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

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

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QUITO

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## **CERTIFICATION**

Lcdo. César Ochoa Cueva

CERTIFIES THAT:

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

Loja, \_\_\_\_\_

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AUTORA

## **AUTORSHIP**

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

April 15<sup>th</sup>, 2010

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Author

## **DEDICATION**

This work is dedicated to all those people who have backed me up along this process. First, to God, who is the reason of all of my achievements. Secondly, to my parents, who have always encouraged me to keep on studying and have inspired me to try to become as good as they are. Besides, to my boss, Patty, and Raúl, my co-worker, who have constantly helped me out with their support, knowledge and constant concern. To all my friends who are always there for me and truly love me: Tato, Paúl, Vero, Fer, Mabe, Xime. Finally, to “mi Kiki”... You took a part of my heart with you, and I will always keep you in my mind and soul.

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Besides, I want to thank those people who were interviewed to carry out this study, clarifying many of the doubts I had.

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## **Abstract**

“A Descriptive Analysis of Anglicisms Used in Ecuadorians Newspapers” has been carried out in Quito for the purpose of determining if variation occurs in our language when anglicisms are used, identifying the social factors for this language change and how aware Ecuadorians are of their presence in newspapers.

To develop this study, the sample was taken from the three kinds of newspapers proposed as its variables: El Comercio was chosen as the sample for national newspapers; Últimas Noticias, for local newspapers; and El Extra, for tabloids. They were collected along seven continuous days, from October 12<sup>th</sup> to 18<sup>th</sup>, 2009, excepting the local newspaper, which is not published on weekends, so they were gotten on the 19<sup>th</sup> and 20<sup>th</sup>, instead. From them, five daily articles regarding the sections used as subvariables were picked out: news, sports, social pages, reports and ads.

This work was carried out through the usage of analytic and descriptive methods, and the instruments used were survey forms, charts and direct observation forms.

These methods and instruments led the study to unexpected and surprising results that helped determine several conclusions, among which the most outstanding is that sometimes the use of anglicisms in Ecuadorian newspapers is still not common since they usually occur when our language does not count on an equivalent term which replaces them accurately.



## **Introduction**

The present research consists on a descriptive analysis of anglicisms used in Ecuadorian newspapers which can offer us valuable information about a topic that has been hardly investigated in our country.

However, in other Spanish-speaking countries, the social and linguistic impact of anglicisms in newspapers has been an important issue to be treated. Thus, there are some studies which have opposite points of view. For those who do not agree on their use in newspapers, such as Msc. Alberto Delgado Álvarez and Msc. Gilberto Hernández Quirós from Costa Rica, and Ana Fernández Marreros from Spain, the utilization of anglicisms in Latin American countries and Spain correspondingly is a worrying topic. In both studies, the authors mention as their main concern the unnecessary use of English terms in newspapers, which is reinforced by the lack of linguistic awareness; in other words, anglicisms have become so common and normal to people that the authors are afraid that future generations may not be able to tell apart their native language lexicon from the one imported.

Opposing to these studies, three professors in the Language Faculty of the Autonomous University of Baja California back up their usage in newspapers because they do not think language should resist transformation when it reflects the reality which speakers live, concluding that the official recognition of English terms can only enrich our language. Due to this disagreement, it is

important to carry out a study which gives us results in our country's own reality.

The need that humankind has always had to communicate with other countries and cultures, and keep international, commercial affairs with them has added up to the borrowing and coining of new words which eases that communication. Considering the United States is one of the biggest potencies in our planet, English has become the most widespread language around the world; due to that fact and the constant technological advances which let us instantly get in touch with people from different countries, the adoption of anglicisms in our language, and actually in others as well, has become a current reality worldwide.

The use of anglicisms in our newspapers is highly important to be studied so that not only can we get information about how frequently they occur but also about the influence they have on our native language and our cultural identity. For this reason, a descriptive, linguistic and social analysis was carried out through the use of analytic and descriptive methods that let me do the descriptive and statistical analysis, and the interpretation of the data gathered.

With the purpose of getting results which help us clear up the aspects cited before, first, it was necessary to select written material from the newspapers chosen to work with; then, I needed to take notes about all the bibliographical information I counted on to back up my study, and finally, to develop the sociological analysis, I interviewed a linguist, a journalist, a social communicator and two

frequent readers. Besides, among the resources employed, the Internet, books related to the subject being studied, former works on this topic, interviews and surveys are the ones I worked mostly with.

In addition to the purpose of obtaining my Bachelor's Diploma in EFL Teaching, which is my major motivation, I performed this work trying to find out how much of the objectives listed below has been achieved:

- *To determine the level of influence of the English language on the linguistic expressions used in Ecuadorian newspapers.* This objective has been 100% achieved because I have been able to see English terms are not excessively used. If it is true that there is presence of anglicisms in Ecuadorian newspapers, as you can see in this study, their usage is not abused since readers do not always have English knowledge; however, it is necessary to emphasize their presence on pages or articles that are directed to young people, who are the ones more familiarized with the language.
- *To identify syntactic and lexical anglicisms more commonly used in newspaper material in Ecuador.* After this study, it has been easy to determine that the most common anglicisms used in Ecuadorian newspapers are the ones which have something to do with technology, sports, music; it occurs since those terms do not always have a specific translation in our language, or because of their complexity and, in those regarding technology, because of how fast they are updated as technology advances.

This is why I can say that this objective has been 100% achieved.

- *To make a deep analysis of the anglicisms found in Ecuadorian newspapers regarding etymological, syntactic-semantic and morphological aspects.* This part of the study has completely been carried out and 100% achieved since I counted on dictionaries which helped me perform a deep linguistic analysis of the terms found in newspapers. The most curious thing about this kind of analysis was finding terms in newspapers which may be believed to be English, but actually they have other roots, such as French, Italian, among others.
- *To determine the written sections of Ecuadorian newspapers in which anglicisms are mostly used.* The sections where anglicisms are mostly found are social pages, ads and sports; consequently, this objective has also been 100% achieved. For social pages, I took into consideration articles about movies, music and show business, which are areas that count on some English terms that have no translation in Spanish, or terms that have already been accepted by the Spanish Royal Academy (e.g. rock and roll); in ads, as they mostly refer to technology, the terms have not been given a translation, considering how fast it advances; however, in sports articles, I came across some terms which were unnecessarily used in English since they count on a specific translation in our language.

- *To know the level of acceptance Ecuadorians have on the use of anglicisms in newspapers.* Although it was difficult for me to determine if Ecuadorians accept or reject the use of English terms in newspapers, taking into account the interviews and surveys done for this study, I think the opinion may be divided, since some people believe that they are necessary as part of a process of language transformation needed to keep up with new technologies, but, on the other hand, some others believe that it could harm our identity and deteriorate our language. I must say that determining the level of acceptance anglicisms have in Ecuador has been the hardest objective to achieve, but getting to the conclusion of a divided opinion among people, I can say that this objective also has 100% of level of achievement.

The coming pages present a broader vision of how these objectives have been achieved.

## **Methodology**

After the topic was proposed by the UTPL, the first thing done to carry out this project was collecting the sample I would work with, so the newspapers required were gotten from October 12<sup>th</sup> to the 20<sup>th</sup>, 2009. Meanwhile, I began to gather all the information needed to build the theoretical background. I visited the Catholic University library since it is the one that counts on more valuable textbooks about the topic included in the study. However, most of the data gotten, especially about anglicisms and previous studies regarding this topic, were found on the Internet, in the explorer Google Books, where I could get complete books online.

Once I gathered enough data, I chose the most relevant works to build a theoretical background which backed up my study and enabled me to get the job done successfully. By that time, the articles which would be the sample for this work had already been chosen.

This research occurred in newspapers from which the sample was gotten. Articles regarding news, social pages, sports and reports, as well as ads, were taken at random. I intended to find articles that could represent what is normally published in newspapers, where the lexicon commonly used was included.

On the other hand, in order to fulfil this work well, some people were interviewed in the university where I work. I could interview a linguist who also works as a professor; a social communicator who is also a frequent reader; a journalist who is also a university professor, and a frequent reader who is an English teacher.

To develop this study, the analytic and descriptive methods were applied since it embraces a descriptive, linguistic and social analysis of the anglicisms found. Besides, the qualitative and quantitative methods were used to distinguish the anglicisms collected in the sections working as subvariables in the Ecuadorian newspapers, and to measure the frequency in which they occurred, the quantity of English terms found, the percentages which represented each subvariable in every variable, as well as the corresponding interpretation.

Regarding the techniques used, first of all, the written material was selected; after that, notes were taken to collect the bibliography needed, and finally, interviews were done. On the other hand, the instruments used were direct observation forms, the chart formats given by the university to organize the results and survey forms containing the questions to be made to the interviewed people.

Moreover, I needed some materials to carry out this process, such as paper, pencils, pencil leads, computers, the Internet, newspapers, scissors, folders, highlighters, erasers, tonner, printer, dictionaries, textbooks and encyclopaedias.

To perform the tabulation process, first of all, it was necessary to make a list of the anglicisms which had already been found in the articles and classify them into the subvariables of this research. Next, through the use of Excel and its formulas, it was sort of simple to get the quantity of repetitions per each subvariable and their percentages, as well.

Once the information was tabulated, the analysis began. First, to develop the linguistic analysis, the etymology of the term found, as well as its function, meaning and morphology had to be investigated. I want to emphasize that the etymological analysis took longer than the others since I came across some terms I had considered anglicisms, but whose origin belonged to another language, such as French or Italian. After that, to continue with the comparative analysis, the charts containing the results had to be contrasted according to the frequencies and percentages obtained. Finally, the interviews done were contrasted with my opinion to elaborate the sociological analysis of this work.



## **Results**

The research about “A Descriptive Analysis of Anglicisms used in Ecuadorian Newspapers” has been carried out in Quito, the capital of Ecuador, which is located in the highlands.

The results that come next are taken from the newspapers and tabloids which turn out to be the most bought in the city, and which will work as the variables for this research: first, El Comercio, which is the national newspaper I will work with, considering it is the most popular of this category in Quito; the second newspaper being used is the most traditional in the city: Últimas Noticias; finally, as a tabloid, I have selected the most famous one in Ecuador: El Extra.

We will see in the charts below the sample collected is divided into other categories, which work as our subvariables: news, ads, reports, social pages, and sports.

As a sample for this research, the newspapers mentioned above were obtained for seven continuous days, from October 12<sup>th</sup> to October 18<sup>th</sup>, 2009, except the local newspaper, which is published only on weekdays; for this reason, the dates to be considered will be October 12<sup>th</sup> to October 16<sup>th</sup>, and October 19<sup>th</sup> and 20<sup>th</sup>, 2009. Following are the charts which will help me back up my analysis on the topic cited above.

## Qualitative Tabulation

Chart One

Variable: National Newspaper El Comercio

Subvariable: News

Anglicisms	Examples	Word Repetition Number	Title of the article	Date
USD	Alrededor de USD20000 millones están en default desde 2005	4	Argentina alista un canje para sus bonos en mora	18/10/2009
Default	... anunciará la semana próxima una oferta de canje para los tenedores de bonos que siguen en "default" (en mora).	3	Argentina alista un canje para sus bonos en mora	18/10/2009

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Chart Two

Variable: National Newspaper El Comercio

Subvariable: Ads

Anglicisms	Examples	Word Repetition Number	Type of advertisement	Date
web	Visite nuestra web	1	Automobile	12/10/2009
call center	Call Center 1800101075	1	Travel	13/10/2009
Marketing	Administrador con excelentes conocimientos en Marketing y RRHH.	1	Jobs and services	14/10/2009
web	... que debe ser descargado de la página web...	1	Jobs and services	15/10/2009
web	Detalles en la página web	1	Jobs and services	16/10/2009
freelance	Se busca asesores comerciales freelance	1	Jobs and services	18/10/2009

Author: Yessenia García Romero

Chart Three

Variable: National Newspaper El Comercio

Subvariable: Social pages

<b>Anglicisms</b>	<b>Examples</b>	<b>Word Repetition Number</b>	<b>Title of the article</b>	<b>Date</b>
web	Los premios de "Los 40" se disputan en la web	1	Los premios de "Los 40" se disputan en la web	12/10/2009
podcast	Escuche un podcast sobre la trayectoria de Bunbury	1	Bunbury cerró en Sigsig su gira por el Ecuador	13/10/2009
filmes	Los filmes programados han sido producidos entre 2003 y 2006.	3	El cine italiano observa a la mujer actual	14/10/2009
romantic style	... el reggaetonero que se caracteriza por su trabajo en romantic style del género caribeño.	1	"Mis canciones nacen de historias reales"	15/10/2009
aliens	Son una comunidad de 1800000 aliens enfermos	2	"Sector 9": ciencia ficción llena de ideas y audacia	16/10/2009
gore	Luego alterna escenas dotadas de un humor negro y de los excesos propios del cine gore (violento)...	1	"Sector 9": ciencia ficción llena de ideas y audacia	16/10/2009
pop	... con la Lengua al Mejor artista pop...	2	Los MTV se cerraron en L.A.	16/10/2009
rock	... y al Mejor artista rock...	1	Los MTV se cerraron en L.A.	16/10/2009
piercing	El premio es una lengua rosada con el logo MTV como "piercing".	1	Los MTV se cerraron en L.A.	16/10/2009

