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**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

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Magister Rosario María Burneo

CERTIFIES THAT:

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

Loja, 15 de agosto del 2010.

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DEDICATION

I dedicate this thesis to my mother and sister. Thanks for their love, support, and all their patience. They always believe in and motivate me to accomplish more than I could ever think.

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Abstract

This study shows a descriptive analysis of anglicisms used in Ecuadorian newspapers. This study was completed in Quito. A national newspaper, a local newspaper and a tabloid were the variables used in this study. Furthermore, news, advertisements, social pages and reports were the subvariables used in this research. In order to do this research, we used "El Comercio" as a national newspaper, "La Hora" as a local newspaper and "El Extra" as a tabloid. Our samples were a collection of twenty-one copies of the above-mentioned newspapers.

The sections that contain more anglicisms were advertisements, sports, and news. This might have occured because English is a global language due to the influence that the United States has in all the countries around the world. In particular, Ecuador as a part of this globalized world shows this influence in Spanish through the unnecessary use of anglicisms in everyday expressions that we usually use.

Finally, the continuous use of anglicisms in Ecuadorian newspapers has both positive and negative connotation among people. Younger generations are in favor of using these words because they want to be part of this changing world. However, older generations are against it since they consider that these terms might damage the Spanish language.

Introduction

In Ecuadorian newspapers, the use of anglicisms has grown in recent years. This was our main concern while working on A DESCRIPTIVE ANALYSIS OF ANGLICISMS USED IN ECUADORIAN NEWSPAPERS. The frequent use of anglicisms in Ecuadorian newspapers has changed our native language.

This research also will contribute to a better understanding of anglicisms used in Spanish. This study is another in the list of the good work that the UTPL has developed recently.

There is a moderate influence of anglicisms used in Ecuadorian newspapers due to American influences in other countries. In our case, Ecuadorians have been using these anglicisms in recent times. This may be as a result of the importance of Americans in other countries, especially in Latin America. Ecuador is always trying these novelties. As a result, we may lose our own terms in favor of these anglicisms. Ecuadorians should consider the future impact on our language if we continue using these terms without any control.

This study focuses on lexical, semantic, and syntactic anglicisms since they may change the Spanish language. We need to be responsible with the use of these terms when we introduce them into Spanish.

Some of these anglicism words have suffered morphological changes while they were incorporated into the Dictionary of the

Spanish Royal Academy of Language. In fact, futból, líder, basquetból are some of the examples of anglicisms that have suffered morphological changes.

The advertisements, social pages, sports, news and reports are the sections that go from the highest to the lowest frequency in the use of anglicims in Ecuadorian newspapers. In fact, journalists in Ecuadorian newspapers need to be more responsible about the use of anglicisms since they would affect our society.

The main focus of this research was: to become aware of the variation in the language usage in newspapers regarding the expressions containing anglicisms; to identify the social factors for language changes in our country, emphasizing the influence of English; and, to become more conscious of unnecessary use of expressions used from foreign languages.

After doing this study on anglicisms we found that there are three main types of anglicisms. They are: lexical anglicisms, semantic anglicisms and syntactic anglicisms. In Ecuador, lexical anglicisms are the most common used in Ecuadorian newspapers. In addition, semantic and syntactic anglicisms are sometimes used in newspapers. These anglicisms may damage the Spanish language because they may change its structure.

The increasing usage of anglicisms used in Spanish is the result of the cultural, technological and commercial expansion of our changing modern world.

Furthermore, there are considerable numbers of anglicisms that are not needed in Spanish since we could use their Spanish equivalents. For example, these are chatear, aplicar, clickear, etc.

Finally, the use of anglicisms in Ecuadorian newspapers have both positive and negative acceptance among Ecuadorians. While younger generations are in favor of their use, older generations have some doubts about their frequent use in Ecuadorian newspapers.

Methodology

This research was performed in Quito, Ecuador. In order to carry out this research, we started doing a bibliographic review of the list of terms that were part of our theoretical background. We used books, magazines, journals, dictionaries and electronic material to find the required information to write about.

After finishing this theoretical background, we started working on the results section. To do that, we chose "El Comercio", "La Hora", and "El Extra" as our national newspaper, our local newspaper and our tabloid respectively. Then, our sample was a collection of twenty-one copies of the mentioned newspapers. To do this, we needed to collect a copy of each of the chosen newspapers for seven days.

After going through these copies, we identified the anglicisms used in our newspapers. Then, we wrote down these anglicisms. Moreover, we wrote down the example in the newspaper, the article where this word was found, and the date. Then, we classified these anglicisms under news, advertisements, social pages, sports, and reports sections. By doing this, we collected the data that would be used in our analysis.

After finishing with the data collected, we performed a statistical analysis on this data to find out the frequency in the use of anglicisms in the several sections of the Ecuadorian newspapers.

Next, using this statistical information, we found out the most and the least used anglicism words in Ecuadorian newspapers.

Finally, we interviewed a linguist and five newspaper readers to get their opinions about the use of anglicisms in Ecuadorian newspapers. These people were friendly and very helpful. They answered all our questions so that we could use this information in our analysis.

We used the bibliographic, analytical and descriptive methods while doing this study. Furthermore, by taking notes, direct observation and interview were our techniques used. Lastly, we used direct observation forms and cards as our instruments to carry out this research. In fact, we used the bibliographic method to write the theoretical background.

In addition, we used the analytical descriptive method to carry out description and interpretation of our data. Furthermore, the technique used on the collected data were note-taking which was used to collect bibliographic material. The instruments used were direct observation forms and cards. These cards were used to document our bibliographic search. The materials used in this research were personal computer, paper, pens, pencils, folders, etc.

The statistical analysis was done by using an excel spreadsheet. The linguistic analysis was done by using three dictionaries and the collected data based on thirty anglicisms. This linguistic analysis

included etymological, syntactic, semantic, and morphological aspects of the anglicisms found in our sample.

To do the comparative analysis, we used the statistical analysis of our sampling data. To do the sociological analysis, we used the information collected in the interviews. These interviews were done with one linguist and five newspapers readers. All these analysis were used while writing our conclusions.

The following data was collected from our sample newspapers. This was done in order to find out the anglicisms used in Ecuadorian newspapers. This data is presented in charts for each of the sub-variables: news, ads, social pages, reports and sports. These charts were used for each variable of our sampling to do the quantitative tabbing. Our variables were 'El Comercio', 'La Hora', and 'El Extra'. In addition, to do the qualitative tabbing we use a frequency chart for each variable. Finally, we present the last chart of the most frequent anglicisms used in all variables.

QUALITATIVE TABBING

Chart One
Variable: National Newspaper "El Comercio"
Sub variable: News

Anglicisms	Examples	Word repetition number	Title of the article	Date
ranking	En la lista del 'ranking' bananero.	1	La exportación bananera co nuevos 'reyes'	23-11-09
CD	O CDs por sus siglas en inglés.	1	El deterioro fiscal envía señales de alerta sobre las economías más débiles de la zona euro.	23-11-09
marketing	La propaganda, el 'marketing' basado el los sondeos.	1	De la intimidad.	23-11-09
led	Por luminarias de tecnología LED.	1	Venezuela dará 5,1 millones de focos ahorradores al país.	24-11-09

mall	En el Mall de los Andes no hay cortes de luz.	6	Con los apagones creció la afluencia de gente en el centro comercial de Ambato.	25-11-09
Internet	Tengo Internet inalámbrico gratis.	1	Con los apagones creció la afluencia de gente en el centro comercial de Ambato.	25-11-09
web	Remitamos a las páginas web.	1	Con la nueva ley será imposible sacar un tema de investigación'	25-11-09
facebook	Facebook Inc. Adoptó medidas.	3	Facebook solidifica el control de los actuales accionistas.	25-11-09
web	Visite nuestra web.	1	ConAuto.	25-11-09
show	Show de Méndez.	1	Show de Méndez y de Liga.	26-11-09
hits	Las radios repiten hits extranjeros.	1	La producción nacional se incentivará por obligación.	26-11-09
round	Hoy un 'round' más duro.	1	Canciller de Colombia no llega a cita de Unasur.	27-11-09
TV	A través de spots de TV.	2	Crítica a la cadena contra Jorge Ortiz.	27-11-09
spots	A través de spots de TV.	1	Crítica a la cadena contra Jorge Ortiz.	27-11-09
winner	Y Winner Valencia.	1	La refinería se parará en enero.	27-11-09
fuel	Con fuel oil.	1	La refinería se parará en enero.	27-11-09
oil	Con fuel oil.	1	La refinería se parará en enero.	27-11-09
Internet	A Internet por banda ancha.	2	Telecsa escogió a Cantv como socio.	27-11-09
Dial -up	Internet dial-up conexión.	1	Telecsa escogió a Cantv como socio.	27-11-09
TV	Sony Corp.	1	Se apoyará su crecimiento en la fabricación de TV de 3Dcvbv.	27-11-09
laptop	Tiene su laptop.	4	Uruguay dice sí a una laptop por niño.	27-11-09
notebook	Hacer en mi notebook.	1	Uruguay dice sí a una laptop por niño.	27-11-09
Internet	Ahora se hace en Internet.	1	Uruguay dice sí a una laptop por niño.	27-11-09

ranking	Se establece un 'ranking' de instituciones.	2	Evaluación académica.	27-11-09
round	Gana un 'round'.	1	Colombia gana un 'round' a Venezuela.	28-11-09
marketing	Trámites legales, marketing, financiamiento.	1	El emprendedor busca más capacitación.	28-11-09
Food - court	De comidas Terrazas Food Court.	1	Quicentro inaugurará parte de su ampliación.	28-11-09
marketing	Con tan poco 'marketing'.	1	Uruguay: el model o económico rinde.	28-11-09
stock	Le ayudarán a abastecer su stock.	1	La huelga de ERCO encarece las llantas.	30-11-09
jets	Un esfuerzo por compensar la caída en las ventas de jets corporativos.	1	What's News	30-11-09

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Chart Two

Variable: National Newspaper "El Comercio"

Sub variable: Ads

Anglicisms	Examples	Word repetition number	Type of advertisement	Date
break	El break del medio día.	1	Automobile.	23-11-09
marketing	Domine el marketing para alcanzar el éxito.	2	Products.	23-11-09
bumpers	Bumpers del color de la carrocería.	1	Automobile.	23-11-09
CD	Radio CD/MP3.	1	Automobile.	23-11-09
MP3	Radio CD/MP3.	1	Automobile.	23-11-09
marketing	Domine el marketing para alcanzar el éxito.	2	Products.	23-11-09
ram	Memoria Ram.	2	Toshiba	23-11-09
buffet	Buffet internacional.	1	Food Services and Social Events.	23-11-09
bar	En el Bar.	1	Food Services and Social Events.	23-11-09
airbag	8 airbags.	1	Automobile.	23-11-09
Internet	De Internet Movil.	1	Products.	23-11-09
LCD	LCD y mucho más.	2	Products.	23-11-09
penthouse	Hermoso penthouse.	2	Real State.	23-11-09
shopping	Tras Quicentro shopping.	1	Real State.	23-11-09
full	Trooper 2003 full equipo.	4	Automobile.	23-11-09
Internet	Office Internet.	1	Jobs and Services.	23-11-09
iPod	iPod, el DVD, las pantallas LCD.	1	Products.	24-11-09
DVD	iPod, el DVD, las pantallas LCD.	1	Products.	24-11-09
LCD	iPod, el DVD, las pantallas LCD.	1	Products.	24-11-09
penthouse	Vendo penthouse	1	Real state.	24-11-09
full	Astra 2005 full equipo, kit aerodinámico.	17	Automobile.	24-11-09
kit	Astra 2005 full equipo, kit aerodinámico.	1	Automobile.	24-11-09
club	Esquina club Casa Grande	1	Jobs and services.	24-11-09

Self - service	8 servicios. Self Service.	2	Jobs and services.	24-11-09
look	Peluquería to look.	1	Jobs and services.	24-11-09
light	Parrila light y vegetariana.	1	Products.	25-11-09
marketing	Marketing.	2	Educational Services.	25-11-09
snacks	Y con los mejores snacks.	1	TV programs and cinemas.	25-11-09
penthouse	Hermoso penthouse.	2	Real state.	25-11-09
full	Full equipo, kit aerodinámico.	38	Automobile.	25-11-09
kit	Full equipo, kit aerodinámico.	1	Automobile.	25-11-09
bar	Bar Club Karaoke.	1	Jobs and services.	25-11-09
club	Bar Club Karaoke.	1	Jobs and services.	25-11-09
LCD	Televisores LCD.	1	Jobs and services.	25-11-09
Ipod	Radio auxiliar para Ipod.	1	Automobile.	26-11-09
airbag	Airbag.	1	Automobile.	26-11-09
DVD	El iPod, el DVD, las pantallas LCD.	1	Products.	26-11-09
LCD	El iPod, el DVD, las pantallas LCD.	1	Products.	26-11-09
iPod	El iPod, el DVD, las pantallas LCD.	1	Products.	26-11-09
show	Gran show.	1	Food services and social events.	26-11-09
inverter	Panasonic Inverter.	4	Products.	26-11-09
TV	TV LCD HD	2	Products.	26-11-09
LCD HD	TV LCD HD	1	Products.	26-11-09
HD	TV LCD HD	1	Products.	26-11-09
frost	No Frost.	1	Products.	26-11-09
internet	TV cable e Internet.	1	Real state.	26-11-09
tennis	Tennis suite estrenar.	6	Real state.	26-11-09
full	Flamante Swift emotion full.	38	Automobile.	26-11-09
laptop	Vendo laptop	1	Products.	26-11-09
kit	Astra 2005 full equipo, kit aerodinámico.	1	Automobile.	26-11-09
scanner	Scanner Automotriz nuevos.	1	Jobs and services.	26-11-09
mail	De correo como Hotmail, Gmail y Yahoo Mail.	2	Products.	27-11-09

email	Mi Email más fácil.	2	Products.	27-11-09
MP3	Nokia. Reproduce MP3.	2	Products.	27-11-09
LCD	LCD Samsung.	2	Products.	27-11-09
light	Parrila light y vegetariana.	2	Products.	27-11-09
led	Con luces led.	1	Products.	27-11-09
shopping	Quicentro Shopping.	1	Markets.	27-11-09
TV	TV Monitor Samsung.	3	Products.	27-11-09
notebook	Mini Notebook LG Atom.	1	Products.	27-11-09
webcam	webcam.	1	Products.	27-11-09
DVD	DVD Player.	2	Products.	27-11-09
player	DVD Player.	2	Products.	27-11-09
MP3	Memorex Mp3.	2	Products.	27-11-09
mouse	Combo techado y Mouse Opt.	1	Products.	27-11-09
USB	USB BDI.	1	Products.	27-11-09
router	Router Dlink.	1	Products.	27-11-09
flat	Flat panel Dell.	1	Products.	27-11-09
iStore	iStore	1	Products.	27-11-09
ipods	ipods	1	Products.	27-11-09
MP3	MP3	1	Products.	27-11-09
software	software	1	Products.	27-11-09
WiFi	Con fax y WiFi.	2	Products.	27-11-09
LCD	LCD Sony Bravia TV.	1	Products.	27-11-09
Internet	Sus compras por Internet.	1	Food services and social events.	27-11-09
tennis	Tennis suite estrenar.	4	Real state.	27-11-09
Internet	Condominio incluye cable, Internet.	1	Real state.	27-11-09
full	Zafira 2006 full vendo cambio.	44	Automobile.	27-11-09
kit	Astra 2005 full equipo, kit aerodinámico.	1	Automobile.	27-11-09
chip	Double chip televisión radio 8.	1	Products.	27-11-09
self service	Vendo Self Service.	1	Food services and social events.	27-11-09
LCD	Sony televisores LCD.	1	Products.	27-11-09
mall	Mall del Sol.	1	Products.	28-11-09
queen	Cama Qeen Emila.	1	Products.	28-11-09
mall	Mall de tecnología.	1	Products.	28-11-09
wireless	Wireless.	1	Products.	28-11-09
webcam	webcam.	2	Products.	28-11-09

