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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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CERTIFICATION

Dra. Carmen Benítez Correa – Thesis Advisor

CERTIFIES THAT:

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

Loja, July 30th , 2010

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Contents

ABSTRACT

This research on Anglicisms was carried out in the city of Guayaquil – Ecuador and was based on the data found in three types of newspapers, which we will call variables, collected from Monday October 12th, 2009 to Sunday October 18th, 2009 (twenty-one newspaper sets in total). The main instruments employed to work with this data were nineteen charts used to record, classify and analyze the anglicisms found in the above mentioned sources.

Through this research, it was found out that the number of anglicisms used in these Ecuadorian newspaper samples (a national newspaper, a local newspaper, and a tabloid) was reasonably high, as expected by the author, although one of the general guidelines for this work had been to raise awareness of the unnecessary use of these foreign terms.

Although there are existing translations in our language for such foreign terms, Ecuadorian newspapers prove a remarkable preference to use certain anglicisms over their Spanish equivalents, especially in fields such as: technology, fashion, entertainment and arts. Interestingly, in the present, many of these foreign terms are real, frequently used components of the Spanish language, whose inclusion in the Diccionario de la Lengua Española has been even accepted by the Real Academia Española itself.

INTRODUCTION

Why a descriptive analysis of Anglicisms used in Ecuadorian newspapers? Simply because they are right there and we cannot ignore them. The frequent use of anglicisms in Ecuadorian newspapers actually represents a reflection of the use of our Spanish language as a whole in our society. Interestingly, these foreign terms are not used sporadically but frequently and spontaneously by our newspapers, which evidence total openness to their use.

Although there is a limited availability of studies regarding the use of anglicisms, those by Pountain (1999 and 2004) proved to be crucial to understand this phenomenon and expand our knowledge on this matter. The researches of Pountain are categorical when they conclude that the Spanish language is continuously changing and will keep on changing with or without the influence of the English language. Lázaro Carreter (1996) supports this assertion when he reflects on the fact that languages are in constant transformation and that a non-changing tongue could only be spoken at a cemetery.

Cabré, Bach & Martí (2006), reporting a statement of Manuel Seco on the evolution of the Spanish language (1995), also represents one of the most important fundamentals of our research. They report that the Spanish language has been changing throughout time by the inclusion or adaptation of foreign terms into its lexis and

that our language would virtually disappear if we eliminated all its foreign additions, including anglicisms.

Despite the accessibility to these studies, broader researches are unfortunately scarce, especially in our local context. It was therefore necessary to carry out a study of this type in order to provide the scientific and civil community of our country with more reliable information on the unmanageable and unstoppable inclusion of anglicisms into our Spanish language via newspapers.

One of my main motivations for the carrying out of this work was my thirst for knowledge about a little researched linguistic field, whose condition made it professionally appealing to me. Additionally, there would an invaluable reward; my bachelor degree. Both the resources used and the limitations faced along this research represented a worth-accepting sacrifice, being time its main feature.

From the very beginning, the guidelines of this research were given and, therefore, it was important to go through its specific objectives in order to state their fulfillment. Our first objective was to determine the level of influence of the English language on the linguistic expressions used in Ecuadorian newspapers. This objective was achieved 100% since our research determines a dramatic influence of the English language on the linguistic expressions used in our newspapers. To prove this assertion, 1.077 anglicisms were found in our samples (see Results section).

Our second objective was to identify syntactic and lexical anglicisms more commonly used in newspaper material in Ecuador. In this concern, although our research did succeed in identifying the most commonly used lexical anglicisms in our newspapers in Ecuador, which are recorded in the Results section of this work, it must be admitted that to identify syntactic anglicisms in these texts was much more complicated. The inadequate data found is not enough so as to produce a detailed report about them. These facts then reveal a mere 50% completion of this second objective.

Our third objective was to make a deep analysis of the anglicisms found in Ecuadorian newspapers regarding etymological, syntactic-semantic and morphological aspects. Regarding this matter, there was not any obstacle in tracing the origins and usages of these anglicisms. In fact, finding out that eight out of the thirty samples analyzed (26%) have been already accepted by the Real Academia Española is quite revealing in terms of the linguistic policies of RAE. We can say then that we attained 100% of this objective as well.

Our fourth objective was to determine the written sections of Ecuadorian newspapers in which anglicisms are mostly used. This identification was 100% successful given that the difference in the number of terms found from section to section varies considerably, as it is registered throughout this study. This let us clearly see the trend of certain sections to use a larger number of anglicisms.

Our fifth objective was to know the level of acceptance Ecuadorians have on the use of anglicisms in newspapers. This factor was mainly measured by the common imperceptiveness of the 'foreignness' of the words individuals usually read on our newspapers. Although anglicisms favor certain fields more than others, the level of acceptance that Ecuadorians have on the use of anglicisms in newspapers is very high, irrespective of the topic being addressed. This generalized imperceptiveness of the foreignness of certain frequently used words lets us claim a full acceptance on the use of anglicisms in Ecuadorian newspapers; and therefore, a 100% success in our objective.

This adventure of discovery in the world on anglicisms has definitely provided me with great satisfaction.

METHODOLOGY

The carrying out of this research was started with the daily collection of three different types of newspaper available in the city of Guayaquil – Ecuador. The newspapers (Extra, a tabloid; Expreso, a local newspaper; and El Universo, a national newspaper) were collected from Monday October 12th, 2009 to Sunday October 18th, 2009 being twenty-one newspaper sets in total; however, to make this research much more practical yet, they were later subdivided into five sub-variables focusing on five of their sections, namely; news, ads, reports, social pages and sports.

The Methodology used on this research consisted on several stages, processes and instruments. The research was performed based on a Descriptive and Analytical Design given that we explored several sources, which were later divided into several sub-fields or sub-variables so as to apply different types of measuring criteria (frequency and usage, for example) and as a result we obtained different types of results or information. The use of variables and sub-variables in our study provides it with this descriptive feature.

Before starting working with the anglicisms themselves, it was necessary to start a research on the theoretical background part of our study, which was performed with the help of books, magazines and the Internet, and of which first draft was due for revision on November 15th, 2009. It is important to mention that as a backup source for the research I interviewed two Ecuadorian teachers of

General and Business English, along with a British teacher of conversational English. In addition, I had the opportunity to interview a journalist for Vistazo magazine, and two Argentinean TV producers engaged in educational productions. I asked them about their overall knowledge and perception of the anglicisms phenomena.

After November 15th, the anglicisms (confirmed or suspected) were searched and highlighted manually one by one along with their context. Then the highlighted anglicisms were classified and typed for their individual analysis at the website of the Real Academia Española.

Our main instruments to collect and organize the initial data from the variables and sub-variables were nineteen Tabulation Charts (see Annex 1). These nineteen instruments helped us record our data through qualitative and quantitative tabulations. These instruments recorded the anglicisms found, the clauses and the titles of the articles where they were found, the dates of their appearance on the newspaper samples, and their word repetition number.

Once the data was available, a second stage took place through a statistical analysis, which produced interesting data regarding the most frequently used anglicisms. Here it was necessary to make use of a very helpful word processor called TED Notepad, which helped us handle the terms in many ways; alphabetically, numerically, and statistically.

Once we had tabulated the anglicisms found in the variables, a new stage of the research took place. Ten occurrences per variable went through a linguistic, comparative and sociolinguistic analysis. These analyses provided us with insights related to the etymology and morphology of our anglicisms and their original English terms, as well as their distinctive syntactic and semantic usages. These analyses made it possible to perform a further comparative analysis, which resulted in the introduction of more concise and accurate statistical results.

RESULTS

The following work is part of a broader research on Anglicism carried out in the city of Guayaquil – Ecuador. This section will be called "Results" and will provide data related to those anglicisms found in the following sources: a national newspaper, "El Universo", which is considered as the most widely-read newspaper in Ecuador; a local newspaper, "Expreso", which is considered as the second most widely-read newspaper in the city of Guayaquil (the largest in population); and, a tabloid "Extra", which is opposed by the formal and high class sectors of our country due to its unrestricted language and harsh communication style. These three sources will be called Variables. To make it more manageable yet, five sub-variables were produced: news, ads, reports, social pages, and sports.

Qualitative tabulation

Chart One

Variable: National Newspaper "El Universo"

Subvariable: News

Anglicisms	Examples	Word repetition number	Title of the article	Date
EXPRESS	Casos de robos express	4	Falsos taxistas	12/10/2009
EXPRESS	Cometieron secuestro express	1	Romo defiende reformas penales	13/10/2009
IDENTIKITS	A través del identikit	2	Falsos taxistas	12/10/2009

GAYS	Por los derechos gays	2	Obama ovacionado	12/10/2009
SKIMMING	Parecido al skimming	1	Banda con nueva forma de clonar	13/10/2009
BOY SCOUTS	Boinas y boy scouts	1	Julio Vizuete teme ser entregado	13/10/2009
CHIP	Debía tener chip	1	134 clientes interesados en migrar de operadora	14/10/2009
SOFTWARE	Computación y software	1	Los tarjeteros operaban en Urdesa	15/10/2009
WEB	Pagina web	1	Fabricio habla de incrementos	17/10/2009
LAPTOP	Ahí estaba la laptop	2	El robo como móvil de crimen	17/10/2009
LAPTOPS	Entregó últimas laptops	2	En Uruguay todos tienen laptops	16/10/2009
LAPTOPS	Puedes usar sus laptops	1	Malecones en las islas Galápagos con internet	18/10/2009

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Chart Two

Variable: National Newspaper "El Universo"

Subvariable: Ads

ANGLICISMS	Examples	Word repetition number	Title of the article	Date
AUTOSHOW	Autoshow 2010	1	Automobile	16/10/2009
AUTOSHOW	Autoshow 2010	3	Automobile	17/10/2009
AUTOSHOW	Autoshow 2010	5	Automobiles	15/10/2009
AUTOSHOW	Autoshow 2010	1	Automobile	12/10/2009
AUTOSHOW	Autoshow 2010	1	Automobile	18/10/2009
BAR TENDER	Se necesita bar tender	1	Jobs	12/10/2009

BBQ	BBQ, lavandería	1	Real estate	18/10/2009
BARMAN	Se necesita barman	1	Jobs	13/10/2009
BLUETOOTH	Bluetooth,...	1	Electronics	18/10/2009
BLUETOOTH	Bluetooth,...	2	Electronics	17/10/2009
BUFFET	Buffet,...	2	Services & catering	16/10/2009
BUSINESS STRATEGY	Catedrático de business strategy	1	Educational services	15/10/2009
BUSINESS TRAINING	Director corporativo de business training	1	Educational services	15/10/2009
CD PLAYER	CD player,...	1	Automobile	17/10/2009
CD PLAYER	CD player,...	1	Automobiles	16/10/2009
CALL CENTER	Para call center	2	jobs	14/10/2009
CALL CENTER	Se necesita para call center	1	Jobs	13/10/2009
CLOSETS	Closets y anaqueles	2	Miscellaneous products	12/10/2009
CLOSETS	Closets,...	1	Real estate	16/10/2009
CLOSETS	Closets,...	2	Real estate	17/10/2009
CLOSETS	Closets...	1	Real estate	13/10/2009
CLOSETS	Closets...	1	Real estate	14/10/2009
CLOSETS	Closets...	1	Real estate	15/10/2009
CLUB	Club de lectores de El Universo	1	Miscellaneous services	16/10/2009
CLUB	Club de lectores de El Universo	5	Miscellaneous services	18/10/2009
DVD	DVD,...	1	Electronics	16/10/2009
DVD	DVD,...	3	Electronics	12/10/2009
DVD	DVD...	1	Electronics	15/10/2009
DVD	DVD...	3	Electronics	13/10/2009
DVD	DVD...	3	Electronics	14/10/2009
DVD	Quemador de DVD	4	Electronics	12/10/2009
DVD WRITER	DVD writer,...	4	Electronics	17/10/2009

DVD WRITER	DVD writer,...	5	Electronics	18/10/2009
DVD WRITER	DVD writer,...	1	Electronics	13/10/2009
DVD WRITER	DVD writer,...	2	Electronics	14/10/2009
DISC JOCKEY	Disc jockey para todo evento	4	Jobs	16/10/2009
DISC JOCKEY	Disc jockey para todo evento social	3	Jobs	18/10/2009
DUPLEX	Duplex,	2	Real estate	18/10/2009
FULL	Full equipo	20	Automobile	13/10/2009
FULL	Full equipo	30	Automobile	12/10/2009
FULL	Full equipo	46	Automobile	15/10/2009
FULL	Full equipo	49	Automobile	14/10/2009
FULL	Full,	37	Automobile	18/10/2009
FULL	Full,...	29	Automobile	17/10/2009
FULL	Full,...	45	Automobiles	16/10/2009
GREEN LIGHT	El green light	1	Medical services	15/10/2009
HIGH FREQUENCY	Tratamiento con high frequency laser	1	Medical services	13/10/2009
JACUZZI	Jacuzzi, ...	4	Real estate	12/10/2009
JACUZZI	Jacuzzi,...	1	Real estate	16/10/2009
JACUZZI	Jacuzzi,...	3	Real estate	17/10/2009
JACUZZI	Jacuzzi.	3	Real estate	13/10/2009
JACUZZI	Jacuzzi...	3	Real estate	14/10/2009
JACUZZI	Jacuzzi...	4	Real estate	15/10/2009
JEANS	Jeans a $39,99	1	Clothing	18/10/2009
LCD	LCD Sony Bravia	3	Electronics	16/10/2009
LCD	LCD,...	9	Electronics	18/10/2009
LCD	LCD ...	3	Electronics	14/10/2009
LCD	LCD...	3	Electronics	13/10/2009
LCD FLAT PANEL	Monitor LCD flat panel	6	Electronics	12/10/2009
LCD FLAT PANEL	LCD flat panel,...	4	Electronics	13/10/2009
LAPTOP	Laptop,...	2	Electronics	13/10/2009
LAPTOP	Laptop,...	5	Electronics	16/10/2009

LAPTOP	Laptop,...	6	Electronics	18/10/2009
LAPTOP	Laptop...	2	Electronics	15/10/2009
LAPTOP	Laptop...	6	Electronics	14/10/2009
LAPTOP	Mini laptop	6	Electronics	12/10/2009
LOBBY	Lobby...	1	Real estate	14/10/2009
MBA	Ing. Jaime Lozada, MBA	1	Educational services	13/10/2009
MP3	MP3,	2	Automobile	18/10/2009
MP3	MP3...	1	Electronics	15/10/2009
MAGISTER	Magister en microbiología	1	Educational services	17/10/2009
MALL	Cerca del mall	1	Real estate	12/10/2009
MARKETING	Ing. en Marketing	2	Educational services	17/10/2009
MARKETING	Marketing y publicidad	2	Educational services	12/10/2009
MASTER	Títulos de master	2	Educational services	17/10/2009
MEZZANINE	En mezzanine	2	Real estate	12/10/2009
MINI LAPTOP	Mini laptop,	1	Electronics	18/10/2009
MOUSE	Mouse,...	2	Electronics	17/10/2009
MOUSE	Mouse,...	3	Electronics	18/10/2009
OFF	20% off Tommy Hilfiger	1	Clothing	16/10/2009
OFF	20% off Tommy Hilfiger	1	Clothing	18/10/2009
PC	PC completa	1	Electronics	12/10/2009
PC	PC...	1	Electronics	13/10/2009
PC	PC...	1	Electronics	15/10/2009
PENDRIVE	Pendrive,	2	Electronics	18/10/2009
PENTHOUSE	Penthouse,	1	Real estate	18/10/2009
PENTHOUSE	Penthouse, ...	3	Real estate	12/10/2009
PENTHOUSE	Penthouse...	1	Real estate	13/10/2009
PENTHOUSE	Penthouse...	1	Real estate	14/10/2009
PLAYER	Player,...	1	Electronics	16/10/2009
PREMIUM	Beneficios premium	1	Food services	12/10/2009
RAM	Memoria RAM	6	Electronics	12/10/2009

