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

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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.

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

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DEDICATION

I dedicate this research work mainly to GOD and my beloved family for the understanding and encouragement they provide me during all these years of study.

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Praise and gratitude be to God, without whose gracious help it would have been impossible to accomplish this work. I would like to express my gratitude and appreciation to my teachers Dra. Rosario Burneo, Lic. Alba Vargas and my advisor Mgs. Gina Camacho for their guidance and helpful suggestions throughout this work. My special gratitude to my parents, grandparents and my aunts, whose love and affection is the source of inspiration and encouragement for my studies. Last, but not least, I extend thanks and appreciation to everyone who helped directly or indirectly to get this work done. It is not possible to list all the individuals, especially the teachers who have contributed to this work. I express my gratitude and thankfulness to all of them.

ABSTRACT

This thesis was made in order to determine the influence of anglicisms in Ecuadorian newspapers. The title given to this research proposal was A DESCRIPTIVE ANALYSIS OF ANGLICISMS USED IN ECUADORIAN NEWSPAPERS. This research was carried out in the city of Guayaquil. Three newspapers were used for this project: “El Universo” a national newspaper, “El Expreso” a local newspaper, and the tabloid “El Extra”. In the same way, the sections used for this investigation were: *News, Ads, Reports, Social pages, and Sports.*

In order to carry out the current research the Bibliographic, the Analytic and Descriptive methods were applied. The Bibliographic method was used in order to gather the scientific material necessary for the theoretical frame. On the other hand, the Analytic and the Descriptive methods were used in order to do the descriptive and statistical analysis, and for the interpretation of the data gathered through the whole investigation.

This research work demonstrates that anglicisms are highly used in the above-mentioned newspapers, especially in “El Universo” which was the newspaper with the most amounts of anglicisms. In some cases anglicisms are used out of the necessity to be trendy or to fill a vacuum because there are not other equivalent words in the Spanish language.

INTRODUCTION

The topic of this research work is related to the anglicisms used in the Ecuadorian newspapers. The influence of English in the structure of Spanish language is referred as anglicism. The topic of anglicisms is broad and does not only affect the Spanish language but they are also pervasive in most languages all over the world. Wen-Chung (2008) affirms that after the Second World War, the impact of English has been stronger. The influence of English started in the 20th century around the world, and Ecuador was not the exception. In our country it is frequent to find anglicisms in the newspapers.

Some previous studies mentioned that in the 17th and 18th centuries the first investigations about anglicisms were developed. These investigations showed that the first anglicisms came from England. In the same way, Madariaga (1966) affirms that two of the countries most deeply affected by anglicisms are Mexico and Puerto Rico. He also mentions that the rest of the countries of South America and Spain could follow the same direction. Nevertheless, the First Congress of Hispanic Institutions affirmed that the Spanish language has well constructed grammar and phonetics which make it resistant to foreign influence.

This is an important research because in our country there

has not been enough research on this subject in the past. All previous studies show investigations made in other countries, but do not mention works made in Ecuador. Thus, studies made by authors from other countries were very important to this research. In order to carry out this research it was necessary to use three different Ecuadorian newspapers: “El Universo”, “El Expreso”, and “El Extra”. This research shows us that in Ecuadorian newspapers the use of borrowed words is very common and sometimes affects our language. On this investigation we will realize that each time newspapers prefer to use anglicisms instead of Spanish words, it became a big problem because in Ecuador people usually accept borrowed words easily and this causes people to forget the correct use of their native language.

It is important to mention that one of my main personal motivations to carry out this research is to obtain my Bachelor’s Degree. In the same way, another of my incentives was to know how our Spanish language in Ecuador is affected by anglicisms. However, I noticed that the main drawback was the lack of previous researches about anglicisms in Ecuador. Another inconvenience is that the sample was not as wide as I would have liked it to be.

On the other hand, this research was made in order to totally achieve the following specific objectives:

To determine the level of influence of the English language on the linguistic expressions used in Ecuadorian newspapers. Concerning this objective, this research determined that the level of influence of anglicisms in Ecuadorian newspapers is high because I found a total of 518 anglicisms in the newspapers investigated.

To identify syntactic and lexical anglicisms more commonly used in newspaper material in Ecuador. Concerning this objective, this research determined that the words *full*, *mail*, *laptop*, *fútbol*, and *call center* were the most frequent anglicisms found in all variables.

To make a deep analysis of the anglicisms found in Ecuadorian newspapers regarding etymological, syntactic-semantic and morphological aspects. It was discovered that the origin of each anglicism also determined the changes of each word in the Spanish language.

To determine the written sections of Ecuadorian newspapers in which anglicisms are mostly used. This research determines that the most affected sections in Ecuadorian

newspapers were *Ads* and *Sports* sections; in the *Ads* section 441 anglicisms were found, while 41 anglicisms were also found in the *Sports* section.

To know the level of acceptance Ecuadorians have on the use of anglicisms in newspapers. Regarding this objective, my research work shows that the acceptance of anglicisms among Ecuadorian people is high because of the influence of technology, sports and the beliefs of people regarding foreign trends.

Most of the objectives mentioned before were totally achieved in this research. According to the field research we determined that in the Ecuadorian newspapers there are high levels of influence of anglicisms. Then it was determined that the section *Ads* was the section in which anglicisms are mostly used. It is also important to mention that each word chosen for this research was deeply investigated in the Linguistic Analysis. Finally, the sociological analysis permitted us to understand that the anglicisms have a huge acceptance by Ecuadorian people.

METHODOLOGY

The development of this research started in October 2009. According to the Universidad Técnica Particular de Loja the theme chosen for the present investigation was *A descriptive analysis of anglicisms used in Ecuadorian newspapers*.

The first step to carry out the present research was the revision of the existing literature regarding this topic. In this case, a deep bibliographic investigation when searching for information on the topic was necessary. Sources such as books, journals and the Internet were useful tools for gathering information. All this research was carried out in Guayaquil, and it concerned a descriptive and analytical field research.

The sample chosen for the present research analyzes three different kinds of newspapers: “El Universo” (national newspaper), “El Expreso” (local newspaper), and “El Extra” (tabloid). In the case of “El Universo” and “El Expreso” both are read by people from different ages, but mostly by adults. Finally, “El Extra” the most popular tabloid in Ecuador, is the last newspaper to be analyzed. The content of this newspaper is addressed mainly to an adult audience because it has crude pictures and tells gory stories. For this reason, it is advisable that only adults read it. The samples for this investigation were collected during a period

of seven days: from November the 2nd of 2009 to November the 8th of 2009. The sections selected for this research were *News*, *Ads*, *Social Pages*, *Reports*, and *Sports*.

After I finished collecting the sample, the following step was to interpret the obtained results. To achieve a deep analysis of the samples found, the use of the following techniques were necessary: Note-taking, to collect bibliographic information; direct observation, to gather first-hand data; and finally, interviewing two journalists and two readers in order to analyze the acceptance of anglicisms in our society. Then, with the help of the Merriam-Webster Dictionary it was possible to determine which words were genuine anglicisms.

After the selection of the anglicisms, the next task was to analyze them. The linguistic analysis was made taking into consideration the etymology of the words, syntactic-semantic context, and also the morphology of each anglicism found. The following point deals with the comparative analysis; taking into consideration the level of influence of the English language over the linguistic expressions used in Ecuadorian; and which are the section of the newspapers with the most amount of anglicisms. Finally, a sociological analysis was employed with the intention to point out the level of acceptance by the Ecuadorian people with respect to the use of anglicisms in our society.

RESULTS

This investigation focuses on the theme of anglicisms found in Ecuadorian newspapers. In order to carry out this research, three different kinds of newspapers were chosen. The newspapers were: “El Universo” (national newspaper), “Expreso” (local newspaper) and “Extra” (tabloid). On each newspaper the following sections were selected: News, Ads, Reports, Social pages and Sports. The information was collected in a seven-day period, from November 2nd 2009 to November 8th 2009 in the city of Guayaquil. To quantify the amount of words collected the descriptive method was used; the gathered information was tabulated using qualitative and quantitative charts. Anglicisms were very frequent in the “El Universo” and “Expreso” newspapers. On the other hand, in the “El Extra” (tabloid) anglicisms were seldom found. In general, this investigation shows that in every case Ecuadorian newspapers prefer to use more Anglicisms than Spanish words. The following charts contain all the anglicisms found during the investigation; they are classified according to their variable and subvariable respectively.

QUALITATIVE TABULATION

Chart One

Variable: National Newspaper “El Universo”

Subvariable: News

Anglicisms	Examples	Word repetition number	Title of article	Date
Resort	El complejo está ideado bajo el concepto de un resort y centro de convenciones.	1	Decameron alista apertura de Hotel.	02-11-09
Fitness Center	El hotel tendrá 300 habitaciones, restaurantes, piscinas, fitness center entre otros.	1	Decameron alista apertura de Hotel.	02-11-09
Express	Conductor fue víctima de secuestro express	3	Tres horas detenido.	02-11-09
Barber Shop	Yordi Cadena, dueño de un barber shop, mantuvo abierta la puerta de su negocio para que entre algo de luz.	1	Emergencia por racionamientos, negocios en apuros y con temor.	07-11-09
Online	El diario ‘El Clarin’, de Buenos Aires, denunció en su edición online que desconocidos en vehículos robaron ejemplares del diario.	1	El mayor ataque en la democracia	08-11-09

Author: Sandra Alzamora

Chart Two
 Variable: National Newspaper “El Universo”
 Subvariable: Ads

Anglicisms	Examples	Word repetition number	Title of article	Date
Laptop	Laptop Dell. Servicio técnico	25	Technology	02-11-09
Call center	Se solicitan personal para call center.	16	Jobs and Services	03-11-09
Full	Chevrolet full equipo	255	Automobile	04-11-09
New	Computadora new de remate.	3	Technology	05-11-09
Club	Vive tus beneficios con el club de lectores	14	Markets	05-11-09
Loft	Vendo departamentos de tres dormitorios y loft listo para habitar.	1	Real State	07-11-09
Mail	Enviar datos al mail: cax1@hotmail.com.	41	Jobs and Services	08-11-09
Penthouse	Vendo Penthouse.	4	Real State	08-11-09
Hostess	Sushi bar requiere hostess.	1	Jobs and Services	08-11-09
Look	Cambia tu look con el club de lectores.	1	Markets	08-11-09
Broker	Personal solicita broker de seguros	2	Jobs and Services	08-11-09

Author: Sandra Alzamora

Chart Three

Variable: National Newspaper “El Universo”

Subvariable: Social Pages

Anglicism	Examples	Word repetition number	Title of article	Date
Stand	Diseñarán imágenes representativas del País en el stand del Ecuador.	1	Pintoras nacionales llegarán a Londres	02-11-09
Filme	El filme del cantante superó los 100	5	Filme millonario	08-11-09

Author: Sandra Alzamora

Chart Four

Variable: National Newspaper “El Universo”

Subvariable: Reports

Anglicisms	Examples	Word repetition number	Title of article	Date
Action Painting	Prevén pintar en vivo utilizando el estilo action painting.	1	Muestra de arte.	02-11-09
Chat	Para Katty es imposible pensar la vida sin chatear por celular	2	Los emoticones al desnudo.	04-11-09
Test	Test de manejo.	1	CTG utiliza pista de escuela para tomar pruebas.	03-11-09

Author: Sandra Alzamora

Chart Five

Variable: National Newspaper “El Universo”

Subvariable: Sports

Anglicisms	Examples	Word repetition number	Title of article	Date
Ranking	Nico se aseguró 55 puntos que le permitirá escalar posiciones en el ranking ATP	2	Nico, vicecampeón en Sao Paulo	02-11-09
Inning	Yankees 2-0 en el primer inning.	3	Yankees, cerca del título.	03-11-09
Strike	Debí hallar la manera de lanzar Strikes.	1	Polideportivo	04-11-09
Catcher	Giraldi logró tres títulos como cátcher.	1	Polideportivo	06-11-09
Singles	El tenista chileno Nicolás Massú obtuvo uno de sus mejores resultados con su equipo de la Copa Davis al conquistar los dos puntos en singles.	1	Australia es la meta de Massú	08-11-09
Fútbol	El último partido del campeonato de fútbol.	10	Toño juega clásico de lujo	08-11-09

Author: Sandra Alzamora

Chart Six

Variable: Local Newspaper "Expreso"