Author: Yessenia García Romero

Chart Four

Variable: National Newspaper El Comercio

Subvariable: Reports

<b>Anglicisms</b>	<b>Examples</b>	<b>Word Repetition Number</b>	<b>Title of the article</b>	<b>Date</b>
USD	Le pidió a mi novia su cartera donde tenía USD60 en efectivo...	1	La violación se suma al secuestro exprés	12/10/2009
USD	... los médicos que ingresaron con la emergencia perciben hasta USD1000 mensuales...	1	Salud no cumple la oferta de 4500 médicos	16/10/2009
Marketing	Alexandra Miranda, coordinadora de Marketing de ciudad Santiago...	1	El bajón en la construcción aún se siente	17/10/2009
USD	USD4500 millones es el monto que hasta este mes el Gobierno reporta..	6	El bajón en la construcción aún se siente	17/10/2009
blog	... escribe Buckingham en su blog, y señala que..	1	La paradoja de la liberación femenina hoy	18/10/2009
shockeante	... en su blog, titulado La triste y shockeante verdad de cómo se están sintiendo las mujeres.	1	La paradoja de la liberación femenina hoy	18/10/2009

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Chart Five

Variable: National Newspaper El Comercio

Subvariable: Sports

<b>Anglicisms</b>	<b>Examples</b>	<b>Word Repetition Number</b>	<b>Title of the article</b>	<b>Date</b>
Challenger	... obtuvo ayer el vicecampeonato de la Copa Petrobras, torneo de nivel Challenger que se jugó...	1	Lappenti perdió ante Cuevas en la final del ATP de Montevideo	12/10/2009
set	En el primer set, Nico, como le dicen al jugador..	2	Lappenti perdió ante Cuevas en la final del ATP de Montevideo	12/10/2009
game	En el duodécimo "game", el uruguayo aprovechó un par de errores de Lappenti para quebrar su saque.	1	Lappenti perdió ante Cuevas en la final del ATP de Montevideo	12/10/2009
USD	... se jugó en las canchas de arcilla del Carrasco Tennis Club y repartió USD75000 en premios...	1	Lappenti perdió ante Cuevas en la final del ATP de Montevideo	12/10/2009
USD	El plantel recibió USD1 millón por su clasificación al Mundial.	4	Bielsa anunció "total seriedad" para el partido con Ecuador	13/10/2009
web	"Jamás dejo de revisar en la Web lo que sucede en el país", manifestó.	2	Los futbolistas que juegan en el exterior miran al país por la Web	14/10/2009
mouse	A Carlos Tenorio le basta dar un clic en el "mouse" de su computador...	1	Los futbolistas que juegan en el exterior miran al país por la Web	14/10/2009
play off	Así de dramático fue el primer encuentro de los "play off" entre ambos conjuntos...	3	La Importadora Alvarado ganaron en los "play off" de la Liga Nacional	15/10/2009
sets	... tras derrotar en dos sets al brasileño...	1	Gómez avanza en el Future de Belo Horizonte	16/10/2009

<b>Anglicisms</b>	<b>Examples</b>	<b>Word Repetition Number</b>	<b>Title of the article</b>	<b>Date</b>
ranking	... instancia que le entrega dos puntos para el "ranking" de la ATP.	1	Gómez avanza en el Future de Belo Horizonte	16/10/2009
score	En esta ocasión, Colombia culminó el torneo con un "score" de 614 golpes..	1	Ecuador logró medalla de plata en el Sudamericano de Bolivia	18/10/2009

Author: Yessenia García Romero

Chart Six

Variable: Local Newspaper Últimas Noticias

Subvariable: News

<b>Anglicisms</b>	<b>Examples</b>	<b>Word Repetition Number</b>	<b>Title of the article</b>	<b>Date</b>
USD	Los presuntos delincuentes iban a cobrar USD3000	2	En Quito se vive tremendo "Babel" delincriminal	13/10/2009
USD	... del Ministerio de Educación deberán pagar multas por USD1661526	2	Al Gobierno le llueven denuncias	14/10/2009
web	... como tampoco lo ha subido a su página web.	1	El Ministro Vallejo se chispoteó duro	16/10/2009

Author: Yessenia García Romero

Chart Seven

Variable: Local Newspaper Últimas Noticias

Subvariable: Ads

Anglicisms	Examples	Word Repetition Number	Type of advertisement	Date
VIP	Salas VIP \$3,50	1	TV programs and cinema	15/10/2009
watts	Amplificada 400 watts	1	Products	16/10/2009
clipping	Visualizador de clipping	1	Products	16/10/2009
woofer	Woofer de 15 pulgadas	1	Products	16/10/2009
driver	Driver de altos de 1 pulgada	1	Products	16/10/2009
zipper	Cierre automático Zipper	1	Products	20/10/2009
strech film	Rollos, cajas, strech film, burbuja...	1	Products	20/10/2009
CD	... cintas, fundas basura colores, cd's, polifán	1	Products	20/10/2009

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Chart Eight

Variable: Local Newspaper Últimas Noticias

Subvariable: Social pages

Anglicisms	Examples	Word Repetition Number	Title of the article	Date
web	En la web, escuche el sencillo de la cantante, titulado Mentiras piadosas	1	Alejandra Guzmán lanza desde el hospital su primer sencillo	12/10/2009
pop	Un tema inédito del "Rey del Pop" empezó a sonar desde ayer	2	Vuelve la voz de Jackson	13/10/2009
web	... a través de la Internet, en la página web...	1	Vuelve la voz de Jackson	13/10/2009
pop	... a la "Reina del Pop" no le gustó el aspecto de sus brazos...	1	Madona despidió a su entrenadora por ponerla "tuca"	14/10/2009

<b>Anglicisms</b>	<b>Examples</b>	<b>Word Repetition Number</b>	<b>Title of the article</b>	<b>Date</b>
USD	Las entradas tiene un costo de general USD15 y preferencia 20.	1	Los Hermanos Núñez están de celebración	16/10/2009
look	Su "look" moderno les ha permitido llegar con su música a la juventud.	1	Los Hermanos Núñez están de celebración	16/10/2009
CD	... y en enero de 2010 presentarán su tercer CD con el nombre...	1	Los Hermanos Núñez están de celebración	16/10/2009
reality	... los Hermanos Núñez organizaron el primer "reality" profesional de canto en radio...	1	Los Hermanos Núñez están de celebración	16/10/2009
rock and roll	... se juntaron en escena cuatro décadas de rock and roll	2	El rock and roll ya tiene un nombre y apellido: El Tri	19/10/2009
punkeros	... se confundían roqueros de la vieja guardia con punkeros	1	El rock and roll ya tiene un nombre y apellido: El Tri	19/10/2009
metaleros	... se confundían roqueros de la vieja guardia con punkeros, metaleros...	1	El rock and roll ya tiene un nombre y apellido: El Tri	19/10/2009

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Chart Nine

Variable: Local Newspaper Últimas Noticias

Subvariable: Reports

<b>Anglicisms</b>	<b>Examples</b>	<b>Word Repetition Number</b>	<b>Title of the article</b>	<b>Date</b>
web	Conozca más sobre esta historia en la web...	1	Mafia, FARC y socios ecuatorianos	14/10/2009

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Chart Ten

Variable: Local Newspaper Últimas Noticias

Subvariable: Sports

<b>Anglicisms</b>	<b>Examples</b>	<b>Word Repetition Number</b>	<b>Title of the article</b>	<b>Date</b>
off side	Off side (in a chart)	1	Charrúas hacen el gran negocio	12/10/2009
fouls	Fouls cometidos (in chart)	1	Charrúas hacen el gran negocio	12/10/2009
USD	El pase más barato cuesta USD12...	2	Charrúas hacen el gran negocio	12/10/2009
USD	... Marcelo Bielsa, quien recibe USD110 mil cada 30 días	7	Dunga, Bielsa y Diego bien pagados	13/10/2009
set	... pues cayó en dos sets en manos de Nikolay Davydenko, sexto preclasificado.	1	Rafael Nadal quedó debiendo	19/10/2009

Author: Yessenia García Romero

Chart Eleven

Variable: Tabloid “El Extra”

Subvariable: News

<b>Anglicisms</b>	<b>Examples</b>	<b>Word Repetition Number</b>	<b>Title of the article</b>	<b>Date</b>
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No anglicisms included in this subvariable of tabloids.

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Chart Twelve

Variable: Tabloid "El Extra"

Subvariable: Ads

Anglicisms	Examples	Word Repetition Number	Type of advertisement	Date
LCD	Conéctate con mayor potencia a tu LCD...	1	Products	12/10/2009
laptop	Conéctate con mayor potencia a tu LCD, laptop...	1	Products	12/10/2009
subwoofer	1 subwoofer (listing)	1	Products	12/10/2009
watt	3300 watts PMPO	1	Products	12/10/2009
frost	No frost (listing)	1	Products	12/10/2009
stock	Promoción válida por tiempo limitado o hasta agotar stock	1	Products	12/10/2009
play	Ponle play a tu diversión	1	Entertainment	13/10/2009
stock	Stock de repuestos	1	Products	14/10/2009
love	Envía LOVE al 8050	2	Cellphone Services	15/10/2009
E-mail	E-mail: ventas1@inmo...	1	Real state	17/10/2009
New York	New York \$495	1	Travel	18/10/2009
email	email: secretariage...	1	Travel	18/10/2009

Author: Yessenia García Romero

Chart Thirteen

Variable: Tabloid "El Extra"

Subvariable: Social pages

Anglicisms	Examples	Word Repetition Number	Title of the article	Date
film	... "Los Canallas", nombre del film ecuatoriano ganador del Cenit de Bronce...	3	¡Al fin "Los Canallas" en estreno	15/10/2009
top model	... y Jazmín de Gracia, Top Model argentina.	2	Conquer en evento de alta costura	17/10/2009

<b>Anglicisms</b>	<b>Examples</b>	<b>Word Repetition Number</b>	<b>Title of the article</b>	<b>Date</b>
web	El día 16 de octubre se realizó la presentación oficial del sitio Web...	2	Músicos nacionales tienen su casa propia en la Web	18/10/2009
pop	... todos ellos representantes de diferentes géneros como: popular, pop, hip hop, rock, metal, reggaetón, alternativa.	1	Músicos nacionales tienen su casa propia en la Web	18/10/2009
hip hop	... todos ellos representantes de diferentes géneros como: popular, pop, hip hop, rock, metal, reggaetón, alternativa.	1	Músicos nacionales tienen su casa propia en la Web	18/10/2009
rock	... todos ellos representantes de diferentes géneros como: popular, pop, hip hop, rock, metal, reggaetón, alternativa.	1	Músicos nacionales tienen su casa propia en la Web	18/10/2009
metal	... todos ellos representantes de diferentes géneros como: popular, pop, hip hop, rock, metal, reggaetón, alternativa.	1	Músicos nacionales tienen su casa propia en la Web	18/10/2009

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Chart Fourteen

Variable: Tabloid "El Extra"

Subvariable: Reports

<b>Anglicisms</b>	<b>Examples</b>	<b>Word Repetition Number</b>	<b>Title of the article</b>	<b>Date</b>
sticker	La otra alternativa es colocar en los parabrisas los stickers identificables...	1	¡Cuidado con los taxis "enemigos" y los piratas!	15/10/2009
Marketing	... gerente de Marketing de LAN, quien se unió al paseo...	1	¡El primer viaje en avión de los niños de Crecer!	16/10/2009

Author: Yessenia García Romero

Chart Fifteen

Variable: Tabloid “El Extra”

Subvariable: Sports

<b>Anglicisms</b>	<b>Examples</b>	<b>Word Repetition Number</b>	<b>Title of the article</b>	<b>Date</b>
open	Participarán en todas las divisiones: Open, Estándar...	2	Nacional de tiro práctico	17/10/2009

Author: Yessenia García Romero

### **Quantitative Tabulation**

Chart Sixteen

Variable: National Newspaper “El Comercio”

	<b>Section</b>	<b>f</b>	<b>%</b>
Anglicisms	News	7	12,73%
	Ads	6	10,91%
	Social pages	13	23,64%
	Sports	18	32,73%
	Reports	11	20,00%
	<b>Total</b>	55	100,00%

Author: Yessenia García Romero

Chart Seventeen

Variable: Local Newspaper “Últimas Noticias”

	<b>Section</b>	<b>f</b>	<b>%</b>
Anglicisms	News	5	12,82%
	Ads	8	20,51%
	Social pages	13	33,33%
	Sports	12	30,77%
	Reports	1	2,56%
	<b>Total</b>	39	100,00%

Author: Yessenia García Romero

Chart Eighteen

Variable: Tabloid “El Extra”

	<b>Section</b>	<b>f</b>	<b>%</b>
Anglicisms	News	0	0,00%
	Ads	13	46,43%
	Social pages	11	39,29%
	Sports	2	7,14%
	Reports	2	7,14%
	<b>Total</b>	28	100,00%

Author: Yessenia García Romero

**The Most Frequent Anglicisms**

Chart Nineteen

<b>Anglicisms</b>	<b>Word Repetition Number</b>
USD	31
Web	12
Film	6
Pop	6
rock and roll	4
Set	4
default	3
Marketing	3
play off	3
aliens	2
CD	2
e-mail	2
Love	2
open	2
stock	2
top model	2
watts	2
Blog	1
call center	1
challenger	1
clipping	1
driver	1
fouls	1
freelance	1
frost	1

<b>Anglicisms</b>	<b>Word Repetition Number</b>
game	1
Gore	1
hip hop	1
laptop	1
LCD	1
Look	1
metal	1
metaleros	1
mouse	1
New York	1
off side	1
piercing	1
play	1
podcast	1
punkeros	1
ranking	1
reality	1
romantic style	1
score	1
shockeante	1
sticker	1
strech film	1
subwoofer	1
VIP	1
woofer	1
zipper	1
<b>TOTAL: 51</b>	<b>122</b>

Author: Yessenia García Romero

## **DISCUSSION**

Along this section, we will present the theoretical support which this work is based on; the most relevant linguistic concepts as well as the previous studies done about this topic will be embraced in this part of the study. Besides, it will include a complete analysis of the results gotten while collecting the data, which will guide us to get the most important conclusions out of this study.

