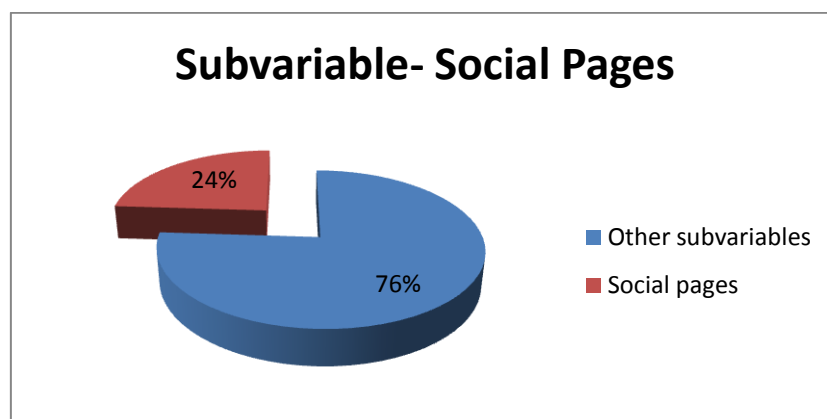
To conclude, as we can see through the whole process of the Linguistic analysis almost all the anglicisms share the same meaning and are able to adapt their function in both Languages. The morphological changes that have appeared in some words is consequence of some language requirements necessary in order to be adopted by the Spanish Language.

## Comparative Analysis

The comparative analysis was done considering the frequencies and percentages of the variables and sub-variables obtained in the “results” section. The variables used in this research are: “El Comercio”, “La Hora” and “El Extra” and the chosen sub-variables are: News, Ads, Social Pages, Sports and Reports.

The sub-variables of each newspaper were compared according to their frequency and percentages. The variables were analyzed in the same way as well as the most frequent anglicisms. Finally, some opinions were done explaining about the possible causes of the results.

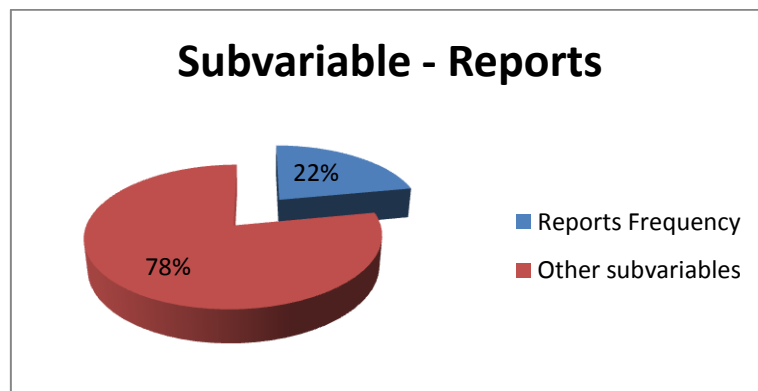
In this comparative analysis was used statistical graphics with the main goal to have a better understanding about the data already obtained.





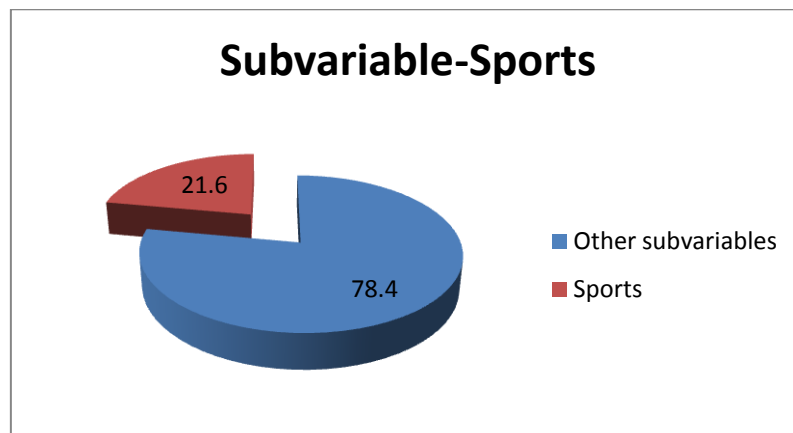
Within the Social Section of the three newspapers, a total of thirty eight anglicisms was found, constituting this a 24% of the global amount of anglicisms identified in the research work. This percentage points this section out as the one with the highest incidence in the total group of subvariables. According to the three newspapers (variables) Social Pages is the subvariable where a major use of anglicisms is presented.