RAM	RAM,…	5	Electronics	17/10/2009
RAM	RAM,…	8	Electronics	18/10/2009
RAM	RAM…	1	Electronics	13/10/2009
RANKING	Ranking estudio de calidad	1	Educational services	12/10/2009
SOLARIUM	Solarium, …	1	Real estate	12/10/2009
STUDIO	Studio,	1	Real estate	18/10/2009
STUDIO	Studio,…	1	Real estate	16/10/2009
SUITE	Suite,	3	Real estate	18/10/2009
SUITE	Suite,…	5	Real estate	16/10/2009
SUITE	Suite,…	7	Real estate	17/10/2009
SUITES	Suites, …	10	Real estate	12/10/2009
SUITES	Suites…	1	Real estate	13/10/2009
SUITES	Suites…	5	Real estate	14/10/2009
SUITES	Suites…	5	Real estate	15/10/2009
SUN ROOF	Sun roof,…	1	Automobile	17/10/2009
SUN ROOF	Sun roof,…	1	Automobiles	16/10/2009
SUNROOF	Sun roof,	1	Automobile	18/10/2009
TRAILERO	Chofer trailero	1	jobs	15/10/2009
TRAILERO	Trailero se necesita	1	Jobs	16/10/2009
TRAILERO	Trailero se necesita	1	Jobs	18/10/2009
TUNEADO	En buen estado y tuneado	1	Automobile	12/10/2009
UPS	UPS…	1	Electronics	13/10/2009
UPS	UPS…	1	Electronics	14/10/2009
USB	USB	1	Electronics	15/10/2009
USB	USB,…	1	Electronics	16/10/2009
VIP	VIP $62	1	Entertainment	18/10/2009
VIP	VIP,…	1	Electronics	16/10/2009
WEB	Cámara web,…	2	Electronics	18/10/2009
WEB	En la página web	1	Electronics	12/10/2009
WEB	Página web	1	Miscellaneous services	15/10/2009
WEB	Web,…	1	Electronics	17/10/2009
WIFI	WiFi,…	1	Electronics	18/10/2009

		Word repetition number	Title of the article	Date
AUTOSHOW	Autoshow 2010	1	Eventos	14/10/2009
CLUB	Club de lectores	2	Club de compras	14/10/2009
EXECUTIVE	Master executive en logística integral	1	Educational services	13/10/2009
MASTER	Master executive en logística integral	1	Educational services	13/10/2009
OFF	20% off	1	Products	14/10/2009
PLAYER	Blu ray player	1	Club de compras	14/10/2009
STOCK	Hasta agotar stock	1	Automobiles	14/10/2009
WEB	Página web	1	Servicios varios	14/10/2009

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Chart Three

Variable: National Newspaper "El Universo"

Subvariable: Social Pages

Anglicisms	Examples	Word repetition number	Title of the article	Date
BLUES	Un poco de blues	1	Agenda de fin de semana	16/10/2009
COUNTRY	Estilo country moderno	1	La agenda de Guayaquil	16/10/2009
COVER	No cover	3	Cuando ellas son dueñas de la noche	17/10/2009
DVD	Junto a un DVD	1	Papo Lucca, el pianoman	18/10/2009
FILME	Protagonista del filme	1	Paz Vega abrió festival en Roma	18/10/2009
FUNK	Mezcla de funk, pop, jazz, rock	2	Cuando ellas son dueñas de la noche	17/10/2009
HALL	Hall del hotel	1	Papo Lucca, el pianoman	18/10/2009

HEAVY ROCKER	Lucir como un heavy rocker	1	15 años cantando música latinoamericana	16/10/2009
JAZZ	Con técnicas de jazz	1	La agenda de Guayaquil	16/10/2009
JAZZ	Mezcla de funk, pop, jazz, rock	2	Cuando ellas son dueñas de la noche	17/10/2009
JEAN	Viste en jean	1	15 años cantando música latinoamericana	16/10/2009
JEANS	Un par de jeans	1	No puedo quejarme	12/10/2009
LATIN KAZZ	Salsa y latin jazz	4	Papo Lucca, el pianoman	18/10/2009
LOBBY	En el lobby …	1	Obra el gato simple	17/10/2009
MARKETING	Alumnus de marketing	1	La agenda de Guayaquil	16/10/2009
PIANOMAN	El pianoman	2	Papo Lucca, el pianoman	18/10/2009
PIERCING	Y algunos piercings	1	15 años cantando música latinoamericana	16/10/2009
POP	Artista pop	4	Panda triunfó en MTV	18/10/2009
POP	Mezcla de funk, pop, jazz, rock	2	Cuando ellas son dueñas de la noche	17/10/2009
POP	Temas pop	1	Agenda de fin de semana	16/10/2009
REALITY	De un reality panameño	1	Panañemo Makano y su Reggaeton	16/10/2009
REALITY	En el reality…	1	Obra el gato simple	17/10/2009
ROCK	De la música rock	3	Agenda de fin de semana	16/10/2009

			Cuando ellas son dueñas de la noche	
ROCK	Mezcla de funk, pop, jazz, rock	3	Cuando ellas son dueñas de la noche	17/10/2009
ROCK	Por explorar el rock, country	1	Cuando cantar es una cuestión de voluntad	14/10/2009
SHOW	Con un gran show	3	Panda triunfó en MTV	18/10/2009
SHOW	Mañana darán un show	1	Panañemo Makano y su Reggaeton	16/10/2009
VIP	Silla VIP $21	1	Concierto de José José	16/10/2009
CHEF	La legendaria chef Julia	2	Julia & Julie	13/10/2009
CLUB	Primeros días de club	1	Cuando cantar es una cuestión de voluntad	14/10/2009
COUNTRY	Por explorar el rock, country	1	Cuando cantar es una cuestión de voluntad	14/10/2009
FILME	Es un filme en el que	2	Este cambio nace de la astronomía	14/10/2009
GOLDEN	$31 golden	1	Concierto de José José	16/10/2009
JAZZ	Carrera de jazz y música	1	Concierto de guitarra en Rimsky	13/10/2009
JAZZ	La carrera de jazz	1	Concierto de guitarra en Rimsky	14/10/2009
LOBBY	En el lobby del Centro…	1	Orquesta de cámara en el MAAC	15/10/2009
POP	El rey del pop	1	Ya se escucha el nuevo single de Michael Jackson	13/10/2009

Anglicisms	Examples	Word repetition number	Title of the article	Date
PUNK	Al grupo de punk	1	LEGO llevo su música a los MTV	13/10/2009
SHOW	El show de alta costura	1	Bollywood en semana de la moda	15/10/2009
SHOW	Empezó el show	1	Juanita Córdova celebró a lo grande	14/10/2009
SINGLE	El nuevo single	1	Ya se escucha el nuevo single de Michael Jackson	13/10/2009
WHISKY	Un vaso de whisky	2	Desde niño fui tímido	15/10/2009

Author: Rubén Morán Molina

Chart Four

Variable: National Newspaper "El Universo"

Subvariable: Reports

Anglicisms	Examples	Word repetition number	Title of the article	Date
BBQ	En salsa BBQ	1	Carta de platos con sugerencias	12/10/2009
BLOG	Blog,…	1	Vida digital	17/10/2009
CD	Los CD's se pueden limpiar	3	Método para reciclar CD/DVD	17/10/2009
CHEESECAKE	Cheesecake de oreo	1	Carta de platos con sugerencias	12/10/2009
CHEF	El chef agrega	2	Carta de platos con sugerencias	12/10/2009
CLÓSET	Socialista de clóset	1	¿A dónde fuimos nosotros?	12/10/2009
DVD	Un DVD con un concierto	1	Pimpinela…	12/10/2009
E-MAIL	Habilitó el e-mail	1	Cámara con asesoría legal	17/10/2009

E-MAIL	Él me envió un e-mail	1	Guayaquileña en bici	12/10/2009
EXPRESS	Secuestros express	4	Los rostros de la inseguridad	17/10/2009
FANS	Club de fans "Histeria"	1	La pachanga enamoró	12/10/2009
FILMES	También hizo tres filmes	3	Pimpinela…	12/10/2009
FRIKI	Friki rareza tecnológica	1	Teoría Light	12/10/2009
GEEK	Geek para denominar	1	Teoría Light	12/10/2009
HIGH DEFINITION	Cámaras high definition	1	La movida guayaquileña	15/10/2009
JAZZ	Fui músico de jazz	1	José José no añora la fama	16/10/2009
LIGHT	La teoría light	1	Teoría Light	12/10/2009
NERDS	Los nerds pueden sentir	2	Teoría Light	12/10/2009
ON-LINE	On-line,…	1	Vida digital	17/10/2009
PHD	Que un funcionario tenga un PHD	1	Mujer gana Nobel de economía	13/10/2009
PIQUEOS	No pueden faltar los piqueos	1	Carta de platos con sugerencias	12/10/2009
QUICK	El quick está…	1	Teoría Light	12/10/2009
RAP	Un video de rap	2	Miley Cyrus en Twitter	12/10/2009
ROCK	Canciones rock	1	Que vueltas da la vida	16/10/2009
ROCK	Especializada en rock	1	Premios 40 principales	12/10/2009
SHOW	Fue el show que deleitó	1	La pachanga enamoró	12/10/2009
SHOW	Un show en el que quería	2	La noche de un príncipe amado	17/10/2009
SHOW	Voy a hacer un show	1	José José no añora la fama	16/10/2009

SOFTWARE	Empresas ecuatorianas desarrollan software	1	Empresas ecuatorianas desarrollan software	16/10/2009
SOFTWARE	La industria de software	6	La industria del software no alcanzará sus metas	18/10/2009
STANDS	Once stands ubicados	1	Rodeo y control de arma	12/10/2009
TOP MODEL	La top model Heidi Klum	1	Heidi Klum y Seal	12/10/2009
VIDEO CLIP	Mejor video clip	1	Premios 40 principales	12/10/2009
WEB	Publica el sitio web	1	Heidi Klum y Seal	12/10/2009
WEB	…ofrecerá canciones por $5	1	Sitio en la web ofrecerá canciones por $5	18/10/2009
WHISKY	Whisky con agua	1	La noche de un príncipe amado	17/10/2009
DIP	Para el dip de pollo	5	Mousses fríos con vegetales	13/10/2009
HARDWARE	Las ventas del hardware	1	El mundo de los pixeles	14/10/2009
MOUSSES	Mousses fríos	1	Mousses fríos con vegetales	13/10/2009
RALLY	Que se quieran unir al rally	2	Pedaleando a Quito	13/10/2009
REPRISSE	Y los sábados reprisse	1	La movida guayaquileña	15/10/2009
WHISKY	Cajas de whisky	2	Decomisaron whisky	13/10/2009

Author: Rubén Morán Molina

Chart Five

Variable: National Newspaper "El Universo"

Subvariable: Sports

Anglicisms	Examples	Word repetition number	Title of the article	Date
BACK	Tres back centros	1	Fue error festejar demasiado	12/10/2009
BOXES	Después en boxes	1	Alonso sabía de la trampa	18/10/2009
HITS	4-2 por hits	1	Filies eliminaron a rockies	14/10/2009
HITS	Seis hits en doce turnos	2	Dodgers a la final	12/10/2009
HITS	Solo dos hits	1	Los Dodgers igualan a 1	18/10/2009
INNINGS	Por siete innings	1	Los Dodgers igualan a 1	18/10/2009
INNINGS	Primer inning	2	Filies eliminaron a rockies	14/10/2009
INNINGS	Siete innings	1	Dodgers a la final	12/10/2009
JONRÓN	Despachó un jonrón	1	Dodgers a la final	12/10/2009
KARTING	Provincial de karting	3	Este sábado se corre 3er valida de karting	14/10/2009
MASTERS	El primer masters	2	Djokovic se llevó trofeo	12/10/2009
MASTERS	En el masters 1000	1	Novak Djokovic volverá a ser 3ero	15/10/2009
PENALTY	La mano penalty	2	¿Es solo culpa del juez?	12/10/2009
PITCHEO	Además del dominante pitcheo	1	Los Yankees vs Angelinos	13/10/2009

			Dodgers a la	
PLAY OFFS	Rival en play offs	2	final	12/10/2009
PLAYOFF	El inicio del playoff	1	Yankees ganaron	17/10/2009
PLAYOFFS	Clasificados a playoffs	1	Las series de campeonatos de las Grandes Ligas	15/10/2009
PLAYOFFS	El playoff por el banderín	3	Filies eliminaron a rockies	14/10/2009
PLAYOFFS	En unos playoffs	1	Los Dodgers igualan a 1	18/10/2009
RALLY	El nacional de rally	1	119 km en final de rally	14/10/2009
ROUND	El octavo round	1	Bestia Quiñonez ganó en retorno	17/10/2009
DOWNHILL	Modalidad downhill urbano	2	Emociones en el cerro Santa Ana	13/10/2009
HACKER	Se burló el hacker	2	Piratean la pagina web de Maradona	13/10/2009
INNINGS	Seis y un tercio de innings	1	Los Yankees vs Angelinos	13/10/2009
MASTERS	el masters en Londres	1	Andy Roddick	13/10/2009
RANKING	Del ranking nacional	3	Emociones en el cerro Santa Ana	13/10/2009
RANKING	Lidera el ranking	1	3648 millones en Liga Premier	16/10/2009
WEB	Piratean la página web	1	Piratean la pagina web de Maradona	13/10/2009

Author: Rubén Morán Molina

Chart Six

Variable: Local Newspaper "Expreso"

Subvariable: News

Anglicisms	Examples	Word repetition number	Title of the article	Date
CLOWN	El multimillonario clown del espacio	2	El multimillonario clown del espacio	12/10/2009
FLASHES	Los flashes iban y venían	1	Comunicación se analiza	16/10/2009
GAY	Derechos de los gays	1	Obama deroga ley contra homosexuales	12/10/2009
HACKERS	Hackers atacan	1	Hackers atacan pagina de la Confederación Sudamericana	14/10/2009
SHERIFF	El sheriff indicó	1	Un niño tuvo en vilo a los EEUU	16/10/2009
SHOW	Preparó un show artístico	1	Balance positivo entrega municipio	12/10/2009
TOUR	Tour de Francia	3	Investigan a Astana por presunto dopaje	14/10/2009
EXPRESS	Secuestro express	1	Al gobierno le preocupa la inseguridad	18/10/2009
EXPRESS	Un secuestro express	2	País plantea que robo de más de $21 sea penado	15/10/2009
HACKERS	Hackers atacaron web	2	Hackers atacaron web oficial de Maradona	13/10/2009
RANKING	En el ranking	3	Es Rafael Correa	17/10/2009

Anglicisms	Examples	Word repetition number	Title of the article	Date
RANKING	Ranking latinoamericano	2	Latinoamérica tiene una entre 200 mejores universidades	14/10/2009
WEB	Hackers atacaron web	3	Hackers atacaron web oficial de Maradona	13/10/2009

Author: Rubén Morán Molina

Chart Seven

Variable: Local Newspaper "Expreso"

Subvariable: Ads

Anglicisms	Examples	Word repetition number	Title of the article	Date
AUTOSHOW	Autoshow 2010	1	Automobile	12/10/2009
AUTOSHOW 2010	Autoshow 2010	1	Automobile	17/10/2009
BBQ	BBQ, …	1	Real estate	18/10/2009
BUFFET	Buffet, …	1	Catering services	15/10/2009
BUFFETS	Buffets, …	1	Catering Services	13/10/2009
BUFFETS	Buffets, …	1	Catering services	14/10/2009
BUFFETS	Buffets, …	1	Catering services	18/10/2009
BUFFETS	Buffets,…	2	Miscellaneous Services	12/10/2009
CD	CD, …	1	Electronics	16/10/2009
CALL CENTER	Se necesita para call center	1	Jobs	14/10/2009
CLUB	Club de suscriptores	2	Miscellaneous services	14/10/2009
DISC JOCKEY	Disc jockey, …	1	Jobs	13/10/2009
DISC JOCKEY	Disc jockey, …	1	Jobs	18/10/2009
DISC JOCKEY	Disc jockey,…	2	Jobs	12/10/2009