Subvariable: News

Anglicisms	Examples	Word repetition number	Title of article	Date
Bypass	Agripac entregó 30 tanques plásticos en el campamento del equipo camiónero, ubicado en el baypass de esa ciudad.	1	En los Ríos se inicia campaña de clasificación de la basura.	05-11-09
Laptops	Pequeños empresarios se trasladaron con sus laptops a los centros comerciales por la restricción eléctrica.	2	Pérdidas suman \$ 1.7 millones por hora.	07-11-09
Stock	El stock de combustible es crítico.	1	Cenace prevé que el estiaje se prolongue por 4 meses	08-11-09

Author: Sandra Alzamora

Chart Seven

Variable: Local Newspaper "Expreso"

Subvariable: Ads

Anglicisms	Examples	Word repetition number	Title of article	Date
Full	Nissan, full equipo nuevo modelo	34	Automobile	02-11-09
Call center	Call center solicita bachilleres.	2	Jobs and Services	05-11-09
Software	Instalacion de Software y redes.	4	Jobs and Services	06-11-09
Laptop	Laptops, impresora Compro buen precio	1	Technology	07-11-09

Author: Sandra Alzamora

Chart Eight

Variable: Local Newspaper “Expreso”

Subvariable: Social Pages

Anglicisms	Examples	Word repetition number	Title of article	Date
Staff	El evento estuvo dirigido a los medios de comunicación y staff de la compañía.	1	Yambal presentó su nueva fragancia.	03-11-09
Best seller	Esta es una inteligente adaptación del best seller de Scott Turow	1	Harrison Ford se presume inocente	04-11-09
Field day	La Unidad Educativa “La Moderna” prepara su field day, acto realizado anualmente	1	“La Moderna” organiza su día de integración y diversión.	05-11-09
Remake	El actor estrenó el Remake del <i>Cuento de Navidad</i> en Londres.	1	Jim Carrey llevó la Navidad a	05-11-09
Showman	Enrique Iglesias comparó la forma del gran showman de la música latina con los Beatles.	1	Juan Gabriel terminó cantando sobre las mesas en su fiesta de los Grammy	06-11-09
Staff	En esta primera edición, cuyo staff lo integran las esposas de los oficiales, contiene importantes temas.	1	Damas de la Armada lanzaron su primera edición de “Timonel”	06-11-09

Author: Sandra Alzamora

Chart Nine

Variable: Local Newspaper “Expreso”

Subvariable: Reports

Anglicisms	Examples	Word repetition number	Title of article	Date
Hobby	No cree que a sus 70 años se dedique de lleno a su hobby de publicar libros.	1	Víctor González, historiador de epidemias.	05-11-09
Snacks	Nueva marca de snacks en la parada de la metrovía	2	Incomodidades de la hora “pico” en la Metrovía.	04-11-09
Counter	Comenta Ana Rodríguez, counter de una agencia de viajes.	1	Aerolíneas se consideran en crisis.	04-11-09
Fashion business	Las relaciones públicas son una parte fundamental en el fashion business.	2	Un mes para el recuerdo	08-11-09
Baby boom	España tiene casi 8 millones de treintañeros nacidos al final del Baby-boom	1	La generación ‘Peter Pan’ esta hipotecada.	08-11-09
Estrés	No solo ayudan a reducir el estrés.	2	Belleza y salud	08-11-09
Link	En su página web el canal ecuatoriano Ecuavisa mantiene abierto un link donde se invita a los cibernautas a inscribirse en el concurso.	1	Ecuavisa prepara el programa ‘Mi papá es el mejor’	05-11-09

Author: Sandra Alzamora

Chart Ten

Variable: Local Newspaper “Expreso”

Subvariable: Sports

Anglicisms	Examples	Word repetition number	Title of article	Date
Amateur	El gerente de la asociación de fútbol amateur de Pichincha aclaró que el torneo profesional femenino no consta con un carácter mandatorio.	1	Las mujeres exigen profesionalismo.	03-11-09
Roller	se apoderó del título en la categoría roller	1	Intrépidos tricolores ganaron en el “Xtreme Playas”	06-11-09
Wild card	Mariano Zabaleta recibió una wild card.	2	Tenis de alto nivel se observará en el V Challenger.	06-11-06
Fútbol	La escuela de fútbol.	9	Copa Expreso	08-11-09

Author: Sandra Alzamora

Chart Eleven

Variable: Tabloid “El Extra”

Subvariable: News

Anglicisms	Examples	Word repetition number	Title of article	Date
Night club	El night club “The Place” ardió en horas de la madrugada de ayer de Guayaquil.	5	Incendio devoró conocido night club del centro	03-11-09
Bar	Los dueños de Bares dijeron que participarán de una marcha pacífica	1	En Guayaquil ahora la farra se acaba temprano.	08-11-09

Author: Sandra Alzamora

Chart Twelve

Variable: Tabloid “El Extra”

Subvariable: Ads

Anglicisms	Examples	Word repetition number	Title of article	Date
Full	Nissan, full equipo nuevo modelo	34	Automobile	02-11-09
Call center	Call center solicita Bachilleres.	2	Jobs and Services	05-11-09
Laptop	Laptops, impresora Compro buen precio	1	Technology	07-11-09

Author: Sandra Alzamora

Chart Thirteen

Variable: Tabloid “El Extra”

Subvariable: Social Pages

Anglicisms	Examples	Word repetition number	Title of article	Date
Show	Los asistentes disfrutaron de un sensacional show.	2	Nueva soberana de Bucay.	04-11-09
Look	Completamente renovada y con nuevo look, llegó la cantante	2	Karina, regresa a la música.	05-11-09

Author: Sandra Alzamora

Chart Fourteen

Variable: Tabloid “El Extra”

Subvariable: Reports

Anglicism	Examples	Word repetition number	Title of article	Date
Mail	Se puede verificar por los mails y llamadas telefónicas que hubo una comunicación fluida.	1	“¡Cuando mataron a Ana yo no estuve en Guayaquil!”	03-11-09
Récord	La expedición no es de resistencia y menos aún un récord mundial.	1	¡Un suizo que viaja en “Bici” x el Amazonas!	04-11-09
Estándar	Con estándares de calidad internacional, su industria manufacturera, traspasa Cuenca.	1	El prodigio de las manos de los artesanos.	05-11-09

Author: Sandra Alzamora

Chart Fifteen

Variable: Tabloid "El extra"

Subvariable: Sports

Anglicism	Examples	Word repetition number	Title of article	Date
Fútbol	Pero el fútbol no se gana con abrazos y estrechones de manos.	15	Técnicos, deudas y mentiras.	03-11-09

Author: Sandra Alzamora

QUANTITATIVE TABULATION

Chart Sixteen

Variable: National Newspaper “El Universo”

	Section	f	%
Anglicism	News	7	1.76%
	Ads	363	91.21%
	Social Pages	6	1.51%
	Sports	18	4.52%
	Reports	4	1.00%
	Total	398	100%

Author: Sandra Alzamora

Chart Seventeen

Variable: Local Newspaper “Expreso”

	Section	f	%
Anglicism	News	4	5.40%
	Ads	41	55.41%
	Social Pages	6	8.11%
	Sports	13	17.57%
	Reports	10	13.51%
	Total	74	100%

Author: Sandra Alzamora

Chart Eighteen

Variable: Tabloid Sensacionalista “El Extra”

	Section	f	%
Anglicism	News	6	10%
	Ads	37	61.67%
	Social Pages	4	6.67%
	Sports	10	16.66%
	Reports	3	5%
	Total	46	100%

Author: Sandra Alzamora

The Most Frequent Anglicisms (in all variables)

Chart Nineteen

Anglicisms	Word repetition number
Full	323
Mail	42
Laptop	29
Fútbol	29
Call Center	20
TOTAL:	443

Author: Sandra Alzamora

Discussion

This section includes three following aspects: the theoretical background, the description and analysis of the results and a list of the main conclusions this research work draws me to. First of all, the theoretical background refers to concised bibliographical information; its content is presented based on themes relevant to this research work. The theoretical background consists of the revision of the existing literature regarding this topic. In addition, in the description and analysis of the results section, the data gathered is interpreted logically and correctly to determine genuine anglicisms and to identify if changes occurred when using it in the Spanish language. Finally, the conclusion section includes main findings about anglicisms based on evidence presented during the whole investigation.

Theoretical Background

After Second World War, English became the language most influential in world society. By then, the United States establishes itself as a very important country with a strong economy. The popularity of this nation made other people to feel the need to learn English, the official language of the United States. As time passes, we find more people from countries where English is not their native language using English words alongside with their native language. The main purpose of this research is to enable us to acquire knowledge of how this

phenomenon called anglicisms is affecting the language in our country. Ecuador is not a sole example where anglicisms are very frequently used nowadays, each day more and more people use English words than in the past.

Language

Language is an instrument that allows us communicate ideas in a personal and interpersonal way. It is the most important mean of communication in any human community or culture. According to Olarrea (2007) who advocates the theory of Chomsky and considers that language is a cognitive system, thus every human being is born with an important knowledge that allows him to understand and learn a language. It is the contention of the author that language in any aspect, is used by people and animals to communicate among themselves. But, human beings are the only ones who have the faculty to transmit ideas with grammatical sentences. Language has some innate characteristics. It allows people to speak in present, past or future tenses. It has two grammatical systems: oral system and gesture system. Therefore, language has some important factors that have to do with the ability to pronounce sounds related to the structure of sentences; and Semantics which triggers the mind to understand the words uttered by a person.

A brief summary published by 24 Hours High School in 2004, concludes that language is a complicated system and sometimes people forget its correct use. The functions of Language are: informative function, expressive function, directive function and executive function. Informative function relates to the principal function of a language that is to communicate ideas by using propositions which are expressions that confirm or deny a main idea, often used to describe our daily world. On the other hand, an expressive function is used to describe our personal emotions and for sharing our feelings and aptitudes by empathy. The next function of language is the directive one, which is used with the purpose of getting an answer or result. The last function of language is the executive function which is a synthesis of all the above functions.

Most recently, Burneo (2008) pointed out that language is a system of sounds and meanings for human communication through vocal symbols that enables human beings to communicate with others in order to express ideas, feelings, intentions and the like by means of a structured arrangement of sounds into utterances, or their written representation into morphemes, words, phrases and clauses.

Linguistics

Since Language is dynamic, a lot of research has provided a diversity of theories; for this same reason, Linguistics according to the

Encarta encyclopedia, is the science that studies human language, and it has close connections to sound, words and syntax in a specific language. Language can be studied from different perspectives: Synchronic and Diachronic. The former refers to the description of a language in a specific period of time and the latter, refers to the study of the evolution of language throughout time. Olarrea (2007) contends that Linguistics is a branch of Psychology because it studies the language with the objective to discover how our brain works; this science develops at the beginning of the 20th century, with publishing of the book by Ferdinand de Saussure titled "*Course in General Linguistic*" in 1915. Although Saussure died before the book was published, Bally and Alonso (1941) wrote that this book makes Saussure the "Father of Modern Linguistics and Structuralism." Saussure suggests that language should be divided into two components: langue and parole. He describes language as a system of signs that expresses ideas, and parole as the individual act of speech. Therefore, Saussure believed that language is not a function of the speaker but as a step by step assimilation. On the other hand, Burneo (2008) believes that Linguistics is a broad subject area that focuses on different issues such as sounds, meaning, structures, formation of words, and the relation between language and social context. Recently, Saville-Troike (2006) mentions that the Transformational-Generative Grammar of Chomsky was the first linguistic framework with internal focus. She establishes a

difference between linguistic competence and linguistic performance. Linguistic competence is the innate knowledge that people have about their language; linguistic performance is the usage of a language by people in specific instances. Chomsky cited in Saville-Troike (2006) says that: “The nature of speakers –hearers’ competence in their native language can be accounted for only by innate knowledge that the human species is genetically endowed with”, in this sense, the innate knowledge is the language faculty that is physically represented in the brain and in the part of biological natural quality of the species.

Branches of Linguistics

Due to the complexity of linguistics as a subject it is necessary to divide its study on different subfields. So, according to Burneo (2008) the principal branches of linguistics are: phonology, morphology, syntax, semantics and pragmatics; each of them focusing on different issues and being distinguished from each other due to a specific study of the aspects of language.