Internet	Monitorea vía Internet.	1	Real state.	28-11-09
stock	Variedad y gran stock.	1	Real state.	28-11-09
shopping	3 Minutos Condado Shopping.	2	Real state.	28-11-09
TV	TV cable e Internet.	1	Real state.	28-11-09
Internet	TV cable e Internet.	4	Real state.	28-11-09
full	Optra limited 2006 full unico dueño.	28	Automobile.	28-11-09
stock	Última tecnología de stock.	1	Automobile.	28-11-09
cyber	Vendo Cyber Cabinas.	2	Jobs and Services.	28-11-09
web	Diseño de páginas web basta experiencia illustrator, photoshop, flash.	1	Jobs and Services.	28-11-09
shopping	En el Condado Shopping.	4	Food services and social events.	30-11-09
stock	Amplio stock.	1	Products.	30-11-09
ram	Memoria Ram de 3 GB.	1	Toshiba – La tecnología puede frenarte o liberarte	30-11-09
delivery	Delivery. Aprenda a llevar su negocio hasta donde quiera que esté.	1	Products.	30-11-09
club	Arriendo suite en el Club Los Chillos.	3	Real state.	30-11-09
shopping	Departamentos tras Quicentro Shopping.	1	Real state.	30-11-09
full	Audi A4 2002 único dueño full extras.	4	Automobile.	30-11-09
CD	Orquestas, CD, móvil, artistas.	1	Automobile.	30-11-09
bar	Para atención en bar karaoke.	1	Jobs and services.	30-11-09
web	Páginas web experiencia Illustrator, Photoshop, Flash.	1	Jobs and services.	30-11-09

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Chart Three

Variable: National Newspaper "El Comercio"

Sub variable: Social pages

Anglicisms	Examples	Word repetition number	Title of the article	Date
rap	Charly mientras tocaba Rap del exilio.	1	Charly García encandiló a Quito.	23-11-09
show	No es un show como el de Madonna.	1	Charly García encandiló a Quito.	23-11-09
living	Yendo de la cama al living.	1	Charly García encandiló a Quito.	23-11-09
Hip- hop	E internacionales del genero hip hop.	1	Un disco contra las drogas se lanzó.	24-11-09
jazz	Emisarios del Jazz Ecuador - Estados Unidos.'	2	Vuelven los Emisarios del Jazz a la capital.	24-11-09
shopping	Tanto en el Condado Shopping como en el CCI.	2	El secreto de sus ojos' gustó en Quito.	24-11-09
re-make	Que hará una 're-make' para China.	1	High school Musical' tendrá versión china.	24-11-09
marketing	Vicepresidente de Marketing.	1	Markplan brindó cálida bienvenida al equipo de Telefónica del Ecuador.	25-11-09
kings	Como los Chaucha Kings.	3	En el Itchimbía se alista un programa.	26-11-09
flogger	La 'flogger' más famosa.	1	El tema de la imagen se analizó en la Feria del Libro.	26-11-09
fans	Preguntas de sus fans.	1	Todos, en algún momento, hacemos canalladas'.	26-11-09
swing	Géneros del Swing hasta el latin jazz.	1	IMC big band, de la USFQ.	27-11-09
jazz	Géneros del Swing hasta el latin jazz.	1	IMC big band, de la USFQ.	27-11-09
designer	Participaron en el primer 'designer book'.	2	La moda poco convencional estuvo en el 'designer book'.	28-11-09
book	Participaron en el primer 'designer book'.	2	La moda poco convencional estuvo en el 'designer book'.	28-11-09

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Chart Four
Variable: National Newspaper "El Comercio"
Sub variable: Reports

Anglicisms	Examples	Word repetition number	Title of the article	Date
CD	Tratan de vender sus CD.	1	En la calle Guayaquil hay todo tipo de comercio.	23-11-09
web	La portada de la Web de EL COMERCIO.	4	Me entero de lo que pasa en el país antes que mi familia.	24-11-09
rock	Una banda de rock gótico.	1	Los desastres se enseñaron con Quito y los medios revelaron la negligencia pública.	26-11-09
rock	Para construir un parque de rock.	2	Solo la prensa fue más allá en el caso Factory'.	26-11-09
club	Presidenta del Club Arbolito.	1	Tabaré es el hijo predilecto de La Teja.	26-11-09
internet	Un negocio de Internet y cabinas.	3	Pierdo USD 300 a la semana.	27-11-09
ranking	En el Ranking Mundial.	1	La investigación le dio la 'A' a la Espol.	27-11-09
web	De Universidades en la Web	1	La investigación le dio la 'A' a la Espol.	27-11-09
check	Un 'check list', que se les daba.	1	Polémica en torno a más acreditaciones.	27-11-09
list	Un 'check list', que se les daba.	1	Polémica en torno a más acreditaciones.	27-11-09
WiFi	La cobertura WiFi.	1	La investigación tecnológica es el plus de la Espol.	27-11-09
please	Please, préstame el color yellow.	1	Los niños cada vez aprenden más idiomas.	28-11-09
yellow	Please, préstame el color yellow.	1	Los niños cada vez aprenden más idiomas.	28-11-09

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Chart Five
Variable: National Newspaper "El Comercio"
Sub variable: Sports

Anglicisms	Examples	Word repetition number	Title of the article	Date
club	No se cansó de alentar al club.	3	La alegría irradió desde las gradas.	23-11-09
rock	La estrella del rock latino.	1	La alegría irradió desde las gradas.	23-11-09
duty	Ha visitado más veces el 'duty free' de Eiza.	1	Las dos ligas de Quito	23-11-09
free	Ha visitado más veces el 'duty free' de Eiza.	1	Las dos ligas de Quito	23-11-09
masters	El Masters de Londres.	2	Murray vence al Del Potro y se acerca a semifinales.	23-11-09
cracks	De futuros cracks.	1	Londres	23-11-09
ranking	Al frente del 'ranking' de la ATP.	2	Federer sigue al frente del 'ranking.'	24-11-09
masters	Los resultados del Masters de Londres.	1	Federer sigue al frente del 'ranking.'	24-11-09
club	Pero también que su club.	1	Liga en la final de la Sudamericana. Solo falta esta Copa.	25-11-09
club	Del club albo en el estadio Olímpico.	1	Gloria Paz, la terapeuta que libera la tensión gritando los goles de la LDU.	27-11-09
internet	En Internet Serenidad.	1	Gloria Paz, la terapeuta que libera la tensión gritando los goles de la LDU.	27-11-09
top	En la radio el 'top five'.	1	Gloria Paz, la terapeuta que libera la tensión gritando los goles de la LDU.	27-11-09
five	En la radio el 'top five'.	1	Gloria Paz, la terapeuta que libera la tensión gritando los goles de la LDU.	27-11-09
sporting	La directiva de Barcelona Sporting Club.	1	Victor Montoya Salió del club y es libre.	28-11-09

club	La directiva de Barcelona Sporting Club.	6	Victor Montoya Salió del club y es libre.	28-11-09
internet	Por Internet la primera final del torneo.	1	Cuenca retiene a 10 campeones del 2004.	28-11-09
miss	El torneo Miss y Mister Quito 2009.	1	Un torneo por las fiestas de Quito.	28-11-09
mister	El torneo Miss y Mister Quito 2009.	1	Un torneo por las fiestas de Quito.	28-11-09
rock	Lugo dijó que era un homenaje al grupo de rock AC-DC	1	Los hinchas coparon el estadio.	30-11-09
break	El no logró concluir ninguna de sus tres bolas de 'break'.	1	Nikolay Davydenko ganó por primera vez el Másters de tenis.	30-11-09
ranking	El recuperó el número uno del 'ranking'.	1	Nadal en baja potencia.	30-11-09
masters	Falló en Roland Garros, en el US Open, el Masters 500 de Pekín y el Masters 1000 de Shangai.	2	Nadal en baja potencia.	30-11-09
look	Antes de ser número uno, jugaba con un 'look' surfista.	1	Nadal en baja potencia.	30-11-09
top	A diferencia de muchos jugadores 'top'.	1	Nadal en baja potencia.	30-11-09

Author: Karina Borja

Chart Six
Variable: Local Newspaper "La Hora"
Sub variable: News

Anglicisms	Examples	Word repetition number	Title of the article	Date
ranking	Mundiales del ranking.	2	Fin a la autonomía universitaria.	23-11-09
stock	Para garantizar el 'stock'.	1	Reprogramación en entrega de combustibles.	23-11-09
rock	Concierto de rock gótico.	1	Dos meses de prisión para los culpables del incedio de 'Factory.'	24-11-09
infocus	Tales como microscopios e infocus.	1	Los alumnos de la Central, afectados por los apagones.	25-11-09
facebook	Su página personal de Facebook.	1	Pareja se coló en una cena oficial de Obama.	27-11-09
internet	En su página de Internet.	1	Avance de gripe A.	28-11-09

Author: Karina Borja

Chart Seven
Variable: Local Newspaper "<u>La Hora</u>"
Subvariabe: Ads

Anglicisms	Examples	Word repetition number	Type of advertisement	Date
internet	De Internet Movil.	3	Jobs and Services.	23-11-09
LCDs	Movistar, LCDs.	1	Jobs and Services.	23-11-09
computers	Computers and Internet.	1	Jobs and Services.	23-11-09
kit	Cualquier Amigo Kit.	1	Products.	23-11-09
harmony	La vida de Harmony.	1	TV programs and Cinema.	23-11-09
TV	TV fan.	2	TV programs and Cinema.	23-11-09
fan	TV fan.	1	TV programs and Cinema.	23-11-09
MP3	Manta Térmica y accesorio MP3.	1	Products.	23-11-09
bar	Vendo Peña Bar.	1	Jobs and Services.	23-11-09
full	Full equipo.	2	Jobs and Services.	23-11-09
iPhone	Gana 30 iPhones.	1	Products.	25-11-09
bar	Vendo Peña Bar.	2	Real state.	25-11-09
full	Full equipo.	1	Real state.	25-11-09
DVD	DVD barato.	1	Jobs and services.	25-11-09
TV	Quito TV.	3	Products.	25-11-09
bar	Vendo Peña Bar.	1	Real state.	26-11-09
full	Full equipo.	1	Real state.	26-11-09
DVD	DVD barato.	1	Real state.	26-11-09
iPhone	Y gana 30 iPhones.	1	Products.	27-11-09
internet	Sus compras por internet.	1	Food services and social events.	27-11-09
Hot dogs	Y después de la farra, los hot dogs.	1	Food services and social events.	27-11-09
Flash-back	El flashback es quizá.	2	Food services and social events.	27-11-09
rock	Pueden disfrutar de rock, pop, disco.	2	Food services and social events.	27-11-09
pop	Pueden disfrutar de rock, pop, disco.	1	Food services and social events.	27-11-09
tonner	Costo por copia de tonner.	1	Products.	27-11-09
MP3	Y accesorio MP3.	1	Products.	27-11-09
e-mail	e-mail.	1	Jobs and Services.	27-11-09

bar	Vendo Peña Bar.	1	Real state.	27-11-09
full	Full equipo.	1	Real state.	27-11-09
mall	Frente a Mall San Luis.	1	Real state.	27-11-09
TV	Quito TV.	4	Jobs and Services.	27-11-09
DVD	DVD.	2	Products.	27-11-09
slim	Pantalla Plana slim.	1	Products.	27-11-09
LCD	LCD Full HDTV.	8	Products.	28-11-09
full	LCD Full HDTV.	3	Products.	28-11-09
HDTV	LCD Full HDTV.	3	Products.	28-11-09
PC	Entrada de audio PC.	12	Products.	28-11-09
USB	2 puertos USB.	7	Products.	28-11-09
internet	Sus compras por internet.	1	TV programs and Cinema.	28-11-09
full	Full equipo.	1	Real state.	28-11-09
DVD	DVD barato.	1	Products.	28-11-09
mall	Frente a Mall San Luis.	1	Real state.	28-11-09
full	Manaba full massaje, relax.	1	Sexual services.	28-11-09
relax	Manaba full massaje, relax.	1	Sexual services.	28-11-09
TV	Quito TV.	4	TV programs and Cinema.	28-11-09

Author: Karina Borja

Chart Eight

Variable: Local Newspaper "<u>La Hora</u>"

Sub variable: Social pages

Anglicisms	Examples	Word repetition number	Title of the article	Date
show	La gripe interrumpió su show.	1	Melendi. La gripe interrumpió su show.	23-11-09
music	EMI Music Ecuador.	1	Melendi. La gripe interrumpió su show.	23-11-09
top	La 'top model'.	1	Heidi Klum. Se cambió el nombre.	23-11-09
model	La 'top model'.	1	Heidi Klum. Se cambió el nombre.	23-11-09
rock	Rock and roll yo'	1	Charly volvio a brillar.	23-11-09
roll	Rock and roll yo'	1	Charly volvio a brillar.	23-11-09
show	Aracely Arámbula se robó el show.	2	La Chule' roba show a Levy.	24-11-09
miss	Fue coronada Miss Tierra.	6	Miss Tierra es de Brasil.	24-11-09
fans	Que conceden los fans.	1	La artista del año.	24-11-09
kings	El grupo Kings of Leon.	1	La artista del año.	24-11-09
pop	La diva del pop Lady Gaga.	3	La artista del año.	24-11-09
rock	Mejor artista pop rock femenina.	3	La artista del año.	24-11-09
web	Según la página web de la cantante.	1	La artista del año.	24-11-09
roll	Y temperamento rock & roll.	1	¿Estrella de rock?	24-11-09
pop	Influenciado por el pop y la balada.	1	De compositor a intérprete.	24-11-09
pop	De música pop de Glastonburry.	1	U2 tendrá debut.	25-11-09
miss	La nueva Miss Panamerican International.	6	Coleccionista de coronas.	26-11-09
magazine	Es un 'magazine' noticioso.	1	Ecuador en vivo.	26-11-09
web	Se dan incluso vía 'web'.	1	Mosaico de libros y eventos.	26-11-09

rock	La escena de rock.	2	Quito festeja con metal.	27-11-09
pop	Categoría de grupo pop.	1	Luis Fonsi. Triunfador de los 'Oye'.	27-11-09
miss	Y es Miss Internacional.	1	Isabella Chiriboga compite en China.	27-11-09
Kings	Chaucha Kings.	1	Es una noble causa.	27-11-09
miss	La Miss Ecuador.	2	Una amiga especial.	27-11-09
designer	Fue la anfitriona del 'Designer book'.	1	Promociona a creativos.	27-11-09
book	Fue la anfitriona del 'Designer book'.	1	Promociona a creativos.	27-11-09
TV	Debutó en TV.	2	La primera gran heroína.	28-11-09
bond	Fuera una 'chica Bond'.	1	La primera gran heroína.	28-11-09
insiders	Este género será 'Insiders'.	1	Va por tercera encarnación de un cómic.	28-11-09
show	Después de un show.	2	Charly García. Dio dos 'shows' en una noche.	28-11-09
rock	Velada de puro rock.	2	Charly García. Dio dos 'shows' en una noche.	28-11-09
rap	Rap del exilio'.	1	Charly García. Dio dos 'shows' en una noche.	28-11-09
reality	De un 'reality show'.		Nicole Richie. Prepara su regreso.	28-11-09
show	De un 'reality show'.	2	Nicole Richie. Prepara su regreso.	28-11-09
TV	Cadenas de TV.	1	Nicole Richie. Prepara su regreso.	28-11-09
talk show	De un 'talk show'.	1	Nicole Richie. Prepara su regreso.	28-11-09
twitter	Él mismo reportó en su microblog "Twitter"	1	Gustavo Cerati dará show hoy tras postergación.	30-11-09