			Educational services	18/10/2009
E-BRANDING	E-branding, …	1	Educational services	18/10/2009
E-BRANDING	Educación en E-marketing	1	Educational services	15/10/2009
E-COMMERCE	E-commerce,…	1	Electronics	12/10/2009
EXECUTIVE	Executive MBA	1	Educational services	18/10/2009
FULL	Full equipo	1	Automobile	14/10/2009
FULL	Full equipo	2	Automobile	16/10/2009
FULL	Full equipo	4	Automobile	12/10/2009
FULL	Full equipo	5	Automobile	18/10/2009
FULL	Full, …	2	Automobile	13/10/2009
FULL	Full, …	2	Automobile	15/10/2009
LCD	LCD, …	1	Electronics	16/10/2009
LAPTOPS	Laptops, …	1	Electronics	16/10/2009
LAPTOPS	Laptops, …	1	Electronics	18/10/2009
LIGHT	Light sin arugas	1	Entertainment	14/10/2009
LIGHT	Light y sin arrugas	1	Entertainment	17/10/2009
MBA	Executive MBA	1	Educational services	18/10/2009
MP3	MP3, …	1	Automobile	18/10/2009
MP3	MP3, …	1	Electronics	16/10/2009
MARKETING	Director de marketing	8	Educational services	12/10/2009
MARKETING	Evolución del marketing	8	Educational services	15/10/2009
MARKETING	Marketing, ..	7	Educational services	18/10/2009
PC	PC, …	1	Electronics	15/10/2009
SUITE	Suite, …	2	Real estate	13/10/2009
SUITE	Suite, …	3	Real estate	18/10/2009
SUITES	Suites, …	1	Real estate	14/10/2009
SUITES	Suites, …	1	Real estate	15/10/2009
TOURS	Tours, …	1	Miscellaneous services	18/10/2009
WEB	Página web	1		13/10/2009
WEB	Página web	1	Electronics	14/10/2009

Anglicisms	Examples	Word repetition number	Title of the article	Date
WEB	Página web	1	Electronics	15/10/2009
WEBCAM	Webcam, …	1	Electronics	18/10/2009
WEBCAM	Webcam,…	1	Electronics	12/10/2009

Author: Rubén Morán Molina

Chart Eight

Variable: Local Newspaper "Expreso"

Subvariable: Social Pages

Anglicisms	Examples	Word repetition number	Title of the article	Date
AUTOSHOW	Se llevó a cabo el Autoshow 2010	2	Novedades	15/10/2009
BALLET	Joyas del ballet romántico	1	Función gratuita de ballet	15/10/2009
BLUES	Que mezcla pop, rock, blues, ..	1	Agenda de fin de semana	16/10/2009
CLOWNS	Un poco mas de clowns	1	De la TV a los circos	14/10/2009
COUNTRY	La cantante country	1	Taylor Swift nominada a premio…	15/10/2009
FANS	Las fans del autor	1	La tercera gala de los MTV	13/10/2009
FILME	En el filme personifica a	1	George Cloney, la estrella	16/10/2009
HIP HOP	Un pastor que canta hip hop	3	Un pastor que canta hip hop	14/10/2009
JAZZ	Concierto de jazz	1	Fusión de Stanley Parker	14/10/2009
LOBBY	En el lobby del hotel	1	Función gratuita de ballet	15/10/2009
LOOK	Disgusta el nuevo look	1	Disgusta el Nuevo look de David Beckham	17/10/2009
POP	Mejor artista pop	1	Premios MTV 2009	17/10/2009

			Polanski tendrá 50% de"This is it"	14/10/2009
POP	El rey del pop	3		
POP	Que mezcla pop, rock, blues, ..	2	Agenda de fin de semana	16/10/2009
ROCK	Acordes de rock	1	Fiesta en la lectura	13/10/2009
ROCK	Que mezcla pop, rock, blues, ..	2	Agenda de fin de semana	16/10/2009
ROCK & ROLL	Rock & roll, distorsión, caos y libertad	2	Rock & roll, distorsión, caos y libertad	18/10/2009
SHOW	Disfrutan del show	2	De la TV a los circos	14/10/2009
SHOW	El show se llevará a cabo	2	Agenda de fin de semana	16/10/2009
SINGLE	Su Nuevo single	2	La tercera gala de los MTV	13/10/2009
SKETCH	Presentan el sketch	1	De la TV a los circos	14/10/2009
STANDS	Visitaba los stands	1	Expo Cuenca 2009	17/10/2009
WEB	En la página web	1	Fanta entregó premios	16/10/2009
WEB	En la página web	3	Polanski tendrá 50% de "This is it"	14/10/2009
WEB	En la web	1	Thalía bailó con Obama	15/10/2009
WESTERN	La cinta es un western	1	Segunda parte de sicarios manabitas	13/10/2009
BUFETE	En el bufete del penalista	1	La mala hora de Polanski	12/10/2009

Author: Rubén Morán Molina

Chart Nine

Variable: Local Newspaper "Expreso"

Subvariable: Reports

Anglicisms	Examples	Word repetition number	Title of the article	Date
BEISBOL	Dejó el beisbol	2	Dejó el beisbol por la palabra de Dios	16/10/2009
BEST SELLER	Convirtiéndose en un best seller	1	Multitudinaria romería en Nobol	12/10/2009
CD	Comercializa su CD	1	Ni el Padre Fausto se salvó de la piratería.	17/10/2009
CLERGYMAN	Sobre la camisa de clergyman	1	Fabián Ibarra, un cura que sobrevuela el cielo	18/10/2009
CLUBES	La implementación de clubes	2	La alborada es el barrio más viejo de Guayaquil	17/10/2009
EXPRESS	Secuestro express	1	"Por favor abra la cajuela"	16/10/2009
LED	La luz del LED	4	El lente biónico	13/10/2009
LOOK	Cuyo look le otorga	1	Fabián Ibarra, un cura que sobrevuela el cielo	18/10/2009
MP3	Como: MP3's	1	Taiwán pone su mira en ecuador	13/10/2009
MASTER	Un master en administración	1	Ser negro en España	18/10/2009
POP	Pop clásico	1	El caballero del pop clásico	13/10/2009
RING DE BOX	En el Ring de box	1	La tenacidad de Baquerizo Moreno	12/10/2009

		Word repetition number	Title of the article	Date
SANDWICHES	Famoso por sus sándwiches	1	El italiano que creyó en el turismo	13/10/2009
SOFTWARE	Con un software	1	Un programa piloto arranca en Uruguay	12/10/2009
SOFTWARE	El software aplica	2	Una respuesta emocional	18/10/2009
TAXIWAY	La construcción del taxiway	1	Cotopaxi levanta un aeropuerto de altura	18/10/2009
WALKIE TALKIE	Usando un walkie talkie	1	"Por favor abra la cajuela"	16/10/2009
WEB	En la web	1	Guerra de ofertas para atraer clientes	12/10/2009
WHISKY	80 cajas de whisky	1	Aduana decomisó contrabando	13/10/2009
CLUBES	Clubes especializados	1	El deporte universitario	15/10/2009
SOFTWARE	Existe software para monitorear	1	La desilusión por el trabajo	14/10/2009

Author: Rubén Morán Molina

Chart Ten

Variable: Local Newspaper "Expreso"

Subvariable: Sports

Anglicisms	Examples	Word repetition number	Title of the article	Date
CLUB	Parte del club	1	Luigi busca que su hijo aprenda	13/10/2009
CLUBES	Tienen ambos clubes	1	Barcelona jugará en 5 ciudades	16/10/2009
FOOTBALL	Liga nacional de football	1	Manning amplia el invicto	12/10/2009

DEBUT	Ganaron en debut	1	EEUU y Puerto Rico ganaron en debut	18/10/2009
FOUR-BALL	Topes de four-ball	1	EEUU manda en los hoyos	12/10/2009
FULL	Había full gente	1	Hasta en las calles se jugaba beisbol	18/10/2009
HITS	Seis hits en doce turnos	2	Dodgers se metió en la final	12/10/2009
MASTER	Copa master de futbol	3	Luigi busca que su hijo aprenda	13/10/2009
PLAYOFFS	Segunda ronda de los playoffs	1	Dodgers se metió en la final	12/10/2009
PLAYOFFS	Ventaja en playoffs	3	UTE toma ventaja en playoffs	15/10/2009
RANKING	Ranking ATP	3	Ranking de la ATP	12/10/2009
SET	Perdió fácil el set	1	Nicolás de vuelta	12/10/2009
SETS	Venció en dos sets	1	González avanzó en China	14/10/2009
SHOW	Show de goles en Ponciano	1	Show de goles en Ponciano	17/10/2009
SPRINT	Sprint natación	1	Torneo Copa del Pacífico	17/10/2009
TOUCHDOWN	Dos pases touchdown	1	Manning amplia el invicto	12/10/2009

Author: Rubén Morán Molina

Chart Eleven

Variable: Tabloid "Extra"

Subvariable: News

Anglicisms	Examples	Word repetition number	Title of the article	Date
BYPASS	A la altura del bypass	1	Siete muertos en Santo Domingo	16/10/2009
BYPASS	Hallado en el bypass	1	Sigue incógnita por matanza en Santo Domingo	18/10/2009
EXPRESS	Secuestro express	2	Crónica Roja	18/10/2009
GAYS	Divorcio gay	3	Lo dejé porque me maltrataba	16/10/2009
STAND	En cada stand	1	Lo que no se vió en la feria de Durán	13/10/2009

Author: Rubén Morán Molina

Chart Twelve

Variable: Tabloid "Extra"

Subvariable: Ads

Anglicisms	Examples	Word repetition number	Title of the article	Date
BBQ	BBQ, …	1	Real estate	18/10/2009
BUFFET	Buffet, …	1	Catering services	15/10/2009
BUFFETS	Buffets, …	1	Catering Services	13/10/2009
BUFFETS	Buffets, …	1	Catering services	14/10/2009
BUFFETS	Buffets, …	1	Catering services	18/10/2009
BUFFETS	Buffets,…	2	Misc. Services	12/10/2009
CD	CD, …	1	Electronics	16/10/2009
CALL CENTER	Se necesita para call center	1	Jobs	14/10/2009

			Sexual products and services	18/10/2009
CHAT	Chat, …	1	Sexual products and services	18/10/2009
CHAT	Chat, …	2	Sexual products and services	17/10/2009
CHAT	Chat, …	4	Sexual products and services	13/10/2009
CHAT	Chat, …	4	Sexual products and services	14/10/2009
CHAT	Chat, …	5	Sexual products and services	12/10/2009
CHAT	Chat, …	5	Sexual products and services	15/10/2009
CHAT	Chat, …	5	Sexual products and services	16/10/2009
DISC JOCKEY	Disc jockey, …	1	Jobs	13/10/2009
DISC JOCKEY	Disc jockey, …	1	Jobs	18/10/2009
DISC JOCKEY	Disc jockey,…	2	Jobs	12/10/2009
ESCORT	Escort,…	1	Sexual products and services	12/10/2009
ESCORT	Escort,…	1	Sexual products and services	13/10/2009
ESCORT	Escort,…	1	Sexual products and services	15/10/2009
ESCORT	Escort,…	1	Sexual products and services	16/10/2009
FIRST CLASS	First class, …	1	Sexual products and services	12/10/2009
FIRST CLASS	First class, …	1	Sexual products and services	13/10/2009
FIRST CLASS	First class, …	1	Sexual products and services	14/10/2009
FIRST CLASS	First class, …	1	Sexual products and services	15/10/2009
FIRST CLASS	First class, …	1	Sexual products	16/10/2009
FULL	Full equipo	1	Automobile	14/10/2009

FULL	Full equipo	2	Automobile	16/10/2009
FULL	Full equipo	4	Automobile	12/10/2009
FULL	Full equipo	5	Automobile	18/10/2009
FULL	Full, ...	2	Automobile	13/10/2009
FULL	Full, ...	2	Automobile	15/10/2009
GAY	Gay, ...	1	Sexual products and services	12/10/2009
GAY	Gay, ...	1	Sexual products and services	13/10/2009
GAY	Gay, ...	1	Sexual products and services	14/10/2009
GAY	Gay, ...	1	Sexual products and services	15/10/2009
GAY	Gay, ...	1	Sexual products and services	16/10/2009
HOT	Hot, ...	3	Sexual products and services	17/10/2009
HOT	Hot, ...	3	Sexual products and services	18/10/2009
HOT	Hot, ...	5	Sexual products and services	13/10/2009
HOT	Hot, ...	5	Sexual products and services	14/10/2009
HOT	Hot, ...	6	Sexual products and services	12/10/2009
HOT	Hot, ...	6	Sexual products and services	15/10/2009
HOT	Hot, ...	6	Sexual products and services	16/10/2009
LCD	LCD, ...	1	Electronics	16/10/2009
LAPTOPS	Laptops, ...	1	Electronics	16/10/2009
LAPTOPS	Laptops, ...	1	Electronics	18/10/2009
MP3	MP3, ...	1	Automobile	18/10/2009
MP3	MP3, ...	1	Electronics	16/10/2009
PC	PC, ...	1	Electronics	15/10/2009
SEXY	Sexy, ...	1	Sexual products	18/10/2009
SEXY	Sexy, ...	4	Sexual products and services	13/10/2009

SEXY	Sexy, ...	4	Sexual products and services	14/10/2009
SEXY	Sexy, ...	4	Sexual products and services	16/10/2009
SEXY	Sexy, ...	5	Sexual products and services	12/10/2009
SEXY	Sexy, ...	5	Sexual products and services	15/10/2009
SEXY	Sexy, ...	5	Sexual products and services	17/10/2009
SOUVENIRS	Souvenirs de Corín Tellado	1	Souvenirs de Corín Tellado	
SPRAY	Spray, ...	1	Sexual products and services	13/10/2009
SPRAY	Spray, ...	1	Sexual products and services	14/10/2009
SPRAY	Spray, ...	1	Sexual products and services	18/10/2009
SPRAY	Spray, ...	2	Sexual products and services	12/10/2009
SPRAY	Spray, ...	2	Sexual products and services	15/10/2009
SPRAY	Spray, ...	2	Sexual products and services	16/10/2009
STOCK	...agotar stock	1	Automobile	
SUITE	Suite, ...	2	Real estate	13/10/2009
SUITE	Suite, ...	3	Real estate	18/10/2009
SUITES	Suites, ...	1	Real estate	14/10/2009
SUITES	Suites, ...	1	Real estate	15/10/2009
TOURS	Tours, ...	1	Miscellaneous services	18/10/2009
WEB	Página web	1	Miscellaneous services	
WEBCAM	Webcam, ...	1	Electronics	18/10/2009
WEBCAM	Webcam,...	1	Electronics	12/10/2009
SUBWOOFER	Subwoofer, ...	1	Electronics	12/10/2009

Author: Rubén Morán Molina

Chart Thirteen

Variable: Tabloid "Extra"

Subvariable: Social Pages

Anglicisms	Examples	Word repetition number	Title of the article	Date
HIP HOP	Diferentes géneros: pop, hip hop, rock	1	Músicos nacionales tienen su casa	18/10/2009
POP	Diferentes géneros: pop, hip hop, rock	1	Músicos nacionales tienen su casa	18/10/2009
ROCK	Diferentes géneros: pop, hip hop, rock	1	Músicos nacionales tienen su casa	18/10/2009
SHOW	Con shows y sketches	2	La caravana más regalona llega al suburbio	17/10/2009
SHOW	Un show de altura	3	Listos para el show	15/10/2009
SKETCHES	Con shows y sketches	1	La caravana más regalona llega al suburbio	17/10/2009
WEB	Pagina propia en la web	2	Músicos nacionales tienen su casa	18/10/2009

Author: Rubén Morán Molina

Chart Fourteen

Variable: Tabloid "Extra"

Subvariable: Reports

Anglicisms	Examples	Word repetition number	Title of the article	Date
BREAKERS	Breakers o fusibles	1	Instalando una conexión a tierra	13/10/2009
DANCE	Sexy chica dance	1	Lunes sexy	12/10/2009
MADE	El Titanic made in Guayaquil	1	El Titanic made in Guayaquil	12/10/2009
MARKETING	Gerente de marketing	1	El primer viaje en avión	16/10/2009
SEXY	Sexy chica dance	5	Lunes sexy	12/10/2009
STICKERS	Los stickers identificables	1	Los taxis enemigos	15/10/2009
TICKETS	Con sus tickets	1	El primer viaje en avión	16/10/2009
SHOW	Un mágico show	1	Se cierra la fiesta	14/10/2009

Author: Rubén Morán Molina

Chart Fifteen

Variable: Tabloid "Extra"

Subvariable: Sports

Anglicisms	Examples	Word repetition number	Title of the article	Date
CRACK	Es un crack	1	Playoffs en Senior A y B	13/10/2009
MASTER	Categoría master	1	Playoffs en Senior A y B	13/10/2009
MASTER	Categoría senior y master	1	Agrupación Gavica vapuleó a OPEAS	15/10/2009
PLAYOFF	En los playoffs	1	A.Gavica vapuleó a OPEAS	15/10/2009
PLAYOFF	Playoff en fútsal	2	Comienzan los playoff en fútsal	12/10/2009
RANKING	Ranking de la ATP	1	Uruguayos nos ganan en Futbol y en tenis	12/10/2009