This section includes lots of anglicisms may due to the topics that it manages such as: entertainment (movies, songs, new video games, shows), fashion, gossips, interviews to famous people, comics. As we know most of the topics are related with teenagers' readers, this people have a good command of anglicisms consequence of the technological word around them. A second possible cause could be the interviews. Generally, in this section the famous people are foreign, so they manage their own terms consequently them become our "borrowed terms" or anglicisms.



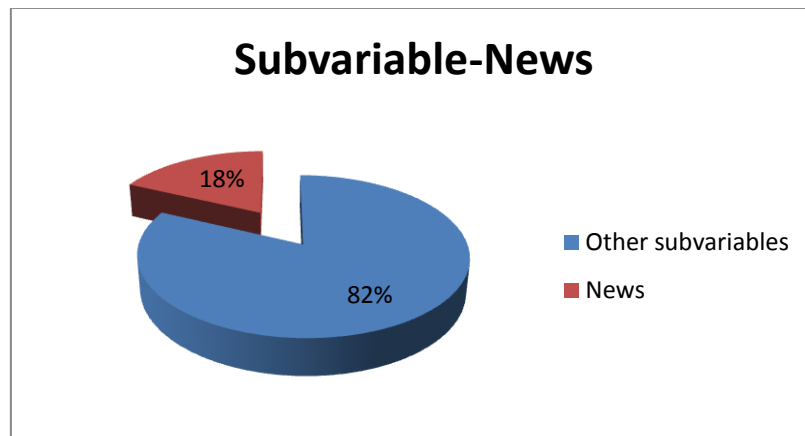
The next sub variable that also contains a big amount of Anglicisms is Reports, with thirty six identified terms. It is placed second after the subvariable social pages.

This section manages some topics such as: technology, culture, art, reports and interviews. So, in the field of technology there are lots of technical words like laptop, chip, chat, robot, mail, web, cd which are indispensable in order to understand technological terms consequently these words are used becoming anglicisms in Spanish Language. Another possible cause of the presence of anglicisms could be interviews since writers write the exactly words that the interviewer say in order to avoid distorting the information.



Sports, is placed third after the subvariables social pages and reports with thirty four terms, which means a 21.6 percent of the total percentage of terms.

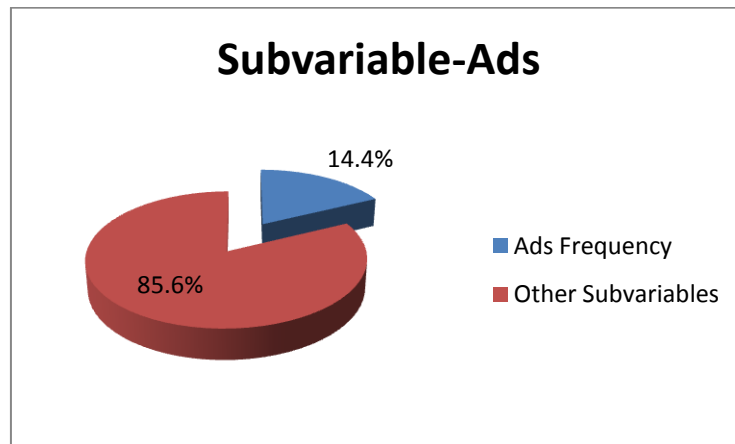
This section manages a lot of technical words used in different sports such as: córner, penalty, fútbol, set, surf, ranking, máster, basket, volleyball. So, the use of anglicisms in this section has become in many cases a requirement to understand the game due to the lack of terms in Spanish Language. Another possible reason could be that thought it is true that some words can be translated; it is easier for people to adopt these new terms than to look for a translation that meets the exact meaning of the word.



The next subvariable is News which collects twenty eight terms representing the 18 percent of the global amount of anglicisms found in the other subvariables.