Author: Karina Borja

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Chart Nine

Variable: Local Newspaper "<u>La Hora</u>"

Sub variable: Reports

Anglicisms	Examples	Word repetition number	Title of the article		Date
long	Long Play. Un 'Long Play'.	2	Nostalgia por el vinilo. Los 'duros' preferidos de los 'Dj'		11-23-09
play	Long Play. Un 'Long Play'.	2	Nostalgia por el vinilo. Los 'duros' preferidos de los 'Dj'		11-23-09
hit	Los 'hit' del momento.	1	Nostalgia por el vinilo.		11-23-09
Compact disc	Compact Disc fue todo un suceso.	1	Nostalgia por el vinilo.		11-23-09
rock	Rock clásico.	2	Nostalgia por el vinilo.		11-23-09
look	El 'look' de los 80.	1	Nostalgia por el vinilo.		11-23-09
boom	Nuevo 'boom' de los LP.	1	Nostalgia por el vinilo.		11-23-09
top	ZZ Top.	1	Nostalgia por el vinilo.		11-23-09
CD	Los CD actuales.	3	Nostalgia por el vinilo.		23-11-09
LP	Un LP recuerda sus tiempos.	7	Nostalgia por el vinilo.		23-11-09
CD	Con un CD cuyo soporte.	1	Los 'duros' preferidos de los 'Dj'.		23-11-09
DJ	En la cultura de los 'Dj'.	2	Los 'duros' preferidos de los 'Dj'.		23-11-09
Hip hop	hip-hop o house.	1	Los 'duros' preferidos de los 'Dj'.		23-11-09
house	hip-hop o house.	1	Los 'duros' preferidos de los 'Dj'.		23-11-09
CD	De comerciante de CD.	1	La nostalgia ronda el Santa María.		24-11-09
kings	Elevamos a los Latin Kings.	1	Por tanta vida Loca.		25-11-09
tips	Tips. Lo que debe saber.	1	Tips. Lo que debe saber.		25-11-09
extreme	Creó el 'extreme ironing'.	1	Una manera singular de planchar.		26-11-09
ironing	Creó el 'extreme ironing'.	1	Una manera singular de planchar.		26-11-09
look	Corren en busca del 'look' perfecto.	2	Sombreros taurinos se venden un 80% menos.		27-11-09

rock	Desafío el esterotipo del rock.	2	Llevan 17 años de desafíos.	27-11-09
punk	Géneros del punk, post punk, new wave y electrónicos.	2	Llevan 17 años de desafíos.	27-11-09
post	Géneros del punk, post punk, new wave y electrónicos.	1	Llevan 17 años de desafíos.	27-11-09
New wave	Géneros del punk, post punk, new wave y electrónicos.	1	Llevan 17 años de desafíos.	27-11-09
covers	Hagan 'covers' y 'remixers.	1	Llevan 17 años de desafíos.	27-11-09
web	Será a través de la Web.	1	Llevan 17 años de desafíos.	27-11-09
internet	Será a través de la Internet.	1	Llevan 17 años de desafíos.	27-11-09

Author: Karina Borja

Chart Ten

Variable: Local Newspaper "<u>La Hora</u>"

Sub variable: Sports

Anglicisms	Examples	Word repetition number	Title of the article	Date
ace	Con un 'ace' el servicio del mallorquín.	1	Soderling sorprende a Nadal	24-11-09
set	Punto de set.	1	Soderling sorprende a Nadal	24-11-09
Match point	Que salvó un 'match point'.	1	Soderling sorprende a Nadal	24-11-09
sporting	Barcelona Sporting Club.	1	Copa Campeones' se aplaza.	25-11-09
club	Barcelona Sporting Club.	1	Copa Campeones' se aplaza.	25-11-09
light	En la categoría 'light'.	1	El 'Kart Mini' busca al nuevo campeón.	28-11-09
open	En la 'Open'.	1	El 'Kart Mini' busca al nuevo campeón.	28-11-09
surf	Fútbol, surf, triatlón.	1	Ecuador participará en 'Juegos de Playa'.	28-11-09
ranking	El sexto Ranking.	1	Brillan en Karate Do.	28-11-09
set	Desde el primer set.	1	Davydenko, el 'Gran Maestro'	30-11-09
masters	Campeón de la Copa Masters.	1	Davydenko, el 'Gran Maestro'	11-30-09
club	El Club Sport Emelec.	4	Ventaja mínima	30-11-09
sport	El Club Sport Emelec.	1	Ventaja mínima	30-11-09
round	En el primer 'round'	1	Primera final en 'tablas'	30-11-09
ranking	Otorga puntos para el ranking sudamericano.	1	Coba ingresó al cuadro principal.	30-11-09

Author: Karina Borja

Chart Eleven

Variable: Tabloid "El Extra"

Sub variable: News

Anglicisms	Examples	Word repetition number	Title of the article	Date
ranking	Opinión mundial llama el 'ranking de la corrupción'.	3	Ranking de la corrupción.	26-11-09
DVD	DVD con Karaoke.	1	Créditos Económicos.	27-11-09
TV	TV Súper Slim.	1	Créditos Económicos.	27-11-09
slim	TV Súper Slim.	1	Créditos Económicos.	27-11-09
champions	(Champions League)	1	Méndez, ¡"culpable"de paternidad brasileña!	27-11-09
league	(Champions League)	1	Méndez, ¡"culpable"de paternidad brasileña!	27-11-09
junior	Junior', con Arnold.	1	Méndez, ¡"culpable"de paternidad brasileña!	27-11-09

Author: Karina Borja

Chart Twelve
Variable: Tabloid "El Extra"
Sub variable: Ads

Anglicisms	Examples	Word repetition number	Type of advertisement	Date
club	Reunión del club de operadores certificados Caterpillar.	2	Automobile.	23-11-09
king	Motor King.	1	Automobile.	23-11-09
TV	Divas de la TV.	2	Products.	23-11-09
e-mail	Podrás votar vía e-mail.	1	Products.	23-11-09
sexy	Lunes sexy.	3	Sexual services.	23-11-09
stock	Competo stock.	1	Automobile.	23-11-09
kit	Cualquier Amigo Kit.	1	Products.	23-11-09
club	Ruta del sol club San José.	1	Real state.	23-11-09
full	Hyundai Tucson 2005 automático full como nuevo.	2	Automobile.	23-11-09
DVD	Mazda full equipo, DVD.	1	Automobile.	23-11-09
LCD	Televisores LCD.	2	Products.	23-11-09
DVD	DVD, filmadoras.	2	Products.	23-11-09
cyber	Papelería, cyber.	1	Products.	23-11-09
MP3	DVD, MP3, MP4 y pendrive.	1	Products.	23-11-09
MP4	DVD, MP3, MP4 y pendrive.	1	Products.	23-11-09
pendrive	DVD, MP3, MP4 y pendrive.	1	Products.	23-11-09
laptop	laptops sin entrada.	5	Products.	23-11-09
modem	Modem de porta.	1	Products.	23-11-09
internet	Peliculas, Internet.	2	Products.	23-11-09
station	Vendo play station.	1	Products.	23-11-09
play	Vendo play station.	1	Products.	23-11-09
bluetooth	Bluetooth.	1	Products.	23-11-09
Sex	Sex Shop.	1	Sexual services.	23-11-09
shop	Sex Shop.	1	Sexual services.	23-11-09
spray	Spray, cremas.	1	Sexual services.	23-11-09
sexual	Tienda Sexual.	2	Sexual services.	23-11-09
sexy	Sexy Chat.	2	Sexual services.	23-11-09
chat	Sexy Chat.	4	Sexual services.	23-11-09
hot	Hot.	3	Sexual services.	23-11-09
high	High class.	1	Sexual services.	23-11-09
DVD	Todo tipo de DVD, MP3.	2	Products.	24-11-09
MP3	Todo tipo de DVD, MP3.	1	Products.	24-11-09
TV	De TV para.	1	Products.	24-11-09

clip	Con clip y bandas.	1	Products.	24-11-09
full	Tucson 2005 automático, full como nuevo.	5	Automobile.	24-11-09
comics	Necesitamos dibujantes comics.	1	Jobs and Services.	24-11-09
laptop	Laptop.	4	Products.	24-11-09
bluetooth	Bluetooth.	1	Products.	24-11-09
software	Actualizamos software, Internet.	1	Jobs and services.	24-11-09
internet	Actualizamos software, Internet.	1	Jobs and services.	24-11-09
DVD	Películas DVD vitrinas.	2	Jobs and services.	24-11-09
TV	TV cable.	4	Jobs and services.	24-11-09
Sex	Sex Shop.	1	Sexual services.	24-11-09
shop	Sex Shop.	1	Sexual services.	24-11-09
sexy	Sexy Tienda.	3	Sexual services.	24-11-09
DVD	DVD gay.	1	Sexual services.	24-11-09
gay	DVD gay.	1	Sexual services.	24-11-09
hot	Hot	1	Sexual services.	24-11-09
chat	Chat en vivo.	1	Sexual services.	24-11-09
sexual	Mayor deseo sexual.	2	Sexual services.	24-11-09
internet	No te quedes sin Internet.	2	Products.	25-11-09
full	Excellente estado full.	2	Automobile.	25-11-09
casting	Gran Casting.	1	Jobs and services.	25-11-09
Internet	Porta Internet prepago.	1	Jobs and services.	25-11-09
laptop	Laptops.	5	Products.	25-11-09
bluetooth	Bluetooth.	1	Products.	25-11-09
TV	TV cable.	3	Jobs and services.	25-11-09
sex	Sex Shop.	1	Sexual services.	25-11-09
shop	Sex Shop.	2	Sexual services.	25-11-09
spray	Spray, cremas.	3	Sexual services.	25-11-09
gay	Videos gay.	2	Sexual services.	25-11-09
CD	CD gay.	1	Sexual services.	25-11-09
hot	Hot.	3	Sexual services.	25-11-09
sexual	La metralleta sexual	2	Sexual services.	25-11-09
chat	Chat caliente en vivo.	1	Sexual services.	25-11-09
iPhone	Y Gana 30 iPhones.	1	Products.	25-11-09
full	Kia Carnival 2007, full equipo, flamante.	6	Automobile.	26-11-09
dvd	Remato películas, dvd, etc.	1	Jobs and services.	26-11-09
laptop	Laptops	4	Products.	26-11-09
internet	Internet inalámbrico.	1	Jobs and services.	26-11-09
TV	TV cable.	3	Jobs and services.	26-11-09
sex	Sex Shop.	1	Sexual services.	26-11-09

shop	Sex Shop.	1	Sexual services.	26-11-09
sexy	Envía Sexy.	4	Sexual services.	26-11-09
DVD	Lubricantes, DVD gay.	1	Sexual services.	26-11-09
gay	Lubricantes, DVD gay.	2	Sexual services.	26-11-09
CD	CD gay.	1	Sexual services.	26-11-09
spray	Spray, cremas.	3	Sexual services.	26-11-09
chat	Sexy Chat.	2	Sexual services.	26-11-09
hot	Hot.	3	Sexual services.	26-11-09
relax	Relax model relajamiento completo.	1	Sexual services.	26-11-09
sexual	Mejora tu vida sexual.	2	Sexual services.	26-11-09
LCD	Sansung LCD.		Products.	27-11-09
iPhone	Y Gana 30 iPhones.	1	Products.	27-11-09
show	Además disfruta del show cómico.	1	Products.	27-11-09
MP3	Radio FM, reproductor MP3.	2	Products.	27-11-09
CD	Gana cd's y cuadernos de Kudai.	1	Food services and social events.	27-11-09
mall	Frente al Mall del sol.	1	Real state.	27-11-09
full	Chevrolet Esteem full equipo.	8	Automobile.	27-11-09
casting	Gran Casting.	1	Jobs and services.	27-11-09
cyber	Para papelería, cyber.	2	Jobs and services.	27-11-09
DVD	Remato películas, dvd, etc.	1	Products.	27-11-09
laptop	Laptops.	4	Products.	27-11-09
internet	Internet banda ancha ilimitada.	2	Jobs and services.	27-11-09
TV	TV cable.	6	Jobs and services.	27-11-09
sex	Sex Shop.	1	Sexual services.	27-11-09
shop	Sex Shop.	1	Sexual services.	27-11-09
spray	Cremas y sprays.	3	Sexual services.	27-11-09
gay	Videos gay.	2	Sexual services.	27-11-09
sexual	Tienda Sexual.	3	Sexual services.	27-11-09
DVD	DVD gay.	1	Sexual services.	27-11-09
relax	Relax model relajamiento completo.	1	Sexual services.	27-11-09
TV	TV LCD.	1	Products.	28-11-09
LCD	TV LCD.	1	Products.	28-11-09
look	Con su look sexy.	1	Extra. Lunes Sexy.	28-11-09
sexy	Con su look sexy.	3	Extra. Lunes Sexy.	28-11-09
laptop	Laptop R-460.	1	Products.	30-11-09
full	Full inyección.	1	Automobile.	30-11-09
sex	Sex Shop.	1	Sexual services.	30-11-09

shop	Sex Shop.	2	Sexual services.	30-11-09
spray	Spray, cremas.	3	Sexual services.	30-11-09
gay	CD gay.	2	Sexual services.	30-11-09
CD	CD gay.	1	Sexual services.	30-11-09
bar	Para atender billar-bar.	1	Jobs and services.	30-11-09
sexual	Tienda Sexual.	4	Sexual services.	30-11-09
DVD	DVD gay.	1	Sexual services.	30-11-09
sexy	Sexy Chat.	2	Sexual services.	30-11-09
chat	Sexy Chat.	3	Sexual services.	30-11-09
hot	Hot.	3	Sexual services.	30-11-09
relax	Masajes relax terapeutico.	1	Beauty Services.	30-11-09
cyber	Copiadoras para negocios bazar papelería Cyber.	1	Products.	30-11-09
laptop	Laptops.	4	Products.	30-11-09
internet	Internet inalámbrico.	1	Jobs and services.	30-11-09
DVD	Remato películas, dvd, etc.	1	Products.	30-11-09
TV	TV cable.	7	Jobs and services.	30-11-09