			Playoffs en	
SENIOR	Categoría senior	2	Senior A y B	13/10/2009
			Agrupación	
SENIOR	Categoría senior y master	2	Gavica vapuleó a OPEAS	15/10/2009
SPORT	Practicar un sport	2	Playoffs en Senior A y B	13/10/2009

Author: Rubén Morán Molina

Quantitative tabulation

Chart Sixteen

Variable: National Newspaper "El Universo"

Anglicisms	**Section**	F	%
	News	19	2,64
	Ads	530	73,91
	Social pages	63	8,78
	Sports	64	8,92
	Reports	41	5,71
	Total	717	100

Author: Rubén Morán Molina

Chart Seventeen

Variable: Local Newspaper "Expreso"

Anglicisms	**Section**	F	%
	News	23	11,79
	Ads	82	42,05
	Social pages	40	20,51
	Sports	27	13,85
	Reports	23	11,79
	Total	195	100

Author: Rubén Morán Molina

Chart Eighteen

Variable: Tabloid "Extra"

Anglicisms	**Section**	F	%
	News	8	3,92
	Ads	160	78,43
	Social pages	11	5,39
	Sports	12	5,88
	Reports	13	6,37
	Total	204	100

Author: Rubén Morán Molina

The Most Frequent Anglicisms (in all variables)

Chart Nineteen

Anglicisms	No. de veces que se repite la palabra
full	252
suite	50
laptop	36
hot	34
sexy	33
marketing	29
chat	26
web	25
show	21
RAM	20
LCD	20
jacuzzi	18
DVD	17
pop	16
autoshow	16
buffet	15
club	15
express	15
disc jockey	15
playoff	15
ranking	14
master	13
rock	13
software	12
DVD writer	12
gay	11
LCD flat panel	10
closet	9
spray	9
mp3	8
filme	7
jazz	7
CD	6
hits	6
whisky	6
call center	5

first class	5
dip	5
hacker	5
innings	5
mouse	5
PC	5
penthouse	5
tour	5
BBQ	4
chef	4
escort	4
hip hop	4
latin jazz	4
LED	4
lobby	4
senior	4
webcam	4
bluetooth	3
clown	3
country	3
cover	3
jeans	3
karting	3
light	3
off	3
rally	3
single	3
stand	3
sunroof	3
trailero	3
VIP	3
e-mail	2
beisbol	2
blues	2
e-branding	2
bypass	2
downhill	2
duplex	2
executive	2
fans	2
funk	2
identikits	2

look	2
reality	2
MBA	2
mezzanine	2
nerds	2
penalty	2
pendrive	2
pianoman	2
CD player	2
rap	2
rock & roll	2
set	2
sketch	2
sport	2
stock	2
studio	2
UPS	2
USB	2
bartender	1
ring	1
back	1
ballet	1
barman	1
blog	1
boxes	1
breakers	1
cheesecake	1
chip	1
clergyman	1
video clip	1
e-commerce	1
crack	1
dance	1
debut	1
high definition	1
flashes	1
football	1
high frequency	1
friki	1
geek	1
golden	1
hall	1

hardware	1
jonrón	1
mini laptop	1
green light	1
on-line	1
made	1
magister	1
mall	1
top model	1
mousses	1
Phd	1
piercing	1
piqueos	1
pitcheo	1
player	1
players	1
premium	1
punk	1
quick	1
reprisse	1
heavy rocker	1
round	1
sandwiches	1
boy scouts	1
best seller	1
sheriff	1
skimming	1
solarium	1
souvenirs	1
sprint	1
stickers	1
business strategy	1
subwoofer	1
walkie talkie	1
taxiway	1
tickets	1
touchdown	1
business training	1
tuneado	1
western	1
WiFi	1
Total Anglicisms	1.077

Author: Rubén Morán Molina

DISCUSSION

In this section, we are first going to discuss what several scholars, linguists, journalists and teachers have to say regarding their research on anglicisms. Later, we will present a description and analysis of the results of our research. Such analysis will be divided into three sections; a linguistic analysis, a comparative analysis and a sociological analysis.

Theoretical Background

The use of anglicism in Ecuadorian newspapers is increasing day by day. The speed at which language is evolving or mutating in our media is mainly promoted by modern times and the amazing growth of technology. However, this phenomenon does not only reflect what is occurring in our Spanish-speaking countries; but also, what is linguistically happening even in the most remote places of the Earth. The core content of our research is given by many linguists, lexicographers and journalists who have widely investigated this linguistic phenomenon of our modern times.

Language

Our starting point will be the several authoritative definitions given to our macro-field of study; Language. According to the Merriam-Webster's Dictionary, language refers to words, their pronunciation, and the methods of combining them; as well as how they are used and understood by a community. Instead, Passer & Smith (2004) do not refer to words necessarily but to a system of

symbols and rules for combining these symbols in ways that can produce an endless number of messages and meanings.

Interestingly though, linguists have always tried to provide the deepest scientific explanations of language; not only of its current use, but also of its real origin. The two most respected theories about the nature and meaning of language are provided by the linguists and philosophers Noam Chomsky and B.F. Skinner. Skinner (1957) claims that, "Language is learned like everything else"; therefore, language can be defined as a conditioned behavior produced by the environment or any external stimuli. If this verbal behavior is reinforced gradually, it will survive and develop; if not, it will cease.

On the other hand, Chomsky (1959) argues that language is not a behavior but an innate system and genes have a lot to do with it. In fact, Chomsky (1968) believes in the existence of an inherited preprogrammed language 'organ' in the brain, whose nature is not well understood yet. For Chomsky (1968), the very origins of our innate linguistic asset provide most of the answers for today's questions related to our language abilities or disabilities.

A different aspect of language is observed by Holmes (2001), who claims that language is a mean for a social purpose. Here we have a turn in the definition of our subject towards the use we give to language and the several definitions based on its functions. Holmes' main concern is the social function of language and the interaction it supports. Nevertheless, Russian linguist Roman Jakobson (1960)

identified six defining functions of language; referential (about real phenomena), expressive (about the feelings of the speaker), conative (about the behavior of the listener), phatic (the relationship between two parties in a dialogue), metalingual (about own references) and poetic (about an independent text itself). Finocchiaro and Brumfit (1983) also propose six defining functions, but classify them as; personal, interpersonal, metalinguistic, directive, referential and imaginative.

Linguistics

According to Encyclopedia Britannica, Linguistics is the study of the nature and structure of language. As an alternative, Merriam-Webster's Dictionary states that language is, "the study of human speech including the units, nature, structure, and modification of language". The American Heritage Dictionary also mentions the variation of language as an important component of this science; it says language is "The study of the nature, structure, and variation of language".

Although for long, Linguistics only comprised of sub-fields such as semantics, syntax, morphology, pragmatics, phonetics or phonology; in the 1950s, Noam Chomsky argued that linguistics should study people's unconscious knowledge of their language (competence), not the language they actually produce (performance). Chomsky's beliefs (1957 and then on) encouraged the development of other related fields of linguistics such as psycholinguistics and

neurolinguistics; and additionally strengthened other sub-disciplines such as anthropological linguistics, computational linguistics, mathematical linguistics and sociolinguistics. A more simplistic but sufficient definition of Linguistics can also be found at Wikipedia and elsewhere on the Internet, where linguistics will be generally defined as "the scientific study of language".

Branches of Linguistics

Let us consider the definitions given by the University of Birmingham's Glossary of Linguistic Terms (2009) to the aforementioned branches of linguistics (Syntax, Morphology, Semantics, Pragmatics, Phonetics, Phonology, Psycholinguistics and Neurolinguistics). According to this glossary;

Syntax governs the structure of sentences and refers to the patterns into which words can be arranged to form sentences in a given language, given that the structures and associated rules vary from one language to another. The syntax of a sentence can be described by the parts of speech or in syntactic categories. For example; articles are followed by nouns, adjectives are followed by nouns, or subjects are followed by verbs and these followed by objects.

In addition, syntax can be described by a series of transformational rules (noun phrase = article + noun). Additionally, to provide more comprehensive visual descriptions of syntax, it is also common to create syntactic diagrams composed by nodes and

branches. At a more advanced stage, syntax lets us construct more complex sentences by embedding phrases into a base sentences or conjoining larger structures as in the case of the use of appositions.

Morphology is the study of the internal structure of words, and of the rules by which words are formed; put more simply, the way words are put together. This study, strongly related to word formation, takes place both within and across languages and also takes this branch of linguistics to the study of a word's spelling, pronunciation, definition, consideration of part of speech, history, and status (standard, non-standard/slang, vulgar, obsolete).

Interestingly, morphology can regard derived or inflected words as both similar and different; that is to say, a word and its plural can be regarded as similar if we consider that they refer to exactly the same thing; or as different in terms of their use, since they cannot be used indifferently in a sentence because meaning would be affected. The combination of both syntax and morphology is sometimes called the grammar of a language.

Semantics refer to the meaning of words and sentences; however, semantics does not only analyze meaning itself but also the relationship between words and meanings. This field of linguistics has three main concerns: the relations of words to the objects denoted by them, the relations of words to the interpreters of them; and, the formal relations of signs to one another. The word 'semantics' itself denotes a range of ideas, from the interpretation of

signs or symbols, to the interpretation of sounds, facial expressions, and body language when related to both written and spoken language.

Pragmatics is the study of what a speaker or writer actually means, rather than what the used words themselves mean. This branch of linguistics distinguishes two meanings in each communicative act of communication: the sentence meaning and the writer or speaker meaning. As a result, pragmatics studies how people comprehend and produce a communicative act in a concrete speech situation; that is, considering the people involved, the cultural knowledge (such as that of politeness), and the explicit and implicit linguistic knowledge. Some of the aspects of language studied in pragmatics include: deixis, presupposition, performative and implicature. Culture is one of the most important issues in pragmatic principles given that what people mean with certain words in one language or location often mean something completely different in other ones.

Phonetics is the field in charge of the structure of sounds of speech. This branch of linguistics is concerned with the physical properties of speech sounds and their physiological production, auditory perception, and neurophysiological status. Phonetics can also be defined as the systematic study of the human ability to make and hear sounds. This science is often divided into the three branches: articulatory, acoustic and auditory phonetics.

Phonology, contrasted with phonetics, is more concerned with the rules that regulate the use of phonemes in a given language, determining which phonetic sounds are significant, and explaining how these sounds are interpreted by the native speaker. What is interesting about phonology is its abstract status because it tries to describe the complex idea of how phonetic speech sounds in a given language by using created symbols. We could say that phonetics describe what something is while phonology describes what something does.

Psycholinguistics and Neurolinguistics go much further in the study of language relating it to other sciences such as biology and psychology. The Psycholinguistics Laboratory of The State University of New York in Buffalo describes Psycholinguistics as the study of "the mental representations and processing mechanisms involved in the comprehension of words, sentences, and discourses."

In the case of Neurolinguistics, it is more focused on the study of the physical parts of the brain and the handling of language by these parts. Once again, as in the concept differentiating phonetics from phonology, neurolinguistics describe what something is (concerning the physical parts of the mind handling language), while psycholinguistics describes what something does (concerning what happens when those physical parts of the mind handle language producing inferences, interpretations, perceptions, assumptions, etc.).

Morphological procedures

According to Vilares, Cabrero and Alonso (2009), the wide Spanish lexis features great flexibility in its word formation through linguistic processes such as derivation, parasynthesis, composition, or compounding. These procedures are the tools of another field of studies of Linguistics; Morphology. The American Heritage Dictionary (2000) and Collins English Dictionary (2003) state that Morphology is in charge of studying the structure and form of words, especially the consistent patterns of inflection, derivation, combination and formation of words.

However, Vilares, Cabrero and Alonso (2009) complain of the scarce availability of resources providing comprehensive lists of words and its inflections after going through such processes. Regarding this matter, Celce-Murcia *et al.* (1996), the formation of plurals is of the most basic and primitive examples of inflections (dog-dogs), in which we obtain variants from the same 'root' word and the addition of an affix. Let us consider these three morphological procedures.

Booij (2000) defines Derivation as the creation of new words through the addition or subtraction of affixes. In the case of Composition, the online dictionary of the RAE –the Real Academia Española, the official royal institution responsible for regulating the Spanish language- defines it as the formation of new terms by coupling two separate and different words.

On the other hand, Parasynthesis, according to González (1999), is the process through which new words are formed when both a prefix and a derivational or inflectional suffix are added to a root word.

Historical Linguistics

According to Bynon (1977), Historical Linguistics, also called Diachronic Linguistics, is the study of language change throughout time. Interestingly, the author claims that the history of change in language should not only be regarded as the witnessing of past events but also as the opportunity to understand how the current condition of present languages may vary. In the case of the subject of our research (anglicisms), it is interesting to analyze the historical evidence concerning the history of the arrival of these foreign words in our language and in the Spanish language as a whole.

Rodriguez (1999) states that although between 1431 and 1607 the names of the cardinal points might have been the first English borrowed words (norte, sur, este, oeste; from, north, south, east, and west), it was not until the second half of the 18th century when English started to be taught at some schools mainly due to the influence of English literature; as a result, the English language had a closer contact with our Spanish language. It seems that before that time anglicisms and borrowed words were very scarce.

In fact, he mentions that according to Fernandez Garcia (1970), the Spanish word 'Anglicismo' itself is recorded as early as

1848, and as 'Anglismo' since 1784, according to Lorenzo (1996). Rodriguez (1999) points out that the late 19th century may have been the most active period in the history of the adoption of anglicisms thanks to a wave of both American and British terms related to leisure and entertainment; that is, music, dance, beverages, clothing, breeds of dogs, sports, etc.

Nevertheless, he reports that between 1936 and 1939, during the Spanish Civil War, there was a period of language protectionism. Despite that, such times did not stop the future trend of an increasing number of Anglo inclusions. He suggests that, later in history, events such as the settlement of foreign military bases in Spanish locations and the discovery of Ibiza by British holiday makers brought not only thousands of tourists but also dozens of newly acquired anglicisms. Rodriguez mentions that political issues are also a determining factor in the number of foreign words and/or adaptations acquired by common people.

A good example of this assertion is Cuba, where the use of anglicisms is smaller than in other Spanish speaking countries. On the other hand, the American military and political incursion in other countries such as Puerto Rico, Panama or Guatemala has proven to trigger the acquisition of Americanisms.

Language change

Torres Cacoullos (2000) refers to language variations occurring at the same time in a language (synchronic study) or over

time (diachronic or historical study). Although this is a subjective and controversial issue, there are positive and negative language changes. The so-called negative language changes are also known as language vices.

Language vice

Berta Fernández (2005) from Liceo Esteban Kemeny Harmos, Chile, mentions some of the most common language vices taking place in her country and echoed throughout Latin America; ambiguity, archaism, barbarism, amphibology, cacophony, euphemism, impropriety, neologism, vulgarism. Ambiguity is the uncertainty of a message due to its varied interpretations or misinterpretations. Archaism is the use of a form of speech or writing that is no longer current. Barbarism is an idea, act, or expression that goes against current standards of language or manners.

Cacophony is the use of harsh or discordant sounds in composition or speech. Euphemism is the substitution of words that may be regarded as offensive by some readers or listeners with less offensive or more neutral terms. Impropriety is the perception of rudeness in the language being used. Neologism is a new word, usage, or expression in a given language. Vulgarism is the use of language widely regarded as vulgar. Amphibology is a word, phrase, or sentence that can be interpreted in various ways because of the uncertainty of its grammar.

Neologisms

The wide spectrum of new words inserted into a language can definitely be perplexing. The Online Dictionary of Neologisms, by Institut Universitari de Lingüística Aplicada - Universitat Pompeu Fabra (Spain) features, for example, 4000 neologisms. Among others, we will find anglicisms, new compound words, words that had never been used with certain prefixes or suffixes, translations of new foreign phrases and concepts, etc. The Online Etymology Dictionary, by Harper (2001) refers to a neologism (neo=new + logos=word) as a practice of innovation in language through new words.

According to the International Dictionary of Neologisms, it is difficult to know the exact number of words in a language in modern times given to the fact that inventions such as the Internet have produced the phenomenon of globalization, thus, neologisms are invented every single day. Broek and Ewalt (2009) from Forbes.com also state that, "It's difficult to track the number of words in a language, since neologisms--new words--are coined every day". In fact, they mention that The Global Language Monitor "Web 2.0" reported on June 10, 2009, that in the case of the English language, its lexicon had witnessed the birth of its one millionth word.