Phonology

Because of a wide influence of English on the Spanish language, there are a lot of considerations to take into account about sounds changes. According to Stanley (2002), Phonology is very important because through its study we acquire knowledge of a language at an early age. Recently, Espinoza (2005) affirms that: “Phonology is the

science branch of linguistics, which studies the speech sounds in general according to their production, composition, distribution and function within the language". Also, Espinoza mentions that Phonology has two branches: Phonetics and Phonemics. Phonetics studies the the production and articulation of speech sounds and it is subdivided into three branches: Acoustics Phonetics, Auditory Phonetics and Articulatory Phonetics. In the same way, Phonemics studies the distribution and function of sounds in the language. All those subfields in pholonolgy help Linguistics to determine changes in the morphological system of languages.

The British Library website (2009) mentions that Phonology changes. Phonological changes are produced for several reasons. In some cases, older people have different pronunciation than younger ones, depending on environmental and social settings. Stanley (2002) considers that in the case of anglicisms phonological changes occur because in English there are several sounds that in the Spanish language do not exist. Thus, when a Spanish-speaking person uses a neologism, he or she usually adapts it to a Spanish pronunciation that changes its correct pronunciation.

Morphology

It is related to the structures of the words, Morphology is a branch of linguistic that studies patterns of word formation within and across

languages. Ziegler (1996) states that it is necessary to know about some rules by which new words are added to a specific language, he mentions that the words are formed by morphemes. Morphemes could be roots, prefixes, suffixes, infixes, and circumfix; the latter two are not common in English. First, infix morphemes occurs when they are inserted into another whole morpheme, and circumfix morphemes occurs when both prefix and suffix are required to complete the morpheme. Second, root also called stem morphemes may be free or bounded; the roots are free when they have meaning by themselves, and the roots are bound when they do not have meaning by themselves. Thus, Ziegler (1996) believes that it is crucial that all morphemes have a grammatical structure attached to them because sometimes affixes may change the grammatical meaning of the word.

Regarding this subject, Bauer (1983) explains the functions of morphology: inflection, derivation and compounding. These functions are about the formation of words. Inflection is syntactically determined by the environment, it concerns the process of adding inflectional morphemes to a word, which indicates grammatical information. The verbs that can be conjugated are inflected; also declension is about the inflection of adjectives, nouns, adverbs, etc. It produces word-forms from a single lexeme. Derivation is concerned with the creation of a new lexemes based on another one before being created, they use either

prefix or suffix. Sometimes derivational affixes do not necessarily modify the syntactic category, but they rather modify the meaning of the base. However, in many cases, derivational affixes change both the meaning and the grammatical structure of the word. Derivation depends on a particular word and not all words can carry the same prefix or suffix. According to the author, the compounded words contain lexemes that join two or more roots, in order to create a new lexeme. In the same way, the Wikipedia encyclopedia (2009) mentions that a compound is a word composed of more than one free morpheme. Compounded words may be hyphenated, written solid (closed), or written open (as separate words). The hyphenated form refers to a simple combination of words joined by a hyphen or hyphens. The hyphen is a mark of punctuation that not only unites but also separates the components of words. A solid (closed) compound combines two or more words into one solid word. Finally, the encyclopedia mentions that an open compound is a combination so closely associated that they convey the idea of a single concept but are spelled as unconnected words.

Syntax

Language does not only change in its phonological or morphological structure but also in the way we combine words within sentences. For this reason, Burneo (2008) says: “Syntax is a subfield of linguistics that studies the principles and rules that govern the way of words are joined

together to form phrases, clauses and sentences.” Syntax is a part of grammar based on specific rules that people have to follow in order to combine words into sentences with a correct order of phrases, clauses and sentences. It mainly focuses on order and agreement among words to express meaning. According to Burneo (2008) the most important part of the language is grammar, because it deals with structure and function.

On the other hand, Zagona (1988) explains the differences between English syntax and Spanish syntax. In this regard, the subparts of verbs in English can be null while the corresponding subparts of verbs in Spanish cannot. Also, in English, people distinguish auxiliaries from main verbs and in Spanish the division between main verb and auxiliary does not exist.

Burneo (2008) says that the three principles of syntax are: A set of phrase structure rules, the lexicon, and a lexical insertion rule. All of these principles establish that the syntactic rules of a language are stated in a Descriptive Grammar, known as Generative Grammar Theory. The Generative Grammar Theory refers to a finite set of rules that can be applied with the object of generating correctly those sentences that are grammatical in a given language. This definition was given by Noam Chomsky in 1957 with the purpose of providing the

structural description required to create grammatical sentences in a particular language.

Semantics

Language is not only related to structures but mainly to meaning. According to Encarta (2009), semantics is the part of grammar that studies the meaning of words, phrases, and sentences. Semantics could be studied from three different kinds of perspectives: Philosophical, Linguistics, and General. The philosophical perspective has to do with the process that establishes meanings. Perspective linguistics deals with the elements of meanings and how they work within the linguistic system. It is subdivided into two parts: descriptive and theoretical. Descriptive semantics concentrates on the study of the meaning of signs of a determined language. Theoretical Semantics is about the general theory of the meaning; it is an intrinsic part of the linguistic competence that all people have. General semantics is related to the study of how the meaning affects the speech of people and their activities.

All words contain semantic properties with certain differences (Ziegler, 1996). Ziegler also mentions that there is some ambiguity in language that needs semantic help to clarify the meaning. Homonyms often require an additional semantic context to decide the correct meaning of a determined word although in this case we could also find words that have similar pronunciations and different spelling and that

words which are spelled in a similar way have different meaning. Also we find some differences identifying synonyms, antonyms, and names, which are parts of a class of words in semantics. Names usually refer to the unique object and, in English they are never accompanied by an article when preceding them. Nonetheless, sometimes it is necessary to use it with the object to clarify its meaning. In the same way the author mentions that words change with time and somehow these changes affect the meaning of the word.

Finally, words could have an expansion or alteration in its meanings. Expansion in context occurs when an extra meaning is added to a meaning already established, and alteration in context is the change in the meaning of the word.

Pragmatics

In language it is not only essential the correct order of the words or their structure, but also the way in which they are employed. Pragmatics is another branch of linguistics that studies factors that affect linguistic choices and their effects on people who participate in a dialogue (Encarta, 2009). Mey (2001) says: "Pragmatics studies the use of Language in human communication as determined by conditions of society." This study is based on society's premises and defines how they affect the human language use. Pragmatics is needed if we want a deeper and generally more reasonable description of human language

behavior. Andersen (2001) affirms: “Pragmatics to do with language use, the functional properties of linguistic forms, and the ways in which utterances are comprehend in context”.

Morphological procedures

The most important aspect in language change is the way words are formed. According to the Wikipedia encyclopedia (2009), morphological procedures refer to the creation of lexical words originated from morphemes. The common linguistic procedures are: Composition, Derivation, and Inflection. They are not only paramount in Spanish, but also in any languages. Derivational linguistics, form new words changing the meaning of the base, and sometimes the syntactic category too. Linguistic composition allows us to create new words when putting together two or more words to form one word. According to Malmkjaer (2002) Derivation means adding an affix or affixes to a root or stem. Marchand, cited in Malmkjaer (2002) argues that the compounding occurs when two or more words are combined into the morphological system. Inflection linguistics is the alteration of words through morphemes according to the grammatical category, in order to express their different functions in the sentence, using another kind of affix to form variants of the same word. The Linguistic Inflection could be verbal or nominal. Verbal Inflections are expressed in the conjugations and Nominal inflections are usually applied in pronouns,

adjectives, and nouns. According to Malmkjaer (2002) affirms that “Inflections morphemes are added when all derivational and compositional processes are already complete”. However, Marchand cited in Malmkjaer expresses that the formation of words involves full linguistics signs such as: compounding, prefixation, suffixation, derivation by the zero-morph; and that there are also formation of words not involving full linguistics signs which includes expressive symbolism. Marchand also notes that the difference between inflection and derivation is that inflections occur very slowly over time, and that the new derivational affixes occur once in a while.

Historical Linguistics

The crux of historical linguistics is that languages are constantly changing. According to the Wikipedia encyclopedia (2009) the studies of languages change with time. Historical linguistics was comparative and it used comparative methods and internal reconstruction in order to establish the language connections. It has its basis lie in the Indo-European languages. Efland, Lerner, Perkins, and Turkon (1995) developed a program named “Exploration of Language” where they mentioned that Linguistics uses cognates to analyze the historical relationship between languages, and thus if two languages share a great numbers of cognates, it means that it was evident that languages

developed from a common ancestral language. Crowley (1996) sustains that:

For historical linguist, on the other hand, the fact that languages may have mingled because of the political conquest or that language may give some indication of how national identities are formed, is of no consequence either; since for the historical linguist the aim is to trace the history of a language, and of language in general, in the sense of recording the changes which have taken place through time. This is the significance of Saussure's choice of the term 'diachronic' instead of 'historical linguistics' or 'evolutionary linguistics'.

Saussure, cited in Crowley (1996) mentions that Diachronic linguistics can accumulate a whole set of details without being forced to conform to the constraints of a system. And the synchronic system of facts admit no other than its own when it refers to analyses of a language at any given point in time. In the same vein, Aronoff and Rees-Miller (1999) contend that: "The goal of synchronic linguistic theory is that it aims to characterize the class of possible human languages, thereby ruling out those linguistic states which never occur and are "impossible" human languages". Aronoff and Miller argue that historical linguistics also deal with how new forms of language spread. They also believe that sociolinguistics affects the transformation of languages over time.

Language change

Language change occurs when writers and speakers modify the way they use a language. Holmes (2008) thinks that speaker innovation is one of the factors that produce language change. Sometimes the speakers innovate by themselves, or by emulating speakers from other communities. In a period of time, these innovations ultimately produce linguistic change. There are three important ways that cause language variations: over time, in physical space and in social space. Regional and social variants provide the principal reason for language change over time. The influence of media makes people, unconsciously or consciously, to change the language. Many of these changes could last a short period, but the problem takes place when some of them persist and become incorporated into the standard dialect.

What is more, language change could spread in the following ways: from group to group, from style to style and from word to word (Holmes 2008); the factors that affect the spread of change from group to group are: age, status, gender and religion. Language change spreads from style to style, especially from a more formal speech to a more casual speech. Language change spread from word of mouth, sounds changes spread through the usage different words at a time because this sound changes occur first in one word, and then the on following one.

Mahoney (2008) argues that there are three main aspects of

changes over time: vocabulary, sentence structure and pronunciation. She assures that vocabulary tends to change quickly as new words are borrowed from other languages, or as words are modified (combined or shortened), although sometimes these words are only created by mistake. She says that changes in sentence structure happen slowly and these changes are produced because the grammatical rules of languages are not the same. In the same way, Collins and Mees (2003) affirm that pronunciation change occurs because speech habits stem from geographical and the chronological, or that the changes go from one area to another and from one generation to another one.

Language Vice

The effects of foreign influence on languages result in some types of deformations within the general structure of a language. According to Maqueo (2004) language vice is the use of vocabulary in a wrong way, and makes people feel confused about the meaning of the words or under their correct interpretation. She esteems that barbarism, solecism, cacophony, amphibology, and lack of vocabulary are language vices. This author believes that barbarism is the use of foreign words when in Spanish language exist other words that mean the same. Solecisms are sentences with errors in their grammatical constructions. Cacophony is the repetition of the same letters or words in a sentence, these words should be avoided. Amphibology are the

grammatical constructions that make people feel confused about their meaning. The lack of vocabulary, which is another language vice, has to do with the constant use of the same words when people do not know that there are other words with the same meaning. Espinel (2009) in his article about Languages Vice writes that Americanism, Anglicism, Archaism, Neologism and Vulgarism belong to this group.

Neologism

Neologism happens in every language. According to Bustos (1986) Neologism is the way by which the language is increased and they born out of the creativity of the native speakers. For Alvear (2005) the use of neologism could be a problem in communication. He considers that its use is necessary in order people to be refreshed with new words. These definitions are shared by Bustos and Cabré (1992), they believe that a neologism is created out of the need to name concepts and these newly created words are usually more descriptive and longer than single words; neologisms grow at a stable rate and that is why they remain. On the contrary Justel (2009) thinks that it is necessary the use of neologism when there are not other equivalent words in the Spanish language, in this case neologisms enrich languages.

Barbarisms: Anglicism

The influence of English in the structure of the Spanish language is defined as anglicism. According to Wikipedia (2009),

barbarism is a term of Greek origin which refers to anything foreign. Barbarism is an error of Morphology. Also, the Royal Spanish Academy dictionary (1992) defines barbarism as a word or expression considered grammatically incorrect.