### **Theoretical Background**

#### **Introduction**

*“Language is a process of free creation; its laws and principles are fixed, but the manner in which the principles of generation are used is free and infinitely varied. Even the interpretation and use of words involves a process of free creation.”* Chomsky (1973)

Language learning is normal in human childhood. It is an indispensable tool which permits us to communicate with others. The following work presents an overview of this subject, and mainly, how necessary it is to adapt new words taken from other languages to ours in order to ease communication with others.

#### **Language**

Throughout history, language has turned out to be a fascinating topic for humankind; this is why many studies about it have been carried out from different points of view. However, most studies agree that it is easier to understand *why* language appeared than state *when* and *how* it did. The need to survive made humans

develop a greater degree of cooperation with each other, which forced them to create new ways of communication.

As it is known, even animals communicate through several ways: sounds, dances, specific movements, etc. But, can it be considered language? What makes human language different from animal communication? It seems that for Edward Sapir (1921), the difference is quite simple, considering he states that language is a merely human method to communicate through the usage of symbols, which is never instinctive. He also argues that although human beings are bound to talk, it does not mean language is their inherent, biological function, but the result of the contact with a society which leads them to its traditions.

Still, Jean Aitchison (1995) goes further by stating that “Language is a patterned system of arbitrary sound signals, characterized by structure dependence, creativity, displacement, duality and cultural transmission.” She explains that unlike animal communication, language is *arbitrary* because there is not always connection between the signal and the message. Besides, language has *structure dependence*, which refers to an understanding of the internal structure; *creativity*, because humans are able to produce new utterances; *displacement*, which means it is possible for us to speak about absent objects and events; *duality*, since language can be organized into two layers: one of sounds (phonemes) which combine into a second one of larger units; and *cultural transmission*,



considering the system is transmitted from one generation to another, and not genetically inbuilt.

Language is, as we can see, a broad topic to be explained, and its evolution attracted to some linguists, such as Ferdinand de Saussure, who debated that language was a learned response, not an intrinsic behavior at a time when theories proposed that language and speech were instinctive. Besides, he drew a connection between speech and language, but distinguishing both concepts very clearly. He described speech as the activity of speaking in an individual, and language as the manifestation of speech within a society. (Ferdinand de Saussure's Course in General Linguistics, 1916)

### **Linguistics**

Although language may seem to be really simple to be studied because its use is so natural to us, it is, in fact, extremely complex; for this reason, humankind has had the need to devote a subject to its study: *linguistics*.

For the sometimes called father of modern linguistics, De Saussure (1916), "it is the study of language, the study of manifestations of human speech." He says that "linguistics is also concerned with the history of languages and with the social or cultural influences that shape the development of language."

The term linguistics started to be used in the middle of the nineteenth century, and according to Lyons (1991), the subject itself is almost as old as the term. But, can linguistics be considered a science? Geoffrey Finch (2005) defines it as "the systematic study of

language”; however, he argues that calling linguistics “the science of language” could be misleading, considering that language can not be regulated by laws that state the correct usage of words since they never stay the same in either pronunciation or meaning. Of course he agrees with the fact that “linguists *approach* language in a scientific manner”, since their method is empirical (based on observation, description and explanation) and they are impartial in their work.

For H.G. Widdowson, (1996), there is no discussion about this matter since for him, the existence of linguistics is justified only because, like other disciplines, it attempts to find explanations about a specific issue – in this case, the nature of language.

Whether it is a science or not, and in order to define how broad this subject is, linguistics focuses on the study of all aspects of human language and its relation with the social context in which it is used. (Nunberg, 2003)

This is why it embraces a broad subject area that centers on different issues covered by its main branches explained next.

### **Branches of Linguistics**

Linguistics is divided into interdependent branches that can be distinguished from each other because they concentrate on specific areas of the language: *Phonology*, *Morphology*, *Semantics*, *Pragmatics* and *Syntax*. Furthermore, Aitchinson (1995) mentions “various branches of linguistics which link language with the external world: *Psycholinguistics* (the study of language and mind), *Sociolinguistics* (the study of language and society), *Applied Linguistics* (the

application of linguistics to language teaching), *Computation Linguistics* (the use of computers to simulate language and its workings), *Stylistics* (the study of language and Literature), *Anthropological Linguistics* (the study of language in cross-cultural settings), *Philosophical Linguistics* (the link between language and logical thought).” She also explains that *Historical Linguistics*, the study of language change, is an important branch of linguistics, but it embraces the development of all the other branches.

Anyway, the next part of this work will focus on the first five branches mentioned above.

### ***Phonology***

Roger Lass (1984) explains that “phonology, broadly speaking, is that subdiscipline within linguistics concerned with “the sounds of language.” Besides, he draws a clear distinction between phonology and phonetics, which he refers to as “a rather more neutral study of the sounds themselves as phenomena in the physical world, and the physiological, anatomical, neurological, and psychological properties of the human beings that make them.” To expand his explanation, he simply describes phonology as a branch of linguistics, while phonetics could perfectly fit into neurophysiology, perceptual psychology, acoustics, and so on.

Following the same distinction, for many authors, it is difficult to draw specific boundaries between phonology and phonetics. That is the case of Spencer (1996), who defines these two distinct disciplines as related to each other, considering that “phonological

analyses have to be grounded in phonetic facts, and phonetic research has to be geared towards those capacities of the human vocal tract which subserve language specifically.” For him, “phonetics is essentially the study of the physical aspects of speech”; on the other hand, “phonology is concerned with the linguistic patterning of sounds in human languages.”

Both phonetics and phonology are concerned with the study of speech. To tell them apart, Finch (2005) describes phonology as “essentially preoccupied with sound as a system for carrying meaning”; and phonetics, on the other hand, as “a technically based subject concerned with measuring sound, recording frequencies, and generally studying the physiology of speech”. He also mentions three main dimensions to phonetics: articulatory phonetics (production of sounds), acoustic phonetics (productions of sound waves), and auditory phonetics (perception of speech).

### ***Morphology***

“Morphology simply refers to the branch of linguistics that deals with words, their internal structure, and how they are formed.” (Aronoff and Fudeman, 2005) Thus, morphology devotes completely to the identification, analysis, combination and description of morphemes through a set of word-formation principles, which rule both the phonological and the morphological structures of words. (Burneo, 2008)

As mentioned before, morphology is the part of linguistics whose main goal is the study of grammatical units called morphemes

and lexemes. Bubenik (1999) explains that “morphemes are traditionally defined as the smallest meaningful elements in a language.” He emphasized that under a grammatical analysis, they are at the lowest rank, considering that phonemes and syllables, which are below them, are non-meaningful. For instance, the word “worker” is formed by two morphemes: “work” and “er”. In this example, we can notice that “work” stands for itself. This kind of morpheme is called *stem*, since it is the one to which another morpheme will be attached (e.g. er, ing, ed). Furthermore, from a semantic point of view, which is another branch of linguistics completely close to morphology, “work” is an *unbound* morpheme since it has meaning on its own, unlike “er” or “ing”, which are *bound* morphemes because they need to be linked to another to acquire meaning. (Aronoff and Fudeman, 2005)

On the other hand, a lexeme is an abstract unit that corresponds to a set of forms taken by a single word. To exemplify them, run, runs, ran, running are forms of the same lexeme. (Wikipedia, 2009)

In conclusion, morphology is the branch of linguistics that studies such patterns of word-formation across and within languages, and attempts to explicate formal rules reflective of the knowledge of the speakers of those languages. (Taken from [http://en.citizendium.org/wiki/Morphology\\_\(linguistics\)](http://en.citizendium.org/wiki/Morphology_(linguistics)))

## **Semantics**

John Saeed (1997) defines semantics as “the study of meaning communicated through language, the study of meanings of words and sentences.” This definition traces two clear distinctions: the semantic meaning of words called “denotation”, and the meaning of words used in context, which is called “connotation” (Burneo, 2008)

Besides, Payne (1997) says “semantics is the study of meaning. It is concerned with describing how we represent the meaning of a word in our minds and how we use this representation in constructing sentences. Semantics is based largely on the study of logic in philosophy.” Moreover, Payne explains that semantics refers to the aspects of meaning that are expressed in a language, code, or other form of representation. Semantics is contrasted with two other aspects of meaningful expression: syntax, the construction of complex signs from simpler signs; and pragmatics, the practical use of signs by agents or communities of interpretation in particular circumstances and contexts. By the usual convention that calls a study or a theory by the name of its subject matter, semantics may also denote the theoretical study of meaning in systems of signs.

## **Pragmatics**

Pragmatics, as well as semantics, focuses on sentence meaning (literal meaning of sentences), and speaker’s meaning (the meaning the speaker is trying to convey). So, what is the difference between semantics and pragmatics? According to Burneo (2008), semantics

deals with the study of meaning of morphological and syntactic units, while pragmatics with the study of language use in communication.

To back up the distinction made before, according to Charles W. Morris (1938), “pragmatics tries to understand the relationship between signs and interpretations, while semantics tends to focus on the actual objects or ideas that a word refers to, and syntax (or "syntactics") examines the relationship between signs.”

However, Mey (1993) shows his opposition to the definition given by Morris since he considers it obsolete. He argues that Morris describes language as a human product, while he thinks that language should be studied in its human use. He focuses his definition of pragmatics on the language user and his point of view as a common orienting feature for pragmatic research. In his opinion, “restricting pragmatics to purely linguistic matters is not an acceptable point of view for those who want to include the whole of human language use.” In addition, he considers society to be an important factor to determine how language is used, considering that society is the one who controls the access to the linguistic and communicative means. This way, he concludes that “pragmatics studies the use of language in human communication as determined by the conditions of society.”

### ***Syntax***

“Syntax is a term used for the study of the rules governing the way words are combined to form sentences.” This is how Finch (2005) defines syntax, as he explains that all rules of English, for instance,

are category-based, which means that languages are hierarchically organized. Words are arranged in a specific order to convey a meaning, and changing that order may affect it. This is what Grammar is all about. Finch says “Grammar is understood as the system of rules specifying the forms of words and their combination into well-formed sequences.” Taking this definition into consideration, Finch declares that “knowing the grammar of a language means knowing two basic things about it: what changes are required to individual words according to the way in which they are used (morphology), and the rules governing the combination of words into phrases, clauses and sentences (syntax).” Through this explanation, he tells us the reason why these two branches of linguistics are usually studied together. He clarifies, though, there are some linguists who give Grammar a broader meaning and see it as relating to the entire system of structural relationships in a language. This way, phonology and semantics get involved and it defines the total set of rules possessed by the speaker.

There are many approaches to the study of Grammar. However, Chomsky’s Phrase Structure Grammar is one of the most famous. According to this approach, structure is determined by the relation between a head word and its complement. In this approach, tree diagrams are used to provide information about the hierarchical relations between their constituents; these diagrams are also called Phrase Structure Trees. (Chomsky, 1957)



As we can see, all branches of linguistics are related to one another, but their boundaries of study are mostly clearly defined.

### **Morphological Procedures**

It is necessary to remember that morphology simply refers to the branch of linguistics that deals with words, their internal structure, and how they are formed. But, which are the procedures to create new words? This part of this work will explain the terms *derivation*, *composition* and *parasynthesis* as morphological procedures.

#### ***Derivation***

Bubenik (1999) explains “a derivative (derived or complex lexeme) is a lexeme whose stem is formed from a simpler stem (derivational base) by some kind of morphological modification (most commonly, affixation).” In other words, derivation is the procedure used to form new words through the usage of affixes, but how can it be told apart from the term *inflection*? The difference is quite simple to be marked: in inflection, affixes of another kind are used to form variants of the same word. (Wikipedia, 2009) A derivation suffix usually changes words to a different syntactic category, such as “ness”, which changes adjectives into nouns; “ion”, which changes verbs ending in “ate” to nouns, and so on. To contrast this explanation, inflectional rules just relate a lexeme to its forms; for example: work, works, worked, working.

To sum up, as written on the Linguistics Encyclopedia, “derivation is the reverse of the coin of inflection”, since both consist

in adding to a stem an affix or affixes, but in the case of derivation, it has the purpose of creating new words.