Barbarisms: Anglicisms

Although linguist guardians of the pureness of the Spanish language have filled the Internet with rage against anglicisms, we should first consider a fundamental truth about language as a whole;

Asención (2006) says that "Languages are dynamic and thus changing constantly." Pountain (2004) had earlier stated too that, "Languages are not only susceptible to change, but indeed change is a necessary feature of human language. He additionally quotes Lázaro Carreter (1996), who puts it even more dramatically: 'una lengua que nunca cambiara sólo podría hablarse en un cementerio' (a non-changing tongue could only be spoken at a cemetery).

Cabré, Bach & Martí (2006) reports Manuel Seco's statement regarding a truth about the Spanish language; "si desterrásemos de nuestro léxico todo lo que hemos tomado de otras lenguas, tendríamos que hablar por señas" (if he had to uproot all the terms we have borrowed from foreign languages, we would have to use sign language).

Fischer and Pulaczewska (2008) explains that the judgment toward anglicisms has very little to do with language or communication but with culture and identity. They reflect on the fact that language is usually perceived as a symbol of the national and cultural identity of a society; therefore, anglicisms represent for some the embodiment of the Anglophone or American culture, with its moral and values, which are not always accepted as positive influence.

Other very interesting cases of language change and the influence of anglicism into the Spanish language is analyzed by El Comercio (Ecuador). According to an article of its 22/06/09 issue, if

the Spanish language as a whole is said to be invaded by anglicisms, the more than 10,000 'Ecuatorianims' should also be addressed somehow. The Spanish language is alive and therefore in constant evolution and Pountain (2004) believes that the fear of the invasion of English into modern Spanish is being over emphasized, especially by a sector of the press and those puritan defenders of the language. He points that although the future impact of the present arrival of an ever increasing number of Anglo terms is not clear yet, any foreign insertion into Spanish is unfortunately seem as negative by those involved in the formal managing of the language.

Pountain (2004) thinks that it is very improbable that Spanish is going to be 'colonized' by English to the point of making lose its innate properties since Spanish will definitely change with or without the influence of English inclusions. Nonetheless, as it was stated before, there seems to be more rejection than support to the change of the Spanish language through the influence of anglicisms.

Álex Grijelmo, president of the news agency EFE, believes that peasants from Spain and Latin America speak a better Spanish than doctors from those regions mainly because high-class people have more contact with English than low class people; besides arguing than wealthier people suffer from an inferiority complex before Americans and try to imitate them. Grijelmo also disagrees with the inclusion of several anglicisms into the Dictionary of the Real Academia Española, saying that those foreign terms might be

part of the regular language of the press and the rich but that they do not necessarily reflect the real use of language by common people in our Spanish-speaking countries. As a result, readers perceive the language used by the press as 'strange' or different from theirs.

Montes Giraldo (2005) states that the Spanish language is suffering an avalanche of syntactic and semantic anglicisms, which is more harmful to our language than that of lexical anglicism, which in the end represents isolated words and have nothing to do with the modification of the internal grammatical structure of our language.

Rodriguez (1999) provides good examples related to this concern and goes a little further by assuring that syntactic and semantic anglicisms are mostly used in written language, especially which found on the press. Words such as 'film' evidences the fact that in written Spanish there will be a natural first 'rejection' of anglicisms, given that it is more common the use of the word 'película'. Even more interesting, both words 'film' and 'película' use their own inflections in their corresponding written and spoken domains. Of course, the word 'film' will start developing a wide assortment of inexistent inflections, but which will start existing the moment they are required in written Spanish: fílmico, filmado, etc.

Back to Montes Giraldo (2005), he shows his pessimism to the point of stating that such linguistic phenomenon goes far beyond linguistic matters themselves, being only one more of the several aspects of the North American dominance over Latin America.

Financial, political, military, technological and scientific influences might be the real problem to be addressed. He strongly believes that if the American dominance over Latin American in all its aspects does not change, the Spanish language somehow might even become a variety of the English language. All the aforementioned concerns will eventually point at an apparent 'culprit'; La Real Academia Española.

Jorge Mario Erazo from El Universal (Colombia) reports that the 'Diccionario de la Real Academia Española', of which electronic version can be consulted at http://ww.rae.es, has recently included several new anglicisms into its latest edition. English words such as airbag, copyright, gay, hobby, rally and stop are now officially part of the Spanish language; as well as other terms adapted to Spanish orthographic standards; bluyín, elepé, güisqui, jipi, jonrón, nocaut, party and panti, among others.

Erazo interviewed Daniel Samper Pizano, a member of the Academia Colombiana de la Lengua, to let us know his opinion about this event. Samper argues that with this action the RAE has accepted that its role is not to create but to authorize words, becoming a mere registrar of the words being used by the Spanish speaking world, the real 'owner' of the language; "...su papel no es el de crear o autorizar palabras, sino el de constituirse en notario de las que emplea el pueblo hablante, que es el verdadero dueño del idioma. (...its role is not that of creating or authorizing words, but that of carrying out the

role of a registrar whose job is to record those words used by the {Spanish} speakers, who are the holders of this language)"

Samper believes that once a word complies with Spanish orthographic standards, it does gain its Spanish status. For example, he regards the words 'scanner' and 'standard' as anglicisms; while 'escáner' and 'estándar' are not.

The RAE tries hard to be an active part of this 'problem': anglicisms and neologisms. Jorge Linares Angulo, from Diario El Tiempo, Venezuela, reminds us that the twenty-second edition of the RAE Dictionary (2001) as well as and the Diccionario Panhispánico de dudas (2005), had apparently defined and solved the anglicisms phenomenon. Both works named as 'extranjerismos crudos' (raw anglicisms) those words that were then accepted in the Spanish language, although it kept them at a distance by establishing the rule of quoting them or written them in italics, to make it clear that they were not Spanish words themselves.

On the other hand, 'extranjerismos adaptados' (adapted anglicisms) went through an orthographic adaptation in accordance with the Spanish language standards. Besides this desperate definitions that try to set a frame for this linguistic phenomenon, Asención (2006) believes that the widely accepted use of anglicisms by the general Spanish-speaking world shows how adoption from English is preferred to creation of new terms in Spanish. Offensive or

not, for Asención, the Dictionary of the RAE is both outdated and obsolete in this field.

Foreign Language Interference

Among linguists involved in translation and interpretation studies, the handling of foreign language interference plays an important role in their daily jobs. Machniewski (2000) claims that this is especially common in oral translation, where every second is an eternity and a fruitful field for mistranslations and neologisms formation. Prado (1993) blames false cognates for this event as a whole. His more than 2,500 false cognates (from the word 'actually' wrongly translated as 'actualmente', to 'embarrassed' as 'embarazado') try to prove that this is a two-way problem because those words that come to us wrongly translated stay in the Spanish language not only as a neologism but as 'wrong neologism'.

Malinowski Rubio (2001) goes further and analyzes the cognitive fundamentals or organization of the Spanish language as a mould where many foreign words and structures stay with us forever if they 'somehow' fit a predictable pattern. (-tion English nouns are translated as –ción Spanish nouns). A language acquisition process seems then easier when we meet a foreign language featuring predictable linguistic patterns, although it might not be the exact adoption of existing Spanish standards.

Newspapers and Tabloid

Although the difference between a newspaper and a tabloid is in theory restricted to their size and graphical contents, it is impossible not relate tabloids to sensationalism. The Collins English Dictionary (2003) describes the word tabloid as a newspaper "with pages about 30 cm (12 inches) by 40 cm (16 inches), usually characterized by an emphasis on photographs".

However, a second entry proposes the common expected claim; "(with an) often sensational style". However, the Cambridge Advanced Learner's Dictionary does stick to a definition based more on format than on content; it defines it as, "A type of popular newspaper with small pages which has many pictures and short simple reports".

As a tabloid is a type of newspaper, the word newspaper itself has the advantage of wider and more liberal range of definitions. While Oxford's Dictionary of Advanced English says that it is a "daily or weekly publication consisting of folded unstapled sheets and containing news, articles, and advertisements." the Cambridge Advanced Learner's Dictionary says that it is a "regularly printed document consisting of news reports, articles, photographs and advertisements".

Newspapers are seen as informative and recreational documents usually daily printed, while tabloids are unfortunately a synonym of scandal and gossip.

Previous studies

Given that language is an asset of all human beings, all fields in life and sciences are affected by the encounter of an ever-increasing number of neologisms. Not only linguists are involved in this matter, great part of the researches in this matter have been mainly carried out by people involved in the world of journalism and information technology.

Izquierdo Miller (2002) states that an individual reading written work in Spanish on the Internet must become a skillful translator to interpret the frequent use of foreign words. This phenomenon could in fact be considered a new type of language, a 'cyberlanguage'. As a branch of the Internet, it spreads and is transforming it all; that is how we come to understand that foreign borrowed words and the omission of our Spanish accent marks are unwritten standards nowadays.

Izquierdo Miller (2002) points out that the fact that Spanish-speaking countries are not creators but consumers of technology makes it easier for anglicisms to be easily adopted and adapted into Spanish through the Internet. He argues that those who claim that certain terms are shorter and easier to express in English than in Spanish (as in 'hardware' and 'software') must also carefully consider words such as 'attachment', which does have its Spanish exact and shorter translation 'anexo'. Here the apparent rule is broken and defies the aforementioned claim of shortness.

Rodriguez (1999) argues that anglicisms and their use are strongly related to age and occupation. As a result, the term 'MP3' is as appealing to teenagers as it is the word 'Router' I.T. technicians. As said by Lázaro Carreter (1996), 'extranjerismos' and 'anglicismos' are types of foreign word borrowings. However, Asención (2006) reflects on the real meaning of the word 'borrowing' as applied to anglicisms. She claims that a borrowing is a temporary event, after which the borrower gives back an asset to a lender.

However, that is not the case of anglicisms, which may well be permanent insertions into the Spanish language. Asención quotes Rodriguez's suggestion (1996) of the use of "foreign word" or "allienism" as more precise terms. More analysis on this matter has taken Gómez Capuz (2000) to propose the term "interferencia" or "interference"

Although Pountain (2004) suggests that "The phenomenon of anglicism may have nothing to do with technology or linguistics but with the creativity of the human mind", he also asserts that given that Latin America, and even more precisely the Spanish-speaking world, is an interesting market for IT products. Software companies seem to have the commercial obligation of launching the Spanish versions of their newest products as soon as they are launched in English.

Due to the incredible speed of technological innovations, very frequently new terms are not only coined in Spanish but in

English too since they are brand new for the market. In these cases, he says, it is just absolutely impractical to wait for the RAE (Real Academia de la Lengua) to agree or disagree with the inclusion of such new terms into our language.

Interestingly, Pountain insists that the cases of anglicisms in the field of Information Technology are handled by computer programmers, not by linguists; especially because such changes in our mother tongue are 'economically motivated' and linguistic concerns have very little to do with them.

Amigot (1999) asserts that while computer businesses are led by the speed of the market demands, the linguists of the RAE are not involved at all in the process, and when involved, they take too long to solve this type of linguistic problem. He claims that the present and the future of great part of anglicisms and borrowed words introduced to the Spanish language are in the hand of those involved in technology. The discussion of such matters would take so long that by the time the RAE finally decides on the case, many more new words will have been inserted into Spanish, and it is also very likely that the previously discussed anglicism could have been out of use by then.

Marcos-Marín (1996) provides reasons on why Spanish does not seem to go fast enough in terms of coining new terminology to describe or name that growing number of inventions named in English. He points out that research is not usually written in Spanish

given that English is, "The language of status for the scientific community". Pragmatism seems to be the light at the end the tunnel. That is why Rodriguez (1999) wisely suggests that the first rule of anglicisms is that there is not a fixed rule for their use or introduction into the Spanish language.

Description, Analysis and Interpretation of Results

Linguistic Analysis

Here we present linguistic and comparative analyses of some of the anglicisms found in the three variables researched: a national newspaper, a local newspaper and a tabloid. These anglicisms were chosen at random and offer a linguistic analysis (etymological, syntactic-semantic, and morphological analyses) as well as a comparative analysis of their nature.

Barman

This term is accepted by RAE (Real Academia Española) as part of the Spanish language. The origin of the word BARMAN in English is dated 1837 as a variation of the British term bartender. The word barman is a compound word formed by the words BAR and MAN. The word BAR comes from the Middle English (12th century) *barre,* from the Anglo-French and Vulgar Latin *barra.* On the other hand, the word MAN comes from Middle English (12th century), from Old English *man or mon* human being or male human; akin to Old High German *man,* human being, and Sanskrit *manu.*

The English language uses this term as a noun; similarly, in Spanish, the sample found shows that the word is used as a noun too; "…(se) busca chef, barman,"

In English, the meaning of the term is strongly related to the word bartender; a person who serves drinks at a bar. In Spanish, the meaning of RAE emphasizes the fact that it can be either a person

who serves or prepares alcoholic drinks in a bar. Here we find a slight difference in the usage of the word in the Spanish language given that the term may well refer to a waiter in a bar.

This term has not experienced any change in its adaptation to the Spanish language. However, its plural (which is quite infrequent in both languages) does present a variation since the plural of the word in English is BARMEN, while in Spanish is BARMANS.

The use of this anglicism in the Spanish language can exemplify what I think is one of the most interesting features of borrowed words adapted into the Spanish language: Ease. Just as in English there are dozens of formal and informal variations of words and phrases leading to make them shorter (o'clock, gotta, we'd've, fifteen hundred), it seems that in Spanish we also try to shorten language and one of the tools used are frequent anglicisms.

Although in Spanish we do have the words *cantina* and *cantinero* (3 and 4 syllables), it is much shorter and easier to express the same concepts with the frequent English words *bar* and *barman* (1 and 2 syllables). Besides that, these concepts do not have the same derogative connotation in English as they do have in Spanish. To say in Spanish, in a Spanish speaking country, that we went to a *cantina* does not have the same connotation as to say in both English and Spanish in an English speaking country that we went to a *bar*. The

explanation might be the fact that, somehow, the word *cantina* is related to drunkenness while the word *bar* is related to fun.

Chip

The anglicism CHIP is accepted by RAE in the Diccionario de la Real Academia Española. This term comes from Middle English (14th century); akin to Old English –*cippian.* The English language uses this word both as a noun and a verb. Nevertheless, the data found in this research shows that this word is only used as a noun in Spanish, "…Andrea debía tener chip."

The word CHIP means 1 **a:** a small usually thin and flat piece (as of wood or stone) cut, struck, or flaked off **b:** a small piece of food: as a small thin slice of food; especially: potato chip. 2: something small, worthless, or trivial 3 **a:** one of the counters used as a token for money in poker and other games b plural: money —used especially in the phrase in the chips. 4 **a:** integrated circuit. In Spanish, although the word officially means a small device that performs several functions in computers and other electronic devices, we can find a high level of understanding of the other meanings of the word given in English and which provide the general sense of 'being small' or 'tiny'.

This might be explained by the popularity of American products such as the ChocoChips® cookies, whose advertisements explain or justify the name of the product by referring to the 'drops' or tiny pieces of chocolate on the cookies.

The word CHIP has not gone through any change in its adaptation to the Spanish language. Its plural form, for example, is the same as that in English, formed by the addition of a single S to its singular form.

The anglicism CHIP is part of a large group of technology-related anglicisms adopted by our language. Interestingly, in the present, every time more and more, these types of terms are immediately adapted into the Spanish language and we find no intentions by the civil or linguistic society to look for a proper translation. This might be so due the speed at which technology advances; as a result, the Spanish language does not have an equivalent term to express the meaning of this types of words but an explanation of them.

Closet

This word is accepted by the Real Academia Española. The English word CLOSET comes from Middle English (14th century), from Anglo-French *closett,* and as a diminutive of *clos* enclosure.

Both in English and in Spanish, this word is used as a noun. The sample found in our language confirms this usage; "...tres cuartos, closets, 2 baños".

This word means 1 **a:** an apartment or small room for privacy **b:** a monarch's or official's private chamber 2: a cabinet or recess for china, household utensils, or clothing 3: a place of retreat or privacy 4: water closet 5: a state or condition of secrecy, privacy, or

obscurity. However, when used in Spanish, it only refers to a wall-embedded wardrobe, meaning that our language has only adopted one of the meanings of this term; that of a cabinet for clothing.