In addition, Wen-Chung (2008) states that after the Second World War the impact of the English became massive. Anglicisms are pervasive in most languages all over the world. Anglicism is defined as an influence in a direct or indirect way of the English language over Spanish, and it affects the lexical, semantic, syntactic and phonetics structures of the receiving languages. Filipovic cited in Bugarski (2000) says that anglicism is a word borrowed from the English language. In the transference process the English word is adapted by the receiving language and integrated into its linguistics system. As it usually happens, when there is a need to fill empty spaces in our vocabulary as when in Spanish we do not have an equivalent word that could be correctly translated and so the only way is to borrow these terms from another language. The analysis of anglicisms shows that some of them have been borrowed from languages other than English. Stone and Lopez according to Wen-Chung (2008) define anglicisms as English words or from other languages that are inserted into Spanish via English.

Wen-Chung affirms that anglicisms are born out of two main

causes: Linguistics and Extra-Linguistics. The linguistics causes are produced by the lack of words in the Spanish language with the same valence of the English words; there are several linguistic reasons for the use of anglicisms. People use anglicisms in order to avoid a wrong translation into Spanish. In the same way, anglicisms are used in order to pronounce taboo Spanish words since in many cases their translation into Spanish contains vulgar connotation. Moreover, anglicisms are used in naming general topics with the purpose of making feel comfortable by this kind of words or to refer specific things. Wen-Chung proceeds in pointing out the Extra-linguistics causes applied to the social, cultural, historical, and economics aspects. They all depend on demands of the person who uses anglicism. Two of the extra-linguistics motives are snobbery and pedantry. Another reason for the use of anglicisms is because there is not an equivalent word in Spanish. In his book, Rodriguez (1999) cites that anglicisms are used in reference to inventions, and that they are very useful in the marketing field to catch the attention of customers; also, Hope cited in Wen-Chung (2008) writes that anglicisms are also used as an argotic function to indicate words in a specific subject.

Furthermore, Pratt according to Wen-Chung (2008) mentions that morpho-semantic classification is divided into univocal, and multilexical anglicism such as Syntactic anglicisms. Univocal

anglicisms are built by only one word and they inserted every day into Spanish in their original form. Along with Univerbal anglicisms there are also multilexical anglicisms that cover all the phraseological systems of both languages, more specifically by the placing of syntactic anglicisms when Spanish borrows from English only a part of the meaning.

Wen-Chung points out that there are Lexical anglicisms and they are tightly connected to words and syntagmas of English with their own orthography and semantics, but also that these words can be transformed and integrated to Spanish. They are classified as: anglicism lexical patent, neologism and English's acronyms; Rodriguez (1999) considers that the Anglicism lexical patent are the most frequent in Spanish, and that they are subdivided into nominal, adjectival and verbal.

Also, Rodriguez goes on to that the adaptation of an anglicism has to follow some stages; at the beginning an anglicism is used in their original way and is written between quotations or in cursive fashion next with their correct translation. Then, the anglicism can be modified to Spanish or maintain their raw form and after that, the anglicism could disappear or could be accepted in the Spanish language in its form.

According to Villavicencio (2004) Spanish is a broad language that should not necessitate borrowed words but in spite of it, she absolutely

agrees that as technology advances, our language advances too. All languages are changing due to the influence of the media, songs, movies, etc; Avila (2002) deduces that nowadays it is necessary to use borrowed words because some words are expressed and pronounced better in English than in Spanish.

Foreign Language Interference

Concerning the foreign language transfer, speakers and writers apply their knowledge from their native language into a second language. Lado cited in Wen-Chung (2008) concludes that the term transference was used originally to denote interference. He was one of the first investigators using this term in linguistics. According to him there is a positive and a negative transfer. Lado also cited in Saville-Troike (2006) mentions that positive interference happens when knowledge of the second language is acquired when the structures are similar to the ones in first language. Moreover, Saville-Troike expresses that interference is the negative transfer and it happens when: “The first language structure is used inappropriately in the second language, as in the additional transfer of Spanish plural –s to a modifier in number agreement with the noun.” The acquisition of a second language could have some types of interferences. Interferences can be presented in words or sentences with the same form and the same semantic structure but with a different distribution. Also they could have

different forms but with the same meaning. Another type of interference can happen in words or sentences that have the same meaning but different form and distribution, and also that they could have the same or almost the same meaning but different form, and the last type of interference is related to the words that have similar form but different meaning.

Newspapers and Tabloids

Language applied in newspapers has a great influence on societies, for this reason, it is important to define previous concepts of what a newspaper is. According to Wikipedia (2009) a newspaper is a publication that is presented daily or weekly; the publication of a newspaper contains a variety of news, general information, advertising, and articles about political events, businesses, crime, art/entertainment, society, and sports. A newspaper also contains an editorial page with columns that permit the writers express their personal opinions. In addition, García (2001) infers that the newspaper is the oldest organ of the media; the first newspaper was published in 1630 in France. The main objective of a newspaper is to transmit information and opinions. In order to understand a newspaper it is necessary to read it correctly.

On the other hand, a tabloid is a word that describes a smaller newspaper that deals mainly with local stories and entertainment. They

tend to exaggerate the news such as crime. Tabloid also has gossip columns specialize in scandalous events about the personal life of famous people.

Previous studies

Previous investigations about the influence of English in the written languages of newspapers have been done by important linguists. Rodriguez (1999) mentions that in the 17th and 18th century the first investigations about anglicisms were made. At that time borrowed words were considered barbarisms. The first anglicisms came from England and they had a big impact in the field of sports, fashion, and industry. Then, after the Second World War the influence of anglicisms came from the United States. Rodriguez asserts that after the Second World War anglicisms increased in the politics, economics, cultural, and scientific fields. Javier Medina cited in Wen-Chung (2008) mentioned that some linguists of the 20th century considered that anglicisms did not improve languages. Saez Godoy (2009) treats the subject touching on the influence of anglicism in Chile, he says that some anglicisms comes from English and other languages and consequently they were adapted to the Spanish in Chile. In previous studies it was found that the youth is the group with that had the highest influence of Anglicisms. Wen-Chung also mentions that in 1964 The First Congress of Hispanics Institutions concluded that Spanish have a well-constructed grammar

and phonetics structures that makes it recalcitrant to the influence of foreign lexical. However, Madariaga cited in Wen-Chung (2008) believes the Spanish language is deeply affected by anglicisms in Mexico and Puerto Rico. He also mentions that the rest of the countries of South America follow suit.

Description and Analysis of the results

This section contains the linguistic, comparative and sociological analyses of some anglicisms found in the following newspapers: “El Universo”, “El Expreso” and “El Extra”. The analysis is made on the basis of the selected samples of each newspaper.

For the linguistic analysis the etymology of ten chosen anglicisms of each newspaper are analyzed. In the same way, the syntactic-semantic and morphological changes of each word in the Spanish language are analyzed.

Furthermore, in the comparative analysis the variables and subvariables are compared in order to show the real influence of anglicisms in the above-mentioned newspapers.

Finally, the sociolinguistic analysis contains a detailed examination of anglicisms in order to demonstrate the impact of these words in our society and also to determine whether anglicisms have a certain degree of acceptance or rejection among Ecuadorians and, whether they help to improve our language or not. In the same way, the sociological analysis includes main opinions of some experts interviewed in order to understand the influence of anglicisms in our culture.

Linguistic Analysis

This part has been written in order to achieve a deep analysis of the samples found. Ten anglicisms of each newspaper investigated were selected; after the selection of the anglicisms, I analyzed each one of them. This analysis was made taking into consideration the etymology of the words, syntactic-semantic context, and also the morphology of each anglicism found. It is important to mention that the Merriam-Webster Dictionary determined which words were genuine anglicisms.

Variable: National Newspaper “El UNIVERSO”

Resort

This word is not accepted by the Dictionary of the Royal Spanish Academy yet. According to the Merriam-Webster Dictionary *resort* comes from the Middle English, return, source of aid, from the Anglo-French, from *resortir* to rebound, resort, from *re-* + the Old French *sortir* to go out, leave. In English this word has two grammatical functions: noun and verb. As a noun it expresses something that affords aid or refuge. It also means a frequent, habitual or general visiting; people who frequent a place or a frequently visit to a place. Another meaning for *resort* refers to a place providing recreation and entertainment especially to vacationers. As a verb it refers to go especially frequently or

habitually to some place or to have recourse. In the news section, the following example was found:

“El complejo está ideado bajo el concepto de un **resort** y un centro de convenciones.”

The word *resort* in this example is used as a noun and in this case it refers to a place that provides recreation and entertainment to vacationers. In this case, the semantic aspect is not affected. This word has not had any morphological changes, either. In Spanish there is not an exact word with the same meaning; for that reason the use of this anglicism is necessary. In fact, according to Filipovic cited in Bugarski (2000) an anglicism happens when there is a need to fill empty spaces in our vocabulary and when in Spanish we do not have equivalent words for their correct translations.

Express

This word is not accepted in the Dictionary of the Royal Spanish Academy yet. The word *Express* comes from the Middle English, from the Anglo-French *expres*, and from the Latin *expressus*, the past participle of *exprimere* to press out, express, from *ex-* + *premere*, to press. This word has four grammatical functions: adjective, adverb, noun, and verb. As an adjective *express* means directly, firmly, and explicitly stated; exact, precise. It also means to travel at high speed; specifically travelling with few or no stops along the way. Another grammatical function of this word is as an adverb, whose meaning is

obsolete: expressly. The word *express* as a noun means a message sent on a special errand or a dispatch conveyed by a special messenger. Another meaning implies that *express* is a system for the prompt and safe transportation of parcels, money, or goods at rates higher than standard freight charges. Finally, the word *express* has a function of a transitive verb meaning delineate, depict. One of the examples of this word was found in the news section:

“Conductor fue víctima de secuestro *express*.”

In the above example the word *express* is used as an adjective, the meaning of the Merriam-Webster Dictionary means traveling at a high speed, especially travelling with few or no stops along the way. This word here means something that happened *faster*. In this case the semantic aspect is not affected. In the same way, this word has not had any morphological change either. However, the use of this anglicism is unnecessary because in Spanish there is an equivalent word with the same significance: *rápido*. According to Granda (2010) at times it is not necessary the use of anglicisms because after all Spanish is a broad language that has enough words and they should be used instead of the anglicisms that affect it.

Online

This word is not found in the Dictionary of the Royal Spanish Academy yet. *Online* is a compound word, according to Bauer (1983) compound words are lexemes that joined two or more roots in order to

create a new lexeme, and this compound word is formed by a preposition+noun, ON+LINE. The Merriam-Webster Dictionary mentions that *On* comes from the Middle English *an, on*, preposition & adverb, from the Old English; akin to the old High German *ana on*, Greek *ana* up, on. *Line* comes from the Middle English; partly from the Anglo-French *lingne*, and from Latin *linea*, from femine of *lineus* made of flax, from *linum* flax; partly from an Old English *line*; akin to the Old English *līn* flax. This word has two main grammatical functions, as an adjective and as an adverb. As an adjective, *online* means connected to, served by, or available through a system specifically from a computer or telecommunications system (such as the Internet). As an adverb *Online* means done while connected to such a system, (central computer or computer network). The following example was found in the *News* section:

“El Diario ‘El Clarin’ de Buenos Aires, denunció en su edición **online** que desconocidos en vehículos robaron ejemplares del diario.”

In the latter example the word *online* is used as an adjective and means that the edition of the newspaper appears on the Internet. In this case, the word has not had a semantic change since it maintains the same meaning as in English as in Spanish. The word *online* has not had a morphological change either, since this word is written the same way in both languages. The use of this Anglicism is necessary due to it is a

technological term with no equivalent word in the Spanish language and its translation could alter its meaning.

Loft

This word is not accepted by the Dictionary of the Royal Spanish Academy. According to Merriam Webster Dictionary, this word comes from the Middle English, and from the Old English, air, sky, as well as from Old Norse *lopt*; akin to the Old High German *luft* air. This word has two grammatical functions: as a noun and as a verb. As a noun this word means an upper room or floor, an attic. Also it is used in reference to a gallery in a church or hall or to one of the upper floors of a warehouse or business building, especially when not partitioned. The word *loft* as a verb on the other hand, means to place, house, or store in a loft. Another of its meanings is to hit a ball in a high arching path; keep something in loft. The following was found in the *Ads*.