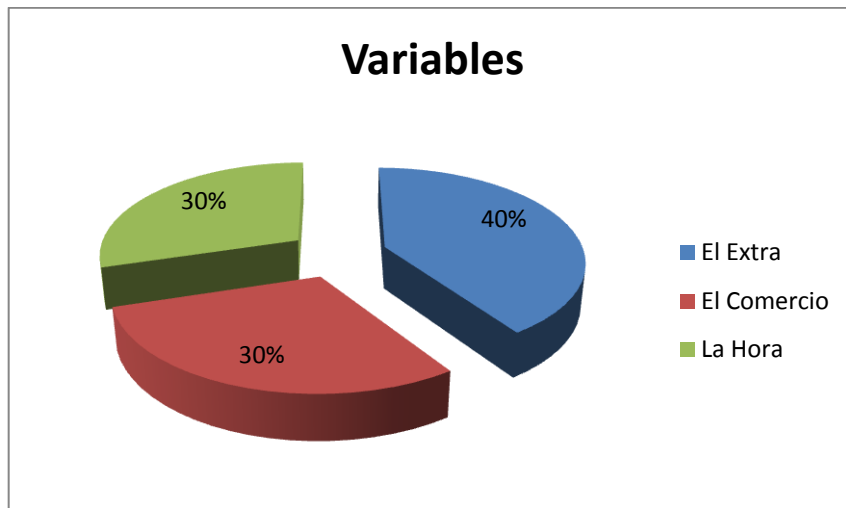
This is a very formal section which contains topics such as: politics, judicial, business and opinion. The use of anglicisms like ránking, marketing, récord, stock are essential since the lack of terms in

Spanish Language. Although this section occupies the largest area of the newspaper compared to the other subvariables the presence of anglicisms is lower may be due to the formalism presented in this section. In News' section journalist-writers usually prefer to use Spanish words than "borrowed words" looking for good translations, but in some cases this process is not possible since the reason already mentioned.



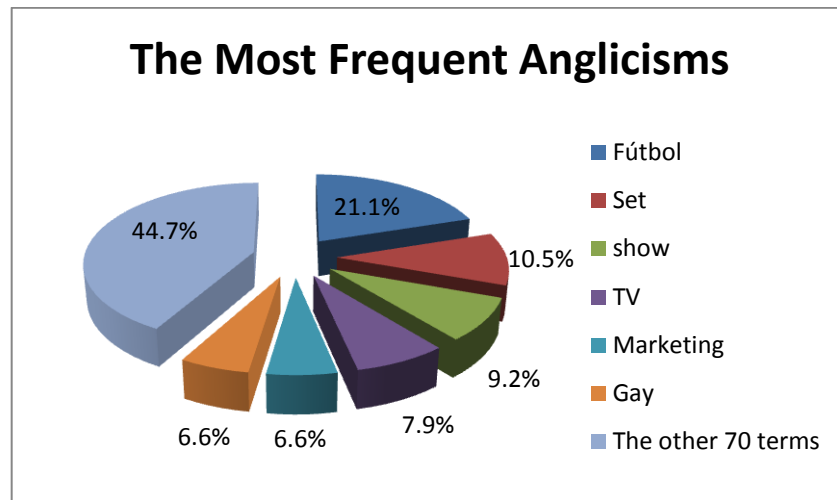
The last subvariable is the Ads. It includes 21 anglicisms, which represents a 14.4 percent of the total terms.

This section includes anglicisms of common use like: *clóset*, *comfort*, *stripper*, *nightclub*, *showman*, *sexy*, *kit*. Many anglicisms used in this section are just following a fashion since it is possible to find the right translation. Specially, in tabloids the amount of anglicisms used in this section is very high may be due to the informal writing that they manage.



Comparing variables in this research work, it may be concluded that the tabloid “El Extra” is the one which has supported the major number of anglicisms, with a total number of 55 terms. Then, “El Comercio” and “La Hora”; providing both with a total of 51 anglicisms, each. The main possible cause of this result is that tabloids manage more popular topics (entertainment, interviews, services, sales) as well as a more informal writing. On the other hand, journalists in general avoid doing translation not only for comfort, but also since translating them may imply a risk of changing or losing meaningfulness.

To conclude, in all the variables, it is possible to find many anglicisms which reflect the big influence that English Language has over Spanish Language.



To conclude this analysis it is necessary to mention the following anglicisms which are used in the written press with a higher frequency: fútbol, set, show, tv, marketing and gay.