Author: Karina Borja

Chart Thirteen
Variable: Tabloid "El Extra"
Sub variable: Social pages

Anglicisms	Examples	Word repetition number	Title of the article	Date
only	The Only C.	5	The Only C música urbana y positiva.	23-11-09
rap	Rap, hip-hop.	1	The Only C música urbana y positiva.	23-11-09
hip hop	Rap, hip-hop.	1	The Only C música urbana y positiva.	23-11-09
rock	Acústica, rock y electrónica.	8	The Only C música urbana y positiva.	23-11-09
show	El show.	1	Michael Jackson animó el show.	23-11-09
roll	Rock and roll.	1	Charly García dejó en la percha al viejo diablo de sus conciertos.	23-11-09
fans	Por los fans.	1	Michael Jackson animó el show.	23-11-09
pop	"rey del pop." Artista de pop-rock.	4	Michael Jackson animó el show.	23-11-09
country	La estrella del country.	1	Michael Jackson animó el show.	23-11-09
kings	Kings of Leon	1	Michael Jackson animó el show.	23-11-09
soul	soul, rithm and blues.	1	Michael Jackson animó el show.	23-11-09
blues	soul, rithm and blues.	1	Michael Jackson animó el show.	23-11-09
web	La página web.	1	Michael Jackson animó el show.	23-11-09
shows	De hacer mis shows.	1	Yolanda López: "!Voy a calentar las pasarelas!"	24-11-09
club	En todo sentido hasta con club de fans.	2	!Fernando Lara, todo un fenómeno de TV!	24-11-09
fans	En todo sentido hasta con club de fans.	2	!Fernando Lara, todo un fenómeno de TV!	24-11-09
show	Y que el show era de Wisin & Yandel.	4	No dejaron que artistas nacionales y panameños abran el show Wisin & Yandel hecho los exquisitos en Ambato.	24-11-09

staff	El staff de Wisin & Yandel.	2	No dejaron que artistas nacionales y panameños abran el show Wisin & Yandel hecho los exquisitos en Ambato.	24-11-09
producer	"El Producer Manager" de Wisin & Yandel.	2	No dejaron que artistas nacionales y panameños abran el show Wisin & Yandel hecho los exquisitos en Ambato.	24-11-09
manager	"El Producer Manager" de Wisin & Yandel.	2	No dejaron que artistas nacionales y panameños abran el show Wisin & Yandel hecho los exquisitos en Ambato.	24-11-09
marketing	Todo un "marketing".	1	Karen Minda: "La Diosa soy yo, Yolanda y la demás, detrás de mí"	25-11-09
internet	Programa de televisión por Internet.	1	Diosas de TV.	25-11-09
opening	Con un excellente opening.	1	¡Diana Ortiz es la nueva Reina del Cañar!	25-11-09
fans	En medio de decenas de fans.	1	Charly García. "Voy a dar un gran concierto".	26-11-09
rock	El grupo Guayaquil-rock.	1	Charly García. "Voy a dar un gran concierto".	26-11-09
shopping	Una salida de shopping.	1	Charly García. "Voy a dar un gran concierto".	26-11-09
show	El montaje del show.	1	Charly García. "Voy a dar un gran concierto".	26-11-09
miss	Miss Universo 2009.	4	!Ada Aimée en Ecuador!	26-11-09
club	En el Club de la mañana.	1	El Verdugo.	27-11-09
internet	Le escribo por Internet.	1	Marián tiene cómo mantener a mi hijo'.	27-11-09
reality	Al ganar el reality 'Desafío'.	1	Marián tiene cómo mantener a mi hijo'.	27-11-09
fans	Los fans optaron por sentarse.	1	¡Charly, un símbolo de paz en Guayaquil!	28-11-09
rock	Del genio del rock.	3	¡Charly, un símbolo de paz en Guayaquil!	28-11-09
show	Que cancelara el show.	1	¡Charly, un símbolo de paz en Guayaquil!	28-11-09

rock 'n roll	Mi rock'n roll y yo.	1	¡Charly, un símbolo de paz en Guayaquil!	28-11-09
miss	Miss Mundo.	6	Ecuador en reñida competencia en Miss Mundo.	30-11-09
world	De Miss World.	1	Ecuador en reñida competencia en Miss Mundo.	30-11-09
fashion	Fashion 2009.	1	Ecuador en reñida competencia en Miss Mundo.	30-11-09

Author: Karina Borja

Chart fourteen
Variable: Tabloid "<u>El Extra</u>"
Sub variable: Reports

Anglicisms	Examples	Word repetition number	Title of the article	Date
show	Del show artístico acompañado de una burbujeante "chelita".	2	Caravana artística y regalona llegó a su séptima semana de éxito.	24-11-09
breaker	Debe tener un bipolar o breaker.	3	Las recomendaciones para evitar tragedias.	27-11-09

Author: Karina Borja

Chart Fifteen
Variable: Tabloid "El Extra"
Sub variable: Sports

Anglicisms	Examples	Word repetition number	Title of the article	Date
old	En Old Trafford al turco.	1	"Toño" Valencia va por otro gol.	25-11-09
nine	Estamos ante un nuevo "Nine".	2	¡Kaviedes … los hijos son su prioridad!	26-11-09

Author: Karina Borja

Qualitative Data

Chart Sixteen
Variable: National Newspaper "El Comercio"

	Section	f	%
Anglicisms	News	43	10
	Ads	317	73
	Social pages	21	5
	Sports	34	8
	Reports	19	4
	Total	434	100

Author: Karina Borja

Chart Seventeen
Variable: Local Newspaper "La Hora"

	Section	f	%
Anglicisms	News	7	3
	Ads	95	42
	Social pages	57	25
	Sports	48	21
	Reports	19	8
	Total	226	100

Author: Karina Borja

Chart Eighteen
Variable: Tabloid "El Extra"

	Section	f	%
Anglicisms	News	9	3
	Ads	243	74
	Social pages	70	21
	Sports	3	1
	Reports	5	2
	Total	330	100

Author: Karina Borja

Chart nineteen
The Most Frequent Anglicisms

Anglicisms	No. Veces que se repite la palabra
full	47
internet	8
laptop	7
TV	6
DVD	5
rock	4
show	4
club	4
CD	3
ranking	3
web	3
MP3	3
fan	3

Author: Karina Borja

DISCUSSION

This section contains the theoretical background that is the scientific foundation of our research. Also, we show the linguistic, comparative and sociological analysis of the results found while conducting this research. Finally, we discuss the conclusions that this research has produced.

Theoretical Background

In order to carry out this research, we are going to present some information related to our study about language, linguistics, branches of linguistics, morphological procedures, historical linguistics, language change, language vice, neologisms, barbarisms, anglicisms, foreign language interference, newspaper and tabloid, and previous studies about anglicisms used in Spanish. This material is the theoretical base of our research.

Language

Language is a tool that makes us human. All human beings have known and used it since childhood. We use it everyday without any extra effort. We can communicate with each other using this great tool. Being part of our society means the existence and use of a language.

Language in a general sense is a human characteristic that distinguishes man from other animals. Since linguistics is the study of language, let's consider some definitions of language of well-known linguistics.

First, according to Sapir (1921: 8): "Language is a purely human and non-instinctive method of communicating ideas, emotions, and desires by means of voluntarily produced symbols." Although Sapir's definition focuses on the communicative function of language, his definition suffers from several defects. Language does not only communicate ideas, emotions, and desires; it can also communicate more. In addition, the characteristic that language is purely human and non-instinctive is open to doubt.

Second, in their Outline of Linguistic Analysis, Block & Trager wrote (1942:5): "A language is a system of arbitrary vocal symbols by means of which a social group co-operates." This definition emphasizes language's social function. The Block & Trager definition differs from Sapir in that it restricts language to spoken language.

Consequently, there is a close connection between language and speech. In fact, a person cannot speak without using a language. However, a person can use a language without speaking because any language is logically independent of speech.

Next, in his Essay on Language, Hall (1968: 158) tells us that language is "the institution whereby humans communicate and

interact with each other by means of habitually used oral – auditory arbitrary symbols". Two points to note in this definition: first, both communication and interaction are introduced and, second, the term 'oral – auditory' makes reference to the hearer as well as to the speaker.

Hall, like Sapir, treats language as a purely human institution meaning that language is used by a particular society and it is part of the society's culture.

Hall may have meant by language 'symbols' the vocal signals that are actually transmitted from sender to receiver in the process of communication and interaction.

Finally, Chomsky's Syntactic Structures (1957:13) states, "From now on I will consider a language to be a set (finite or infinite) of sentences, each finite in length and constructed out of a finite set of elements." With this publication Chomsky started the movement known as transformational grammar. Chomsky's definition does not say anything about language's communicative function and about the symbolic nature of its elements or sequence of them. Chomsky focuses mainly on the purely structural properties of languages and suggests that its properties can be studied using a mathematical point of view.

Most of these definitions of language state that languages are systems of symbols designed for the purpose of communication.

Some properties of languages have been mentioned in these definitions, and they are arbitrariness, flexibility and modifiability, freedom from stimulus control, and structure-dependence.

With all the definitions given above, some writers explain that language is a distinctive attribute of human beings so that it is an instrument of social interaction. Although languages differ in many ways, the brain processes them all in the same way. In fact, different languages use different set of sounds, but they are organized and combined using a few principles.

Linguistics

Human language has been of interest throughout history. The academic field of linguistics, though, has developed only recently and has grown quickly. It has been widely known and taught since the 1960s.

Sterm (1978) defines linguistics as the scientific study of human language confronted with two major tasks. The first one is to acquire an understanding of various languages that are spoken today or were spoken in the past. The second task is to comprehend language as a phenomenon. In most linguistic studies, the unit of a language is the sentence. Speakers of every language speak in sentences and interpret sentences as units. Therefore, the purpose of linguistics is to understand how speakers construct and interpret any

selected sentence and eventually, to take language into account as a phenomenon of human behavior.

Next, Fries (1964) says:

'Linguistics, or Linguistic Science is a body of knowledge and understanding concerning the nature and functioning of human language, built up to of information about the structure, the operation, and the history of a wide range of very diverse human language by means of those techniques and procedures that have proved most successful in establishing verifiable generalizations concerning relationship among linguistic phenomena'

Fries' definition gives us five essential features that cannot be separated. First of all, linguistics is a body of knowledge and understanding. Then it is concerned with the nature and function of human language. Then it is built on information about the structure, the operation, and the history of a wide range of very diverse human languages. Next, through these successful techniques and procedures we can make generalizations. Finally, these generalizations are verifiable through the relationships among linguistic phenomena. These features of the field of linguistics can describe it as a scientific enterprise of investigating the languages and dialects that are in use and have been used by various speech communities around the world.

In addition, according to Burneo (2007, 23-25), "For De Saussure, linguistics is also the study of manifestations of language and the social and cultural influences that shape its development."

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This definition shows the early comparison of language in different contexts that have been used.

Also, Burneo (2007, 3-5) states that "Numberg (2003) goes further when he claims that linguistics deals with the aspects of human language regarding the way in which speakers use their native language and what they must know in order to use in a communicative manner." This definition shows the modern slant that linguistics has taken lately.

On the other hand, Ralph Fasold and Jeff Connor-Linton (2006) state that the field of linguistics studies is not just the nuts and bolts of forms and their meanings, but it is also about how language is learned both as a first and a second language. It is also concerned about the central role in reflecting and creating the interactive and cultural setting of speech. It also deals with how computers can be designed to handle language, and how language is represented in our brains.

Finally, linguistics covers a wide subject area that focuses on different fields such as sounds, word formation, meanings, and the relationship between language and social context.

Branches of Linguistics

Since language can be studied from different points of view, the field of linguistics can be divided into several subfields. These

subfields will depend on the special emphasis that each of them will focus on. Consequently, the main branches of linguistics that we are going to consider are phonology, morphology, syntax, semantics, and pragmatics because they study all aspects of language.

Phonology:

Phonology studies the sound of language, and it describes the function of the sounds within a given language. In addition, phonology can be studied from two different points of view: phonemics and phonetics. Phonemics is the study of the particular speech while phonetics is the study of the particular speech sounds from their articulatory, acoustic and auditory forms.

Morphology:

Morphology studies the formation and structure of words. Also, it is in charge of the identification, analysis, combination and description of morphemes by using a set of word-formation principles. These principles govern both the phonological and morphological structure of words. Since morphemes are the most elemental meaningful units in any human language, the morphological structures refer to all the possible combinations of morphemes (prefixes, roots or suffixes) to make up words.

Semantics:

Semantics focuses on the study of meaning. It studies the signs, symbols and structures of meaning. As a result, it deals with

the meaning of morphological and syntactic units such as morphemes, words, phrases, clauses, sentences and any other piece of discourse. While studying the meaning, we have to consider two types of meaning: word meaning and speaker's meaning. While word meaning or denotation is the semantic meaning of words, speaker's meaning or connotation focuses on the suggested meaning of the words used in different contexts.

Saeed (1997, 2003) defines semantics as the study of meaning communicated through language. He states that semantics is the most diverse field within linguistics. Therefore, semantics need to have at least a nodding acquaintance with other disciplines, like philosophy and psychology, which also study the creation and transmission of meaning.

Pragmatics:

Pragmatics studies the language used in communication. Pragmatics focuses on linking a word's meaning or a sentence's meaning with a speaker's meaning. The context refers to any linguistic or social environment that may affect the actual interpretation of signs and expressions.

In addition, Yule (1996) refers to pragmatics as the study of how utterances are used in communication acts. He suggests that pragmatics is concerned with four areas.

In fact, pragmatics is concerned with the study of meaning as communicated by a speaker or writer and as interpreted by a listener or reader. Therefore, its main concern is more the analysis of what people mean by their utterances than what the words or phrases in those utterances might mean by themselves. *Pragmatics is the study of speaker meaning.*

This type of study involves the interpretation of what people mean in a particular context and how the context influences what is said. It requires a consideration of how speakers organize what they want to say in accordance with who they are talking to, where, when, and under what circumstances. *Pragmatics is the study of contextual meaning.*

This approach also necessarily explores how listeners can make inferences about what is said in order to arrive at an interpretation of the speaker's intended meaning. This study explores how a good deal of what is unsaid is recognized as part of what is communicated. We may say that it is the investigation of invisible meaning. *Pragmatics is the study of how more gets communicated than is said.*

This perspective raises the question of what determines the choice between the said and the unsaid. The basic answer is tied to the motion of distance. Closeness, whether it is physical, social, or conceptual, implies shared experience. On the assumption or how close or distant the listener is, speakers determine how much needs

to be said. *Pragmatics is the study of the expression of relative distance.*

Syntax:

Syntax is a subfield of linguistics, and it studies the principles and rules that govern the way words are joined together to form phrases, clauses and sentences. Therefore, the syntax of a language is the set of constitutive rules that speakers follow when they combine words in sentences.

Also, Van Valin (2001) defines syntax as a central component of human language. It deals with how sentences are constructed, and users of human language employ a striking variety of possible arrangements of the elements in sentences.

Morphological procedures

Let's consider the following procedures to create new words in a given language. These are derivation, composition and para-synthesis.

Derivation:

Derivation is used to form new words from existing ones. For example, happi-ness and un-happy from happy, or teach-er and teach-ing from teach. There are some procedures to do this. They are derivational suffixes, syntactic prefixes and conversion or zero derivation.

First, derivational suffixes are usually applied to words of one syntactic category, and they change them into words of another category. For example, derivational suffix –ly changes adjectives into adverbs such as slow into slowly. The derivational suffixes that are often used are adjective to noun, adjective to verb, noun to adjective, noun to verb, verb to adjective, verb to a noun, etc.

Second, syntactic prefixes will rarely change any syntactic category in English. They usually make them the opposite of the original word. They are usually used with adjectives and verbs. For example, the adjective healthy will be unhealthy. Also, the verb do will become undo.

Finally, conversion or zero derivation will occur without any changes of the original word. However, the function of the given word will change. For example, telephone (noun) to telephone (verb).

Parasynthesis:

Parasynthesis is used to form words from existing ones. This formation of new words is done by adding both prefixes and suffixes to a stem or root. For example, the word international contains inter- prefix, al – suffix and nation- stem or root.