### **Composition**

“Composition (or Compounding) is concerned with the formation of new lexemes from two or more potential stems.” (Bauer, 1983) That is to say, compounding refers to the procedure through which new words are formed by combining or putting together old words. This combination of words let their meaning also form a new one which is very different from the one that the words have in isolation. For instance, the word “bodyguard” clearly states how the meaning of “body” and “guard” is different from the one that the compound noun has.

Marchand (1969) talks of compounding as occurring when “two or more words combine into a morphological unit”, and Adams (1979) refers to “the combination of two free forms, or words that have an otherwise independent existence.”

There are several kinds of noun compounds in English, but the most common are noun + noun compounds because of their productivity (e.g. bathroom).

Compounds are often divided into four semantic types: *endocentric*, where the second element is the grammatical head word and the first, a modifier; *exocentric*, whose meaning cannot be guessed from its constituent parts because it does not have a head; *appositional*, which has lexemes possessing two contrary attributes; and *dvandva*, which has two semantic heads. (Bauer, 1983)

### ***Parasynthesis***

In the book “Morphologie”, it is said that “Parasynthesis is a term used in Romance word-formation for what seems to be the simultaneous application of two word-formation rules to a base.” In other words, parasynthesis is a morphological procedure in which the lexeme is not only formed by a derivational morpheme, but by two or three morphemes, without having an intermediate simpler form. Due to this fact and the hypothesis that this kind of formation can also result from the simultaneous application of prefixation and conversion, parasynthesis has been reduced to simple prefixation.

### **Historical Linguistics**

Previously, historical linguistics was mentioned as the study of language change. It is sometimes called *diachronic* linguistics (from Greek *dia-* ‘through’ + *chronos* ‘time’ + *-ic*), since it is concerned with change in language or languages over time. Campbell (1998) also draws a contrast between historical and synchronic linguistics, which “deals with a language at a single point in time.”

Still, Lyons (1981) goes further to establish the difference between historical and synchronic linguistics, and points out that “a diachronic description of a language traces the historical development of the language and records the changes that have taken place in it between successive points in time.” Contrasting, “a synchronic description of a language is non-historical: it presents an account of the language as it is at some particular point in time.”

In earlier times, language study was strongly influenced by religious concerns, except for Greeks and Latins, who considered it part of philosophy and rethoric. It remained with the same theological basis during the Middle Age, especially in the 16<sup>th</sup> and 17<sup>th</sup> centuries. But it was the late 18<sup>th</sup> century when the fact that information about assembled languages furnished the basis for historical study became prominent. That's the way in which modern historical linguistics appeared as a discipline of philology, which is the study of ancient texts and documents.

There are several differences between traditional and modern historical linguistics. For instance, while the focus of the first was keeping record of language change; the internal factors causing language changes; the importance of the language system; the attention to phonology and morphology; and the emphasis on quality, the second concentrates on the progress of a language; the impact of external factors in language; the main roles that the language use and users have; the importance of syntax, semantics and pragmatics; and the emphasis on quantity and quality.

As it is easily imaginable, due to its scope, historical linguistics is divided into sub-fields of study: *comparative linguistics*, concerned with comparing languages; *etymology*, which embraces the study of the history of words; *dialectology*, which studies the varieties of a language characteristic of particular groups (called dialects); *phonology*, which studies the sound system of a specific language or set of languages change over time; *morphology*, which explains how

the formal means of expression change over time; and *syntax*, which is the study of the principles and rules for constructing sentences in natural languages. (Taken from Wikipedia, 2009)

### **Language change**

The interest of speakers in making their utterances as efficient as possible, means of communication, language contact, the cultural environment and analogy (information transfer from a particular subject to another) have created a phenomenon called **language change**. (Wikipedia, 2009)

For Trask (1994), language change should be considered normal and unavoidable. He reminds us that every living language is constantly changing in different aspects because there are always new words included over time, with a new way of pronunciation and writing, and, at the same time, there are others which just drop out of use. Based on what was mentioned before, Trask divides these changes in four: changes in *pronunciation* (sound changes), *spelling* (produced mostly by the appearance of printing press during the Middle Age), *grammar* (considered to have the greatest role in the physiognomy of a language, it affects morphological and syntactic aspects), and *meaning* (how a word is applied and how its meaning can shift dramatically). However, in Wikipedia (2009), the lexical change is also taken into account.

### **Language Vice**

When we speak, we endeavor to use language appropriately although it does not mean our speech fails to be modern or fresh.

Under this point of view, human beings use one of the three ancient arts of discourse: rhetoric, which refers to the use of language as a means to persuade. (Wikipedia, 2009) But, what happens when rhetoric is abused? It turns out to be really simple to make mistakes usually called language vice. Marqueo (2004) points out that language vices refer to wrong construction forms or inadequate vocabulary usage, which may mislead the correct interpretation of the message. Besides, she lists what can be considered language vice: *barbarisms*, which will be studied later; *solecisms*, considered a grammar mistake or absurdity, or even a simply non-standard usage; *cacophonies*, defined as the study of unpleasantness of the sound of certain linguistic utterances; *amphibologies*, which normally happens in poetry, is understood as an ambiguous grammatical structure in a sentence; and, finally, *poor vocabulary*, leading to repetition.

Nevertheless, Carreño mentions these language vices, but as part of bigger groups: **pragmatic vices**, referred to as temporary vices which occur at the moment of speaking. He divides them into *archaisms* and *neologisms*; **syntactic vices**, which directly destroy the grammatical structure. They are divided in *catachresis*, *solecisms*, *monotony*, *pleonasm*s and *cacophonies*; and **semantic vices**, which directly attack the meaning, without altering the message syntactically or pragmatically, through the usage of foreign words with equivalence in the natural language. They are classified into *amphibology* and *barbarisms*.

Next, some of them will be checked more deeply for stating the main purpose of this work.

### **Neologisms**

The information above gives us an idea of what neologisms are. First, we already know that neologisms are considered language vices, but how can this term be defined? Shaw (1973) defines a neologism as “a newly coined word or phrase or an established word or phrase employed in a new meaning.” In Wikipedia (2009), this definition is broadened when it is said that a neologism may be in the process of entering common use, but has not yet been accepted into mainstream language. For a word to be considered a neologism, it needs to have arisen recently, it must not be included in dictionaries, it has to exhibit any kind of formal instability (e.g. morphological, graphic, phonetic, semantic), and it has to be perceived as a new unit by the speaker. (Cabr e, 1992) On the other hand, Plotnik (1996) identified six sources for creating neologisms: (a) *creating* new words from the relationship between sounds and words; (b) *borrowing* from another language; (c) *combining* (using prefixes and suffixes to create new words; (d) *shortening*; (e) *blending*, which involves combining and shortening; and (f) *shifting* word meaning through new grammatical functions.

But, why are they a language vice? Carre o states that neologisms can be considered a language vice when they become alterations that affect a language or when any word that does not have formal stability (morphological, graphic, phonetic, semantic) or

possibilities to become part of the language system adequately is invented.

### **Barbarisms: Anglicisms**

Carpenter (2008) says “barbarisms are new or strange words unauthorized by good use.” They always denote a rude way to refer to something. For instance, it is explained in Wikipedia (2009) that this term refers to a non-standard word, expression or pronunciation in a language. It is little used by linguists today because of its pejorative tone, and the fact that is not clearly defined.

In Linguistics, barbarisms are language vices that refer to the usage of a foreign word unnecessarily, considering that the native language counts on a term that means the same. Or, on the other hand, they are also referred to as words in which a letter has been changed to avoid cacophony, and are badly pronounced or stressed. (Padilla, 2003)

The definition given by Padilla totally embraces what is stated more deeply by Carreño since she mentions the unnecessary usage of foreign words, which Carreño calls imported barbarisms (*extranjerismos*), as well as words which adopt degenerative forms, called barbarisms of expression (*salvajismos*) by Carreño.

Going deeper in the first subdivision mentioned above, it takes us to the main purpose of this study: anglicisms.

They are, in general, words borrowed from English into another language. (Wikipedia, 2009) This definition goes further when it is said that anglicisms are considered by a fair part of the influential



speakers of that language to be substandard or undesirable. Besides, it is also stated that “anglicisms also describe English syntax, grammar, meaning, and structure used in another language with varying degrees of corruption.” However, why are they adopted if they substitute for existent terms in the recipient language without a clear justification? Lapesa (1963) clearly states a reason: the linguistic interrelation existing in speaking communities willing to look for a model of common speaking and get rid of local and peculiar terms in favor of the general and the universal.

This mostly explains the usage of anglicisms in Spanish, considering that Spanish-speaking countries are more likely to adopt English words at present as the result of the American influence, especially on Latin American countries. However, throughout history, Spanish has adopted foreign words coming from different languages: Germanic (medieval period), Arabic, Italian (Renaissance), and finally, Galician.

Focusing on this influence, there have been several studies about anglicisms used in Spanish; therefore, many authors have given different definitions about them. To exemplify it, one of the most important publishings in the 80’s was the study carried out by Chris Patt (1980) who describes anglicisms as linguistic elements used in contemporary Spanish, whose immediate etymon is an English word or expression.

In the book called *Inglés* (2003), anglicisms appear as “the Spanish use of the English way of saying something; that is to say,

an English word that is used in Spanish with the same meaning either because the Spanish word is not known or because the meaning is so new that there is not a word in Spanish yet.” Besides, the same book contains a subdivision of anglicisms: lexical (the spelling is contrary to Spanish tradition); morphological (the word-formation is influenced by English); and syntactic (influence of the English syntactic structure on the Spanish one).

To sum up this overview of anglicisms, it is a must to remember that they are language vices whose usage is not always justified. For that reason, I would like to show a conclusion that Trinidad Guzmán González (2003) draws in her work. She considers that Spanish has just been deteriorated by the usage of unnecessary anglicisms entering the language. She explains that the main concerns the Spanish “Real Academia” has are the effects of a combination of an unprecedented habit of borrowing, and not specifically the number of loanwords. Finally, as a historical linguist she is, she considers herself skeptical on apocalyptic views of destruction of languages. However, she recognizes that languages die because of what she calls “natural” and “unnatural” reasons, being the second the one that worries her most since it just indicates that native speakers of a language can no longer be found.

### **Foreign Language Interference**

Referring to this topic, Fernández (2008) says that interference and transference are very close topics, but she makes a distinction between them. Interference, she explains, can embrace those

disturbing elements that anglicisms produce in the language that receives them. On the other hand, she refers to transference as those terms which enrich each language with their presence, since they have adopted their characteristics.

On the website of Tonos Digital, they mention that this phenomenon occurs more frequently when languages have more contact. Given the huge contact Spanish-speaking countries have with the US, it is stated that the linguistic interference it causes may affect several linguistic level: phonological, morphological, syntactic and semantic. However, they state that the main interference occurs when literal translation is produced. Referring to this topic, on this website, Maurice Pergnier (1989) is cited; he says that not only has English become an “interference language”, but a “reference language” which constantly provides the pattern of the linguistic mechanisms of other languages. He adds this phenomenon takes place because we have adopted a kind of “American-like ideology”: we think that everything in the US is more technical and advanced there. Moreover, Riquelme (1998) proposes to emphasize the difference between linguistic anglicisms and cultural anglicisms, which is just the influence the Anglo-saxon culture has in Spanish-speaking countries. This term goes deeper and explains us why our language is so vulnerable to the English influence.

## **Newspaper and Tabloid**

As newspapers and tabloids are completely related to the main purpose of this study, it is imperative that a clear distinctive definition for each one be made.

On one hand, on Wikipedia (2009) it is said that “a newspaper is a publication containing news, information, and advertising.” Besides, it is also mentioned that newspapers are often to present articles related to business, art, society, political events, sports, as well as an editorial part where writers’ opinions are expressed.

On the other hand, a tabloid can be understood as a smaller newspaper format which normally contains entertainment or local-interest stories, or as a newspaper specialized in sensationalization, exaggerated crime stories, gossip columns based on scandals in celebrities’ and sports stars’ lives, among others. (Wikipedia, 2009)

Mogel (2000) says that unlike newspapers, this kind aims at people who want entertainment rather than news, or just find in it the print alternative to network television. Furthermore, he sets another distinction: the kind of ad shown in tabloids is not as upscale as the one in newspapers since they mostly rely on lots of classifieds or ads from plastic surgeons, etc. Such big success do tabloids have around the world that *tabloidism* has invaded television. However, Mogel mentions that tabloids have had to tone down their images and headlines in favor of a gentler look.

## **Previous studies**

As the topic of this work is highly interesting at present, there are several studies which have been done in the past years.

For instance, Prof. Msc. Alberto Delgado Álvarez and Prof. Msc. Gilberto Hernández Quirós (2003), from Costa Rica, developed a thesis called *“Los anglicismos en la prensa latinoamericana y su impacto social y lingüístico”*, in which they analyze how anglicisms are practically invading our language. They explain that Latin American people are used to anglicisms because they consider English a symbol of status and they just use these terms as an arrogant attitude towards monolingual people, or in other cases, people are too lazy to look for a term in our language that matches the definition they want to express. Moreover, they have two main concerns: On one side, the fact that people consider anglicisms normal and resulting from technological, social, economic and cultural changes; and on the other side, the authors agree that future generations may not be able to tell apart the lexicon of their native language and the one which is imported. Anyway, they conclude that they are aware of how important it is to acquire other languages at present, but what they do not think is right is that those languages may harm ours. They highlight the importance of making people aware that a second language domain does not mean it can be mixed with ours and, principally, that borrowing in excess just leads our language and our culture to lose identity.