A possible reason could be that some of these words do not have an equivalent meaning, so it is necessary to use the same word. Other reason is that readers are already familiarized with these anglicms, so it is the better to keep them in written communication. Finally, the others seventy anglicims have a lower appearance in press due to sometimes people prefer to use the Spanish word or people are not really familiarized with them. The five anglicism with the lower frequency in press are: showman, filme, charter, track, clan.

## **Sociological Analysis**

This analysis is based on interesting criteria and opinions of a linguistic, and some readers, obtained after a deep research about the impact of anglicisms on the Spanish Language.

The acceptance or rejection of anglicisms depends on social communicational needs of societies. As people's needs change the terms used to point out these needs change. Language evolves at the same pace as people do. As well as some object become obsolete the terms used to define them do, too. So it is understandable to have some of these words deleted from a language, and some new words as anglicisms incorporated within it.

Furthermore, based on criteria of a Linguistic, anglicisms have been accepted by a high number of readers since they believe that Language changes depending on the reality that its speakers live. Indeed, the use of terms or phrases without translation obeys the need to identify new objects or concepts, to which a "correct" term has not been assigned in Spanish.

Moreover, there are some terms that may be translated, but sometimes there must be a high risk of misleading the meaning of these terms by themselves or within a context.

Another reason to get new terms included in a language may be the need of people to earn a higher social status. Since speaking more

than one language in modern societies show a higher level of education, some people decide to adopt these terms to show off or just for fashion.

In addition, another interesting opinion is that, “there is no a pure language that is capable of expressing all our needs, sensations and ideas” that is the reason why every day new expressions and anglicisms are integrated to our language. We can say that this dynamic of incorporation of new words is creating a new evolved language due to it is alive and suffers different changes. It is true that Language has a strengthen relation with our culture, but the appearance of anglicisms in our lexicon cannot be a reason to alter our values, costumes and religion. Everything opposite, the integration of new words helps people in order to be updated about the things that occur around the word.

The globalization is another fact that many times forces the people to have a permanent “bilingualism” due to the strong influence that these powerful countries have on us. Finally, to manage new expressions related to technology, sports, economy, business is not a reason to lose our culture it is a way to learn more about other cultures.

Readers and linguistic opinions agree about the strong influence that mass media have over their audience. They are able to introduce, to spread and finally to create a linguistic unit integrating anglicims. The common use of these words in different fields has allowed people to understand in an easy way texts containing anglicisms. As a result, readers rarely have difficulty understanding these words in context. On



the other hand, it was essential to understand the difference between “using anglicisms” and “spanglish”. Linguistics said that the Spanglish gives itself in a context in which the dominant language is the English, so it is not the case since the dominant context here is Spanish Language.

About the impact provoked by the presence of anglicisms it can be said that these words try to establish links between the languages in order to facilitate the communication talking in a pragmatic sense. As a result, the incorporation of anglicisms to Spanish Language is enriching and nourishing its lexicon. Linguists warn that if anglicisms have the power to enrich a Language also they can impoverish it when there is an irresponsible and ignorant manage of these words.

## **Conclusions**

- ✓ The variable which reached the higher number of anglicisms was the Tabloid “EL Extra” with a total of 55 words (40%). The other variables “El Comercio” and “La Hora” reached the 30% each one.
- ✓ Some anglicisms present a clear change on the morphological aspect to adapt into the Spanish Language; meanwhile, meaning generally is shared as well as the function.
- ✓ The most frequent anglicisms in all the variables were: fútbol, set, show, TV and marketing; some English words, which are already familiarized with the reader audience.
- ✓ Anglicism must be introduced to satisfy the lack of Spanish words helping to the evolution of societies, but culture and identity must be preserved.
- ✓ Anglicisms have had a high level of acceptance since permit readers understand not only meaning but also the influence of foreign expressions within societies.
- ✓ The subvariable with the highest incidence of anglicisms was Social Pages with a total of 38 words (24%) over the other subvariables Reports (22%), Sports (21,6%), News(18%), and Ads(14,4%).
- ✓ The use of a few anglicisms in some cases is inevitable since the lack of Spanish words or poor translations.

- ✓ According to the linguistics' opinion the incorporation of anglicisms to Spanish language is enriching and nourishing its lexicon. Nevertheless, an ignorant and irresponsible manage of these expressions can impoverish it.

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