Composition:

Composition is used to make new words through the combination of two or more independent words. These words are compound nouns that can be used in a given language. For example,

sunglasses and notebook are examples of composition. Sunglasses come from sun and glasses and notebook comes from note and book.

Historical linguistics

Historical linguistics is the reconstruction of a language's past because all languages change over time. It shows how languages have developed in order to arrive at their current state. This tracing back over time is not a simple task because spoken languages existed for several millennia before the invention of writing.

Until the 19th century knowledge about the historical roots of language was based on the history of Latin. Linguists had been aware of the close links between the so-called Romance languages of Spanish, French, Italian, and Portuguese since these languages are daughters of Latin.

However, a British judge, Sir William Jones, extended the knowledge of the history of language beyond the boundaries of Europe. Sir William Jones, who spent the later years of his short life in Calcutta, noticed resemblances between Latin and Greek, and the ancient Indian language of Sanskrit. In 1786, Sir Jones presented studies that showed that all three languages must have sprung from some common source that might no longer exist.

During the next century, researchers throughout Europe started comparing languages spoken in Germany, Eastern Europe,

and India with the Romance languages. These studies showed that there were systematic correspondences in sounds and vocabulary items. These findings suggested that Jone's hypothesis was correct. Also, it demonstrated that the net of languages that compromised this family was very large. Furthermore, these studies were based on the 19th century publication of texts and glossaries of older European languages such as Gothic and Old Norse. These languages were no longer spoken at that time.

Using these studies made it possible to trace back a series of changes occurring over several millennia to a common parent. This parent was called the 'Proto Indo-European.' In order to do this, researchers used the comparative method. This is an internal process or rebuilding of speech sounds using words from different languages that are cognates. This finding was an achievement of Jacob Grimm, a nineteenth-century German linguist. Grimm formulated a series of rules, known as 'Grimm's Laws'. These rules were designed to capture the systematic changes that occur within speech sounds. One of the correspondences that Grimm noted between languages in the Indo-European family was that words that begin with 'p' in the Romance languages, start with 'f' or 'v' in German and English. For example, the English word father is vater in German, padre in Italian, pere in French, and pai in Portuguese. This is a systematic

difference. Consequently, the argument of a common parent is strong.

After studying other scholars who followed Grimm, who studied the proto Indo-European language, it is seen that the vocabulary of the proto Indo-European language had lots of words for animals and farming such as lamb, grain, millstone, honey, axe, etc. This language had a strong emphasis on kinship terms. This language might represent an agricultural community. In addition, the speakers of this language probably inhabited the steppes of southern Russia. It might date from 5,000 to 10,000 years ago. By the third millennium the language had split into various dialects, which were carried by migrating tribes into Europe and Asia. These dialects have developed over time to be part of the Indo-European family of languages like Latin, Greek, Sanskrit, Celtic, Persian and Germanic.

A more productive method of reaching back into the pre-history of languages has been developed recently. This new approach looks at the likely geographical spread of languages, and maps this against the presence or absence of certain features. This is called the 'population typology.' Johanna Nicholls developed this method. She observed that a number of languages have features that increase remarkably the further east one travels. For example, some languages distinguish between the use of 'we' to include only those present at the time of talking, and the use of 'we' to mean people not

present. In addition, this distinction between inclusive and exclusive use of 'we' is a feature present in very few European languages. But the further east one travels, the more frequent it becomes. An estimated 56% of Southeast Asian languages have it, and 89% of Australian languages. The study of Nicholl's shows other features of language to be considered. Languages in the eastern part of the hemisphere are more likely to distinguish grammatically between possessions that can be separated from us and those that cannot. Also, they are more likely to indicate noun plurality by inflecting the verb rather than the noun.

The low rate of recurrence in the west of the features that Johanna Nicholls has observed would seem to indicate they are not recent in origin. The features mention in Nicholls' studies are present in the East region but not in the West. In the pre-history, it seems that language expanded out of Africa into Asia, Australia and Europe. This spread was from east to west according to the study of Johanna Nicholls.

Finally, historical linguistics is in fact the reconstruction of language's history, which will help to understand how languages have changed over time.

Language change

Language change is gradual and almost imperceptible. This can be seen in the slow alterations in pronunciation when one generation speaks slightly differently from another. While studying language change, we have to consider linguistic changes. They tend to be the result of two equivalent forms coexisting as variants for some time and giving away to the other. For example, let's consider two words or two ways of pronouncing the same word. They may coexist in the speech community for some time. Then, these variant forms may begin to compete and finally one will dominate and the other decline.

In addition, language change can be seen when we look at older texts of a particular language. In fact, the further back we go in history, the more obvious the changes will become.

Finally, while looking at language change over a longer period of time, we can see that speakers easily understand the language of the generation immediately before and after them, but they have a lot of difficulty in understanding chronologically remote stages of their language.

Language Vice

A main concern of modern linguistics is that speakers of a language have different types of linguistic knowledge. That means

they may have problems pronouncing words, constructing sentences, etc. Therefore, words can cause trouble if their meanings are not clear. They can lead to misunderstandings in everyday communication.

It is useful to recognize that all figurative language can change the normal meaning or arrangement of words to some degree. Consequently, a language is eloquent and effective if it can adapt to a given context and purpose. On the other hand, a language is ineloquent and ineffective if a language cannot adapt to a given context and purpose. This is a good example of linguistic vices.

Because the theme of this thesis is "a descriptive analysis of anglicisms used in Ecuadorian newspapers", it is important to have a clear idea of what language vices mean.

According to Burneo (2006), language vices can be understood as the factors that might alter the normal flux of verbal communication. Linguistic vices can be produced by inappropriate expressions, poorness of vocabulary, snobbism, or simple ignorance. These vices are classified in the following groups.

Pragmatic vices:

They affect meaning and they occur along speech production when non-conventional linguistic forms are used, making the message difficult to understand or causing misunderstanding. They are known as Archaism and Neologism.

Archaism: is the use of a form of speech or writing that is no longer current. This can either be done deliberately or as part of a specific jargon.

A neologism: is a word, term, or phrase that has been recently created. It is often applied to new concepts, to synthesize pre-existing concepts, or to make older terminology sound more contemporary.

Syntactic vices:

This kind of vice is the one that breaks or alters grammar structures affecting communication. They are the following:

Catacheris: is the use of a word in a context that differs from its proper application.

Solecismus: is an element of speech or writing that is incorrect grammatically.

Monotony: is the uniformity or lack of variation in pitch, intonation, or inflection.

Pleonasmus: use of more words than necessary semantically. In other words, rhetorical repetition that is grammatically superfluous.

Cacophony: refers to the construction of sentences as unpleasant structures to the listeners.

Semantic vices:

They alter communication due to the inclusion of strange words and expressions, generally coming from other languages and cultures, where there are appropriate equivalents in the native language. They are amphibology and barbarism.

Amphibology: is an ambiguous grammatical structure in a sentence. It means unclear or misunderstanding. When a sentence presents semantic problems, it will present double meanings or changed meanings that confuse the user.

Anglicism: is an English word or phrase that is used in another language according to the Cambridge Dictionary.

Because the title of this thesis is "a descriptive analysis of anglicisms used in Ecuadorian newspapers," we need to consider neologisms, barbarisms, and Anglicisms. We will explain each one in the following text.

Neologisms

First, a neologism is a newly coined word that may be in the process of entering common use, but has not yet been accepted into the language mainstream.

Also, Richards (1997) states that a neologism is a new word or expression, which has come into a language. It is often difficult to pinpoint the exact year a neologism appears in a language, but it has

been suggested that in English, the word non-standard has been used since about 1923 and the word null-hypothesis since 1935. Often neologisms are the result of the opening up of new areas in art, science, or technology. For example, the field of computer science brought a large number of neologisms such as user-friendly, software, and floppy disk.

Barbarisms

From Wikipedia, the free encyclopedia (2009), defines barbarisms as the use of words, forms or expressions considered incorrect or unacceptable. It is referred to incorrect use of language, but it is now used more generally to refer to ignorance or crudity in matters of taste, including verbal expressions.

With reference to version on line 'Vicios idiomaticos' by Centro de Estudios INACAP, gives us a definition of the types of barbarisms. They can be:

Orthographic Barbarisms: are errors caused by incorrect use of letters, or incorrect use of the accents in the words, for example:

incorrect	correct
expotaneo	espontaneo
méndigo	mendigo

Morphologic Barbarisms: alterations in the words caused by incorrect conjugation, to force the gender or to alter the number.

incorrect	correct
yo traducí	yo traduje
yo apreto	yo aprieto

Syntactic Barbarisms: an error in the sentence. It can be by deficient reiteration or pleonasm.

Phonetic Barbarisms: they are called methoplasms or diction vices. They are caused by adding, omitting or, altering the letters in a word.

incorrect	correct
adolorido	dolorido
apuñalear	apuñalar

Lexical Barbarisms: use of improper words. It is the use of unnecessary foreign words that have their equivalents in the Spanish language. According to Penny (1991) the classification of imported barbarisms is as follows:

Anglicisms	from English
Arabisms	from Arab
Galicisms	from French
Germanic	from German
Latinisms	from Latin

In summary, barbarisms can be classified as imported barbarisms (anglicisms) and barbarisms of expression.

Barbarisms of expression: words which have their origin in natural language, but they adopt degenerative forms, they are incorrect

written words. The use of forms is altered in their pronunciation, writing or stress.

Imported barbarisms: words that are imported to the natural language, are incorporated into the dialect of some community instead of the correct idiomatic forms. The most outstanding imported barbarisms are anglicisms.

Anglicisms

First, according to Pratt (1980), anglicisms are loans whose immediate etymom is an English word or expression, irrespective of the source of English word, whose ultimate etymon is often a word or expression of a third language. Anglicisms have been transmitted partly through written media, especially newspapers.

In addition, Scher (1999) defined an anglicism as a "word borrowed from the English language which is adapted with respect to the linguistic system of the receptor language and integrated into it". This definition should be praised for emphasizing that, once borrowed, loans, if they manage to survive, may remain forever with the borrowing language and may, in that process, change pronunciation, spelling, meaning, etc.

Since anglicism is a broad field of study, we need to distinguish three types of borrowings. They are lexical, semantic, and syntactic borrowing.

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Lexical borrowing:

Lexical borrowing is the most common type of transference between languages. It occurs when a receptor language, like Spanish, accepts from the donor language, English, a complete sememe. That means Spanish imports the word and the meaning from the donor language, English. There are two types of lexical anglicisms. They are unassimilated or patent borrowing and assimilated borrowing.

Unassimilated lexical borrowing:

The borrowed English words are used in the same form in Spanish. Airbag, handicap, etc are some examples of this kind of lexical borrowing.

Assimilated lexical borrowing:

Riquelme (1998) defines assimilated borrowing as "the linguistic element – an ordinary lexicon – a language takes from another – it can be in its original form, imitating or transformating it". Comité, líder, filme, o eslogan are some examples of this kind of borrowing.

Semantic borrowing:

Semantic borrowing implies the transference of a sememe or unity of meaning (Gómez Capuz, 1997). This borrowing can be homologues, analogues, and homophones.

Homologues:

Homologues occur when both words show analogy of meaning, but the form is quite different. Rascacielos, perro caliente, and Guerra fría are examples of semantic calques.

Analogues:

Anlogues occur when both words show analogy in form and meaning. In Western languages, analogues are more common than homologues. This kind of semantic borrowing arises easily in the process of translation and in the speech of bilinguals. They are known as *false friends*. Convencional and conventional is a good example of this borrowing.

Homophones:

Homophones occur when both words only share the form, but without any similarity in meaning. Billion, administración, portal are some examples of these anglicisms.

Syntactic borrowing:

Syntactic borrowing deals with relations, not with just words. Weinreich (1968) states that syntactic borrowing takes into account grammatical relations, especially those of order, agreement, and dependence.

In addition, Medina Lopez (1996) defines syntactic anglicisms as "any direct or indirect influence of English syntax on Spanish one".

This borrowing can be excessive use of passive voice, incorrect use of gerunds, incorrect use of prepositions, and irregular plural forms.

Excessive use of passive voice:

While English favors the use of the passive voice, Spanish prefers to use active voice. Because of English influence on Spanish, this reality has changed. In fact, there is an excessive use of passive constructions in Spanish nowadays.

Incorrect use of gerunds:

Using gerunds is a popular practice in English, but in Spanish we can use gerunds in the sentences only if they are explicative gerunds. Due to English influence, the increasing use of incorrect gerunds in Spanish is very noticeable.

Incorrect use of prepositions:

Using direct Spanish translation of English texts may produce an incorrect use of prepositions in Spanish. This is the result of the close contact between English and Spanish.

Irregular plural forms:

Due to English influence on Spanish, we may not follow the Spanish rule to form plural nouns. In fact, if a noun ends in consonant, we need to add –es to make its plural. However, this rule is not always possible to follow because for some anglicisms ending in consonant we just add –s to get their plural forms. Airbags, sets, records, stands, and kits are some examples.

Borrowings have been defined as the introduction of phonological, morphological, lexical and syntactic items from one language or variety into another (Crystal, 1992). Borrowings occur when two languages are in contact, although language contact is usually said to happen between two speech communities close to each other geographically. Nowadays, such contact does not require geographic proximity. Language change due to the influence from other linguistic system makes use of virtual space to affect the way language speakers use foreign terms in their speech or writing. In this linguistic interaction, the language providing the term is called donor, while the language acquiring the item is called receptor (Filipovic, 1990, as cited in Sicherl, 1998). In our study, the donor language is English and the receptor is Spanish.

The Royal Academy of Spanish Language regulates the use of Spanish. This academy produces the official inventory of accepted words, appropriate meaning, spelling rules and pronunciation. Consequently, members of the academy see anglicisms as a language problem and they have tried to regulate the large number of foreign words.

Foreign Language Interference

When people are exposed to a foreign language and culture, there is a tendency to use speech habits from the foreign language to

produce utterances in their native language. This sometimes results in complete unintelligibility. However, a speaker of the same language sometimes can understand it. Foreign language interference occurs because there is too much exposition to a foreign language. For example, English words that are often used in Spanish writing media.

Newspaper and Tabloid

Newspaper:

In the Webster's Encyclopedic Dictionary of English language, newspaper is a publication issued at regular and usually close intervals, especially daily or weekly, and commonly containing news, comments, features and advertising.

Tabloid:

According to Wikipedia, a tabloid is a newspaper whose pages are usually five columns wide. It is about one-half the size of a standard-sized newspaper page. A newspaper of this size concentrates on sensational and lurid news, usually heavily illustrated. A tabloid is a short form or version; synopsis; summary.

Previous studies

Let's consider some studies that are relevant for this research.

First, the Economic Anglicism: Adaptation to the Spanish Linguistic System, by Paloma López Zurita, study there are several conclusions that are worthy of mention. First, it is clear that the Anglo-Saxon economic supremacy, together with its ever-expanding market, is also exporting an increasing number of linguistic terms into other languages. In our globalized world, Spanish is not an exception to this rule. Since language is a defining characteristic of its speakers to identify their country, Spanish equivalents are preferred to avoid excessive use of English borrowings. Nevertheless, in some cases the fast economic growth makes English borrowings necessary because there are no Spanish equivalents. This tendency is observed not only in Peninsular Spanish but also in South American Spanish where language contact brings about continuous interference.