The term CLOSET has experienced a slight change in its adaptation to the Spanish language given that in our language it has an accent mark; 'clóset', although our data does not show such Spanish rule. The omission of accent marks on anglicisms is a frequent feature of their usage in Spanish, even when they are used by newspapers, and even when they have already been officially accepted by RAE. Regarding our need for this term, we have to remark the fact that we do have a Spanish equivalent term: *armario;* however, the media and globalization support the use of this English term making it more popular than its Spanish counterpart.

Club

The anglicism CLUB is accepted by the Dictionary of the Real Academia Española - DRAE. This English word comes from Middle English –*clubbe*– (13th century), from Old Norse *klubba*; akin to Old High German *kolbo* club.

This word is used both as a noun and as a verb in English. Some of the meanings of this term are 1 a: a heavy usually tapering staff especially of wood wielded as a weapon b: a stick or bat used to hit a ball in any of various games 2 a: a playing card marked with a stylized figure of a black clover. 3 a: an association of persons for some common object usually jointly supported and meeting

periodically; also: a group identified by some common characteristic **b:** the meeting place of a club **c:** an association of persons participating in a plan by which they agree to make regular payments or purchases in order to secure some advantaged: nightclub **e:** an athletic association or team.

This last entry in English and all its sub-uses are shared in the adoption of the word by the Spanish language, where the term is only used as a noun; "Club de lectores de El Universo".

DRAE provides the following meanings for this word; 1 **a**: a society founded by a group of people with a common sport, recreational or cultural interest. 2 **a**: a place where the members of such societies meet 3 **a**: a recreational place featuring dancing and drinking usually at night and which may offer musical shows. This proves our assertion regarding its similar meaning between English and Spanish when it refers either to a recreational place or to the people who gather in such place.

The existence of different types of social and leisure associations is definitely older than the American continent itself; therefore, the idea of a *club* has a heavy historical weight. Sport clubs have also helped to popularize the word over any other Spanish equivalent.

There has not been any major morphological change in the adoption of this word into our language, besides that of the flexibility of using CLUBS or CLUBES as the plural of the word.

Full

Although this foreign term is not accepted by the Real Academia Española, it is one of the most frequently used anglicisms in Spanish; one of the anglicisms with most of its different meanings adopted by our language; and the anglicisms with the most occurrences throughout our research. The English word FULL comes from Middle English (before 12th century) akin to Old High German *fol* full; Latin *plenus* full and *plēre* to fill; Greek *plērēs* full and *plēthein* to be full.

In English, this word is used as a noun, adjective, and adverb. In Spanish, this term is mostly used as an adjective by newspapers, as in the sample found; "(auto) full equipo". Nonetheless, we can notice that in Spanish in general most of its connotations provided below for its original English term also exist for its Spanish adoption.

The English adjective full means 1: containing as much or as many as it is possible or normal 2 **a:** complete especially in detail, number, or duration **b:** lacking restraint, check, or qualification **c:** having all distinguishing characteristics: enjoying all authorized rights and privileges **d:** not lacking in any essential: perfect **e** (1): completely occupied by runners (2): having three balls and two strikes 3 **a:** being at the highest or greatest degre**e:** maximum **b:** being at the height of development 5 **a:** possessing or containing a great number or amount —used with of **b:** having an abundance of

72

material especially in the form of gathered, pleated, or flared parts 6 **a:** satisfied especially with food or drink 7: completely occupied especially with a thought or plan.

The adoption of this anglicism may have taken place because the term does not only mean *lleno*, the opposite of empty, but also because it brings into Spanish several of its Spanish meanings, such as: complete, whole and integral. If we found an article on Baseball or Playing Cards, we could surely find this word, which is part of the vocabulary of such sports and which is very comprehensible for those followers of these sporting events.

Interestingly, no morphological changes are found in the adaptation of this anglicism by the Spanish language. This is very interesting given that in Spanish adjectives do have plural forms. We would expect to pluralize this adjective; however, it does happen so. This might be explained by the fact that we do not have innate Spanish words ending in double l.

Gay

The word GAY is an accepted anglicism in the Spanish language and can be found in the Diccionario de la Real Academia Española. This English term comes from Middle English (14th century), from Anglo-French *gai*, of Germanic origin; akin to Old High German *gāhi* quick, sudden. This term acts both as an adjective and as a noun in English and in Spanish; "…miles de activistas por los

derechos gays." Nevertheless, our language has adopted only that sense referring to homosexuality.

In English, the word has several other connotations. Merriam-Webster Online Dictionary provides the following meanings for the word GAY; 1 **a:** happily excited **b:** keenly alive and exuberant 2 **a:** bright, lively **b:** brilliant in color 3: given to social pleasures; also 4 **a:** homosexual **b:** of, relating to, or used by homosexuals. As a noun, it means: homosexual. In Spanish, the word means 1 **a:** homosexual **b:** belonging or related to homosexuality.

The word GAY has not experienced any morphological modification in its adaptation to the Spanish language. However, it may be worth mentioning the ever-existing possibility of pluralizing adjectives, even when they have a foreign origin. As a result, it would be possible to read or hear both PAREJAS GAY and also PAREJAS GAYS.

It is very plausible to provide a socio-linguistic reason to the adoption of this word into the Spanish language. Given that the North American society has always been much more liberal than the Latin American society, the open discussion of homosexuality and the acceptance of this social phenomenon as something 'normal' makes the use of the term more commonly used in English. In Spanish, this situation is much more controversial and the translation *homosexual* has a derogative and taboo connotation. In this case, the use of this anglicism somehow helps to refer to a very controversial social issue.

Geek

This foreign term is not found in the Diccionario de la Real Academia Española. The word GEEK is relatively new in the English language. It is dated 1914 by Merriam-Webster. It probably comes from Low German *geck*, fool.

This term is one of the many brand-new, technology-related anglicisms that are part of a wave of an increasing number of technological products, devices and influences. In fact, I can claim that we are witnessing 'the birth', or better yet 'the fresh adoption' of an anglicism into the Spanish language. The term is so new that the press has to define it for those who are not aware of its meaning. The sample we found was; "...y se creó el término 'geek' para denominar lo equivalente al usado término 'friki' en rarezas tecnológicas". This sample introduces the term as both an adjective and a noun that refer to something 'technologically strange'.

In the English language, the term is both an adjective and a noun and it means 1: a carnival performer often billed as a wild man whose act usually includes biting the head off a live chicken or snake. 2: a person often of an intellectual bent who is disliked. 3: an enthusiast or expert especially in a technological field or activity. As we can read in this third entry, we are starting to be exposed to this anglicism referring to technology matters. Technologically speaking, GEEK refers to something strange. Given that this anglicism is new,

we do not have enough evidence to attest its morphological alterations.

Jeans

This term is not accepted by the Real Academia Española. The word JEANS is short for *jean fustian,* from Middle English (1577) *Gene* Genoa, Italy + *fustian.*

The word JEANS is used as a noun in English and in Spanish, while its singular form is only used as an adjective. The data found in this research on the use of this anglicism in Ecuadorian newspapers was; "Todos los jeans a $39,99".

This word means 1: a durable twilled cotton cloth used especially for sportswear and work clothes. 2: pants usually made of jean or denim —usually used in plural. In Spanish, according to the sample found, the term refers only to pants made of denim when the term is used as a noun; and to any item of clothing made of denim when it is used as an adjective.

Once again, although we do have an equivalent to call this type of textile, it is much easier to say and write *jeans* (1 syllable) than *mezclilla* (3 syllables). Even though it might sound funny to some, practicality is important in the case of the use of this word in translated quotations, for example.

Throughout time, this term has experienced, more than a morphological change, a change in its core meaning. Interestingly however, this situation does not affect the term's in-use meaning and

is usually 'unperceivable'. In Spanish the words JEANS is used to refer to pants made of denim; and the word JEAN is used as a synonym of denim (the textile type) but with the function of an adjective.

Look

Interestingly, although the word LOOK is accepted by the DRAE –Diccionario de la Real Academia Española- at the time this research took place, the Real Academia has proposed its future elimination from the forthcoming 23rd edition of its Dictionary.

The English word LOOK comes from Middle English (12th century), from Old English *lōcian;* akin to Old Saxon *lōcōn* to look. In English, this word is used as a noun and as a verb.

As an English noun, the term means; 1 **a:** the act of looking **b:** glance. 2 **a:** the expression of the countenance **b**: physical appearance; especially: attractive physical appearance **c:** a combination of design features giving a unified appearance. 3: the state or form in which something appears. As an English verb, among others, the term means: 1: to make sure or take care (that something is done). 2: to determine by the use of one's eyes. 3 to exercise the power of vision upon: examine 4 **a**: expect, anticipate; **b**: to have in mind as an end.

In Spanish, however, the data found on our newspaper samples shows that the word is used as a noun, "Disgusta el nuevo look de David Beckham". The DRAE states that it means the image or

aspect of people or things, especially if referring to a purpose of distinction.

The most appropriate translation in Spanish for the word *look* would be *aspecto* o *apariencia,* which are much longer to say and write than the one-syllable term *look.* Once again, given that it is a fashion-related word, it is easily welcomed into the Spanish language.

This term has not suffered any morphological change in its adaptation to the Spanish language.

Marketing

This foreign term is accepted by RAE - Real Academia Española. This English word is an inflection of the word MARKET, which comes from Middle English -12th century-; akin to Old Saxon *market* marketplace; Old High German *marcāt;* both ultimately from Latin *mercatus* trade, marketplace; from *mercari* to trade; from *merc or merx* merchandise.

MARKETING is used as a noun and it means 1 **a:** the act or process of selling or purchasing in a market **b:** the process or technique of promoting, selling, and distributing a product or service. 2: an aggregate of functions involved in moving goods from producer to consumer. In Spanish, the word MARKETING means *mercadotecnia,* the technical study of markets and it is only used as a noun, as we found it in our sample newspapers; "Ing. en Marketing"

The word MARKETING is strongly related to business in both languages and has not gone through any morphological modification or adaptation when adopted by the Spanish language.

Since the meaning of this term is related to sales and the market, very interestingly the word is used to provide an additional connotation or effect to the products of MARKETING studies, for example. The common idea that American products are better and fancier than Latin American ones makes a career in MARKETING sound fancier than a career in Mercadotecnia; the word itself 'sells' in Spanish.

Nerd

The English word NERD is not found in the Diccionario de la Real Academia Española. This word was probably first used to refer to a creature in the children's book 'If I Ran the Zoo' by Dr. Seuss (Theodor Geisel, 1950) to refer to someone unattractive.

The meanings of this English word are used to describe an unstylish, unattractive, or socially inept person; especially: one slavishly devoted to intellectual or academic pursuits. According to the context of the sample found on our newspapers, in Spanish the word keeps its original English meaning; "Los nerds pueden sentir".

In Spanish, there is simply no way to describe the full meaning or sense of the word *nerd* with a single term. The word *nerd* represents a compound of ideas related to attitude, intelligence, fashion, and lifestyle. In my opinion, the movie "The revenge of the

nerds" (1984) may well be considered as the birth time of this anglicism in Spanish speaking countries. At the time, there were no words to describe the term and the name of this blockbuster was left without translation.

There has not been any morphological alteration in the nature of this anglicism when it used in Spanish.

VIP

The English expression VIP stands for 'Very Important Person/People' and it is dated 1933 by Merrian-Webster. VIP has been adopted by the Real Academia Española keeping its same English meaning and usage.

The term VIP can be either an adjective or a noun in English. Nevertheless, we found that is Spanish it is only used as an adjective; "Silla VIP $21".

Besides the obvious meaning of VIP leading to appoint a 'Very Important Person', the term also means a person of great influence or prestige; especially a high official with special privileges. In Spanish, it means a person who is benefited by a special treatment in certain public places as a result of being famous or socially relevant.

This anglicism has not experienced any morphological change in its adaptation to the Spanish language and is used exactly as it is used in the English language.

Apparently, the financial wealth of Americans has always let them spend more money on entertainment and leisure than any other country in the world. As a result, there was always market for better services to be provided at higher prices. This commercial segment was not only benefited by higher-quality services but also by a more privileged term as a means to pamper these 'very important individuals'. The always existing high class, even in developing countries such as Ecuador, has access to these high level services if they can afford them (as it is the case of VIP seats in commercial flights).

Clown

The word CLOWN is found in the Diccionario de la Real Academia Española). This English word probably has a Low German origin (1563); akin to Frisian *klönne* clumsy fellow; Old English *clyne* lump of metal.

The term CLOWN is used as a noun and as an adjective in English, and it means 1: farmer, countryman. 2 **a:** a fool, jester, or comedian in an entertainment (as a play); specifically: a grotesquely dressed comedy performer in a circus **b:** a person who habitually jokes and plays the buffoon **c:** joker.

The DRAE - Diccionario de la Real Academia Española- says that the word means a circus clown; however, it does include another different but widely-accepted use. This term is also frequently used to refer to someone whose job is not necessarily that of a clown but who

may dress and perform as a clown for a certain time or purpose. Our research found this anglicism with this meaning on one of our newspaper samples in the following statement; "El multimillonario clown del espacio".

I think that a determining moment for this anglicism in the Spanish language could have been the premiere of the movie "Patch Adams" (1998). Based on a true life story, this movie presents the story of a doctor who is not exactly a clown performing his job but an unconventional doctor who tries to cheer up seriously ill kids at a hospital through the use of certain elements of a clown, principally a round plastic nose.

To make a difference between a common *clown* (payaso) and somebody else who tries to resemble the job of a clown for a certain event or reason, the word seems to have filled the gap. Besides this variation in meaning, this term has not experienced any morphological change in its adaptation to our language.

Hacker

Although the word HACKER has been for long a widely-accepted anglicism by the general public, it is not accepted by the Diccionario de la Real Academia Española. Without further comments, the Merriam-Webster Online Dictionary states that the word HACKER has its origins in the 14th century.

This foreign noun has the following meanings in English, 1: one that hacks. 2: a person who is inexperienced or unskilled at a

particular activity. 3: an expert at programming and solving problems with a computer. 4: a person who illegally gains access to and sometimes tampers with information in a computer system.

The statement containing this anglicism in our newspapers says "Hackers atacan página de la Confederación Sudamericana". This sample demonstrate that in Spanish the word is used to refer to a person who illegally gains access to and sometimes tampers with information in a computer system. This example shows that the word is also used as a noun in Spanish,

As in several of the cases above, there is not a single word in Spanish to refer, in this case, to a criminal engaged in technological crimes, especially those attacking computers. As a result, the availability of a single "ready-made" term is appealing. As explained above, the status of a technology-related word gives the term more access to the Spanish language.

The word HACKER has not experienced any morphological change in its adaptation to the Spanish language.

Light

The English word LIGHT is a linguistic icon in terms of the contemporary adoption of anglicism into the Spanish language. This English term, accepted by the DRAE – Diccionario de la Real Academia Española- comes from Middle English (12th century); from Old English *lēoht*; akin to Old High German *lioht* light; from Latin *luc-* or *lux* light and *lucēre* to shine; and the Greek *leukos* white.

In English, this word is used both as a noun and an adjective and it means, among others, 1 **a:** something that makes vision possible **b:** the sensation aroused by stimulation of the visual receptors **c:** electromagnetic radiation of any wavelength that travels in a vacuum with a speed of about 186,281 miles (300,000 kilometers) per second; specifically: such radiation that is visible to the human eye. 2 **a:** daylight **b:** dawn. 3: a source of light. As an English adjective, the term means 1: having light: bright. 2 **a**: not dark or intense in color or coloring: pale **b:** of colors: medium in saturation and high in lightness 3: the opposite of heavy.

The word LIGHT is used as an adjective in Spanish and it means; 1 a feature of a beverage or processed food: with fewer calories than usual. 2 a feature of a cigarette: containing less harmful content. 3. having lost great part of its main features. The sample found in this research introduces the word relating it to one of its original meanings in English (the opposite of heavy), not in Spanish; "Light y sin arrugas". The anglicism used in Spanish has no connection with the idea of a source of light; therefore, it is used only as an adjective not as a noun.

Since this term is one of the 200 most frequently used words in the English language (West's GSL, 1953), it will be one of the words we will be more easily exposed to when encountering the English language. Besides this fact, the word has a very strong link with a modern wave of health and nutrition awareness (light, healthy

food), and an inflected idea of 'easiness' and 'uncomplication' (light music, light fashion). These latter fields –music and fashion- have proven to be very pro-anglicisms in the Spanish language.

This anglicism has not gone through any morphological change in its adaptation to the Spanish language. Nevertheless, it is common the omission of the ending letter T when pronounced.