“Vendo departamentos de tres dormitorios y ***loft*** listo para habitar.”

The word *loft* is a noun here. In this case *loft* means an upper room or floor. The meaning does not change from English to Spanish, so there is no semantic change. In the same way this word is written in Spanish without any changes in its morphology. This word has no morphological change, either. The use of this anglicism is unnecessary because in Spanish there are other words with similar meaning that should be used instead of this anglicism, for instance: *desván*, *ático*.

New

This word is not accepted by the Dictionary of the Royal Spanish Academy. According to the Merriam Webster Dictionary, this word comes from the Middle English, and from the Old English *nīwe*; akin to the Old High German *niuwi* new, Latin *novus*, Greek *neos*. In English this word could be an adjective or an adverb. As an adjective, it means having recently come into existence: recent, modern, of recent origin, production, purchase, etc. As an adverb, *new* means newly or recently; it is usually used in a combined form such as:

“Vendo computadora ***new*** de remate.”

The word *new* in the example above, is used as an adjective and it pertains to something of recent origin, production or purchase. This word keeps the same meaning in both languages, so there are not semantic changes in it. *New* is written the same way in English and in Spanish. The use of this anglicism is unnecessary because in Spanish we have an equivalent word meaning the same: *nuevo*. In addition, this anglicism as in the example above affects our language in a negative form because it nullifies its use.

Test

This word has been incorporated by the Dictionary of the Royal Spanish Academy. According to the Merriam-Webster Dictionary, the word *test* comes from the Middle English vessel, where metals were assayed, potsherd, and from the Anglo-French *test*, *tees* pot, latin

testum earthen vessel; akin to the Latin *testa* earthen pot, shell. This word has three main grammatical functions: noun, adjective, and verb. The word *test* as a noun means a critical examination, observation, or evaluation. It also means the process of submitting a statement to such conditions or operations as will lead to its proof or disproof or to its acceptance or rejection. Another of its meaning is that a *test* is a series of questions or exercises for measuring the skill, knowledge, intelligence, capacities, or aptitudes of an individual or a group. The word *test* as an adjective is used as relating to or constituting a test; also: subjected to, used for, or revealed by testing. Finally, the word *Test* as a verb means to put to test or proof: to try. Also it is used to as to undergo a test; to be assigned a standing or an evaluation on the basis of tests. The following example was found in the *Reports* section.

Example:

“***Test*** de manejo utiliza la Comisión de Tránsito del Guayas.”

In this example, the word *test* is used as a noun and it means a series of questions or exercises for measuring the skill, knowledge, intelligence, capacities, or aptitudes of an individual or a group. The meaning in Spanish is the same as in English, with no semantic change. However, the word *test* in Spanish has some inflections. According to Bauer (1983) an inflection is the process of adding inflectional morphemes to a word which indicates grammatical information. In

Spanish the inflections of the word *test* are: *testear* (verb), *testado* (adjective), *testar* (verb), and *tests* (noun).

Club

This word appears in the Dictionary of the Royal Spanish Academy. According to the Merriam-Webster Dictionary, the word *Club* comes from the Middle English *clubbe*, and from the Old Norse *klubba*; akin to the Old High German *kolbo* club. This word can be utilized in two functions as a noun and as a verb. *Club* as a noun means a heavy, usually tapering staff especially of wood wielded as a weapon. Another meaning for this word is the association of people that pursue a common interest, usually jointly supported and meeting periodically. On the other hand, the word *Club* as a verb means to beat or strike with or as if with a club. It also means to unite or combine for a common cause. The following example was found in the *Ads* section.

“Vive tus beneficios en el ***club*** de lectores El Universo.”

The word *club* is being used here as a noun and means an association of people that have a common interest. The common interest in the example above is to read “El Universo”. In this case the meaning has not changed from English into Spanish. The word *club* maintains its meaning; however, in Spanish this word has the following inflections: *clubs*, *clubes*. The inflection resides in declension. Bauer (1983) states that a declension produces word-forms from a single lexeme. In Spanish the plural of *Club* is made according to the rules of

formation of plural words in the Spanish language, such as adding “es” at the end of the noun. In contrast, the plural of *club* in English is *clubs*. *Club* is an anglicism that has no equivalent word in Spanish; according to Wen-Chung (2008) an anglicism usually happens when there is a need to fill empty spaces in our vocabulary and when in Spanish we do not have equivalent words for their translations. This theory is proved in the word *club* and fills an empty space in the Spanish language, for that reason this word is already been accepted by the Dictionary of the Royal Spanish Academy.

Chat

This word does not exist in the Dictionary of the Royal Spanish Academy. According to the Merriam-Webster Dictionary, the word *Chat* comes from the Middle English *chatten*, short for *chatteren*. This word is a verb and a noun. As a verb, it means chatter, prattle. Another meaning is to talk in an informal or familiar manner. As a noun, it means idle, small talk. It also means a light informal or familiar talk; especially: conversation. It is also used for an online discussion in a chat room. The following is an extract found in the *Reports* section:

“Para Katty es casi imposible pensar la vida sin ***chatear*** por celular.”

In this extract, the word *chat* is a verb and it refers to an online discussion. This word has a semantic change because in English the meaning of this word as a verb is to talk in an informal or familiar manner. Meanwhile, in Spanish and especially in the above-mentioned

example, the word *chat* refers to write via cell phone. This term is frequently used in Spanish. The word *chat* in Spanish also means an online conversation. The word *Chat* has been adapted to the Spanish language and as in the former example the word *chatear* shows us an inflection (morphological change). Malmkjaer (2002) affirms that linguistics inflections is an alteration of the words by the way of morphemes according to a grammatical category to express their different functions in the sentence, using another kind of affix in order to form variants of the same word. Consequently, *chatear* is an inflection of the word *chat*, and it has a morphological change because this word is written that way in Spanish but not in English.

Stand

This word is already part of the Spanish language and it has been accepted in the Dictionary of the Royal Spanish Academy. According to Merriam-Webster Dictionary the word *stand* comes from the Middle English, and from the Old English *standan*; akin to the Old High German *stantan*, *stān* to stand, the Latin *stare*, and the Greek *histanai* to cause to stand, set, *histasthai* to stand, be standing.

This word can be a verb or a noun. The word *stand* as a verb means to support oneself on the feet in a straight position. It means be at a specific height when fully straighten. Another meaning is to take up or maintain a specific position or posture. The word *stand* as a noun means a halt for defense or resistance. It also means the act of stopping

or staying in one place. Another meaning is a place or post where one stands. Finally, it means the place taken by a witness when testifying in court. The following was found in the *Social Pages* section:

“Diseñarán imágenes representativas del país en el ***stand*** del Ecuador.”

Here, the word *stand* is used as a noun. In English the main grammatical function of this word is as a verb. In Spanish the word *stand* is used only as a noun, as in the above-mentioned example. In this case, there is a semantic change since in English *stand* as a noun means the place or post where one stands, whereas in Spanish the meaning of this word pertains to an exhibition area. *Stand* does not change its morphological form, for *stand* is written in the same way both in English and in Spanish.

Film

This word has been accepted by the Dictionary of the Royal Spanish Academy. According to the Merriam-Webster Dictionary, the word *Film* comes from the Middle English *filme*, and from the Old English *filmen*; akin to the Greek *pelma* sole of the foot, the Old English *fell*, skin.

This word has two main grammatical functions: noun and verb. *Film* as a noun signifies a thin skin or membranous covering; or a thin covering or coating. Also the word *film* means a motion picture. *Film* as a verb is to become covered or obscured with or as if with a film.

Another meaning as a verb is to make a motion picture of or from. The following example was found in the *Social pages*.

Example:

“El ***filme*** del cantante superó los 100 millones.”

In this example the word *filme* is used as a noun and it means motion picture: Movie. In this case, there is no semantic change for this word means the same meaning in Spanish and in English. This word is written in Spanish as it is written in the Middle English: *filme*. In Spanish, *film* is written as *filme* due to its phonology. According to Stanley (2002) concerning anglicisms, the phonological change occurs because in English there are several sounds that do not exist in Spanish. In Spanish there is no correct pronunciation for words that finish with two consonants (without a vowel), as in the last example “*lm*”. On the other hand, the word *filme* in Spanish language has some inflections. According to Bauer (1983) an inflection refers to the process of adding inflectional morphemes to a word, which indicate grammatical information. The inflections of this word in Spanish are *filmes*, *filmación*, *filmó*.

VARIABLE: LOCAL NEWSAPPER “EL EXPRESO”

HOBBY

This word has already been accepted by the Dictionary of the Royal Spanish Academy. According to the Merriam-Webster Dictionary, this word comes from the Middle English *hoby*, and from the Anglo-French

hobel, hobé. Hobby only functions as a noun and means an activity or interest pursued for pleasure or relaxation and not as a main occupation. It is also used to describe a child hobbyhorse. I have taken an extract from *Reports* sections.

Example:

“No cree que a sus 70 años se dedique de lleno a su ***hobby*** de publicar libros.”

In the example above the word *hobby* is used as a noun and it is defined as an activity that makes someone to feel relaxed and pleasant. The activity is referring to the publishing of books. Regarding this meaning, there are no semantic changes, the meaning does not change from the English to the Spanish language. This word does not have a morphological change either since it is written the same way, in Spanish as in English. The plural of *hobby* is written the same way in both languages: *hobbies*.

Staff

This word is not accepted by the Dictionary of the Royal Spanish Academy. According to the Merriam-Webster Dictionary the word *staff* comes from the Middle English *staf*, and from the Old English *stæf*; akin to the Old High German *stab* staff, and the Sanskrit *stabhnāti* he supports. The word *Staff* has three main grammatical functions: as a noun, as an adjective and as a verb. As a noun *Staff* means a long stick carried for support while walking. Staff also means officers chiefly

responsible for the internal operations of an institution or business. On the other hand, the word *staff* as a verb means to supply with a staff or with workers, or to serve as a staff member. The following example was found in the *Social Pages section*.

“El evento estuvo dirigido a los medios de comunicación y ***staff*** de la compañía.”

In this example the word *staff* is used as a noun. In English this word as a noun is defined as the officers chiefly responsible for the internal operations of an institution or business. In Spanish, according to the Dictionary of the Real Spanish Academy *staff* is a group of employees charged with carrying out the work of an establishment. In this case, there is a semantic change. As to its morphology, the word *staff* does not have a morphological change since in Spanish this word is written the same way as in English language.

Field Day

Field day does not appear in the Dictionary of the Royal Spanish Academy yet. According to the Merriam-Webster Dictionary, *field day* comes from Middle English. This is a compound word. The word *field* also comes from the Middle English, and from the old English *feld*; akin to the Old High German *feld* field, Old. The word *day* comes from the Middle English, from the Old English *dæg*; akin to the Old High German *tag* day.

In the Merriam-Webster Dictionary, *field day* is shown as a noun and its meaning is a day of military exercises or maneuvers. Another definition is a day of sports and athletic competition. The word *field day* also denotes a time of extraordinary pleasure or opportunity. The following example was found in the *Social pages* sections.

“La Unidad Educativa “La Moderna” prepara su ***field day***, acto realizado anualmente.”

In this example, the word *field day* as a noun means a day of sports with athletic competitions. It does not have a semantic change; therefore, it maintains its meanings in both languages. There is not any morphological change in it because this word is written similarly in Spanish and in English. *Field day* is a compound word. According to the Wikipedia encyclopedia, *field day* is an open compound word because it is a combination of words so closely associated that they convey the idea of a single concept but, spelled as unconnected words. This compound word is formed by two nouns *field+day*.

Remake

This word does not appear in the Dictionary of the Royal Spanish Academy yet. According to the Merriam-Webster Dictionary the word remake comes from *re+make*. It mentions that the prefix *re* comes from the Middle English, from Anglo-French, and from the Latin *re-*, *red-*, back, again, against. The word *make* comes from Middle English, and from the Old English word *macian*; akin to the Old High German

mahhōn which means to prepare, make, and the Greek *magēnai* to be kneaded, also from the Old Church Slavic *mazati* meaning to anoint, smear. The word make has two main grammatical functions: as a verb and as a noun. The word *remake* has two functions: as a noun and as a verb. As a verb, *remake* means: to make a new or in a different form. As a noun *remake* means refers something that is made again; such as a new version of a motion picture. The following sample was taken from the *Social pages* section.