Next, in the anglicismos en el español de américa by Gunther Haensch, shows that the anglicism is an important factor that differentiates lexicon from the Latin American countries and the peninsular Spanish. Also, the different meaning of these anglicism terms in the different Spanish contexts is arbitrary. Therefore, the Anglicism has its own geographic linguistics field in the Spanish world.

In addition, Los Anglicismos Terminológicos Integrales en los Textos Especializados del Español by Melva J Márquez Rojas, states that the globalized world and the development of technology are important factors for the use of anglicisms in the Spanish language. However, it recommends that local governments should have some laws to regulate its use, and they should promote the use of their language because people need to be proud of the Spanish language.

Furthermore, Corpora for Exploring and Assessing the Influence of English on Contemporary Spanish by José L. Oncins-Martínez is another study to be considered. In his first study, he found empirical evidence that the press has a leading role in the spread of anglicisms. Also, these anglicisms are more abundant in Latin American Spanish than in Peninsular Spanish. Finally, he shows that translation is a much used means of introducing anglicisms into the Spanish language.

In his second study, he demonstrates the influence that English has in the development of anglicisms used in Spanish language because of its importance at the moment.

In addition, Uses and Linguistic Attitudes Towards the English Language and the Anglo-American Culture: The Case of the Canary Islands by Carmen Isabel Luján García, study shows that most Canarians use many English words in their daily use of Canarian Spanish. In addition, they have a generally positive attitude towards

the English language and towards the Anglo-American culture. Since tourism is an important economic activity of these people, they are aware of the importance of English in their daily lives. However, this influence over Spanish culture has created several concerns among Canarians.

Then, there is Anglicisms in Buenos Aires Spanish by Tocaimaza-Hatch, C. Cecilia. This study shows a very favorable attitude towards the use of anglicisms. Moreover, anglicisms are not only adapted morphologically in the language, but they also obtain new meanings. This requires more research in the area of semantics. Anglicisms are constantly being incorporated into Argentine Spanish. They are widely accepted by the population and spreading by means of phonetic, morphological, and semantic adaptations. They are not only part of sports jargon but they are starting to be incorporated into other fields, such as entertainment, economics, and politics.

Furthermore, the study call Anglicismos en el Español del Suroeste de los Estados Unidos by Juan M. Lope Blanc demostrates that the Spanish of this area of the United States of America has been reduced specially in its lexicon, but it has not been corrupted by its contact with the English language. The Spanish speakers of this area deserved all our respect because they keep their mother tongue even though they experienced a lot of hardships in their new life in the United States of America.

Another study, El anglicismo en el Léxico Chino Mandarín y en el Léxico Español: Su Incidencia en la Enseñanza-aprendizaje de Español como Lengua Extranjera by Wen-Chun Lan shows that the anglicisms in Chinese and Spanish have extra linguistic and linguistic reasons. In the extra linguistic reasons is the need to use the language directly without translation. Also, there are some activities in other fields that need to use anglicisms. For instance, a face lifting makes more sense than its Spanish equivalent in the cosmetic field. A linguistic reason is that there is not a word to designate the equivalent in English like for example, technological words such as disk, mouse, memories that do not exist in Spanish or Mandarin. This study is a small contribution in the field of anglicisms used in other languages. Since there is a continual contact between languages, this field of study is extremely broad, and it is hoped that this study will help other researchers in this or other related topics.

Finally, Los medios impresos en la Transformación del Lenguaje: Anglicismos en diarios Bajocalifornianos by Alvaro Rábago Tanory, Beatriz A. Romero Noyola, and Rafael Saldívar Arreola illustrates that despite the Real Academy of the Spanish Language's regulations, there is a dynamic transformation of Spanish. The transformations of Spanish are due to the close contact with American culture and the fast development of technology. These transformations of the language that are shown in the local

newspapers might be the beginning of the process of official recognition of new English terms that would enrich the Spanish language. As we can see, these are some studies of anglicisms that are relevant to our field of study. Also, they have given some important views of the study of anglicisms in Spanish.

This theoretical background will be the foundation of this research, and it will help to get a better understanding of the material that is needed in this work.

DESCRIPTION, ANALYSIS AND INTERPRETATION OF RESULTS

After we have collected the data, we are going to do linguistic, comparative and sociological analysis to have a better understanding of our findings.

In the linguistic analysis, we are going to include etymological, syntactic, semantic and morphological analysis of thirty popular anglicisms used in Ecuadorian newspapers.

In the comparative analysis, we are going to use the statistics of the results section to identify the subvariables in which anglicisms are more used in a national newspaper, a local newspaper and a tabloid.

In the sociological analysis, we are going to use the interviews that we conducted with a linguist and some newspaper readers. This information will help us to draw valid findings about the possible reasons of using anglicisms in Spanish.

Linguistic Analysis

Using the information collected through the field research, we are going to do the etymological, syntactic, semantic and morphological analysis of thirty anglicisms that were found in Ecuadorian newspapers.

First of all, we are going to analyze anglicisms in the sports field because it is an important source of anglicisms in Ecuadorian

newspapers. These anglicisms are fútbol, líder, mánager, máster, récord, tenis, boxeo, surf, golf, and basquetból.

Fútbol:

Futból comes from the British word *football*. This term dates back to the 15th century. This modern sport was invented in England after the formation of the Football Association whose rules from 1863 are the base of this sport nowadays. The Federation Internationale de Football Association also known as FIFA, is the entity that governs this sport. FIFA's World Cup is the most prestigious international competition of *futból* that is celebrated every four years. This is a very famous event that has the greatest number of followers around the world. *Futból* is considered the most popular sport in the world.

In fact, in Ecuador during the last years of the XIX century, a young group of Guayaquileans who studied in England returned to Guayaquil. They founded the Guayaquil Sport Club on April 23, 1899. Since then Ecuadorians started to practice *fútbol*. The Club Sport Ecuador was founded on July 22, 1902. After that, other *fútbol* teams were founded and the local *fútbol* league was started. Nowadays, *fútbol* is a very popular sport in Ecuador.

Syntactic and Semantic Analysis:

As we can see in the following example, "Tres minutos son una vida en el fútbol" (El Comercio, 2009), *fútbol* is used as a noun in this example. This term can be a noun in both English and Spanish.

Morphological Analysis:

Fútbol has changed its English original form. The Spanish form is derived from football by considering its Spanish pronunciation. *Fútbol* is an assimilated lexical anglicism. This term is an entry in the Dictionary of the Spanish Royal Academy of Language. In addition, by using the Spanish derivation process we can get other Spanish words.

First, the Spanish suffixes –ista, -in, and -ito can be added to the English root, *fútbol,* to transform it into Spanish nouns. In fact, *futbolista, futbolín, futbolito* are derived nouns using the English root and the Spanish suffixes.

Finally, the suffixes –ero/ra and –istico/ca may be added to the English root, *fútbol,* to transform it into adjectives. *Futbolero/ra and futbolistico/ca* are some examples of this transformation.

All these terms *fútbol, futbolista, fulbolero-ra, futbolín, futbolito, futbolístico-ca* are entries in the Dictionary of the Spanish Royal Academy of Language.

In conclusion, even though *fútbol* has its Spanish equivalent *balonpié,* Ecuadorians prefer to use *fútbol.* This term was introduced

in Spanish through the use of the British word *football*. This term has enriched Spanish language because we did not have a similar word to describe this sport.   Also, since it is a very popular sport in Ecuador, many people use not only this term but also its Spanish derivatives. Consequently, the use of this term has helped to increase the Spanish lexicon.

Líder:

Líder comes from the English word *leader*. It dates back to the 14th century. *Líder* is a person who leads a group. He is a guide or a conductor in a general sense.

Syntactic and semantic analysis:

Líder is used as an apposition after a noun. We can see this in the following example, "… justifican que sea el líder del campeonato local y que esté luchando en la Copa Sudamericana", (El Comercio, 2009)

This term can be used as a noun in both English and Spanish.

Morphological analysis:

Líder has suffered a morphological change to be accepted by the Dictionary of the Spanish Royal Academy of Language. In fact, *líder* is derived from *leader* but taking in consideration its Spanish pronunciation. *Líder* is an assimilated lexical anglicism. In addition, by adding Spanish suffixes we can create new Spanish words.

In fact, the Spanish suffixes –ato and –azgo may be added to the root, l*íder,* to transform it into nouns*. Liderato and liderazgo* are the derived nouns using this root and the Spanish suffixes that we mentioned before.

Finally, by adding the Spanish suffix –ar to the root, l*íder,* we can get the verb *liderar.*

Liderato, liderazgo and liderar are some Spanish words that Ecuadorians often use in their conversations.

Because *leader* does not have a Spanish equivalent in the most general sense that it is usually used in English, we need to use its Spanish adaptation. Since popular sports were introduced through the British lexicon, it also includes some words related to them. In this case, *líder* may be related with a popular sport *fútbol.* Consequently, *líder* and all its derivations have enriched our Spanish lexicon through the use of this word, which is used in a more general sense.

Mánager:

Mánager comes from the English word *manager.* It dates back to 1588. It may refer to anyone who uses management skills or hold the organizational title of *manager* according to the Wikipedia the Free Encyclopedia (2010).

Syntactic and semantic analysis:

Mánager is used as a noun in the following example "El Producer Manager of Winsin & Yandel" (El Extra, 2009). This word is used as a noun in both English and Spanish.

Morphological analysis:

Mánager took the Spanish pronunciation form of *manager* to be considered a Spanish word. This word is an assimilated lexical anglicism. Also, it has been accepted as an entry in the the Dictionary of the Spanish Royal Academy of Language. Furthermore, *mánager* uses the Spanish rules to form its plural form.

In fact, we add the Spanish suffix –es to make its plural form.

<div align="center">Manager + es</div>

The Spanish equivalent of *mánager* is *representante*. However, some Spanish speakers used *mánager* instead of *representante* because they like to appear more intellectual. This is a good example in which Spanish is losing some of its words while favoring anglicisms. This anglicism is not needed in Spanish. This is a good example of the excessive use of anglicisms in our Ecuadorian newspapers. These bad practices could damage the Spanish language.

Máster:

Máster comes from the English word *master*. It dates back to Middle English. It is a specialized course of a given class. It is generally offered to people who have a bachelors' degree.

Syntactic and semantic analysis:

This term is used as a noun in the following example, "La Universidad Internacional ofrece master en algunas carreras" (El Comercio, 2009). *Máster* is used as a noun in both English and Spanish.

Morphological analysis:

Máster has suffered a morphological change to be accepted as an entry in the Dictionary of the Spanish Royal Academy of Language. It is an assimilated lexical anglicism. Since *máster* is considered a Spanish word we need to use the Spanish rules to form its plural form.

In fact, the Spanish suffix –s or -es can be used to make the plural form of this word.

<div align="center">Master + s or master + es</div>

In conclusion, *máster* is not needed in Spanish since we have its Spanish equivalent *estudios de especialización*. However, people prefer to use the short practical English word instead of its long Spanish equivalent. In this case, the anglicism term is used because of practical reasons. Instead of using anglicisms, we need to use our

own words to show our pride for the Spanish language. Also, using the Spanish equivalent would enrich the Spanish language. This common practice illustrates how anglicisms are more frequently used than our Spanish words. This would ultimately damage the Spanish language.

Récord:

Récord comes from the English word *record.* It dates back to Middle English. In the Wikipedia the Free Encyclopedia (2010), it may mean an item or collection of data.

Syntactic and semantic analysis:

Récord is used as a noun in the following example, "El mantiene su récord" (La Hora, 2009). This term is used as a noun in both English and Spanish.

Morphological analysis:

Récord is the result of the Spanish pronunciation of the English word, *record.* This term is an assimilated aglicism, and it is an entry in the Dictionary of the Spanish Royal Academy of Language. In addition, this term has used Spanish rules to make its plural form.

In fact, the Spanish suffix –s is added to the English root, *record*, to make its plural form. This is an example where the Spanish rule to form Spanish plural nouns is not followed because this word is an anglicism.

Record + s

In conclusion, although *récord* has its Spanish equivalent *marca*, many people use *record* instead. Some Ecuadorians prefer to use this anglicism because they admire the American lifestyle. This is a good example of how globalization in the sports field has affected people's choice of words to be used in Spanish. If people keep using these terms without any control, we may end up with a hybrid language in the future.

Tenis:

Tenis comes from the English word *tennis*. It dates back to the 15th century. Wikipedia the Free Encyclopedia (2010), states that the modern game of tennis originated in England. The rules of tennis were made in the late 19th century. After its creation, tennis spread throughout the upper-class English speaking population first. Then it spread around the world. This is an Olympic sport and it is played at all levels of society by all ages. Anybody can play this sport as long as he/she can hold a racket.

Tennis is also a very popular sport in the world. The Australian Open, the French Open, Wimbledon, and the US Open are the four Grand Slam tournaments. Millions of tennis fans watch these tournaments every year.

Syntactic and semantic analysis:

Tenis can be used as a noun in both English and Spanish. This word is used as a noun in the following example, "En el Quito Tenis" (El Comercio, 2009).

Morphological analysis:

Tenis is the Spanish pronunciation of the English word, *tennis.* It has suffered a morphological change. This word is an assimilated lexical anglicism. It is an entry in the Dictionary of the Spanish Royal Academy of Language. Through the derivation process, this term can be used to make new Spanish words.

In fact, we can add the Spanish suffix –ta to the root, tenis, to create a Spanish noun.

Tenis + ta

Also, by adding the Spanish suffix –tico/ca to the root, tenis, we can have a Spanish adjective.

Tenis –tico/ca

These are good examples of how an anglicism root and Spanish sufixes can be used to create new Spanish words.

In conclusion, *tenis* has enriched Spanish language because we did not have a similar word to name this popular British sport. This word was introduced in Spanish through the use of *tennis.* Ecuadorians usually use *tenis, tenista, and tenistico* to talk about this

well-known sport. Spanish will change over time as a result of the great influence of English, especially in the sport field.

Golf:

Golf comes from the English word *golf*. It dates back to the 15ᵗʰ century. It is a game in which a player using special clubs attempts to sink a ball with as few strokes as possible into each of the nine or eighteen successive holes on a course (Merriam Webster's Dictionary, 2010).

Syntactic and semantic analysis:

As we can see in the following example, this term is used as a noun. "Este es otro juego de golf" (El Comercio, 2009). *Golf* can be used as a noun in both English and Spanish contexts.

Morphological analysis:

Golf has not suffered any morphological changes in order to be accepted as an entry in the Dictionary of the Spanish Royal Academy of Language. This is an unassimilated lexical anglicism. However, through the Spanish derivation process, this term can be used to create new Spanish words.

In fact, we can add the Spanish suffix -ista to the root, golf, to have a Spanish noun.

Golf + ista

In addition, by adding the Spanish suffix –istico/ca to the English root, golf, we can get Spanish adjectives.

<p align="center">Golf + istico/ca</p>

Finally, *golf, golfista, and golfistico/ca* are accepted by the Dictionary of the Spanish Royal Academy of Language.

In conclusion, the use of *golf* in Spanish has enriched our language since we did not have a Spanish equivalent. This anglicism was introduced in Spanish through the use of the English word *golf*. This is an example of anglicisms used in sports. Also, this term has filled the linguistic void in Spanish to refer to this popular sport. Spanish lexicon has grown through the use of this word.

Box:

Box dates back to the 19th century. Modern boxing was developed throughout the late nineteenth century. During this time, boxing was primarily a sport of dubious legitimacy. It was outlawed in England and much of the United States. This occured because of the illegal gambling that people do while being part of this sport.

In Ecuador, *boxeo* is also practiced among Ecuadorians. Also, it is a popular sport here.