Master

The word MASTER has its origins in Middle English (before 12th century), from Old English *magister*; and from Anglo-French *meistre*, both from Latin *magister*; akin to Latin *magnus* large.

This word is used as a noun and as an adjective in English and it means 1 **a** (1): a male teacher (2): a person holding an academic degree higher than a bachelor's but lower than a doctor's **b:** (1): an artist, performer, or player of consummate skill (2): a great figure of the past (as in science or art) whose work serves as a model or ideal 2 **a:** one having authority over another: ruler, governor **b:** one that conquers or masters: victor, superior 3 **a:** a master mechanism or device **b:** an original from which copies can be made; especially: a master recording (as a magnetic tape).

The Real Academia Española accepts this foreign noun and defines it as an educational degree which follows a bachelor's degree. This is confirmed by the statement found in this research; "Un master en administración".

This anglicism has experienced a slight morphological change in its adaptation to the Spanish language given that it has an accent mark; 'máster', although the data found in the sample does not show such Spanish rule.

As part of the 'MTV generation', I witnessed the inclusion of this term into the Spanish language of youngsters in Guayaquil in the 80's when we referred to the original record or sound of a later variation of music. Disc-jockeys usually referred to the master L.P. (the original long play record). Nonetheless, in present times, the word is strongly related to education and sports.

Pop

This anglicism, strongly related to a music genre, is accepted by Real Academia Española in its official dictionary. The word POP comes from Middle English (15th century) *poppen*, of imitative origin. However, its origin as an adjective is dated 1880.

This English noun, adjective and verb means 1: POPULAR: as **a**: of or relating to popular music **b**: of or relating to the popular culture disseminated through the mass media 2 **a**: of or relating to pop art b: having, using, or imitating themes or techniques characteristic of pop art.

This word is used as a noun or as an adjective in Spanish and is strictly related to the above mentioned music genre, rather than to the idea of being POPULAR, as we can see in the sample found; "El rey del pop". The DRAE provides the following meanings 1.

a type of light popular music derived from black music styles and from the British folkloric music 2. relating to a North American artistic wave inspired by the most current aspects of the so-called consumption society.

There seems to be an unwritten rule that says that the names of foreign types of music –not necessarily English- should not be translated (jazz, rock, pop, bossa nova, tango, flamenco, polka). This might be so due to the fact that they are proper names.

The word POP has not experienced any morphological change in its adaptation to the Spanish language.

Ranking

This term is accepted by the Real Academia Española. The word RANKING has its origins in 1847. From RANK, Middle English and from Old English *ran c*over bearing, strong; akin to Old Norse *rakkr* erect, and perhaps to Old English *riht* right.

As a noun, the term means 1 having a high position: as **a:** of the highest rank **b:** being next to the chairman in seniority. In Spanish, it is also used as a noun and it means a classification from higher to lower used to establish valuation criteria. This is evidenced by the following example found; "Rafael Correa no estuvo en el ranking de los 17 mejores graduados de economistas".

In terms of music, teenagers seem to rule the language. In the US the Billboard music ranking does not only represent a classification of popular songs, but also what should be the musical

asset of a teen who in 'in' or updated (therefore socially accepted). This idea of 'knowing what the number one is' is quite appealing among Ecuadorian teens as well.

The word RANKING has kept its morphological identity when adopted by the Spanish language. It has not gone through any morphological alteration or adaptation.

Set

This word is accepted by RAE (Real Academia Española). The word SET comes from the 12th century, from Middle English *setten*; from Old English *settan*; akin to Old High German *sezzen* to set; and Old English *sittan* to sit.

The several meanings provided by the English language for this noun and verb are; 1 **a:** the act or action of setting **b:** the condition of being set 2: a number of things of the same kind that belong or are used together 3 **a:** mental inclination, tendency, or habit: bent **b:** a state of psychological preparedness to perceive or respond to an anticipated stimulus or situation 4: a division of a tennis match won by the side that wins at least six games beating the opponent by two games or by winning a tiebreaker 5: a collection of books or periodicals forming a unit 6: a collection of elements and especially mathematical ones (as numbers or points) —called also class 7: an apparatus of electronic components assembled so as to function as a unit 8: a group of a specific number of repetitions of a particular exercise.

When used in Spanish, it means 1. a group of elements sharing something in common or grouped for a common purpose 2. in tennis and other sports, part or stage in a match, which has an independent scoring 3. a film or television location. The data found shows that the word is used as a noun; "Perdió fácil el set".

This word has not changed in its adaptation to our language. Just as it happens with anglicisms related to technology and music, those related to sports have always been easily adopted into the Spanish language without any objection from readers and writers. In Spanish, this term is as vital for tennis as it is the word *goal/gol* for *football.* Nevertheless, just as one of the meanings in Spanish shows it above, the word is also accepted in our language with the meaning of 'a group of'.

Show

This term has long been accepted by the RAE; however, its elimination from the forthcoming 23rd edition of the Diccionario de la Lengua Española has been proposed. The English word SHOW comes from Middle English (13th century) *shewen, showen*; from Old English *scēawian* to look, look at, see; akin to Old High German *scouwōn* to look, look at; and probably to Latin *cavēre* to be on one's guard.

Among others, we can mentioned the following meanings for this word that is used in English as a verb and as a noun; 1: a demonstrative display 2 **a**: a more or less true appearance of

something: sign **b:** an impressive display **c:** ostentation 3: something exhibited especially for wonder or ridicule 4: a spectacle 5 **a:** a large display or exhibition arranged to arouse interest or stimulate sales **b:** a competitive exhibition of animals (as dogs) to demonstrate quality in breeding 6 **a:** a theatrical presentation **b:** a radio or television program **c**: entertainment.

The Spanish anglicism means, used as a noun in our language, means; 1. an artistic performance 2. something, such as an event, carried out so as to exhibit. As a verb it means to organize or produce a scandal. The statement found with this anglicism was; "...se preparó un show artístico".

TV and entertainment productions have a strong dominance over the Spanish language given that we, Ecuadorians, are mostly consumers and not producers of these events. As a result the adoption is almost unavoidable.

This foreign word has not had any change in its morphology when adapted to the Spanish language.

Stand

This term is accepted by the Real Academia Española); however, it has proposed its future elimination from the forthcoming 23rd edition of the Diccionario de la Lengua Española. The origin of the word STAND comes from Middle English (12th century), from Old English *standan*; akin to Old High German *stantan, stān* to stand,

Latin *stare*, Greek *histanai* to cause to stand, set, *histasthai* to stand, be standing.

The term STAND is used as a verb and as a noun in English. Some of the meanings of this anglicism are; 1 **a:** a halt for defense or resistance **b:** an often defensive effort of some duration or degree of success 2 **a:** a place or post where one stands **b:** a strongly or aggressively held position especially on a debatable issue 3 **a:** the place taken by a witness for testifying in court b plural **b:** a raised platform (as for a speaker or hunter) serving as a point of vantage 4 **a:** a small often open-air structure for a small retail business **b:** a site fit for business opportunity 5: a place where a passenger vehicle stops or parks.

The samples found in Spanish show that the word is only used as a noun in our language; "...personas visitaban los stands". The DRAE provides the following definition for this anglicism; a place inside a market or fair used to exhibit and sell merchandise.

The old European idea of a market, where there were several lines of stands offering a wide range of products, has become a present success in modern times with the growing popularity of international fairs, of which main features are the stands. These spaces for the exhibition of goods and services stopped being wooden stalls and tables to become visually attractive spaces to attract potential buyers. This idea has a strong link to consumerism and the word *stand* seems to be part of it.

This anglicism has not been affected by any morphological change in its adoption by the Spanish language.

Bypass

The anglicism BYPASS is accepted in the Diccionario de la Real Academia Española only through its Spanish adaptation *baipás*. The word BYPASS is dated 1848. It is a compound word formed by the words BY (Middle English, 12th century, preposition & adverb, from Old English, preposition, *be, bī;* akin to Old High German *bī* by, near, Latin *ambi-* on both sides, around, Greek *amphi*) and the word PASS (Middle English, 14th century, from Anglo-French *pas,* from Latin *passus*).

The English language uses this word as a noun, adjective, adverb and interjection. This word means 1: a passage to one side; especially: a deflected route usually around a town 2 **a:** a channel carrying a fluid around a part and back to the main stream **c**: also: a surgical procedure for the establishment of a shunt.

When used in Spanish, it is used as a noun and it means 1. an alternative duct produced by a surgery which leads all or part of the blood pressure so as to ease blood circulation 2. detour produced on a circuit, road or way so as to overcome an interruption or obstacle. We can see its use in the following example found; "A la altura del bypass…"

As it was previously mentioned, this term has experienced a change in its adaptation to the Spanish language. It is officially

spelled as 'baipás', although it is also commonly used with its original English spelling as in the example found.

I do not have any explanation for the adoption of this word into the Spanish language and it really amazes me since it mainly has a connection to roads in the US, which defies my theory of being fashion, entertainment and technology the fields that ease most of the adoptions of anglicisms.

Hot

This term is not accepted by RAE (Real Academia Española). The word HOT comes from Middle English (12th century) from Old English *hāt*; akin to Old High German *heiz* hot, Lithuanian *kaisti* to get hot.

The noun, adjective and adverb HOT means 1 **a**: having a relatively high temperature **b**: capable of giving a sensation of heat or of burning, searing, or scalding **c**: having heat in a degree exceeding normal body heat 2 **a**: violent, stormy; also: angry **b** (1): sexually excited or receptive (2): sexy **c**: eager, zealous 3: having or causing the sensation of an uncomfortable degree of body heat 4: newly made: fresh 5 **a**: of intense and immediate interest **b**: unusually lucky or favorable **c**: temporarily capable of unusual performance (as in a sport) **d**: currently popular or in demand **e**: very good 6 radioactive 7 recently and illegally obtained.

The word HOT is freely used in Spanish as an adjective and it is given the meaning of sexy or sexually arousing. This is proven by

all the samples found in our tabloid variable. One of the repeated statements found was; "(chicas) hot", referring to sexual services and/or sexual entertainment.

This is an issue I have not mentioned before; however, sex and taboo topics are also highly ranked among 'anglicisms installers'. Since the word is related to sex and sex is still a taboo topic in our country, any translation available would have to use explicit Spanish taboo words. It seems that the word used in English softens its taboo effect.

The adoption of this term by the Spanish language has not produced any morphological alteration on the term, which is very interesting to analyze. The letter H, which is mute is Spanish, is here pronounced as it used in English; that is, pronounced as a J.

Chat

Although I would daresay the word CHAT is one of the most frequently used spoken anglicisms, the RAE does not accept this term as official in its Diccionario de Real Academia Española. The word CHAT comes from Middle English (15th century) *chatten*, short for *forchatteren* to talk.

In English, this word is used as a noun and a verb. In Spanish, the data found in our newspaper samples show that the word is also used as a noun and a verb; "chat (con chicas)".

As an English verb, it means 1: chatter, prattle 2 **a:** to talk in an informal or familiar manner b: to take part in an online discussion

in a chat room transitive verb chiefly British: to talk to; especially: to talk lightly, glibly, or flirtatiously with —often used with up. As a noun, it means 1: idle small talk: chatter 2: light informal or familiar talk. Interestingly, in Spanish the anglicism keeps the same meanings and usages as those in English.

This word is not only connected to technology but to 'very recent' technology. As already explained, this word and others such as MP3 or DVD were never tried to be translated or explained, they were simply introduced into the Spanish language as soon as they were introduced into our lives as a product, service, or as in this case, as a computing application.

This foreign word has not experienced any change in its morphology in its adaptation to the Spanish language.

Disc Jockey

This term is accepted by the Real Academia Española. The origin of the word DISC JOCKEY in English is dated 1941 by Merriam-Webster. It is a compound word formed by the words DISC (Latin *discus,* dated 1664) and JOCKEY (*Jockey,* Scots nickname for *John,* dated 1643).

The noun DISC JOCKEY means an announcer of a radio show of popular recorded music; also: one who plays recorded music for dancing at a nightclub or party. When used in Spanish, it is also a noun that means a person in charge of selecting and playing discs at a discotheque or in certain radio or television programs; as it seen in

the following example found in this research; "…(se busca) disc jockey, barman".

This term has experienced a slight change in its adaptation to the Spanish language, it is written with a hyphen; 'disc-jockey'. I am a witness that the 80's did not only bring Anglo music and fashion to our country but also Anglo terms defining them. The adoption of such American fashions and habits also implied the adoption of a type of language full of anglicisms, which made teenagers stand out from the rest, especially from adults.

Dance

This anglicism DANCE is accepted by the Real Academia Española. This English term comes from Middle English (14th century) *dauncen*; from Anglo-French *dancer.*

This English term that is used either as a noun or verb means 1: an act or instance of dancing 2: a series of rhythmic and patterned bodily movements usually performed to music 3: a social gathering for dancing 4: a piece of music by which dancing may be guided 5: the art of dancing.

Spanish also uses it as a noun and it means 1. a sword dance 2. a poetic composition told in this type of dances. The sample found in our newspapers; "Sexy chica dance", demonstrates that this anglicism refers to any type of dance, especially if they are performed at nightclubs.

Exactly as above (the case of the word disc-jockey), the term *dance* is part of the urban fashion of young people, which is a badge of pride among youths. Nevertheless, it was formerly introduced in the 70's in Ecuador as a type of music: *dance music*, John Travolta being its main reference and an idol not only in Ecuador but worldwide. The fact that we do have a resembling word in Spanish with the same core meaning (Danzar [v], Danza [n]) also eases the adoption of this anglicism into our language

The word DANCE has not gone through any morphological change in its adaptation to the Spanish language.

Sexy

This anglicism, already accepted by RAE, is dated 1925 by Merriam-Webster Online Dictionary. This term comes from SEX, Middle English, 14th century; from Latin *sexus.*

This English term is used as an adjective. It means 1: sexually suggestive or stimulating: erotic 2: generally attractive or interesting: appealing. When used in Spanish, it is also used as an adjective and it means 1: possessing a physical and sexual attraction. The example found in Spanish proves the sexual connotation of this word; "(chicas) sexy".

As in the case of the anglicism *hot*, its use in Spanish seems to soften its taboo connotation and seems to be preferred to a translation providing other taboo concepts, words or ideas.

As in other cases already commented, this term has not experienced any change in its adaptation to the Spanish language. The RAE accepts it as an adjective but it does not provide a plural proposal.

Spray

This term is accepted by the Real Academia Española. The word SPRAY comes from Middle English (13th century), from Old English *spræg, spræc.*

The anglicism SPRAY is used as a noun and a verb in English. This English word means 1: a usually flowering branch or shoot 2: a decorative flat arrangement of flowers and foliage (as on a coffin) 3: something (as a jeweled pin) resembling a spray.

When used in Spanish, it means a container featuring a special device used to pulverize the liquid it contains; also, the liquid content of such container. the data found on our newspapers shows that the anglicism is only used as a noun, "spray, juguetes…"

According to several individuals interviewed (+50 years old), the word *spray* was introduced into the Spanish language of Ecuador in the 50's. This word had a strong link with American inventions, and although a translation was immediately proposed explaining the function of the device (*aerosol*), the original English term was always a parallel option at hand to refer to this unique, handy and 'modern' device.

Although there is some support by certain linguists to either eliminate this term from DRAE or produce an alteration of the word so as to comply with Spanish lexical standards (which could transform the word into esprei), this term has not experienced any morphological change in its adaptation to the Spanish language yet.

Stock

This term is accepted by RAE; however, its future elimination from the forthcoming 23rd edition of the Diccionario de la Lengua Española has been proposed. The word STOCK comes from Middle English (before 12th century) *stok*; from Old English *tocc*; akin to Old High German *stoc* stick.

This term means 1: a log or block of wood 2: a supporting framework or structure 3 **a:** the main stem of a plant: trunk **b** (1): a plant or plant part united with a scion in grafting and supplying mostly underground parts to a graft (2): a plant from which slips or cuttings are taken 4 **a** : the equipment, materials, or supplies of an establishment **b:** a store or supply accumulated or available; especially: the inventory of goods of a merchant or manufacturer 5: a supply of capital: funds; especially: money or capital invested or available for investment or trading 6 **a**: paper used for printing **b:** the portion of a pack of cards not distributed to the players at the beginning of a game 7 a (1): an estimate or evaluation of something (2): the estimation in which someone or something is held.

The term used in Spanish means; the number of merchandises held in a storehouse. This noun is a common term used with a commercial connotation; "Hasta agotar stock".