“El actor estrenó el **remake** del Cuento de Navidad en Londres.”

The word *remake* in this example is a noun. This word has a derivation. According to Bauer (1983) derivation is the creation of a new lexeme based on another one before created. It could be a prefix or a suffix. Sometimes the grammatical structure does not change but the meaning does, in latter example the meaning of *make* has been affected by the prefix *re*, the word *remake* is formed by the prefix *re* + *make*. In Spanish this word means the same as in English. Therefore, there is not semantic change not a morphological nature either.

Showman

This word does not appear in the Dictionary of the Royal Spanish Academy. According to the Merriam-Webster Dictionary it is a compound word, it comes from *Show+man*. The word *Show* comes from the Middle English *shewen*, *showen*, from the Old English *scēawian* to

look, look at, see; akin to the Old High German *scouwōn*, to look, look at, and probably to the Latin *cavēre*, to be on one's guard.

This word has two main grammatical functions as a verb and as a noun. On the other hand, the word *man* comes from the Middle English, and from the Old English *man*, *mon* human being, male human; akin to the Old High German *man* human being and from the Sanskrit *manu*. The word *man* is a noun. Concerning the word *showman* (together) has a specific function and meaning. The word *Showman* functions as a noun and its meaning is the producer of a play or theatrical show. Another meaning is that of a notably spectacular, dramatic, or effective performer. The following example was found in the *Social pages* section.

“Enrique Iglesias comparó la forma del gran **showman** de la música latina con los Beatles.”

In this example the word *showman* is used as a noun and it refers to a spectacular performer. The word *showman* is a compound word formed by a verb and a noun *show+man*. According to the Wikipedia encyclopedia it is a solid compound word because it combines two words into one solid word: *show+man* as *showman*. In Spanish this word does not change its meaning. In this case there is no semantic change. The word *showman* is written the same way in Spanish as in English. Besides, there are no morphological changes in it.

Snacks

Snack does not appear in the Dictionary of the Royal Spanish Academy yet. In the Merriam-Webster Dictionary the word *snack* comes from the Middle English *snak*, bite from *snaken* to bite, perhaps from the Middle Dutch *snacken*, to snap at. This word has two grammatical functions: noun and verb. As a noun *snack* means a light meal: food eaten between regular meals; also: food suitable for snacking. The word *snack* as a verb refers to eat a snack. The following example was found in the *Reports* section.

“Nueva marca de **snacks** en la parada de la Metrovía.”

In the example above the word *snack* functions as a noun. In this example, *snack* refers to food typically designed to be portable, quick and satisfying. In Spanish the word *snack* has somewhat more ample meaning, whereas in English *snack* is used to describe a light meal: food eaten between regular meals commonly available at home. However, in Spanish and especially in the example above, the word *snack* means foods designed to be more durable and more appealing than prepared foods because they contain substantial amounts of sweeteners, preservatives and appealing ingredients. The word *snack* is written the same in Spanish as in English even the plural version *snacks* does not have a morphological change.

Estrés

Regarding the word *estrés*, it is part of the Dictionary of the Royal

Spanish Academy. This word comes from the English word *stress*. According to the Merriam-Webster Dictionary the word *stress* is defined as coming from the Middle English *stresse* stress, distress, short for *destresse*. *Stress* could be a noun or a verb. The word *stress* as a noun means a constrain force or influence: as a force exerted when one body or body part presses on pulls on, pushes against, or tends to compress, twist another body or body part; specifically: the intensity of this mutual force commonly expressed in pounds per square inch. While, *stress* as a noun means a physical, chemical or emotional factor that causes bodily or mentally tension and may be a factor in disease causation. This word is also used to refer to an intensity of utterance given to speech sound, syllable, or word producing relative loudness. *Stress* as a verb means to subject to physical or psychological *stress*, it also means to subject to phonetic stress. The following example was found in the *Reports* section.

Example:

“No solo ayudan a reducir el **estrés**.”

According to the example above the word *estrés* is a noun meaning an emotional factor that causes bodily or mentally tension and may be a factor in disease causation. This word does not have a semantic change neither in English nor in Spanish, its morphology though shows that there is an inflection when uttered in Spanish. The word *stress* has been adapted into the Spanish language. In English

this word is written as *STRESS*, but in Spanish it has been changed into the word *ESTRÉS*. This morphological change has been caused by its phonology. In Spanish there is not a rule to pronounce words that start with *st* and it is not common the use of a double *ss* in the formation of words. In Spanish, *stress* is written as pronounced: *estrés*. This word has even an acute accent (´) that is used according to the orthographic rules in Spanish.

On the other hand, the word *stress* in Spanish also has an inflection. According to Bauer (1983) an inflection is the process of adding inflectional morphemes to a word, which indicates grammatical information. In this case some of the inflections of the word *stress* in the Spanish language are: *estresar*, (verb), *estresante* (adjective).

Software

This word has been accepted by the Dictionary of the Royal Spanish Academy. Software is a compound word of *Soft+ware*. According to the Merriam-Webster Dictionary the word *soft* comes from the Middle English, and from the Old English *sōfte*, an alteration of *sēfte*; akin to the Old High German *semfti* soft. This word is used as an adjective, adverb and a noun. Meanwhile, the word *ware* also comes from the Middle English *war*, *ware* careful, aware, and from the Old English *wær*. This word functions as an adjective, verb, and as a noun.

Regarding the word *software (together)*, it functions as a noun. According to the Merriam-Webster Dictionary, this word means

something used or associated with and usually contrasted with hardware. Another meaning is that of an entire set of programs, procedures, and related documentation associated with a system and especially a computer system; *specifically*: computer programs. This sentence was found in the *Ads* section.

“Instalación de **Software** y Redes.”

In this example the word *software* functions as a noun and it refers to programs and applications for computer. This is a compound word, according to Malmkjaer (2002) compound words are formed when two or more words combine into the morphological unit. Compound words can be formed by elements from any word class, but the most common compound words in English are formed by noun+noun. In the example above Software is formed by two nouns: *soft+ware*. In this word there is no semantic change which means that this word maintains the same meaning in the Spanish language. Since in *software* no morphological change occurs, the word is written the same in both languages. This is a necessary anglicism because there is not an equivalent word for it in Spanish.

Best seller

This word already appears in the Dictionary of the Royal Spanish Academy. This is a compound word *best+seller*. According to the Merriam-Webster Dictionary the word *best* comes from the Middle English, also from the Old English *betst*; akin to the Old English *bōt*,

remedy. In a similar way, the word *seller* comes from *sell+er*. *Sell* comes from Middle English, from Old English *sellan*; akin to Old High German *sellen*, to sell, and the Greek *helein* to take. On the other hand, the word *Best seller (together)* functions as a noun, and its meaning is that of an article (as a book) whose sales are among the highest of its class. The following example was found in the *Social pages* section.

Example:

“Esta es una inteligente adaptación del ***best seller*** de Scott Turow.”

In this example the word *best seller* functions as a noun and it refers to a book whose sales are the highest of its class. This is a compound word formed by an adjective and a verb *best+seller*. In this case *best seller* has not had a semantic change. This word maintains the same meaning in Spanish and in English. In English this word could be written either as *bestseller* or *best seller*. But in the Dictionary of the Royal Spanish Academy this word appears as *best seller* as two separated words. In spite of this, there is no change in its meaning.

Link

This word has not been accepted by the Dictionary of the Royal Spanish Academy. According to the Merriam-Webster Dictionary this word comes from the Middle English, and of Scandinavian origin; akin to the Old Norse *hlekk* chain; akin to the Old English *hlanc* lank. This word could be a noun or a verb. As a noun *link* means connecting structures as a single ring or division of a chain. The word *link* also

means something analogous to a link of a chain or as a unit in a communication system or an identifier attached to an element (as an index term) in a system in order to indicate or permit connection with other similarly identified elements. Especially: one (as hyperlink) in a computer file. The meaning of the word *link* as a verb means to become connected by or as if by a *link*. The following was found in the *Reports* section:

“En su página web el canal ecuatoriano Ecuavisa mantiene abierto un **link**.”

Regarding the word *link*, it is used as a noun, and it means a text linked through a hypertext to a document. In Spanish, the word *link* has not changes in its meaning, and there is no semantic change. Its written form has not changed, either. The word *link* is written in the same form in English and in Spanish. There are no inflections to analyze for this word.

VARIABLE: TABLOID “EL EXTRA”

Nightclub

This word does not appear in the Dictionary of the Royal Spanish Academy. *Nightclub* is a compound word formed by *night+club*. According to the Merriam-Webster dictionary, the word *night* comes from the Middle English, and from the Old English *niht*; akin to Old High german *naht* night, the Latin *noct-,nox* and the Greek *nykt-,nyx*. Regarding the word *club*, it comes from the English *clubbe*, from Old

Norse *klubba*; and akin to the Old High German *kolbo* club. The word *Nightclub* (together) usually functions as a noun and means a place of entertainment open at night usually serving food and liquor and providing music and space for dancing and often having a floor show. The following example was found in the *News* section.

Example:

“El ***nightclub*** “The Place” ardió en horas de la madrugada de ayer en Guayaquil.”

In this excerpt the word *nightclub* is a noun and it means a place of entertainment that open at nights. The meaning of *nightclub* has not changed in Spanish and so it maintains the same meaning as in English. In the same way, the word *nightclub* is written similarly in both languages. This word is translated in Spanish as *club nocturno*. In spite of this change, *nightclub* is still an anglicism with no equivalent words in Spanish.

Full

The word has not been incorporated into the Dictionary of the Royal Spanish Academy. According to the Merriam-Webster Dictionary, the word *full* comes from the Middle English, and from the Old English; akin to the Old High German *fol* full, the Latin *plenus* full, *plēre* to fill, and the Greek *plērēs* full, *plēthein* to be full. This word has three grammatical functions: as an adjective, as an adverb and as a noun. As an adjective, the word *full* means containing as much or as many as is

possible or normal. It is also used to express something complete especially in detail, number, or duration. Another meaning is as being at the highest or greatest degree: Maximun. *Full* as an adverb means very, extremely, entirely. It also means to straight, squarely. Finally the word *full* as a verb means to make full or to become full. The following example appeared in the *Ads* section.

Example:

“Vendo Chevrolet ***full*** equipo.”

In this example *full* is an adjective defined as something complete with accessories. There is no semantic change in *full* meaning due to its meaning in Spanish is the same that in the English language. This word has no morphological change either.

Call center

This word does not belong in the Dictionary of the Royal Spanish Academy yet. The word *Call center* is an open compound word. According to the Merriam-Webster Dictionary the word *call* comes from the Middle English, and from the Old Norse *kalla*; akin to the Old English hilde *calla* battle herald, Old High German *kallōn* to talk loudly, Old Church Slavic *glasŭ* voice.

This word can be a verb or a noun. As a verb *call* means to speak in a loud distinct voice so as to be heard at a distance. Another meaning is to get or try to get into communications by telephone. In the same way, the word *call* as a noun refers to an act of calling as with a voice. It is

also used to express a request or to commands to come or assemble. Another meaning refers to the act of calling on the telephone. Regarding the word *center* it comes from the Middle English *centre*, from the Middle French, from the Latin *centrum*, from the Greek *kentron* sharp point, center of article, from the *kentein* to prick; probably akin to the Old High German *hantag* pointed. The Merriam-Webster Dictionary states that *center* is used as a noun and as a verb. As a noun *center* means to the point around which a circle or sphere is described. Another of its meanings is that of a facility providing a place for particular activity or service.

Concerning the word *call center (together)* means a place that handles high-volume incoming telephone calls on behalf of large organization. The following is a sentence found in the *Ads* section.

Example:

“**Call center** solicita bachilleres.”

In this sentence the word *call center* is a noun and it refers to a place that handles high-volume incoming telephones calls on behalf of large organization. This is a compound word. According to Wikipedia encyclopedia (2009), an open compound word is a combination of words so closely associated that they convey the idea of a single concept but are spelled as unconnected words. The word *Call center* as in the last example has not changed its meaning in Spanish and it holds the same meaning in Spanish and English. It shows that this word has not had a

semantic change; neither its morphological aspect is changed, because the word is written in the same way in both languages: *call center*.