Totally opposed to the conclusions drawn before, Álvaro Rábago Tanori, Beatriz A. Romero Nayola, Rafael Saldivar Arreola (2008), all professors in the Language Faculty of the Autonomous University of Baja California, in their work *“Los medios impresos en la transformación del lenguaje: anglicismos en diarios bajacalifornianos”*, express their agreement with the usage of anglicisms in Spanish-speaking communities since in their opinion, language should not resist transformation when it reflects the reality speakers live. They consider that anglicisms appear in our language, above all, because of a culture willing to accept language transformation based not only on usage and invention, but also on technological advances. Finally, they conclude that transformation evidenced in newspapers may trace the beginning of the process to recognize officially new English terms that can enrich our language.

In another study carried out by Malin Berglund (2008), called *“¿Mailing, por necesidad o por lujo? Un estudio sobre anglicismos en prensa española”*, she emphasizes that most anglicisms found in newspapers are related to technology and economy, and that journalists use them because there are not synonyms in our language. However, she points out that recognizing real anglicisms is the hardest work to be developed since sometimes English just works as an “intermediary” language to another which is the real origin of the words used in newspapers. Finally, she recognizes that although sometimes anglicisms are used unnecessarily, most of the ones

recognized during her observation were totally essential to the context in which they were used.

Finally, another work worth to be mentioned in this section is the one done by Ana Fernández Marrero, “*Anglicismos, ¿Una diferencia más entre Canarias y América?*”, where she focuses her main concern on the fact that the usage of anglicisms may destroy the communication among same-language speakers. In her study, she includes quotes of different authors such as Ricardo Alfaro and Gimeno y Gimeno, who clearly define why, unlike Spain, Hispanic American countries are invaded by anglicisms: the North American economic colonization has provoked a huge sociolinguistic interaction reflected in the influence of American English. In contrast, she explains that according to Latorre Ceballos, Spain accepts linguistic borrowings from England because of its proximity to that country and its affairs with the European Union. Fernández also cites different authors who consider the press to be responsible for the introduction of anglicisms, being science, sports and technology the fields where they are mostly incorporated. Finally, she expresses her disagreement with the justification given by some people, which is based on the idea that their use is necessary and obligatory because our language lacks some of these terms, since there are some anglicisms which have an equivalence in Spanish. Moreover, she says that unnecessary use is reinforced by the absence of linguistic awareness, considering some anglicisms have become so common to us that they are not distinguishable any longer. She concludes by saying (referring to

those common words): "... If you, as speakers, do not consider them unusual, weird or conflictive, it means that anglicisms, whether they are necessary or not, coexist with Spanish in both Canarias (the focus of her study) and Hispanic America."

This is a small sample of studies about this topic. However, as we can see, whether they agree anglicisms may harm our language or not, most authors consent science, technology, sports and economy are the fields where most of them occur in newspapers.



## **Description, Analysis and Interpretation of Results**

This study intends to show how anglicisms are used in Ecuadorian newspapers and how they affect or enrich our language. For this reason, I am about to describe, analyze and interpret the results gotten from the articles that were chosen as sample for this research. This part of the study will include a linguistic, comparative and sociological analysis, which will lead us to get the conclusions required to finish this work successfully.

### **Linguistic Analysis**

To develop this part of the analysis, thirty terms, out of all the anglicisms found, have been taken into consideration; ten terms out of the thirty selected have been found in each variable proposed for this study: national newspapers, local newspapers, and tabloids. The following terms, which have been chosen at random, will work as a sample to carry out this investigation.

This linguistic study will embrace an etymological analysis of the anglicisms found, indicating their origin and evolution; a syntactic-semantic analysis, including the grammar function of the terms and their meaning in the context found; and, a morphological analysis of the anglicisms, pointing out which changes or adaptations the term has suffered in our language.

### **Default**

Coming from the Middle English *defaute* or *defaulte*, and from the Anglo-French *defailir* (to be lacking), this term, which has not been accepted by the Spanish Royal Academy, dates back to the 13<sup>th</sup>

century, as it is explained on the website of the Merriam-Webster Online Dictionary (2010).

In the following statement: "... anunciará la semana próxima una oferta de canje para los tenedores de bonos que siguen en "default" (en mora).", *default* is used as a noun, meaning *a failure to pay financial debts*, definition gotten from the Merriam-Webster Online Dictionary (2010). However, syntactically, *default* can also work as a verb.

As you can see in the example cited before, the term has not suffered any morphological change. However, I consider its usage unnecessary as Ana Fernández Marrero (2008) states in her study, since there is a Spanish term written in parenthesis (*en mora*) which means exactly the same and proves that our language does not lack this term.

### **Marketing**

Officially accepted by the Spanish Royal Academy, it was first used in 1561. Nevertheless, on the Merriam-Webster Online Dictionary (2010), it is stated that its root *market*, as a noun, appeared in the Middle English in the 12<sup>th</sup> century; it is also related to the Old Saxon *market* (marketplace), the Old High German *marcāt*, and the Latin *mercatus* (trade), *mercari* (to trade), from *merc-*, *merx* (mechandise). Besides, the noun suffix, *-ing*, dates back to the Middle English age, and comes from *-ung*, *ing*, suffix forming nouns from verbs.

Used as a noun in the statement: “Administrador con excelentes conocimientos en Marketing y RRHH.”, on the website of the Merriam-Webster Dictionary (2010), it is defined as *the process or technique of promoting, selling, distributing a product or service*; on the other hand, the Spanish Royal Academy Dictionary (Twenty first edition, 2010) simply defines it through its translation: *Mercadotecnia*. The word being analyzed only has the syntactic function mentioned above.

Although *Marketing* is commonly used in our country and in other Spanish-speaking countries, I find its usage unnecessary, considering the term *Mercadotecnia* exists in our language and it could be used instead. Furthermore, to me, this kind of borrowing can become dangerous as expressed by Alberto Delgado Álvarez and Gilberto Hernández Quirós (2003) in their work because it is so commonly used that there might be a moment in which future generations may not be able to tell apart the lexicon of their own language and the one imported.

### **Freelance**

According to the Merriam-Webster Online Dictionary (2010), although the term *freelance* as an adjective appeared in 1901, as a noun, referring to a soldier, it already existed in 1820. It is composed by the adjective *free*, which was used before the 12<sup>th</sup> century, without morphological changes in Middle English, but which came from the Old English *frēo*. Its origin is also related to the Old High German *frī* (free), the Welsh *rhydd* and the Sanskrit *priya* (own, dear); and the

noun *lance*, used in Middle English, which came from Anglo-French and the Latin *lancea*. It is important to point out that the meaning of lance shown on the online dictionary cited before has nothing to do with the term being studied, but with a sharp object.

*Freelance* refers to an independent person who pursues a profession without a long-term commitment to any one employer, (gotten from the site [www.merriam-webster.com](http://www.merriam-webster.com). 2010), as in the statement: “Se busca asesores comerciales freelance”, where it works as an adjective; however, this term can also function as a noun and a verb in other contexts.

In addition, on the website mentioned above, it is stated that this term can be written united (*freelance*) or separate (*free lance*). However, the Spanish Royal Academy has recognized it only as a separate term. Although I do not consider anglicisms may enrich our language in any way, this term can be useful when trying to refer to the specific area it intends to be about (business, employment), since its equivalence in Spanish (*independiente*) may be used in any field, and its meaning might be misinterpreted. As Malin Berglund (2008) points out in her study, sometimes anglicisms are essential to the context in which they occur.

### **Podcast**

The Merriam-Webster Online Dictionary (2010) states that as a new term introduced in 2001, *podcast* finds its origin in the *iPod*, the trademark for a portable media player, and *cast*, which appeared as a Middle English verb in the 13<sup>th</sup> century, coming from the Old Norse

*kasta*, and which may also share the same origin as the Old Norse *kǫs* (heap). Cast came up as a noun in the 14<sup>th</sup> century.

Although *podcast* can also work as a verb, the statement “Escuche un podcast sobre la trayectoria de Bunbury...” may lead us to define its function in context: a noun defined on the online dictionary being used as *a program (as of music or talk) made available in digital format for automatic download over the Internet*.

This term, which keeps its morphological form in the article, is still not recognized by the Spanish Royal Academy, but I agree with Malin Berglund (2008) when in her study, she states that most anglicisms found in newspapers are related to technology and economy due to the lack of those terms in our language; for this reason, it may be necessary to officially recognize this noun in a nearby future, considering there is not a specific translation for it, as in many other cases involving technological advances.

### **Game**

This Middle English term appeared before the 12<sup>th</sup> century, coming from the Old English *gamen* and possibly related to the Old High German *gaman* (amusement), as it is explained on the website [www.merriam-webster.com](http://www.merriam-webster.com) (2010).

“En el duodécimo “game”, el uruguayo aprovechó un par de errores de Lappenti para quebrar su saque...” is the part of the statement where the word being analyzed works as a noun, meaning *a phase of play in a game or sport*, definition gotten on the website

cited in the last paragraph. Besides, syntactically, *game* is also a verb and an adjective.

Although it does not suffer any kind of morphological change, it has not been accepted by the Spanish Royal Academy. If it is true that sports is one of the fields where anglicisms are mostly incorporated as Ana Fernández Marrero (2008) indicates in her work, I totally agree with her opposition to their usage if there is a Spanish equivalence; taking this into consideration, the term *juego* may be perfectly used without altering the meaning of the statement since it is its specific translation.

### **Filmes**

The Merriam-Webster Online Dictionary (2010) points out that the word *film*, used before the 12<sup>th</sup> century, finds its origins in Middle English, when it was written as *filme*, the Old English *filmen*, and it is also connected to the Greek *pelma* (sole of the foot) and the Old English *fell* (skin). However, as you can see in the meanings stated in parenthesis above, this etymology refers to *film* as a thin skin or membrane. The American Heritage Dictionary of the English Language explains in its fourth edition (Updated in 2009) that the term *film* began to be used to refer to a *motion picture* in 1920, as a result of the comparison between its original meaning (a thin skin or membranous coating), and the sense of film used in photography (referring to a coating of material, such as gelatine, that could substitute for a photographic plate or be used on a plate or on photographic paper).

Although it can also be used as a verb, the term *film*, stated in the following sentence: “Los filmes programados han sido producidos entre 2003 y 2006.”, functions as a noun meaning *motion picture*, *movie*, as explained on the Merriam-Webster Online Dictionary (2010).

In the example given above, the word suffers a morphological change from the original form in English since “e” has been added. This can be explained through the fact that in the Spanish Royal Academy Dictionary (2010), this term has been accepted written that way: *filme*; despite it, in my opinion supported by Hernández’ and Delgado’s study (2003), it should not have been officially incorporated to our language, considering we count on the word *película*, which means the same and makes its usage unnecessary.

### **Blog**

The Merriam-Webster Online Dictionary (2010) states that *blog* is a newly adapted term in English that appeared in 1999 as a short way for *Weblog*. *Web* is a Middle English noun that came up before the 12<sup>th</sup> century, from the Old English *wefan* (to weave), and comparable to the Old Norse *vefr* (web); on the other hand, the noun *log* comes from the Middle English *logge*, which dates back to the 14<sup>th</sup> century.

In the phrase “... escribe Buckingham en su blog, y señala que...”, *blog* works as a noun, which is its only syntactic function, defined on the online dictionary being used as *a web site that*

*contains an online personal journal with reflections, comments, and often hyperlinks provided by the writer.*

This term does not have any morphological alterations; nor has it been officially recognized by the Spanish Royal Academy. Nevertheless, as other technological terms, its usage in our language is hardly avoidable since it is difficult to find a specific translation for it; besides, as the Professors in the Language Faculty of the Autonomous University of Baja California state in their study “*Los medios impresos en la transformación del lenguaje: anglicismos en diarios bajacalifornianos*” (2008), this kind of borrowing should happen when it reflects the reality speakers live, and it is noticeable that at present, technology has become an essential part of people’s lives worldwide.

### **Score**

From the Middle English *scor*, the Old Norse *skor* and related to the Old English *scieran*, the usage of *score* dates back to the 14<sup>th</sup> century, as detailed on the Merriam-Webster Online Dictionary (2010).

*Score*, used as a noun, is *the number that expresses accomplishment (as in a game or test) or excellence (as in quality), either absolutely in points gained or by comparison to a standard* (gotten from [www.merriam-webster.com](http://www.merriam-webster.com). 2010), as we can see in the sentence “En esta ocasión, Colombia culminó el torneo con un “score” de 614 golpes...”. Nevertheless, this term is also used as a verb.



The Spanish Royal Academy does not recognize the noun *score*, which keeps its morphological form when used in newspapers. Taking Ana Fernández Marrero's work (2008) as a reference, I believe its usage turns out to be unnecessary, considering *resultado* and *puntaje* are its translations in Spanish, which means our language does not lack an equivalent term.

### **Set**

The Merriam-Webster Online Dictionary (2010) indicates that as a noun, *set* came up in the 14<sup>th</sup> century; nevertheless, as a verb used before the 12<sup>th</sup> century, it comes from the Middle English *setten*, the Old English *settan*, and it can be comparable to the Old High German *sezzen* (to set) and the Old English *sittan* (to sit).