Syntactic and semantic analysis:

As we can see in the following example, *boxeo* is used as a noun in Spanish contexts. In both English and Spanish, this term can be

used as a noun. We can see this in the following example, "El campeonato nacional de boxeo" (El Extra, 2009).

Morphological analysis:

Boxeo has suffered some morphological changes in order to be accepted by the Dictionary of the Spanish Royal Academy of Language. It is an assimilated lexical anglicism. Also, the Spanish derivation process has created new Spanish words.

In fact, we can add the Spanish suffix –ear to the English root, box, and we have a Spanish verb.

<div align="center">Box + ear</div>

Also, by adding the Spanish suffix –eador/a to the root, box, we can have a Spanish noun.

<div align="center">Box + eador/a</div>

Finally, *boxeo, boxerar, boxeador/a* are entries in the Dictionary of the Spanish Royal Academy of Language.

In conclusion, *boxeo* is the Spanish derivative of the English term *box*. Also, this term has enriched Spanish because we did not have a Spanish equivalent to refer to this popular sport. This term and its derivations have helped to increase the Spanish lexicon. This is a good example of how Spanish is a dynamic language that is changing everyday due to the influence of English.

Surf:

Surf comes from the English word *surfing.* It dates back to 1685. *Surfing* is a surface water sport. This sport has two major subdivisions. They are longboarding and shortboarding. They reflect differences in surfboard design including surfboard length and riding style (Wikipedia the Free Encyclopedia, 2010).

Surfing was a central part of ancient Polynesian culture. Europeans at Tahiti first observed it in 1767. Then they spread this sport trough Europe and then around the world.

Syntactic and semantic analysis:

Surf can be used as a noun in both English and Spanish. This term is used as a noun in the following example, "Fútbol, surf, triatlón, …" (El Comercio, 2009).

Morphological analysis:

Surf has not suffered morphological changes in order to be accepted by the Dictionary of the Spanish Royal Academy of Language. It is an unassimilated lexical anglicism. We can create new Spanish words by adding Spanish suffixes.

In fact, by adding the Spanish suffix –ista to the English root, surf, we can get a Spanish noun.

<div align="center">Surf + ista</div>

Furthermore, we can add the Spanish suffix *–ear* to the English root, *surf,* to get the Spanish verb.

Surf + ear

Finally *surf* and its Spanish derivatives are usually used in Spanish.

In conclusion, *surf* did not have a Spanish equivalent. Therefore, we need to use it. Spanish lexicon has grown through the use of this term. This word has filled the linguistic void that Spanish has. Therefore, it has enriched Spanish language.

Gol:

Gol comes from the English word *goal kick*. It dates back to 1891. It is a free kick in soccer awarded to a defensive player when the ball is driven out of bounds over the end line by an opposing player (Merriam Webster's Dictionary, 2009).

Syntactic and semantic analysis:

In the following example "El Quito, hasta entonces, no fue solo el gol de Luis Checa" (El Comercio, 2009), *gol* is used as a noun. This term is used as a noun in both English and Spanish.

Morphological analysis:

Gol has suffered some morphological changes in order to be accepted by the Dictionary of the Spanish Royal Academy of language. Also, the Spanish derivation process is used to create new Spanish words.

In fact, by adding the Spanish suffix –eador to the English root, gol, it is transformed into a Spanish adjective.

<div align="center">Gol + eador</div>

Next, we can add the Spanish suffix –ear to the English root, gol, to transform it into a Spanish verb.

<div align="center">Gol +ear</div>

Finally, by adding the Spanish suffix –eada to the root, gol, we get a Spanish noun.

<div align="center">Gol + eada</div>

Gol, goleador/a, golear and goleada are often used by Ecuadorians to talk about their favorite sport *fútbol* and its results.

In conclusion, *gol* is the Spanish adaptation of the English word *goal kick*. Since there is not a Spanish equivalent, we need to use it. It has filled a linguistic void in Spanish. Consequently, Spanish lexicon has grown through the use of this word. This term is usually used among Ecuadorians to talk about the results of their favorite sport *fútbol.*

Basquet or Basquetból:

Basquetból comes from the English word *basketball*. It dates back to 1892. *Basquetból* is a ball game that was invented by Americans. The Basketball Association (BAA) was formed in 1946. Also, the first game was played in Toronto, Ontario, Canada between

the Toronto Huskies and New York. In 1949 the BAA merged with the National Basketball League to form the National Basketball Association (NBA).   At the present time, the NBA is the top professional basketball league in the world. It manages its popularity, salaries, talent, and level of competition (Wikipedia the Free Encyclopedia, 2010).

Syntactic and semantic analysis:

In the following example, *basquetból* is used as a noun. "Los participantes del concurso de basquetbol femenino" (El Comercio, 2009).

In English and Spanish, this word has been used as a noun.

Morphological analysis:

Basquetból has adapted to its Spanish pronunciation to be accepted in Spanish. This is an assimilated lexical anglicism, and it is an entry in the Dictionary of the Spanish Royal Academy of Language. This word has other derived Spanish words.

In fact, we can add the Spanish suffix –ista to the Enlgish root, *basquetból* , to have a Spanish noun.

Basquetbol + ista

Finally, both *basquetból and basquetbolista* are used by Ecuadorians to talk about this popular sport.

In conclusion, *basquetból* has its Spanish equivalent *baloncesto*, and people prefer to use *baloncesto* instead of *basquetból*.

By doing this, we help to enrich the Spanish language. This is a good example of choosing Spanish words instead of English ones. This responsible practice will enriched our language, Spanish.

Next, due to the great development of technology and communications some anglicisms have been introduced trhough this field of study.   Some of these anglicisms are Internet, CD, DVD, computador, chat, browse, click, e-mail, cibercafé, and apply.

Internet:

Internet comes from the English word *Internet*. The origins of the Internet reach back to the 1960s when the United States funded research projects of its military agencies to build robust, fault-tolerant, and distributed computer networks.

The Internet is a global system of interconnected computer networks that use the standard Internet Protocol Suite (TCP/IP) to server billions of users worldwide. It is a network of networks that consists of millions of private, public, academic, business, and government networks of local to global scope that are linked by a broad array of electronic and optical networking technologies. The Internet carries a vast array of information resources and services, most notably the inter-linked hypertext documents of the World Wide Web (www) and the infrastructure to support electronic mail (Wikipedia the free Encyclopedia, 2010).

Syntactic and semantic analysis:

Internet is a noun in both English and Spanish. This term is used as a noun in the following example, "Internet inalámbrico" (El Extra, 2009).

Morphological analysis:

Internet is accepted by the Dictionary of the Spanish Royal Academy of Language, but it does not have any morphological changes.

In conclusion, *Internet* is a crude anglicism. In fact, it is used in the same form in both English and Spanish. With the development of the information technology field, we need to include this term in our Spanish lexicon. In fact, this term may enrich Spanish because Spanish does not have an equivalent word for Internet. Internet is a popular term used between Ecuadorians because they want to use this modern technological tool.

CD:

CD comes from the English *compact disc.* It dates back to 1965. A compact disc or CD is an optical disc used to store digital data. It was originally developed to store sound recordings exclusively, but later it also allowed the preservation of other types of data. Audio CDs have been commercially available since October 1982. They remain the standard physical storage medium for audio in 2010 (Wikipedia the Free Encyclopedia, 2010).

Syntactic and semantic analysis:

CD is used as a noun in both English and Spanish. This term is used as a noun in the following example, "Se vende CD gay " (El Extra, 2009).

Morphological analysis:

CD does not suffer any morphological changes when it is used in Spanish. It is a crude anglicism. This term is an entry in the Dictionary of the Spanish Royal Academy of Language.

Although *CD* has its Spanish equivalent *disco compacto*, people prefer to use *CD* instead. This is a good example of keeping the English names that come from new innovations in the information technological field. This term has enriched our language since it provides the opportunity to use new terms related to the informational technology field. Since Spanish is a dynamic language, it needs to include this term to keep pace with the modern technological development in which we are currently living.

DVD:

DVD comes from the English *Digital Video Disc.* It dates back to 1993. DVD or Digital Video Disc or Digital Versatio Disc is an optical disc storage media format, and it was invented and developed by Philips, Sony, Toshiba, and Time Warner in 1995. Its main uses are video and data storage. DVDs are of the same dimensions as compact

discs (CDs), but are capable of storing more than six times as much data. There are two types of DVDs. They are DVD-Video and DVD-Audio discs. These DVDs refer to properly formatted and structured video and audio content, respectively (Wikipedia the Free Encyclopedia, 2010).

Syntactic and semantic analysis:

DVD can be used as a noun in both English and Spanish. This term is used as a noun in the following example, "Burbano graba en el DVD de su casa los videos de los rivales de la Liga" (El Comercio, 2009).

Morphological analysis:

DVD has not suffered any morphological changes, but it is not accepted by the Dictionary of the Spanish Royal Academy of Language. It is a crude anglicism.

In conclusion, DVD is anglicism that is used in Spanish because we do not have a Spanish equivalent that we can use. The use of this term may enrich the Spanish language. Consequently, Spanish will be adjusting itself to the modern technological world.

Computador:

Computador comes from the English word *computer*. A *computer* is a programmable machine that receives input, stores and manipulates data or information, and provides output in a useful

format. The first electronic computers were developed around 1940 and 1945. They were the size of a large room, and they consumed a lot of power. Modern computers that are built using integrated circuits are millions to billions of times more capable than the early machines. They are also much smaller (Wikipedia the Free Encyclopedia, 2010).

Syntactic and semantic analysis:

This term is used as a noun in both English and Spanish. This term is used as a noun in the following example, "Mantenimiento de computadores" (El Comercio, 2009)

Morphological analysis:

Computador/a is the Spanish equivalent of *computer.* It is an assimilated anglicism. Also, it is accepted by the Dictionary of the Spanish Royal Academy of Language. New Spanish words can be created by using Spanish suffixes.

In fact, by adding the Spanish suffix –izar to the English root we have a Spanish verb.

Computar + izar

In addition, we can add the Spanish suffix –ización to the English root to get a Spanish noun.

Computar + ización

Next, we can add the Spanish suffix –es/s to form its Spanish plural form.

Computador + es or computadora + s

Finally, computador/a and all its Spanish derivatives are widely used among Ecuadorians.

In conclusion, computador is an accepted anglicism in Spanish. This is a popular term that most Ecuadorians use because we are living in a modern technological world. The use of this word and its Spanish derivatives has enriched Spanish language.

Chatear:

Chatear comes from the English word *chat*. It comes from the soldiers living in the trenches in World War One. When soldiers had some spare time they would huddle round each other and begin a conversation. While they were talking to each other, they would be squeezing or popping the lice. These little insects, known as lice, when squeezed would make a *chat* sound, hence the name *chatting* was used. An online chat is an Internet chat room or instant messaging system (Wikipedia the Free Encyclopedia, 2010).
Syntactic and semantic analysis:

Chatear and *chat* can be used as verbs in English and Spanish. This word is used as a verb in the following example, "Chatear en vivo" (El Extra, 2009)

Morphological analysis:

Chatear is a barbarism that is derived from the English verb *chat.* Its correct Spanish equivalent is *conversar* or *charlar.* Therefore, *chatear* is not an entry in the Dictionary of the Spanish Royal Academy of Language while *conversar or charlar* are valid entries in the the Dictionary of the Spanish Royal Academy of Language. This barbarism was created by adding the Spanish suffix –ear to the English root, chat.

By adding Spanish suffixes to the English root chat we can get some new Spanish words.

In fact, we can add the the Spanish suffix –eador to the English root chat to get a Spanish noun.

Chat + eador

Also, by adding the Spanish suffix –eo to the English root chat we can get a Spanish noun.

Chat + eo

Finally, chat and all its Spanish derivatives are much used among Ecuadorians because they try to use this new technological tool.

In conclusion, *chatear* is a barbarism that has its Spanish equivalent *conversar or charlar.* By using *conversar or charlar*, we will help in the development of Spanish instead of using this barbarism, which will damage the Spanish language. While using anglicisms in

Spanish, we need to be careful to distinguish angliscism from barbarisms because barbarisms are dangerous to a given language.

Browsear:

Browsear comes from the English word *browse.* It dates back to 15th century. It is to look over or though an aggregate of things casually especially in search of something of interest (Merriam Webster's Dictionary, 2010).

Syntactic and semantic analysis:

This term can be used as a verb in both English and Spanish. This term is used as a verb in the following example, "Browsear la página web" (La Hora, 2009).

Morphological analysis:

Browsear is a barbarism that was created by using the English root browse and the Spanish suffix –ar to make a verb.

Browse + ar

However, this term is a barbarism since its Spanish equivalent is *ojear, rastrear, or curiosar.*

In conclusion, barbarisms can be used as anglicisms. In fact, *browsear* is not an anglicism but a barbarism. Introducing barbarisms into Spanish would damage the Spanish language. In this case, Spanish may be enriched by using ojear, rastrear, or curiosar instead of browsear.

Clickear:

Clickear comes from the English word *click.* *Click* dates back to 1581. It is to select especially in a computer interface by pressing a button on a control device like a mouse (Merriam Webster's Dictionary, 2010).

Syntactic and semantic analysis:

This term can be used as a verb in both English and Spanish. This word is used as a verb in the following example, "Click en la sección de anuncios" (El Comercio, 2009).

Morphological analysis:

Clickear is not accepted by the Dictionary of the Spanish Royal Academy of Language because it is a barbarism. This term is made by adding the Spanish suffix –ear to the root, click.

<div align="center">Click +ear</div>

In conclusion, *clickear* is a barbarism. Therefore, we can use its Spanish equivalent *la acción de hacer clic* instead of using this barbarism. Even though the Spanish equivalent is a long expression, we would be better off if we used this expression instead of this barbarism. When dealing with these terms we need to be careful so that we do not end up damaging Spanish through the use of barbarisms.

Emailear:

Emailear comes from the English word *e-mail*. It dates back to 1982. It is to send and receive electronically mails (Merriam Webster's Dictionary, 2010).

Syntactic and semantic analysis:

In both English and Spanish, e-mail can be used as a noun or a verb. This word is used as a noun in the following example, "Podrás votar vía e-mail" (El Extra, 2009).

Morphological analysis:

Emailear is not accepted in the Dictionary of the Spanish Royal Academy of Language because it is a barbarism. This term was made by adding the Spanish suffix –ear to the root, e-mail.

<div align="center">Email +ear</div>

The Spanish equivalent of *emailear* is *enviar o recibir correos electrónicos.* Therefore, this Spanish equivalent should be used instead of *emailear.* However, people do not like to use its Spanish equivalent because it is a long expression. They prefer to use the short practical English term instead. Using this Spanish expression may enrich the Spanish language. We need to be carefully when using this term so that we do not use this barbarism which may damage the Spanish language.

Cybercafé:

Cibercafé comes from the English word *cybercafé*. An *Internet café or cybercafé* is a place where one can use a computer with Internet access, usually for a fee per hour or minute. It may serve as a regular café as well, with food or drinks being served. Cybercafés are a natural evolution of the traditional café (Wikipedia the Free Encyclopedia, 2010).

Syntactic and semantic analysis:

Both terms can be used as a noun in both English and Spanish. For example, "Ofertas especiales en el cibercafe" (El Extra, 2009).

Morphological analysis:

Cibercafé has suffered a morphological change to be used in Spanish contexts. The Spanish prefix *ciber* is accepted by the Dictionary of the Spanish Royal Academy of Language. In fact, we can use composition of this Spanish prefix with other Spanish words to make the following words.