Show

The word *show* is already accepted in the Dictionary of the Royal Spanish Academy. According to the Merriam-Webster Dictionary, this word comes from the Middle English *shewen, showen*, and from the Old English *scēawian* to look, look at, see; akin to the Old High German *scouwōn* to look, look at, and probably to the Latin *cavēre* to be on one's guard. The word *Show* has two grammatical functions: as a verb and as a noun. As a verb, the word *show* means to cause or to permit to be seen it. It also means to present as a public entertainment or spectacle: to perform. This word is used to indicate; to point out, to guide, escort, or to usher. In addition, *show* as a verb also means: to be seen, be or become visible. Another meaning for this word is to put on an exhibition or performance; display products. Similarly, the word *show* as a noun means a theatrical presentation. It also refers to a radio or television program. Another meaning is that of a motion picture. Likewise, the word *show* sometimes is used for conveying something exhibited especially to wonder or to ridicule. It is important to mention that the most common meaning used for this word is as a sight or spectacle. The following remark came from the *Social pages* section.

Example:

“Los asistentes disfrutaron de un sensacional ***show***.”

In the example above the word *show* is used as a noun, and it means a spectacle. In English, this word is a verb and also a noun, whereas in Spanish this word functions only as a noun. The word *show* is written in Spanish in the same way than in English even the plural form of the word is written in Spanish the same way in both languages meaning that there is no morphological change in it.

Look

Concerning the word *look*, it exists in the Dictionary of the Royal Spanish Academy. According to the Merriam-Webster Dictionary the word *look* show comes from the Middle English, and from the Old English *lōcian*; akin to the Old Saxon *lōcōn* to look. *Look* has two main grammatical functions: as a verb and as a noun. The word *look* as a verb refers to make sure or to check if something has been done. It also means to ascertain by the use of one eye. Another meaning refers to exercise the power of vision or to have the appearance or likelihood of being. *Look* as a noun refers to the act of looking. Another meaning refers to the physical appearance; especially: attractive physical appearance usually used in plural. The following example was found in the *Social pages* section.

Example:

“Completamente renovada y con su cambio de **look** llegó la cantante.”

In the extract above the word *look* is a noun and it refers to physical appearance. In this case, there is no semantic change. In English this

word is used as a verb and as a noun; whereas in Spanish this word is usually used as a noun, such is the case of the above-mentioned extract. This word is accepted in the Dictionary of the Royal Spanish Academy and it is written in the same form in English and Spanish language, with no morphological changes.

Estándard

This word has been incorporated into the Dictionary of the Royal Spanish Academy and comes from the English *standard*. According to the Merriam-Webster Dictionary, the word *standard* comes from the Middle English, and from the Anglo-French *estandard* banner, standard, of Germanic origin; akin to the Old English *standan* to stand and probably to the Old High German *hart* hard.

This word can be used as a noun and as an adjective. The word *Standard* as a noun means something considered by an authority or by general consent as a basis of comparison, of something consider as an approved model. It also means a rule or principle that could be used as a basis for judgment. Another common meaning of the word *standard* refers to something set up and established by authority as a rule for a measure of quantity, weight, extent, value, or quality. *Standard* could express a level of quality or excellence attained by somebody or something. *Standard* as an adjective denotes constituting or conforming to a standard especially as established by law or custom. Another meaning of the word *standard* as an adjective means something

usual, common, or customary. The following excerpt was found in the *Reports* section:

“Con **estándares** de calidad internacional, su industria manufacturera traspasa Cuenca.”

In this example, the word *estándares* is used as a noun, and its meaning is that of an approved model. The meaning of this word has not affected Spanish because it holds the same meaning than in English. In the morphological aspect, the word *standard* has a linguistic inflection because this word has been already adapted into the Spanish language. In English this word is written as *STANDARD* but in Spanish it has changed into *ESTÁNDAR*. This morphology change is due to its phonology. In Spanish there is not an established pronunciation for words that start with *st*. In Spanish, *standard* is written the same as pronounced: *estándar*. This word has an acute accent (´) that is used according to the orthographic rules in Spanish. The word *estándar* in Spanish has some inflection. According to Bauer (1983) inflection is the process of adding inflectional morphemes to a word which indicate grammatical information. In this case the word *estándares* (plural) is an inflection and it indicates that there is a variation from English to Spanish because the plural of *standard* in English is *standards*, while the plural of *standard* in Spanish is *estándares*.

Mail

This word has not been accepted by the Dictionary of the Royal

Spanish Academy. According to the Merriam-Webster Dictionary the word *mail* comes from the Middle English *male*, and from the Anglo-French, of Germanic origin; akin to the Old High German *malaha* bag. The Merriam-Webster Dictionary mentions that *mail* has two main grammatical functions: noun and verb. As a noun *mail* is chiefly Scottish, and it means a payment, rent; or bag, wallet. Another meaning is that of a material sent or carried in the postal system; a conveyance that transports mail. This word usually refers to *e-mail*, in the Merriam-Webster Dictionary it is also defined as the system for transmitting messages electronically as between computers on a network. *Mail* as a verb and specifically as a transitive verb means: to send by mail, post. The following sample is from the *Reports* section.

“Se puede verificar por los ***mails*** y llamadas telefónicas que hubo una comunicación fluida.”

In the example above the word *mail* is used as a noun. In English *mail* functions as a noun and as a verb, but in Spanish and specifically in this example the word *mail* has been used as a noun; it refers to the system for transmitting messages electronically as between computers on a network. In regards to its meanings, this word has not had semantic change, for in Spanish the word maintains its valence. On the other hand, the morphological aspect shows a Declension. According to Bauer (1983) a declension produces word-forms from a single lexeme. In

this case, the noun decline only to distinguish singular from plural: *mail, mails*.

Laptop

This word does not exist in the Dictionary of the Royal Spanish Academy. According to the Merriam-Webster Dictionary, *Laptop* comes from *Lap*+ *Top*. In this case *Lap* comes from the Middle English *lappe*, and from the Old English *læppa*; akin to the Old High German *lappa* flap. The word *Lap* has two main functions: as a noun and as a verb. The word *Top*, comes from the Middle English, and from the Old English; akin to the Old high German *zopf* tip, tuft of hair. *Top* can be a noun, a verb, and an adjective. According to the Merriam-Webster Dictionary the word *laptop* (together) has two functions: adjective and noun. As an adjective, *laptop* means a size and design that makes its operation and use convenient a lap. As a noun, *laptop* refers to a portable microcomputer having main components (as processor, keyboard, and display screen) integrated into a single unit capable of battery-powered operation. The following example was found in the *news* section:

“Pequeños empresarios se trasladaron con sus ***laptops*** a los centros comerciales.”

Concerning this example, *laptop* is being used as a noun, and it means a portable microcomputer. The word *Laptop* is a compound word. According to Bauer (1983) compound words are lexemes

consisting of two or more roots that create a new lexeme. In this case the word *laptop* has two roots *lap* + *top*. There is no semantic change because the word *laptop* maintains its meaning in English and in Spanish. In the morphological aspect, the only inflection that *laptop* has refers to a declension. According to Bauer (1983) a declension produces word-forms from a single lexeme, the inflection in the word is produced to form the plural of *laptop*, adding “s” at the end of the word, resulting in *laptops*. The plural of this word is written the same way both in English and in Spanish.

Récord

Regarding the word *récord*, it has been incorporated into the Dictionary of the Royal Spanish Academy. It comes from the English *record*. According to the Merriam-Webster Dictionary this word comes from the Middle English, literally, to recall, and from the Anglo-French *recorder*, as well as from the Latin *recordari*, from *re-*+*cord-*,*cor* heart. The word *record* has three main grammatical functions: as a verb, as a noun, and as an adjective. As a verb, *record* means to deposit an authentic official copy; or to cause (as sound, visual images, or data), to be registered on something (as a disc or magnetic tape). On the other hand, *record* as a noun is used in order to refer to the state of being recorded; it is used as something that records. Another meaning of *record* as a noun refers to a body of known or recorded facts about something or someone especially in reference to a particular sphere of

activity. In the same way, *record* as an adjective means relating to, or being one that is extraordinary among or surpasses other of its kind. The following is an example of this word taken from *reports* section.

“La expedición no es de resistencia y menos aún un ***récord*** mundial.”

In this example, *record* is used as an adjective. In this case, *record* refers to something that is exceeding any previous achievement. In this example there is no semantic change; however, the morphology of this word shows a change. In English, this word is written as *RECORD* but in Spanish it is written as *RÉCORD*. This morphological change occurs because this word has been adapted into the Spanish language following its orthographic rules by adding an acute accent (´).

Bar

This word is accepted in the Dictionary of the Royal Spanish Academy. According to the Merriam-Webster Dictionary, the word *bar* comes from the Middle English *barre*, from the Anglo-French, and from the Vulgar Latin *barra*. This dictionary mentions that this word has three grammatical functions: as a noun, as a verb, and as a preposition. The word *bar* as a noun means a straight piece of wood or metal. It is also used to express something that obstructs or prevents passage, progress, or action. Another meaning is that of a counter at which food or especially alcoholic beverages are served. *Bar* as a verb means to keep out, exclude, or to forbid. Finally, the word *bar* as

preposition means: except. The following example has been taken from the *News* section.

“Los dueños de ***bares*** dijeron q participarán de una marcha pacífica.”

In the example above, the word *bar* is used as a noun and means to a place where alcoholic beverages are served. The meaning of this word has not changed from English into Spanish; however, its morphology has been affected. It shows an inflection called declension. According to Bauer (1983) a declension produce word-forms from a single lexeme, in this case, the inflection is produced in order to show the plural form of the noun *bar*. According to the Dictionary of the Royal Spanish Academy the plural of *bar* follows the orthographic rules in Spanish adding the suffix “*es*” in order to form the plural: *bares*. This word shows a morphological change because the plural of this word is written in English as *bars*.

Comparative Analysis

This part has been written with the intention to compare information regarding anglicisms found in the newspapers “El Universo”, “El Expreso”, and “El Extra”, which constituted the main sources for my research work. These analyses are mainly based on the charts of the section titled *Results*. The first part of this analysis refers to the comparison of anglicisms among subvariables (News, Ads, Social pages, Sports, and Reports) of each newspaper. The second part deals with comparisons among variables (national newspaper, local newspaper and tabloid).

Comparison among subvariables

The nationally-published: “El Universo” was the first newspaper I took into consideration for my research work. Anglicisms were found in all sections: *News, Ads, Social pages, Report, and Sports*. On it, I have found a total of 398 anglicisms from the sections cited above. In the *News* section 7 anglicisms were found representing the 1.76% of the total of anglicisms found in this paper. Conversely, the section that had the most quantity of anglicisms was the *Ads* section. In this section 363 anglicisms were found, representing the 91.21% of its total. It seems that in this section, anglicisms pervade on a daily basis. Nevertheless, the anglicisms found in this section were only 11 but they were repeated for 363 times which is big chunk of the final percentage. The other sections also had anglicisms but in a lesser quantity than in the *Ads*

section. For instance, in the *Social pages* section 6 anglicisms were noticed, representing the 1,51% of its total. On the other hand, the section with fewer quantities of anglicisms was the *Reports* section. In this section only 4 anglicisms were found, meaning a 1% of the total printed anglicisms. In the *Sport* section 18 anglicisms were found, representing the 4.52%. This research shows that the subvariables *Ads* and *Sports* had the most quantity of anglicisms.

As I mentioned before, the *Ads* section is the one where the greatest amounts of anglicisms were listed. As to this, Pillay (2009) says “El Universo” uses Anglicisms in order to catch the attention of the reader as a result this could be a gimmick for the purchase of a certain product or service. Pillay (2009) also indicates that by using this strategy good results could be obtained because it will sell more newspapers. One can also notice a considerable influence of anglicisms in the rest of the sections of “El Universo”. This study shows that the main purpose of this newspaper in using anglicisms is to target the attention of the higher strata that wields a great deal of power usually viewed as "the elites" within our society. Although “El Universo” is read by people from other social levels, it employs a language full of borrowed words easily identifiable by the “elites”.

On the other hand, “El Expreso” was the second newspaper researched. In this newspaper 74 anglicisms were found. The anglicisms belonged mainly to the sections: *News*, *Ads*, *Social pages*,

Reports, and *Sports*. In the *news* section 4 anglicisms were found, representing the 5.40% of the total of them. In this case, this was the section with the fewer quantities of anglicisms. As to the *Ads* section, 41 anglicisms were found which is an equivalent of a 55.41% of the total of anglicisms, this was the section with the biggest number of anglicisms. In this section anglicisms were found each day during the investigation. In the *Social pages* section I did not find many anglicisms; only 6 of them were found which represents an 8.11%. However, in the *Reports* section, 10 anglicisms were found. In this section a 13.51% of the total of anglicisms were found. Another section with a considerable amount of anglicisms was the *Sports* section. In this case 13 anglicisms were noticed that represent a 17.57%. According to the data presented in “El Expreso”, the sections with the most influence of anglicisms were *Ads* and *Sports*. Not to say that the other sections did not have a considerable number of anglicisms.