When it is written "... tras derrotar en dos sets al brasileño...", *set* adopts the function of a noun referring to *a division of a tennis match won by the side that wins at least six games beating the opponent by two games or by winning a tiebreaker*, definition obtained on the online dictionary cited before. However, it can also be used as a verb and an adjective.

As it has no specific translation in our language, it has been officially recognized by the Spanish Royal Academy without any morphological changes. Although I do not disagree with it, I believe it is necessary to create linguistic awareness in future generations so that they do not mix up the foreign terms which are incorporated in our language and the ones which belong to it, as Ana Fernández Marrero (2008) states in her study.

## **Play-off**

According to the Merriam-Webster Online Dictionary (2010), used since 1895, *play-off* is formed by *play*, a Middle English noun that comes from the Old English *plega*, comparable to the Old English *plegan* (to play) and the Middle Dutch *pleyen*, whose usage dates back before the 12<sup>th</sup> century; and *off*, an adverb which in Middle English adopted the form *of*, taken from Old English.

In the statement “Así de dramático fue el primer encuentro de los “play off” entre ambos conjuntos...”, this noun describes, as defined on the online dictionary being used, *a series of contests played after the end of the regular season to determine a championship*.

Although it remains morphologically unaltered, in the article the hyphen has been omitted, which can give space to misinterpretations, considering *play off*, without a hyphen, is a verb with different meanings; anyway, this unaccepted term in the Spanish Royal Academy dictionary (Twenty first edition, 2010) means *liguilla* in our language, term which has not been used in the article maybe because as Delgado and Hernández indicate in their study (2003), sometimes people are too lazy to look for a term in our language although it actually exists; for this reason, its usage in our newspapers cannot be justified.

## **Zipper**

As stated in The American Heritage Dictionary of the English Language (Updated in 2009), this term turns out to be a B.F.

Goodrich trademark for overshoes with fasteners registered in 1925. However, on the Merriam-Webster Online Dictionary (2010), *zip* already existed as both a noun (1875) and a verb (1852), as imitative of a sound of a speeding object. Besides, it is formed by the noun suffix *-er*, meaning one that does or performs a specified action, which comes from the Middle English *-er, -ere, -ier, -iere*; partly from the Old English *-ere* (from the Latin *-arius*); and, partly from the Old French *-ier, -iere*; in addition, it is related to the Latin *-arius, -aria, -arium, -ary*; partly to the Anglo-French *-ere* and the Latin *-ator, -or*.

Despite de the fact that syntactically *zipper* also has the function of a verb, in the part of the ad “Cierre automático (zipper)”, it is used as a noun to refer to *a fastener consisting of two rows of metal or plastic teeth on strips of tape and a sliding piece that closes an opening by drawing the teeth together*, definition found on [www.merriam-webster.com](http://www.merriam-webster.com) (2010).

Although *cremallera* or *cierre* are the specific Spanish terms for this device, which justifies why *zipper* should not be used in our language, the Spanish Royal Academy accepts it with two morphological variations: the *stress* on the vowel “*i*”, and the omission of the doubled consonant “*p*”, (*zíper*). Unlike what the Professors in the Language Faculty of the Autonomous University of Baja California state in their work (2008), I do not find this term enriching to our language, but an unnecessary mixture of two languages because of the equivalent terms that exist in Spanish.

## **Web**

*Web*, as explained on the Merriam-Webster Online Dictionary (2010), is a Middle English noun that came up before the 12<sup>th</sup> century, from the Old English *wefan* (to weave), and comparable to the Old Norse *vefr* (web).

Besides being a verb, in the statement “En la web, escuche el sencillo de la cantante, titulado Mentiras piadosas.”, this term works as a noun describing *the part of the Internet accessed through a graphical user interface and containing documents often connected by hyperlinks*, definition gotten on [www.merriam-webster.com](http://www.merriam-webster.com) (2010).

As many other terms regarding technology, I consider it to be necessarily used in our language as well as Malin Berglund does (2008) when in her study she refers to anglicisms related to technology lacking translation. *Web* does not have equivalence in our language; that is why it is officially recognized by the Spanish Royal Academy without any morphological variation. However, according to both the Merriam-Webster Online Dictionary (2010) and the Free Dictionary by Farlex ([www.thefreedictionary.com](http://www.thefreedictionary.com)), the word *Web* is capitalized when referring to the *World Wide Web*, which has been taken into consideration neither by the Academy nor in the article.

## **Woof**

As it is stated on the site [www.merriam-webster.com](http://www.merriam-webster.com) (2010), although *woof* is a term used since 1935, it is composed by the noun *woof*, an alteration of the Middle English *oof*, which comes from the Old English *ōwef* (from *ō* – on – + *wefant* – to weave); and the

noun suffix *-er*, meaning one that does or performs a specified action, which comes from the Middle English *-er, -ere, -ier, -iere*; partly from the Old English *-ere* (from the Latin *-arius*); and, partly from the Old French *-ier, -iere*; in addition, it is related to the Latin *-arius, -aria, -arium, -ary*; partly to the Anglo-French *-ere* and the Latin *-ator, -or*.

In the ad “Woofers de 15 pulgadas”, it works in its only syntactic function as a noun which regards *a loudspeaker, usually larger than a tweeter, responsive only to the lower acoustic frequencies, and used for reproducing sounds of low pitch*, as it is defined on the online dictionary being used.

The Spanish Royal Academy has not accepted this term, and it is used in our language without any morphological alteration. As looking for equivalence or translation for this term may turn out to be complex and useless (*altavoz para sonidos graves*), based on Berglund’s study (2008), I think its usage in Spanish might be necessary.

## **Look**

Regarding the Merriam-Webster Online Dictionary (2010), the verb *look* appeared before the 12<sup>th</sup> century, as part of Middle English coming from the Old English *lōcian*, and also comparable to the Old Saxon *lōcōn* (to look). Nevertheless, as a noun, *look* came up in the 13<sup>th</sup> century.

And, the second function mentioned above is the one given to this term in the following statement: “Su “look” moderno les ha permitido llegar con su música a la juventud”, where it refers to *the*

*state or form in which something appears*, definition given on the online dictionary mentioned before.

Although *look* has officially become part of our language with no morphological alteration, I find its usage in our language unnecessary and dangerous, taking into consideration the existence of terms such as *aspecto* or *pinta* besides the fact that the absence of linguistic awareness may confuse people about its origin, as Fernández states in her study (2008).

### **Reality**

The Merriam-Webster Online Dictionary (2010) states that *reality*, a term which came up in 1550, is formed by the Middle English adjective *real* (14<sup>th</sup> century), meaning relating to things (in law), which originates in Anglo-French, the Medieval Latin *realis* (relating to things – in law) and the Latin *res* (thing, fact) besides being connected with the Sanskrit *rayi* (property); and the noun suffix *-ity*, which has its origins in Middle French, Latin and Greek.

Although the word *reality* describes *the totality of real things and events* (gotten from [www.merriam-webster.com](http://www.merriam-webster.com). 2010), in the statement “... los Hermanos Núñez organizaron el primer “reality” profesional de canto en radio...”, the meaning given to this term is totally different, since it is used as a noun that matches the definition given in the Collins English Dictionary – Complete and Unabridged (2003): *a TV show in which members of the public or celebrities are filmed living their everyday lives or undertaking specific challenges (reality show)*; in this case, it is essential that we realize its usage is

syntactically wrong in the article since it works as a noun when the meaning given in context refers to *reality* as an adjective.

This term has not been accepted by the Spanish Royal Academy; nor has it suffered morphological changes. However, the most relevant alteration it has had appears in its semantics and syntax, since both the meaning and the function have been modified to fit the way Spanish-speaking people perceive this anglicism. This kind of confusion is the reason why I agree with Hernández' and Delgado's work (2003) when they state these borrowings may lead people to confusion and language deterioration.

### **Foul**

As explained on the Merriam-Webster Online Dictionary (2010), before the 12<sup>th</sup> century, the term *foul* appeared in Middle English, originated in the Old English *fūl*, and which may also share its origins with the Old High German *fūl* (rotten), the Latin *pus* (pus), *putēre* (to stink), and the Greek *pyon* (pus). However, as you can see, the etymology explained refers to foul as an adjective, whose meaning is *offensive to the senses*.

In the chart of a sports article, it is stated "Fouls cometidos", where *foul* works as a noun that describes *an infringement of the rules in a game or sport* (gotten from [www.merriam-webster.com](http://www.merriam-webster.com). 2010); however, we need to remember that *foul* also has three more syntactic functions: verb, adjective and adverb.

The article presents this term as it is morphologically in English; however, it is not recognized by the Spanish Royal Academy;

anyway, it would be useless to incorporate it because *falta* is its Spanish equivalence, and as Fernández states in her work (2008) anglicisms are not necessary or obligatory to use if our language counts on a term for it.

### **Off side**

Although this term appeared in 1867, as the Merriam-Webster Online Dictionary (2010) states, it is composed by *off*, an adverb which in Middle English adopted the form *of*, taken from Old English; and the Middle English noun *side*, which came up before the 12<sup>th</sup> century, from the Old English *sīde*; it is also connected to the Old High German *sīta* (side), and the Old English *sīd* (ample, wide).

In the article, *off side* appears as a noun: “Off side” (in a chart). However, in English it has two more functions: it may work as an adjective or as an adverb, whose meaning is provided on the online dictionary mentioned above: *illegally in advance of the ball or puck*.

To be more specific, in our language, it is equal to *fuera de lugar*, which makes its usage illogical in a newspaper as some scholars researched for this study state in their works. This term has been utilized without morphological alterations in the article, except for the omission of the hyphen, but it has not been accepted by the Spanish Royal Academy.

### **USD**

First of all, I would like to state that I was not going to include it in this analysis since it is an acronym, but it is the most frequently used in the newspaper articles I gathered.



As Campbell R. Harvey (2004) explains on the site [www.duke.edu/~charvey/](http://www.duke.edu/~charvey/), *USD* is just the ISO 4217 code for the United States dollar. However, the Merriam-Webster Online Dictionary (2010) states that the usage of the adjective *united* dates back to approximately 1552; it comes from the Middle English verb *unite* (15<sup>th</sup> century), which derives from the Anglo-French *uniter* and the Latin *unitus* and *unus* (one). In the 13<sup>th</sup> century appeared the noun *state*, from the Middle English *stat*, the Anglo-French *estat*, and the Latin forms *status*, and *stare* (to stand). Finally, the noun *dollar* (1553) finds its roots in other languages: the Dutch or Low German *daler*, the German *taler* (short for Joachimstaler), which also derived from the Sankt *Joachimsthal*, Bohemia, where talers were first made.

In the fragment “... Marcelo Bielsa, quien recibe USD110 mil cada 30 días...”, it is used according to the function it has: an acronym to make reference to the American currency.

Nevertheless, as we count on both the symbol \$ and the term *dólares americanos*, it is not imperative to use this English code although I do not think it is bad for our language either considering people do not use it when talking. Anyway, the Spanish Royal Academy does not recognize it in its dictionary.

### **Rock and Roll**

Officially accepted by the Spanish Royal Academy, this term appeared in 1954 to describe a new music style, as it is stated on the site [www.merriam-webster.com](http://www.merriam-webster.com) (2010). However, the usage of the verb *rock* dates back to the 12<sup>th</sup> century, from the Middle English

*rokken* and the Old English *roccian*, besides sharing origins with the Old High German *rucken* (to cause, to move); *rock* also began to be utilized as a noun in 1823. On the other hand, the Middle English verb *roll* (14<sup>th</sup> century) derives from the Anglo-French *rouler*, *roller*, *roele* (wheel, rowel) and *roule* (roll).

“... Se juntaron en escena cuatro décadas de rock and roll.” is the fragment of the statement where *rock and roll* works as a noun referring to *popular music usually placed on electronically amplified instruments and characterized by a persistent heavily accented beat, repetition of simple phrases, and often country, folk, and blues elements*, definition gotten on the website cited before. Although this term is used only as a noun, its components (rock/roll) are verbs.

Neither in the dictionary of the Spanish Royal Academy nor in the article has the term suffered morphological changes. On the other hand, considering it practically has become a proper name, I do not think this term enriches or affects our language, but it is only part of the reality speakers live as cited by Rábago, Romero, Saldívar in their study in Baja California (2008).

### **Watt**

This term, used since 1882, actually comes from James Watt, a British engineer and inventor who made fundamental improvements in the steam engine, resulting in the modern high-pressure steam engine (patented in 1769), as explained on the site <http://www.thefreedictionary.com/watt> (2010).

In the ad, it appears in the statement “Amplificada 400 watts”, where it works in its only syntactic function, as a noun that matches the definition given on the site mentioned in the last paragraph: *an international system unit of power equal to a joule per second*.

In both the dictionary of the Spanish Royal Academy and the article, it preserves its morphological form. However, I do not find the need to use it in our newspapers because *vatio* is its Spanish equivalence, besides being the meaning given in the RAE Dictionary (2010). For this reason, this is one of the cases in which I have the same opinion as Delgado and Hernández, when they indicate in their study (2003) that some borrowings are just the result of people’s laziness.