According to several English-Spanish dictionaries, the possible translations for this term are *mercadería* o *disponibilidad de mercadería o productos*, which are obviously harder to be said or written than the one-syllable word *stock*.

The word STOCK has not changed morphologically when used in the Spanish language.

Sport

This term is accepted by the Real Academia Española. The word SPORT comes from Middle English (15th century) short for *disporten* to divert or disport.

This English word used as a noun, adjective and verb means **a**: a source of diversion, recreation **b**: sexual play **c** (1): physical activity engaged in for pleasure (2): a particular activity (as an athletic game) so engaged in 2 **a**: pleasantry, jest **b**: often mean-spirited jesting, mockery, derision 3 **a**: something tossed or driven about in or as if in play **b**: laughingstock 4 **a**: sportsman **b**: a person considered with respect to living up to the ideals of sportsmanship **c**: a companionable person

When this anglicism is used in Spanish, it is mostly used as a noun or an adjective, as can be read in our research; "Practicar un sport". The tendency of naming sport clubs by using this term itself

makes it a very frequent anglicism in the Spanish language (e.g. Club Sport Emelec). RAE provides the following definitions for this term; 1. regarded as informal when referring to clothing. 2. referring to leisure activities where there is competition. de ~. 1. when referring to clothing, comfortable and informal.

There has not been any morphological alteration in this anglicism when used in Spanish. That proves to be contradictory with the linguistic policies of RAE. This institution usually adopts anglicisms as long as they comply with certain modifications that follow Spanish lexical standards. The RAE considers that the words that start with the letter S are certainly not Spanish; that is why the foreign word STANDARD was once changed to ESTÁNDAR, to comply with such rules.

Playoff

This English compound noun is not accepted by RAE. The word PLAYOFF is dated 1895. It is a compound word formed by the words PLAY -Middle English, before 12th century, from Old English *plega;* akin to Old English *plegan* to play, Middle Dutch *pleyen-* and the word OFF, a variation of Middle English OF.

We can attest that this anglicism is also used as a noun in the Spanish language by reading the sample our research obtained; "El playoff por el banderín".

The word PLAYOFF means 1: a final contest or series of contests to determine the winner between contestants or teams that

have tied 2: a series of contests played after the end of the regular season to determine a championship —often used in plural.

The use of this term was mainly introduced into the Spanish language by basketball, especially by that broadcast of the NBA – National Basketball Association from the US. According to our researched data, this term has not experienced any morphological change in its use in the Spanish language. The anglicism also keeps its original meanings from English.

<div align="center">**Comparative Analysis**</div>

In the following section we will compare the different totals and both our three variables and those of our five sub-variables. Additionally, we will try to find an answer that explains the high or low frequency use of certain anglicisms and we will find out the sections (sub-variables) where anglicisms are more commonly found.

Comparative analysis of the five sub-variables of the sample national newspaper (El Universo):

In this variable we found 19 anglicisms in the news (2,64%), 530 anglicisms in the ads section (73,91%), 63 anglicisms in the social pages (8,78%), 64 anglicisms in the sports section (8,92%), and 41 anglicisms in the different types of reports (5,71%). 717 anglicisms found in total. This variable is the most widely sold newspaper in our country and it is said to be a formal, right-winged one. Due to its sales, it can offer its readers with much more material per edition than that offered by its competitors.

Interestingly, its incomes also help it have more journalists and national and international specialist correspondents who provide this newspaper with a feeling of wholeness. As a result, this was the source where most of our anglicisms were found. With the exception of the news reports, section by section this variable has many more anglicisms than the sections of the other two variables. Since it is the most widely read newspaper, it is also the most preferred to advertise products and services, this is how we found the longest ads section among variables, which provided our research with almost have of all the anglicisms found in the whole research (530 out of 1116).

As already mentioned, this variable is considered to be a formal paper and therefore it uses formal appropriate Spanish for its most formal section: news. Here we found only 19 anglicisms which were found in what we can describe as more informal news, such as those related to crime in the city of Guayaquil. The anglicisms found in reports doubled this number (41), and those found in the sport section and social pages tripled it (64 and 63) respectively.

In my personal opinion, these drastic variations in the number of anglicisms per sub-variable clearly depend on the topics dealt; the more informal they are, the more informal language journalists can use.

Additionally, the target reader varies from section to section; a businessman is likely to stay away from the social pages as much as a teenager is likely to avoid the finance and politics news. As a

result, the social pages will make use of more fashionable terms, anglicisms included, to reach that type of audience.

The case of the number of anglicisms in the ads section is quite biased though. If we consider that there is a boom in car sales in the city of Guayaquil, and that it is a cliché to try to sell them by stating that they are 'fully equiped' (full equipo), we could even get to the conclusion that the overall number of anglicisms used in Ecuadorian newspapers is quite low if we do not regard as influential those repeated by the dozens in the ads section.

For example, the number of occurrences of the anglicism FULL is 252. This term represents: 1. half of the entire number of anglicisms found in the adds section of the national newspaper; 2. more than all those anglicisms found in the entire local newspaper; 3. more than those anglicisms found in the entire tabloid; 4. 32% of all the anglicisms found in all the add sections of three variables; and, 5. amazingly, 22% of all the anglicisms found in the entire research. All this thanks to the habit of using the common expression "carro full equipo" to refer to a well-equipped vehicle: radio, CD player, airbag, etc. The number of people wanting to sell their cars through newspapers ads is significant.

Comparative analysis of the five sub-variables of the sample local newspaper (Expreso):

In this variable we found 23 anglicisms in the news section (11,79 %), 82 anglicisms in the ads section (42,05%), 40 anglicisms

in the social pages (20,51%), 27 anglicisms in the sports section (13,85%), and 23 anglicisms in the different types of reports (11,79%). 195 anglicisms found in total. This variable, a local newspaper, is a 'middle-sized one' sold mainly in the city of Guayaquil: it usually offers only two thin sections. Its language goes from formal to slightly informal.

Due to the reasons explained above, less material in a formal source means fewer anglicisms per section. Interestingly, however, here we found more anglicisms in the news section than those found in the news section of the previous variable, although as a whole this variable has three times fewer anglicisms than those found in the national newspaper. This phenomenon might be caused due to the use of a slightly more informal language. As a whole, we can see that this variable presented between 3 and 7 anglicisms per section along the week, not counting those in the ads section, which always provides many more occurrences.

It is important to keep in mind that the main target of this newspaper is middle class people; as a result, statistically speaking, it uses more anglicisms in its News and Reports sections than those used in the National Variable. Since this variable does not have to keep a strictly formal line to communicate, its language is more informal than that of the National Variable. If it had the same number of pages as those of the previous variable, we would surely find many more anglicisms in this variable.

Comparative analysis of the five sub-variables of the sample tabloid (Extra):

In this variable we found 8 anglicisms in the news (3,92%), 160 anglicisms in the ads section (78,43%), 11 anglicisms in the social pages (5,39%), 12 anglicisms in the sports section (5,88%), and 13 anglicisms in the different types of reports (6,37%). 204 anglicisms found in total. In my opinion, the language of this variable is not only informal but also explicitly offensive.

Linguistically speaking, it has almost no restriction to present its information. However, it is very interesting to consider the possibility that it might be the most trustable variable in terms of a real reflection of how the Spanish language is used by common people on the streets and neighborhoods of our country. It does not mean this is the way we all Ecuadorians speak, but it is certainly the language most of us use in the most common and informal situations among our friends and relatives, and which is not the language used in formal news, for example.

In this variable we found the fewest anglicisms (they would account for 1 or 2 per day, per section, not counting on the ads section); however, we have to keep in mind that this source usually offers only 8 sheets. I conclude that this is the main reason for the few number of anglicisms found if we compare it with the two previous variables

Comparative analysis of the three variables (national newspaper, local newspaper, tabloid):

To make a sensible comparative analysis among the three variables we should consider at least two facts: 1.- the physical size of the national newspaper is such that the number of anglicism found should not make us conclude, for example, with the idea that it is right in this variable where the use of anglicisms mostly take place. The information offered by the first variable is usually two times longer than that offered by the second variable, and three times longer than that in the third variable.

2.- The size of the ads sections (mainly in the first variable) and therefore the number of anglicisms found here increase disproportionally the total number of anglicisms found in the research. The ads sections have proven to be very informal and as a result a fertile field for the use of more anglicisms than in other sub-variables. This section is actually the least edited in newspapers since it is advertisers who decide what readers will read.

Based on our first observation, this is why we have a remarkable difference in the number of anglicisms found in the ads section of the first variable contrasted to those found in the other two. With this in mind, we could say that the more information offered the more chances we will have to find anglicisms.

Similarly, the length of the sub-variables will always be directly proportional to the number of newspapers sold. Another

interesting finding is that of the number of anglicisms found in the tabloid being higher than that of the anglicisms found in the local newspaper despite the fact that the local newspapers offers two or three times more information that the tabloid.

It is my personal opinion that this is due to the formality/informality of the source given that the more informal the language the more chances we will have to find anglicisms. This statement could be proven by seeing the number of anglicisms found in the news sections of the national and local newspapers contrasted to those found in the tabloid.

The second sub-variable with the most anglicisms across our three variables is the sports section, which has also been a recognized as an innate source of anglicisms since the names of sports and their related terms usually retained their English form across languages.

The reports section and the social pages seem to be a neutral field for anglicisms and they are the sections where anglicisms are naturally used if necessary. This does not seem to be so in the news sections where the use of anglicisms is kept to a minimum. Our three variables present their lowest number of anglicisms in this section.

Sociological Analysis

Are anglicism accepted or rejected by the general public and by professionals involved in the media? We first interviewed one of the editors of Vistazo, the most widely read magazine in Ecuador.

This professional argues that although journalists are taught at the beginning of their careers to write in 'good Spanish', once journalists graduate and get involved in real writing for the media, what journalists have to master is the art of sensibleness. They do not need to fight anglicisms but to recognize when these terms should be used to produce a desired effect. As an example, she says that if there were a serious political conflict with the US, the use of anglicisms would produce a different effect to that they currently produce. In that case, some frequently used anglicisms would then be seen as politically charged. This journalist does not think anglicisms are or will be an issue to be concerned about as long as they are accepted by readers and the society in general.

On the other hand two Argentinean media producers interviewed thought that understandability is what people prioritize: if your message is well-delivered with the terms readers understand, use, and commonly are exposed to, either in Spanish or any other foreign terms, readers will feel `included`. They claim readers feel the message is really for them when commonly used words are presented.

On the other hand, rhetoric and excess of infrequent but correct Spanish seems to exclude readers. They argue that language evolutes socially oriented and that sometimes means it will not be linguistically correct. English teachers agree. Although their opinion might be seemed as biased since they may actually be who use anglicisms the most in our Spanish speaking society, these

professionals play an important role in the constant development of the Spanish language.

A General English teachers and a Business English teacher think that Ecuadorian students learning English welcome any term that will not only facilitate their studies or jobs but also their communication in the Spanish language. They have witness how adult learners, for example, finally get to understand the full meaning of certain anglicisms they have already been using for some time. Adults might have been using terms such as CHAT thinking it was only related to computers, not knowing they can actually chat face to face in person too. This knowledge is seen with satisfaction as an asset acquired; or kindly provided by the English teacher. These teachers in fact wonder if it is in their classrooms were some anglicism are born.

Another teacher, a British one (conversational English), thinks that we should start the analysis by wondering the appropriateness of the existence of an institution dedicated to the regulation of a language, as it is the case of the Real Academia Española. He says that is a sign of lack of independence; not only linguistics independence but also cognitive one. He argues that language is a sign of the human intelligence and it the fruit of endless creativity; therefore, it should not preset orthodox limitations, although it will need obvious socio-linguistic standards.

As such types of institutions do not exist for the English language, in English-speaking countries people are not concerned with the new words adopted or adapted every day to their language. He claims that it is the existence of the RAE what represents certain pressure to centralize the criteria of the words that should or should be used as part of the Spanish language.

However, he argues that in modern times this institution has very little influence, if any, on the common Spanish-speaking people. If somebody likes using an English term and it produces a multiplying effect it cannot be regulated but imitated by those who agree with it. We can conclude that, according to the testimonies and experience of these professionals, the Spanish language seems to be more prone to survival given to its adaptation skill to modern linguistic changes. Language is not only enriched by anglicisms but also improved by them when these terms improve text readability by using the terms that most readers are accustomed to encountering and using.

Conclusions

At this stage of our research we feel we have enough evidence so as to draw the following conclusions:

The first variable chosen (El Universo, a national newspaper) presents the most anglicisms among the variables (717 vs. 195 and 204). This happens on account of a fundamental fact; it offers more pages, more varied information and more international news than the other two variables. The formula that explains this situation is simple, the more information presented, the more chances we will have to encounter anglicisms.

The second variable chosen (Expreso, a local newspaper) presents a dramatic decrease in the use of anglicisms (195 in total). Their occurrences account for 3 to 6 anglicisms per section, per day, not counting those use in ads, of which number will usually be higher.

Keeping in mind the immense difference in the number of pages between the above mentioned variables, the quantitative tabulation of our data shows us that if the local newspaper had as many pages as the national newspaper, it would surely provide more anglicisms per issue. As an illustration of this claim, we can see that this variable presents 23 anglicisms in the news section (admittedly, the most linguistically conservative section in a newspapers), while the national variable presents only 19 anglicisms. It is also important

to remark the fact that this newspaper aims to the working middle class of the city of Guayaquil, who can have access to English media.

The third variable chosen (Extra, a tabloid) is dramatically loaded with anglicisms in the ads while in the rest of its sections, their occurrences account for 1 to 2 anglicisms per section, per day. It is crucial to remember that its size (approximately 8 pages) cannot provided us with a misleading perception; we have to remember our formula "the more information the more anglicisms", and vice versa. In fact, statistically speaking, this third variable uses more anglicisms in 8 pages (204) than the local newspaper in approximately 18 pages (195).

One of the most important pieces of information obtained by this research is the identification of the word FULL as the most widely accepted anglicism by both writers and readers. The 252 occurrences of this anglicism represents more than all those anglicisms found in the entire local newspaper or in the entire tabloid demonstrating that this term alone strongly influences the overall results of this research.

The use of formal language, mainly to project the image of trust and credibility in news, tries to avoid as much as possible the use of anglicisms in the report of local news. However, this rule is broken of course when international news is reported since it is unavoidable to refer to widely known terms in English.

Regarding the importance of single sections, the ad sections in our three variables provided the most anglicisms. They represented 74% of all the anglicisms found in the national newspaper, 22% of all the anglicisms found in the local newspaper, and 78% in the tabloid.

Additionally, based on the several interviews carried out while this research was performed, we can also state that anglicisms are definitely not analyzed prior its adoption by Ecuadorian newspaper journalists. Their criterion for their usage is based on vox populi; regardless the reason, if an anglicism is already commonly used by our people in the streets of our country (due to a fashion craze, for example), then it will be confidently used on paper.

On the readers' hand, this confidence is additionally supported by the proven openness with which readers welcome new and old foreign terms into our Spanish language.

Finally, based on the data collected throughout this research, I firmly allege that people (newspapers related professionals included) are not aware at all of the large number of anglicisms used in Ecuadorian newspapers. Currently, anglicisms are openly welcomed and spontaneously used and understood by people in general in our country.

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Annex 1

• Chart for the qualitative tabulation

Chart #

Variable:

Subvariable:

Anglicisms	Examples	Word repetition number	Title of the article	Date

Author:

• Chart for the Quantitative tabulation

Chart #

Variable:

Anglicisms	Section	F	%
	News		
	Ads		
	Social pages		
	Sports		
	Reports		
	Total		

Author:

• Chart for the most frequent Anglicisms (in all variables)

Chart #

Anglicisms	Word repetition number

Author:

Survey format on Anglicisms

Anglicismos en los diarios ecuatorianos

1.- ¿Sabe qué es un anglicismo?

Sí ....   No ....

2.- ¿Esta conciente del uso de estas palabras cuando habla,

escucha, lee o escribe en español?

Sí ....   No ....

3.- ¿Esta a favor, en contra, o no tiene una posición clara al

respecto de este tema?

A favor ....   En contra ....   Neutral ....

4.- ¿Cuál es su opinión sobre la adopción de estas palabras por

parte del idioma español?

....

....

....

....

5.- ¿Cuál es el trato que usted le da a estas palabras en sus

actividades profesionales?

....

....

....