Regarding to the newspaper “El Expreso”, Pillay (2009) contends that this is an elitist newspaper because it uses the language of people from middle to high social status, who are people that usually have some knowledge of other languages, especially English. It seems that the target of this newspaper is for middle to high social status readers to identify with its language. In most of the cases, these publications use words which are trendy in other countries. Although in many cases, the

usage of these anglicisms are necessary because they do not have an equivalent meaning in Spanish or its translation could alter its meaning.

Finally, the last newspaper investigated was the Tabloid “El Extra”. In this case 60 anglicisms were found. They were printed mainly in the *News, Ads, Social Pages, Reports, and Sports* sections. In the *News* section not many anglicisms were found. In this section only 6 anglicisms were found which represent the 10% of the total of anglicisms. However, in the *Ads* section the highest amount of anglicisms were printed; in this section 37 anglicisms were found which represents a 61.67%. On the other hand, in the *Social pages* section 4 anglicisms were found which represents a 6,67%. In the *Reports* section only 3 anglicisms were found representing a 5%, this was the section with the fewer quantities of anglicisms in the tabloid “El Extra”. Curiously, in this tabloid *Sports* section had a considerable quantity of anglicisms. In this section 10 anglicism were found, an equivalent of a 16.66%.

Concerning to the tabloid “El Extra”, one of the possible reasons why there were not many anglicisms in this tabloid could be that the “El Extra” is usually read by people from middle to low social status. According to the journalist Venus Chamaidán (2009) language has a great deal of influence in newspapers. “El Extra” uses a language that most people can understand. The colloquial is the language most frequently used in this kind of newspapers, because it is the kind of

language that is used by people from middle to low social status, being these people who frequently read this tabloid. It seems that in some situations colloquial language is easier to understand than anglicisms.

Now, this part of my research deals with comparisons among sections of each newspaper. In the following part of my research I will compare the information regarding anglicisms found among these three Ecuadorian newspapers: nationally-published “El Universo”, the locally-published “El Expreso” and the tabloid “El Extra”. This research notes that anglicisms are being used in a different way by publication. For instance, anglicisms are very frequently used in the nationally-published “El Universo” and in the locally-published “El Expreso”; as opposed to the tabloid “El Extra” where anglicisms are not very common in each of its sections. The tabloid “El Extra” prefers to use colloquial language instead of anglicisms.

In regards to the *News* section, the newspaper with the highest amount of anglicisms was “El Universo”, in this newspaper 7 anglicisms were found. Compared to the Tabloid “El Extra” where 6 anglicisms were found, whereas in the “El Expreso” only 4 anglicisms were found.

On the other hand, the section with the highest frequency of anglicisms in the three newspapers was the *Ads* section. Only in this section 441 anglicisms were found. It seems that using this strategy, newspapers get better results in the pecuniary sense. I also found this

could be the reason why these newspapers use anglicisms in this particular section.

Regarding the *Social pages* section, it was the one with the fewer amounts of anglicisms in the three newspapers. The total of anglicisms found in this section was 16. In “El Universo”, and in “El Expreso” the same amount of anglicisms were found which was 6; compared to “El Extra”, which had only 4.

Regarding the *Sports* section, I noticed that it had a considerable number of anglicisms. In most of the cases, the use of anglicisms in this section was practically necessary because many of these words do not have its equivalent in Spanish. In this section 41 anglicisms were found in the three newspapers combined. In the nationally-published “El Universo” 18 anglicisms were found. This was the newspaper with the highest amount of anglicisms in this particular section as opposed to “El Expreso” where 13 Anglicisms were found and only 10 in “El Extra”. The latter was the newspaper with fewer amounts of anglicisms in its *Sports* section.

In the *Reports* section, 17 anglicisms were found in the three newspapers altogether. From the three newspapers, “El Expreso” had the highest amount of anglicisms. In this newspaper 10 anglicisms were found. While, in “El Universo” 4 anglicisms were found. In “El Extra” only 3 anglicisms were found.

According to this research, the newspaper with the highest amount of anglicism was “El Universo”. In this newspaper 398 anglicisms were found in all of its sections. It seems that this newspaper exaggerates in the use of borrowed words because many of these anglicisms in Spanish have its equivalent words and they should be used instead of anglicisms. In “El Expreso” 74 anglicisms were found. This newspaper uses a language that is very common because some of the anglicisms included here are technological terms. In this case most of these words do not have equivalent words that could be correctly translated to Spanish but its use is very necessary in order to understand the meaning of reports related to technology. And so the only way is to borrow these words from another language in order to fill empty spaces in our vocabulary. As to the “El Extra” in this section 60 Anglicisms were found. This is a tabloid which prefers to use colloquial language rather than anglicisms.

Finally, through the present research work I selected the most frequent anglicisms found in all newspapers researched. These words were very often repeated in “El Universo”, “El Expreso” and “El Extra”: *full, mail, laptop, call center* and *fútbol*. It is important to mention that most of these words were found in the *Ads* section, except for the word *fútbol* which was found in the *Sports* section.

Sociological Analysis

This part has been written in order to analyze the opinion of people in our society about anglicisms in Ecuadorian newspapers. For that reason, it was necessary to interview some people to gather important information for my research work. The people I interviewed were: Venus Chamaidan Quinto, a journalist who works in Radio Pública since 2005; she writes reports about culture and arts. Another expert interviewed was Piedad Villavicencio. She is also a journalist who has been working in the “El Universo” newspaper since 2004; she writes articles in a blog called “La esquina del Idioma”. Two frequent readers of newspapers were also interviewed: Rafael Granda Cepeda, an engineer who works in a Hardware Company; and Cecilia Pillay Garcia, an engineer who works in Airs & Services Company. Most of the interviewed people considered anglicisms as necessary words nowadays.

According to my research, there is a considerable impact of anglicisms in Ecuadorian newspapers. Anglicisms were found in all sections of each newspaper, which shows that there is a great acceptance among the Ecuadorian readership since newspapers do not avoid using anglicisms. Actually, the media also has a big influence on people in the use of anglicisms, because through their use, more borrowed words are incorporated to our language; these words (anglicisms) are usually listened or read by people through television,

radio, the Internet, newspapers, and hence people adopt these words as part of their language.

According to Rafael Granda (2009) Ecuadorian people have the little “defect” of adding borrowed words to Spanish so easily; it means that when people listen or read an anglicism, they do not mind if these anglicisms are used by trend or because there is not an equivalent word in Spanish, these words are adapted to the Spanish language due to the influence of the media. He thinks that nowadays anglicisms are used so frequently by many people even though many of these words have equivalent words in Spanish. In this sort of cases Granda considers that our language is affected because new words are introduced as a result of unavailable meanings.

In the same matter, Vanessa Pillay (2009) thinks that not all anglicisms are a bad influence in our language. She believes that in some cases these anglicisms help to improve our language when there are not equivalent words in Spanish. In some cases anglicisms help us to communicate in a better way because these words sometimes are used to refer to something very specific, as occurs in the technological field.

On the other hand, Venus Chamidán (2009) believes that the frequency of anglicisms in Ecuadorian newspapers, and specifically in the newspapers “El Universo” and “El Expreso”, is because their intention is to catch the attention of people from middle to high social

status; furthermore, she considers that anglicisms are frequently used because English is the most influential language in the whole world. She concludes that all languages change and Spanish is not the exception. However, Chamaidán considers that social level status affects the use of anglicisms in newspapers. For instance, in the tabloid “El Extra” anglicisms are not commonly found as in the two other newspapers “El Universo”, and “El Expreso”. The tabloid “El Extra” is usually read by people from middle to low social status and this tabloid needs to use a language that people from lower social classes can easily understand. In this case the anglicisms are used only when they refer to a word that is very common or is trendy among people in our country.

It is also important to mention that sometimes the use of anglicisms affect our language, because in many cases people prefer to use them because they feel identified with this kind of terms instead of Spanish words. One of the reasons for the rise of this problem is the influence of the media, because they use many anglicisms, even when their use is unnecessary. In fact, it is ironically that people understand some words better in English than in Spanish.

The level of acceptance of anglicisms in Ecuador is very high. As technology advances, our language needs to advance too. According to Piedad Villavicencio (2009), anglicisms are very useful nowadays; she considers that our world is changing and we cannot stop, she considers that anglicisms do not affect at all the Spanish language, but in some

situations foreign words are used for better communication. She also believes that we should not forget that our language is Spanish, and even though anglicisms are useful we must avoid their use when it is not necessary. Our language is rich and we should learn to use it correctly.

In conclusion, I consider that the use of anglicisms is necessary because our world changes every day and adding anglicisms to the Spanish language when there are not equivalent words to express the necessary meaning could be helpful in most cases. In those particular cases, anglicisms do not affect our language, but help us to communicate in a better way. Lack of words in the Spanish language with the same valence of English words is one of the main reason Ecuadorian use anglicisms. Also, technology development in our country encourages people to use anglicisms; I believe that this is a form of language development. However, I think Ecuadorian newspapers should avoid the repeated use of anglicisms if there are words with similar meaning in our language. It is necessary to remember that our language is broad and sometimes it is not necessary the use of borrowed words when in Spanish we have equivalent ones which have similar meaning; I think that in these cases the use of English should be avoided.

CONCLUSIONS

This research work demonstrates that anglicisms are highly used in Ecuadorian newspapers such as “El Universo”, “El Expreso”, and “El Extra” because of the influence of the English language by means of new trends and technology.

This investigation determines that some Ecuadorians have a high level of acceptance on the use of anglicisms because anglicisms are adapted to the Spanish language due to the influence of media.

Ads is the written section of Ecuadorian newspapers in which anglicisms are mostly used because there were a total of 441 of them only in this particular section; this occurs because people prefer to use short words that sometimes have a wide meaning to summarize characteristics of listed things.

This research implies that the use of anglicisms in “El Universo” is very frequent. This newspaper prefers to use anglicisms in most of its sections even when there are equivalent words in Spanish because it is an elitist newspaper usually read by people from middle to high social status.

This investigation shows that the newspaper “El Expreso” uses a considerable number of anglicisms in its sections because this is also

a newspaper read by people from middle to high social status who have a high acceptance of anglicisms.

This research demonstrates that in the tabloid “El Extra” the use of anglicisms is less frequent than in other newspapers because this tabloid prefers to use colloquial language.

This research topic had a good acceptance by the people who were interviewed. In addition, they referred to anglicisms as words that do not affect our language, but this kind of words help us to communicate with each other in a better way.

According to this research, there are five anglicisms that were chosen as the most frequent in the whole investigation. These Anglicisms are: *full*, *mail*, *laptop*, *call center* and *fútbol*. In the case of the former group of words they all belong to the ads section; those words are frequently used to describe the full meaning of described objects. In the case of the word *fútbol*, this is frequently used as result of the influence of foreign sports.

This investigation determined that some of anglicisms more frequently used in Ecuadorian newspapers such as *full*, *mail*, *laptop*, and *call center* still maintain their semantic and syntactic form in the Spanish language because they are in process of adaptation to our

language due to they are not accepted by the Dictionary of Royal Spanish Academy yet.

This research suggests that in some cases it is necessary the use of anglicisms, as in the field of technology. Technology development in our country encourages people to use anglicisms to express the meaning of words which sometimes do not have equivalent words in Spanish. This is a form of language development.

This investigation demonstrates that although there are words with similar meaning in the Spanish language, Ecuadorian newspapers prefer to use anglicisms.

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ANNEXES

QUANTITATIVE TABULATION

Chart One

Variable:

Subvariable:

Anglicisms	Examples	Word repetition number	Title of article	Date

Author:

QUANTITATIVE TABULATION

Chart Sixteen

Variable: National Newspaper “El Universo”

	Section	F	%
Anglicism	News		
	Ads		
	Social pages		
	Sports		
	Reports		
	Total		

Author:

The Most Frequent Anglicisms (in all variables)

Chart Nineteen

Anglicisms	Word repetition number