### **Frost**

According to the Merriam-Webster Online Dictionary (2010), this Middle English noun used since before the 12<sup>th</sup> century comes from Old English and shares its origin with the Old High German *frost*. Moreover, its etymology is closely related to the verb *freeze*, which derives from the Middle English *fresen*, the Old English *frēosan*, and comparable to the Old High German *friosan* (to freeze), the Latin *pruina* (hoarfrost), and the Old English *frost* (frost).

The term appears listed in an ad, among other characteristics of the product: “No frost”, where it functions as a noun referring to *a covering of minute ice crystals on a cold surface*, definition gotten from [www.merriam-webster.com](http://www.merriam-webster.com) (2010). Nevertheless, *frost* can also work as a verb.

In other words, it refers to what we call *escarcha* in our language, so there is no need to use it in a newspaper as Fernández points out in her study (2008) when she refers to all those English terms that have a specific translation in our language; besides, it may turn out to be an anglicism which not many people are familiar with. As you can see in the example above, it has been used without any morphological change, but it is not admitted in the Spanish Royal Academy dictionary (2010).

### **Stock**

From the Middle English *stok*, the Old English *stocc*, and related to the Old High German *stoc* (stick), its appearance dates back to the 12<sup>th</sup> century, as stated on the Merriam-Webster Online Dictionary (2010).

Besides being a verb and an adjective, in the statement “Promoción válida por tiempo limitado o hasta agotar stock”, this term functions as a noun which is defined on the online dictionary being used as *the inventory of goods of a merchant or a manufacturer*.

Preserving its morphological form, the term is recognized by the Spanish Royal Academy, although I do not think it is appropriate, taking into account *existencia* is the word equivalent to *stock* in our language. As I have said before, based on what some scholars include in their studies, under no circumstances would I consider an anglicism to be necessary if it actually has a term in our language since it does not enrich it but may contribute to the lack of linguistic awareness in some people, especially in future generations.

## **Sticker**

The Merriam-Webster Online Dictionary (2010) states that although this term appeared in the 15<sup>th</sup> century, it is composed by the verb *stick* (before the 12<sup>th</sup> century), which came from the Middle English *stikken* and the Old English *stician*, sharing its origin with the Old High German *sticken* (to prick), the Latin *instigare* (to urge on), and the Greek *stizein* (to tattoo); and the noun suffix *-er*, already explained in former analyses, meaning one that does or performs a specified action, which comes from the Middle English *-er*, *-ere*, *-ier*, *-iere*; partly from the Old English *-ere* (from the Latin *-arius*); and, partly from the Old French *-ier*, *-iere*; in addition, it is related to the Latin *-arius*, *-aria*, *-arium*, *-ary*; partly to the Anglo-French *-ere* and the Latin *-ator*, *-or*.

The term *sticker*, used as a noun in the statement “La otra alternativa es colocar en los parabrisas los stickers identificables...”, describes *a slip of paper with adhesive back that can be fastened to a surface*, definition obtained on the online dictionary cited before.

Meaning *adhesivo* in our language, sticker cannot be found in the Spanish Royal Academy dictionary (2010), and as it is seen in the example above, its morphological form is not altered, despite the plural form. I suppose this is one of the terms people are so familiarized with that it is barely possible for them, especially new generations, to distinguish as a foreign term, which is one of the biggest concerns Delgado and Hernández present in their study carried out in Costa Rica in 2003; this is why I strongly believe it is

imperative to create that linguistic awareness I have mentioned before so that at least they are capable of recognizing them as borrowings from other languages, and not as part of our native lexicon.

### **Top model**

This noun is formed by two separate words, whose etymology has been investigated on the Merriam-Webster Online Dictionary (2010): *top*, whose origin dates back to the 12<sup>th</sup> century, came from Middle and Old English, and is closely related to the Old High German *zopf* (tip, tuft of hair); and *model* (1575), which resembles the Middle French *modelle*, from the Old Italian *modello*, the Vulgar Latin *modellus*, and the Latin *modulus* (small measure) and *modus*.

In the article fragment "... y Jazmín de Gracia, Top Model argentina", the term works as a noun to refer to *an extremely successful and internationally famous fashion model*, definition provided on the site [www.answers.com/topic/supermodel](http://www.answers.com/topic/supermodel) (2010).

The RAE Dictionary (2010) includes this term, but with the usage of a hyphen between both components: *top-model*. However, I do not think it is necessary in our language, considering we count on the term *súper modelo* o *modelo de alta costura*, which means exactly the same.

### **Laptop**

The Merriam-Webster Online Dictionary (2010) states that although this term appeared in 1984, its components are much older: the noun *lap* came up before the 12<sup>th</sup> century and originated in the

Middle English *lappe*, the Old English *læppa* besides akin to the Old High German *lappa* (flap); and the noun *top*, explained above.

“Conéctate con mayor potencia a tu LCD, laptop...” is the fragment of the ad where we can find this term acting as a noun that matches the definition found in The American Heritage Dictionary of the English Language (Updated in 2009): *a portable computer small enough to use on one’s lap*; however, it can also work as an adjective with a similar meaning.

This term, which has kept its morphological structure in the ad, has not been recognized by the Spanish Royal Academy; its usage is much more common than any other anglicisms since most terms associated with technology usually keep their original names, whether they are in English or in any other foreign language; however, as *ordenador portátil* exists in Spanish, it should be used more frequently to refer to this device in order to avoid what Fernández states people believe in her study (2008): anglicisms occur obligatorily and necessarily resulting from lacking terms in our language.

### **Hip hop**

According to the Merriam-Webster Online Dictionary (2010), this practically new term (1982) is formed by the adjective *hip*, which was used as African American Vernacular English as early as 1904 (<http://encyclopedia.thefreedictionary.com/hip+hop>. 2010), derived from the earlier form *hep*, whose origin is unknown; and the verb

*hop*, which appeared before the 12<sup>th</sup> century, from the Middle English *hopen* and the Old English *hoppian*.

*Hip hop*, defined on the Merriam-Webster Online Dictionary (2010) as *the stylized rhythmic music that commonly accompanies rap*, functions as a noun in the following statement: “... todos ellos representantes de diferentes géneros como: popular, pop, hip hop, rock, metal, reggaetón, alternative.” Nevertheless, this term is also an adjective; besides, it is necessary to explain that *hip* and *hop* work as verbs when used separately.

Although the term, without any morphological variation in the article, is not recognized by the Spanish Royal Academy, its usage is imperative in our language since that is the name given to a kind of music that does not have any equivalent term in Spanish, and as well as rock and roll, it turns out to be part of the reality we are involved in, as Rábago, Romero and Saldivar emphasize in their work (2008).

## **LCD**

The term that appeared in 1973 stands for *Liquid Crystal Display*, as it is stated in the Free English Dictionary by Farlex (2010). However, when analyzing etymologically the three components, according to the Merriam-Webster Online Dictionary (2010), the Middle English adjective *liquid*, whose origins date back to the 14<sup>th</sup> century, comes from the Middle French *liquide*, the Latin *liquidus* and *liquēre* (to be fluid), akin to the Latin term *lixa* (water), and perhaps to the Old Irish *fliuch* (damp). The noun *crystal* derives from the Middle English *cristal*, Anglo-French, the Latin *crystallum*



and the Greek *krystallos*. Finally, the Middle English *display* came from the Anglo-French *desplaier*, *desploier* (to unfold); *display*, as a verb, began to be used before the 14<sup>th</sup> century, but appeared as a noun in 1665.

In the part “Conéctate con mayor potencia a tu LCD...”, functioning as a noun, it is *an electronic display that consists of segments of a liquid crystal whose reflectivity varies according to the voltage applied to them*, definition provided on the site [www.merriam-webster.com](http://www.merriam-webster.com) (2010).

As it is an acronym, it does not have any morphological change, but it has not been admitted by the Spanish Royal Academy despite the lack of a similar term in our language, which I think is a valid reason to use it since as Berglund says (2008) in her study, it is essential to the context in which the anglicism occurs.

### **E-mail**

Regarding the etymology provided on the Merriam-Webster Online Dictionary, the 1982-term is formed by the noun *mail* (12<sup>th</sup> century), which came from the Middle English *male*, *maille*, the Old English *māl* (agreement), and which shares origins with the Old English *mæ̅l* (speech); and “e”, which stands for the adjective *electronic* and appeared in 1902.

Although it is also a verb, in ads, this term is constantly used as a noun, for instance: e-mail: `ventas1@inmo...`, to mention *the means or system for transmitting messages electronically*, as stated on the online dictionary mentioned above.

It has three different ways to be written: *email*, *e-mail* and *E-mail*, and all of them are accepted in English; however, this term cannot be found in the Spanish Royal Academy dictionary (2010). *Correo electrónico* is the equivalence in Spanish; that is why I do not consider *email* to be necessarily used in our language; nevertheless, I must say this can be one of the most commonly used anglicisms at present because of all the Internet revolution we are going through, which can lead people to see it as part of our lexicon and as Delgado and Hernández (2003) state, it may turn out to be a big problem of language identity.

### **Open**

On the Merriam-Webster Online Dictionary (2010), it is explained that this term, as an adjective, dates back to the 12<sup>th</sup> century, although, as a noun, it came up in the 13<sup>th</sup> century. *Open* came from Middle and Old English, akin to the Old High German *offan* (open), and the Old English *ūp* (up).

When referring to sports, we use *open* as a noun that matches the definition given on the site of the Free English Dictionary (2010): *a tournament or contest in which both professional or amateur players may participate*, as we can see in the example that follows: “Participarán en todas las divisiones: Open, Estándar...”. However, in other contexts, *open* has two more syntactic functions: verb and adjective.

As *abierto* is the right meaning of the term in Spanish, I do not find it necessary to use in our language and neither does Fernández

in her study (2008) when referring to anglicisms that have a Spanish translation. However, it is already part of the Spanish Royal Academy Dictionary (2010), which means it has been accepted as part of our language vocabulary, without any morphological variation.

### **Play**

As mentioned before, *play*, a Middle English noun that comes from the Old English *plega*, is comparable to the Old English *plegan* (to play) and the Middle Dutch *pleyen*, whose usage dates back before the 12<sup>th</sup> century (etymology taken from the Merriam-Webster Online Dictionary, 2010).

This term can work as both a noun and a verb. However, in the statement “Ponle play a tu diversion”, its meaning is distorted even though it keeps working as a noun. In this function, as stated on the online dictionary mentioned above, *play* may refer to one’s turn in a game (*jugada*); or the stage representation of an action or story (*obra teatral*); or a recreational activity (*juego*), among others, but in the context where it is used above, it gives us the idea of *a starter, the action of beginning an activity*.

Although this term, which cannot be found in the Spanish Royal Academy, has no morphological variation in the sentence cited before, I consider the semantic change is unbelievable and turns out to be illogical since it has nothing to do with its right meanings. This semantic variation is exactly the reason why anglicisms should not be adapted to our language: people may misunderstand the meaning of a word just because of the way they have seen it before; for instance,

in the ad where I got it, *play* is being used as the command written on a VCR or a DVD player, indicating how to start to reproduce a movie. In those cases, it is very clear that anglicisms introduced in our language without a specific purpose may do nothing but impoverish and harm it through the inappropriate usage in context of some terms.

### **Comparative Analysis**

This part intends to show, on one hand, a contrast among the variables established for this study: national newspapers, local newspapers and tabloids; on the other hand, it will also include a comparison among the subvariables we have been working with: news, ads, social pages, sports and reports, in terms of the results gotten. Finally, it will also count on the anglicisms which have been used most and least frequently in the samples picked. We are about to analyze and determine how often anglicisms are used in the different kinds of newspapers and their sections, as well as the reasons why they appear.

### **Comparative Analysis among Subvariables**

#### **National Newspapers**

As we can see in the chart sixteen of the section Results, anglicisms have been used fifty five times in the national newspaper El Comercio, in seven of its articles, gotten during seven continuous days, from October 12<sup>th</sup> to October 18<sup>th</sup>, 2009.

These results show us that the highest number of anglicism repetition occurs in the section Sports, where they are used eighteen

times, representing the 32,73% of the total obtained. When I see the terms found in those articles, most of them refer to sports; in those cases, I find the usage of some of them necessary since they do not have a specific translation in our language, e.g. set, LCD, rock and roll, hip hop, besides being terms which are standardized all over the world. I strongly consider sports, as well as technology and science, to be the two main fields where anglicisms are found, not only in newspapers but even when speaking.

Social pages, which I considered to be about show business, are the second highest percentage in national newspapers: 23,64% and anglicisms repeated thirteen times in the articles. Social pages embrace a little about technology, films, music styles, kinds of music, fashion, which are other areas where, sometimes, terms cannot be translated since they are proper names (as in the case of music styles), or simply because it is hard to find synonyms in our language.

Analyzing our third highest subvariable in national newspapers, with anglicisms repeated eleven times (20%), I do not consider reports to be a section where anglicisms are commonly used. However, in my sample, the word repetition is higher because “USD”, an acronym, is constantly repeated in one of the articles. It is hard for me to try to explain why this occurs, considering I do not even know when its usage became standardized in newspapers. The only reason which I may speculate about is that it has been popularized since it became the ISO 4217 code for the US dollars.