The Spanish prefix ciber can be added to the word espacio, we have

Ciber + espacio

Also putting the prefix ciber and the word nauta, we have

Ciber + nauta

In addition, we can add the prefix ciber to café. Then we have

Ciber + café

These hybrid Spanish words have been used among Ecuadorians lately.

In conclusion, this term is widely used among young Ecuadorians because they want to communicate with all their friends by using new technologies. Cyber cafés are popular in Ecuador because people can communicate with their friends though the Internet there. Spanish may be enriched by the use of this term because we have an old word, café, with a modern word, ciber. And cibercafé fills the Spanish linguistic need to be used in our modern technological world.

Apply:

Aplicar comes from the English word *apply*. It dates back to the 14th century. It is to make an appeal or request especially in the form of a written application (Merriam Webster's Dictionary, 2010).
Syntactic and semantic analysis:

Both *apply and aplicar* can be used as verbs in both English and Spanish. For example, "Solicitan gente jóven para un trabajo en la provincia" (El Comercio, 2010). In this example, we can observe that the correct Spanish word has been used instead of apply.

Morphological analysis:

Aplicar has not suffered any morphological changes since it is a false friend of *apply,* and it has been used in an incorrect form in Spanish contexts. The right Spanish equivalent of *apply* is *solicitar.* Therefore, we should use *solicitar* instead of aplicar in Spanish contexts.

In conclusion, *aplicar* is a false friend of *apply.* We should use *solicitar* instead of *aplicar* to end up with the same meaning of this anglicism. This is a semantic anglicism. We need to be careful when using these terms so that we do not end up affecting our communication by using improper word forms.

Carpet:

Carpeta comes from the English word *carpet. Carpet* dates back to the 15th century. It is a surface or layer resembling or suggesting a carpet (Merriam Webster's Dictionary)

Syntactic and semantic analysis:

Both terms carpet and carpeta can be used as a noun in both English and Spanish. For example, "Limpieza y mantenimiento de alfombras" (El Comercio, 2009). In this example, we can see that the correct Spanish word has been used *alfombras* instead of *carpetas.*

Morphological analysis:

Because carpeta is a false friend of *carpet, it has not suffered any morphological changes.*   Carpet's correct Spanish term is *alfombra.* It is accepted as an entry in the Dictionary of the Spanish Royal Academy of Language.

In conclusion, using *carpeta* instead of *alfombra* may damage Spanish language. This is a semantic anglicism. We should be careful when using these terms so that we do not end up affecting our communication by using incorrect words.

In addition, we are going to analyze anglicisms in the entertainment field since this field brings some common used anglicisms. They are rock, club, fan, show, full, and hit.

Rock:

Rock dates back to 1823. It is a popular music usually played on electronically amplified instruments and characterized by a persistent heavily accented beat, repetition of simple phrases (Merriam Webster's Dictionary, 2010).

Syntactic and semantic analysis:

Rock can be used as a noun in both English and Spanish. *Rock* is used as a noun in the following example, "Una banda de rock gótico" (El Comercio, 2009).

Morphological analysis:

The word rock is used in both English and Spanish. This term is an entry in the Dictionary of the Spanish Royal Academy of Language. Using Spanish derivation, new Spanish words may be created by using this word.

In fact, we can add the Spanish suffix –ero/a to the root, rock, to have a Spanish adjective.

Rock + ero/a

Finally, *rock and rockero/a* are often used in Spanish communication.

In conclusion, *rock* is a pure anglicism that is usually used in both English and Spanish. Rock is a very popular kind of music that young Ecuadorians like to listen to. Consequently, this term has enriched Spanish language because we did not have a Spanish word to name this popular kind of music.

Club:

Club dates back to the 13th century. It is an athletic association or team (Merriam Webster's Dictionary).

Syntactic and semantic analysis:

Club is used in both English and Spanish. It can be used as a noun. For example, "Pero estamos conscientes que competimos con clubes que tienen chequeras más fuertes" (El Comercio, 2009).

Morphological analysis:

Club has an entry in the Dictionary of the Spanish Royal Academy of Language. Consequently, to form its plural form we add the suffix –es or –s to the end.

Club + es or club +s

Club and its Spanish plural form have been used in Spanish communication lately.

In conclusion, *club* is a crude anglicism that is used in both English and Spanish. Young Ecuadorians use *club* in their daily lives because they try to show their admiration for the American lifestyle. The excessive use of this term may damage Spanish language because we may forget its Spanish equivalent.

Fan:

Fan dates back to 1682. It is an enthusiastic devotee of a sport or a performing art (Merriam Webster's Dictionary, 2009)

Syntactic and semantic analysis:

Fan can be used as a noun in both English and Spanish. This term is used as a noun in the following example, "TV fan" (El Extra, 2009).

Morphological analysis:

Fan is an entry in the Dictionary of the Spanish Royal Academy of Language. This word has not suffered any morphologic changes. We can add the Spanish suffix –s to make its plural form.

Fan + s

In conclusion, *fan* is a crude anglicism. Also, Ecuadorians use this term very often. Although *admirador or seguidor* is a Spanish equivalent of fan, Ecuadorians like to use *fan* instead because they want to sound more up to date. This common practice may damage Spanish since we may lose the Spanish equivalent in the future.

Show:

Show dates back to the 12th century. It is to present a public spectacle or to perform (Merriam Webster's Dictionary, 2010).

Syntactic and semantic analysis:

Show can be used as a noun in both English and Spanish. Show is used as a noun in the following example, "Además disfruta del show cómico" (El Comercio, 2009).

Morphological analysis:

Show is an entry in the Dictionary of the Spanish Royal Academy of Language. This term has not suffered any morphological changes in order to be used in Spanish contexts. This is a crude anglicism. In addition, we can add the Spanish suffix –s to form its plural form.

Show + s

In conclusion, Ecuadorians prefer to use *show* instead of its Spanish equivalent *espectáculo* because they want sound more up to date. The continuous use of this term may damage Spanish because we may no longer use its Spanish equivalent. Furthermore, Ecuadorians use *show* because they want to be part of the globalized world especially in the entertainment field. In this case, we should use the Spanish equivalent instead of the anglicism. By doing this, we may help to enrich Spanish.

Full:

Full dates back to the 12th century. It is containing as much or as many as possible or normal (Merriam Webster's Dictionary, 2010). Syntactic and semantic analysis:

Full can be used as a noun in both English and Spanish. In fact, "Trooper 2003 full equipo" (El Comercio, 2009) shows that *full* is used as a noun.

Morphological analysis:

Full is not an entry in the Dictionary of the Spanish Royal Academy of Language. It has not suffered any morphological changes. It is an unassimilated lexical anglicism.

In conclusion, *full equipo* is a calque of *full equipment*. The correct Spanish translation is *completamente equipado*. We should

use the correct Spanish translation instead of using this calque because it may damage Spanish language.

Hit:

Hit dates back to the 15th century. It is a stroke of luck or a great success (Merriam Webster's Dictionary, 2010).

Syntactic and semantic analysis:

Hit can be used as a noun in both English and Spanish. This term is used as a noun in the following example, "Los hits del momento" (La Hora, 2009).

Morphological analysis:

Hit has not suffered any morphological changes. It is an unassimilated lexical anglicism. It is not an entry in the Dictionary of the Spanish Royal Academy of language. By using the Spanish rule, we can add –s to make its plural form.

Hit + s

In conclusion, *hit* has its Spanish equivalent *éxito* but people prefer to use *hit* instead because they want to show their admiration for the American lifesytle. This may be the result of American influence on younger Ecuadorian generations. Using this anglicism may change Spanish language because we may lose its Spanish equivalent in the future.

Finally, we are going to consider both semantic and syntactic anglicisms. The semantic anglicism is a calque. The syntactic anglicisms are syntactic innovations.

Semantic anglicisms:

This calque shows easily in the process of translation. They are known as false friends. We can see this in the following example. "Cartas a la Dirección" (El Comercio, 2009). This is an incorrect Spanish translation of "Letters to the Director". The correct Spanish translation would be "Oficios a la Dirección".

These false friends show that the incorrect use of Spanish words may damage the Spanish language since we may lose the correct Spanish equivalents. We need to be careful when using these borrowings because we may end up damaging Spanish if we do not use them properly.

Syntactic innovation:

Syntactic innovation contains a completely unknown construction in the recipient language, Spanish. In fact, estar siendo + past participle in Spanish is a syntactic loan translation from English am/is/are/ being + past participle. This type of borrowing can be found in the following example, "Un cuerpo fue arrojado en un terreno alejado" (El Extra, 2009). This syntactic anglicism will change

the internal structure of Spanish. After using this new structure regularly, we may not even recognize the great change the Spanish structure has suffered. The excessive use of passive voice in Spanish may change the internal structure of our language. This type of anglicism may damage the Spanish language forever.

While doing this linguistic analysis we have examined lexical, syntactic and semantic anglicisms. In the lexical anglicisms, we considered anglicisms in the sports, the technology and telecommunications, and the entertainment fields. Also we considered false friends in the semantic anglicisms. Finally, we considered the use of syntactic innovation in the syntactic anglicisms. All these anglicisms may damage Spanish because people are constantly using them without even realizing it.

Comparative Analysis

To do this analysis we are going to use Qualitative Data from the results section of this study. While doing this study, we considered lexical, semantic and syntactic anglicisms since they may change the Spanish language.

In the national newspaper "El Comercio", advertisements, news, sports, social pages, and reports have a frequency of 73%, 10%, 8%, 5%, and 4% respectively. These results show us that the advertisements section has the highest frequency of anglicisms. This

may be because many people try to write English words in their advertisements so that they can get more people to read it. Also, news sections have a high frequency of anglicisms since most of the international news is in English and therefore must be translated into Spanish. As a result, some English words are kept while doing the translations because they are not done by a linguist but rather by someone who is an expert in that particular theme.

In the local newspaper "La Hora", ads, social pages, sports, reports, and news have a frequency of 42%, 25%, 21%, 8% and 3% respectively. These results show the English influence on the Spanish language of Ecuador. The advertisements' section has the highest frequency use of anglicisms because they must include advertisements of new technological products which include loanwords from English. The social page's section also has a high frequency use of anglicisms because this section presents a lot of information about Hollywood stars. In addition, the sport's section has a high frequency in the use of anglicisms because some of the popular sports in Ecuador came from both American and British English.

In the tabloid "El Extra", advetisements, social pages, news, reports, and sports have a frequency of 74%, 21%, 3%, 2%, and 1% respectively. Since "El Extra" is a tabloid its main focus is on scandals and advertisements. Therefore, the advertisments' section

has the highest frequency in the use of anglicisms. This may be as a result of the new technological products that are sold in the Ecuadorian market. Also, social pages' section has a high frequency in the use of anglicisms because this section has a lot of information about local and foreign stars.

All these findings in our result's section, show that English is an important language that is changing Spanish in some ways.

Sociological Analysis

We have interviewed a linguist and several newspaper readers in order to do this analysis.

First, the linguist showed some concern about the future of Spanish if speakers keep using these terms. He compared the use of anglicism, in Spanish to a quiet cancer that will destroy the basic structure of our language. He pointed out that the lexical anglicisms are the ones that will not damage our language. However, the syntactic and semantic anglicisms will destroy the internal structure of our language. In addition, he mentioned that written media, like newspapers, are helping promote the use of anglicisms in Spanish. They are using the passive forms which are not common part of the Spanish language.

Newspaper readers expressed their concern about the excessive use of anglicisms used in Spanish. They fear that we will become a

simple copy of English in the future. Even though they understand the great influence of English in Spanish due to its globalization, they do not like the use of these anglicisms because they think it will damage the Spanish language.

Younger newspaper readers are in favor of using anglicisms because they want to be part of this new changing world. Also, they do not want to lose the original meaning when it is translated into Spanish.

Finally, if linguists do not make more of an effort to analyze and limit the acceptance of certain terms and structures, the Spanish language will eventually turn into a hybrid language.

Conclusions

- There is a considerable influence of anglicisms used in linguistic expressions used in Ecuadorian newspapers. The majority of these anglicisms are lexical anglicisms.

- Within the great development of technology, telecommunications, sports and information in general, many anglicisms have been introduced into Spanish. These words were introduced into Spanish without translation because users do not want to lose their original meaning.

- The more common lexical anglicisms used in Ecuadorian newspapers are crude anglicisms that are used in their original form in Spanish. In fact, some of them are Internet, computer, e-mail, fan, rock, full, etc.

- The semantic anglicisms used in Ecuadorian newspapers are false friends and cognates.

- A common syntactic anglicism used in Ecuadorian newspapers is the excessive use of passive voice in Spanish.

- Some of the anglicisms used in the linguistic analysis were accepted by the Dictionary of the Spanish Royal Academy of Language while others have suffered some morphological changes in order to be incorporated into the Spanish language. By doing this, Spanish has proven to be a dynamic language.

- Anglicisms are more often used in advertisements, sports, news, social pages and report sections of Ecuadorian newspapers. Because of their frequent use in Spanish, the Spanish Royal Academy of Language has included these English borrowings as entries in its dictionary.

- Some anglicisms were modified in order to be used in the Dictionary of the Spanish Royal Academy of Language, like fútbol, líder, etc,

- Many Ecuadorians show their concern about the excessive use of anglicisms nowadays. They fear that future generations will use these English-Spanish lexicons without being able to distinguish between them. Consequently, this phenomenon will produce a cultural invasion and a terrible loss of our identity.

- Younger generations are pleased with the increasing number of anglicisms used in Ecuadorian newspapers. They like to use English freely. However, an excessive use of anglicisms can damage the Spanish language.

- All Ecuadorians need to collaborate so that we can avoid the degradation of the Spanish language. This may be possible by the controlled use of anglicisms used in Spanish.

- Journalists should be responsible in the use of anglicisms because their jobs have direct consequences on newspapers' readers.

- Being part of this globalized world, Ecuadorians should learn at least two languages. Our first language would be Spanish while our second language would be English. Therefore, Spanish language may be enriched through the positive English influence.

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Annexes
ENTREVISTA

NOMBRE:
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SEXO:
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EDAD:
_____

PROFESIÓN:

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TEMA: EL USO DE ANGLICISMOS EN EL ESPAÑOL.

1.- ¿Qué influencia tiene en el habla cotidiana el uso de Anglicismos en el español?

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2.- ¿Cómo influye la introducción de nuevos Anglicismos en la Lengua Española en relación al Spanglish?

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3.- ¿Qué influencia ha tenido el uso de Anglicismos en la juventud actual?

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4.- ¿Qué aspectos negativos puede tener el uso de Anglicismos en el
español?

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5.- ¿Cuáles podrían ser las causas para el uso de Anglicismos en la
Lengua Española?

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ENTREVISTA

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EDAD:
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OCUPACION:
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TEMA: EL USO DE ANGLICISMOS EN EL ESPAÑOL.

1.- ¿Qué quiere decir o que entiende por anglicismos?
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2.- ¿Qué aspectos negativos puede tener el uso de anglicismos?
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3.- ¿A qué se debe el uso de anglicismos en nuestra lengua?
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4.- ¿Cree que en los periódicos exista un excesivo uso de anglicismos?

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5.- ¿Qué influencia pueden tener los periódicos para el uso de anglicismos en nuestra lengua?

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6.- ¿A su criterio el uso de anglicismos en los periódicos es malo o bueno?, ¿Porqué?

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7.- ¿Cree que se pueda disminuir el incremento de anglicismos en los periódicos?

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