On the other hand, what is interesting for me is the results gotten in ads, since I thought anglicisms would be more frequently used in this section than only the 10,91% (six times), considering this part usually embraces electronic devices in sale, real state, jobs, among other areas, where foreign terms are sometimes included. It makes this subvariable the part of the newspaper with the lowest number of anglicisms, leaving the section news with the 12,73% of the total amount, where English term were found seven times. Actually, if we pay attention to the chart, there are only two anglicisms in this section, even I find one of them totally unnecessary; however, both have been used several times in the same article, which in my opinion, indicates that in this section, editors try to be really careful when using anglicisms.

Finally, I would like to emphasize on the fact that that when checking the samples, I was kind of concerned about the number of anglicisms I had found. I was worried that I had not found enough since as I was reading the articles in this section, I came across Spanish nouns even when they could have used common English terms. For instance, I expected to find the noun e-mail, but instead, I found “correo electrónico”.

### **Local Newspapers**

Regarding chart seventeen of the section Results, we can find thirty nine repetitions of anglicisms in the local newspaper Últimas Noticias, in seven of its articles, gotten for seven days, from October

12<sup>th</sup> to October 16<sup>th</sup>, and October 19<sup>th</sup> and 20<sup>th</sup>, 2009. Let's consider the fact that this kind of newspaper is not published on weekends.

Although in this kind of paper the results are not as high as in national newspapers, out of a total number of thirty nine repetitions of anglicisms, social pages and sports keep being the subvariables where we can find them most frequently. Social pages, with a 33,33% and thirteen repetitions turns out to be the leading section. As mentioned before, most of the terms included in the chart relate to music styles which do not have equivalence in our language, making it a must to use them with their original names.

The only reason why in this case, the section sports gets a 30,77% of the total amount (twelve repetitions) is, as in a case explained before, the quantity of times the acronym USD is used. However, two other terms found in this section, in my opinion, can be replaced by their equivalences in Spanish. I guess what editors try to do is easing their job through the usage of terms and getting readers' attention, considering both were found in charts included in the article.

Next, the 20,51% of the total quantity belongs to ads. Something very interesting about this subvariable in local newspapers is that the frequency in which anglicisms appeared in those ads is the same quantity of English terms found; that is to say, none of the terms were really repeated along the ads, but each of them, mostly referring to electronic devices, appeared only once. I assume this is evidence to confirm what I have said before:

technology is one of the fields where anglicisms are more commonly used, considering how hard it is to create new terms in our language to keep up with the new advances.

News (12,82%, five repetitions) and reports (2,56%, one repetition) are the sections that had least frequency of anglicism usage. I consider this may happen since the kind of reader local newspapers intend to get to is different from the reader who national newspapers aim at. We are talking about a kind of newspaper sold locally, in a specific city, where people buy these newspapers to know about their community, which forces editors to use a less complex vocabulary.

### **Tabloids**

As we can see in chart eighteen, in the seven articles collected from the tabloid El Extra, during seven continuous days – from October 12<sup>th</sup> to October 18<sup>th</sup>, 2009 –, twenty eight times were anglicisms found.

What mostly stands out of these results is that no anglicisms were found in the section news. I think it happens because of a simple reason: the nature tabloids have. Let's remember this is a kind of newspaper focused on sensationalization and exaggeration rather than news.

On the other hand, social pages turn out to be, again, one of the two sections with the highest number of anglicism repetition, with a 32,29% (eleven times), after the 46,43% (thirteen times) occurring in the section ads. As mentioned before, in this case, all of the



anglicisms found, but one, were used only once in their corresponding ads, reinforcing what was explained above: this section counts on a lot of anglicisms since products, electronic devices especially, are usually offered, whether they appear many times or not. Besides, in social pages, the same as in the other variables happens again: most of the English terms gotten refer to music, movies and fashion.

Another surprising result I came across in tabloids was the one obtained from sports: only the 7,14% of the total amount, with an anglicism repeated twice. I suppose it occurs because tabloids have a different kind of reader, who uses a more informal vocabulary and who might not be related to foreign terms. This is why I also think the section reports got the same percentage, as well as the same quantity of repetitions.

Finally, as it is noticeable in all variables, the sections with the highest number of repetitions, in general, are social pages and sports, while the one with the least frequency of anglicism usage is news. In my opinion, not only does it have a linguistic explanation but also a social one. Under a linguistic point of view, it is necessary to keep in mind that terminology associated with social pages (technology, fashion, music, etc.) and sports may normally take longer time to be created than the time technology takes to evolve; however, in news, this vocabulary demands do not appear so frequently, that is why the usage of anglicisms is hardly justifiable.

On the other hand, under a social point of view, it is erroneously believed that the usage of English terms gives a certain degree of social status; for this reason, in social pages, they appear more frequently to talk about show business and fashion; they make people believe that they are more involved in an international world of celebrities; even the kind of person interested in this section of a newspaper is different from the one who reads the news. In opposition, these people look for a more appropriate usage of our language, its correctness and a more formal vocabulary rather than an English term inappropriately used in a newspaper.

### **Comparative Analysis among Variables**

This part of the study will let us establish which factors determine how often anglicisms are used in national newspapers, local newspapers and tabloids.

Based on the results obtained, we can see that national newspapers are the variable where anglicisms are mostly repeated (55 times); after them, thirty nine is the number of repetitions gotten in local newspapers, while tabloids only have twenty eight repetitions.

I consider this occurs because of clear reasons: First, national newspapers cover a broader area, more fields of information; this is why, unlike the other two variables, national ones may have more articles related to technology, science, show business, art, among other fields where the usage of anglicisms is more common due to the reasons already explained; besides, national newspapers often include articles which come from international newspapers or foreign

reporters that use English terms more often. For instance, without any intention, when looking for an article in the section news in El Comercio, I chose one for that subvariable which had been written in an editing branch in Argentina, where anglicisms occur more frequently than in our country. This is an example of what I referred to when I mentioned that this kind of newspaper had a broader scope.

Second, articles in national newspapers are usually longer than in the other two variables; consequently, more words are used in one single article, and English terms may be required to be used more frequently. On the other hand, local newspapers and tabloids are produced in a smaller format, which makes them include shorter articles.

Finally, the kind of reader that national newspapers aim at is totally different from the one to whom local newspapers and tabloids are interested in appealing, which contrasts with their contents. A national newspaper contains articles related to politics, business, art, society, science, sports, and even editorial parts where writers can express their opinion. This kind of information appeals to that part of the population interested in updating the data they count on; people who want to know what is going on around the world in different fields which have a more serious connotation; and, although it may sound kind of snobbish, this kind of newspaper is read by people who are more educated.

Talking about local newspapers, I think they are directed to people who want to know more about their community or their city. The articles shown in these newspapers mostly refer to isolated topics regarding local-interest stories; of course, they also count on national news, but it is treated in a shorter way and with a simpler vocabulary; I even remember coming across the word “chispoteó” in a title of the articles I included, which just shows how common the vocabulary used may get to be. In another aspect, the economic situation of the reader also has a lot to do: national newspapers are four times as much as local ones.

Contrasting the other variables, as tabloids are newspapers specialized in gossips, sensationalization, exaggeration, crime stories, scandals, among others, rather than news, they aim at people looking for this kind of information. The language used in tabloids is more colloquial than in newspapers, which attracts mostly to readers who manage a more informal speech, a less sophisticated vocabulary, creating a closest relationship between editors and readers through the usage of common vocabulary people are familiar with. Even the kind of ad shown in tabloids is not as upscale as the one in newspapers; they usually rely on classifieds regarding low-priced plastic surgeons, sex, witchcraft, fortunetelling, massages, etc.

For instance, I have heard the owner of El Extra talking on TV several times. He assures that this tabloid intends to make people feel identified with what they are reading in a newspaper; both the owner and editors work to create that “familiarity” between them and

the readers by making this tabloid look more popular, more colloquial; besides, he always says that whether we like it or not, that is what the Ecuadorian culture enjoys: sensationalization and scandals. Unfortunately, I think this is right; most Ecuadorian people, especially in the Coast, prefer to read that kind of news; even that is the kind of program most of us watch on TV. It maybe happens because that is an escaping way to forget the economic, social problems our country goes through, or just because of the high rate of illiteracy in Ecuador.

Lastly, I would like to state that if we do not take the frequency of anglicisms into consideration, but the number of English terms used in Ecuadorian newspapers, it is almost the same in the three variables; the amount ranges from twenty to twenty three. Besides, if we analyze the charts, we will see that they are almost the same in the three kinds of newspapers. Therefore, in my opinion, the use of anglicisms in our newspapers does not depend on the kind it is, but in the specific term used. Next, we will analyze the most frequent terms found in all variables and subvariables, as well as the least frequent ones.

### **Comparative Analysis among the Most and the Least Frequent Anglicisms**

Checking chart nineteen, we can realize that the most frequent anglicism of the study is an acronym: "USD". Even though it is repeated thirty times along the articles used as samples, it does not stop being an international code, which explains why its usage is so

common. Besides, it is necessary to remember that the dollar is the currency circulating in our country at present, and all reports, news, ads, social pages and sports news had something to indicate about money.

After this acronym, we can find terms such as web (twelve repetitions), film and pop (six repetitions), rock and set (four repetitions), Marketing, play off and default (three repetitions). As mentioned along both analyses, all these anglicisms belong to categories as sports, technology and social pages; I consider these areas, as we could see in the analysis among subvariables, to be the ones where most anglicisms occur because of the complexity to find synonyms for some of them in our language. However, excepting rock, pop and set from the words listed above, I do not find the use of the others logical, considering those terms have a Spanish translation. The only reason why I suppose editors use them is trying to create a more globalized environment for the reader, where he/she can be closer to the common vocabulary used worldwide.

The other anglicisms found were used only once or twice, especially in ads, where products with characteristics listed in English appeared. Some of them were necessary, e.g. LCD, hip hop, woofer, since they do not have equivalence in Spanish. Anyway, the reason why they are not frequent is that as most of them occurred in ads which are really small, not as big as an article, for example, so thinking about repetition of terms in a single ad is absurd.

To sum up, this analysis has helped us understand better in what kind of section anglicisms occur most frequently and we have tried to explain the reasons for it to happen. In the following part, we will focus on a more subjective topic which will give us an idea of how English terms are perceived by the Ecuadorian society.

### **Sociological Analysis**

This part of the analysis will embrace all the opinions gotten from different people about the usage of anglicisms in Ecuadorian newspapers. For this section of the research, a frequent reader, a journalist, a social communicator who is also a frequent reader and a linguist have been interviewed to have a clearer and wider idea of how well or badly English terms are received by Ecuadorian people. Besides, I will include my opinion contrasting the others' after having carried out this research.

First of all, most of the people who helped me out with their opinions agreed that anglicisms are actually used very frequently in Ecuadorian newspapers; nevertheless, the social communicator and frequent reader interviewed did not think it was true, which I have to agree with. While doing this job, I really thought I was going to come across more anglicisms in our newspapers, but it was not so. Actually, and as I have mentioned before, if we do not pay attention to the anglicism repetition number, but to the actual number of anglicisms, we can realize that it is not as high as expected.

In another aspect, when referring to how necessary their use is, both the linguist and the frequent reader believe that anglicisms are

needed since there are some technical terms which have not been incorporated to our language yet, and because the technological development is so fast that it does not permit a rapid adaptation to our language. On the other hand, neither the social communicator nor the journalist considers their usage necessary or appropriate, taking into account that there are terms which can be translated, explained or adapted to Spanish. In this case, I strongly believe that both opinions are valid; we have to think that anglicisms are sometimes required, but in other cases, they are overused, especially if those terms have equivalence in our language.

Whether that usage is justified or not, they give us totally different reasons why they suppose English terms are introduced in Ecuadorian newspapers. For instance, in addition to the lack of appropriate terms in our language, the frequent reader attributes their use to how important English learning has become at school and high school; considering this aspect, he believes newspaper writers intend to be more identified with readers whose English knowledge has improved in the last years. With a similar idea, the linguist agrees that their common usage in the vocabulary most citizens express may be the reason why writers introduce them in their articles. Opposing to these ideas, the journalist considers anglicisms occur because of an inappropriate use of language; still, the social communicator goes further by stating that although their use may satisfy the need of identifying new objects or concepts that do not have Spanish translations since they could turn out to be



longer and inaccurate, she argues that sometimes their usage just obeys fashion or marketing principles, despite the existence of equivalent terms in Spanish.

What all of them agree on is the kind of newspaper and the sections where they find anglicisms more frequently. They all think that national newspapers show a higher number of anglicisms since they have more contents. Moreover, social pages, sports and ads are the sections where they consider anglicisms occur more often due to the fact that the terms related to these fields are harder to be translated, taking into account that they are mostly English-native words. Besides, some of those terms are closely associated with product commercialization.

However, when referring to the way in which anglicisms may harm or enrich our language, they have different opinions. Most of the people interviewed believe that they cannot harm or affect it since new incorporations in languages have historically been made as a result of the need cultures have had to communicate with others; and as the time has passed by, those incorporations have become part of the same language, in some cases, even with morphological transformations; to be more specific and referring to our language, those terms have adopted a Spanish-like form. Unlike this explanation, in the social communicator's opinion, under no circumstances can anglicisms enrich our language. According to her, this use of anglicisms in our daily speech or newspapers makes us mistake the idea of what a second language is, that is why she thinks

that there is no reason to permit its learning to harm our language. Besides, she argues that even though languages have to adopt new vocabulary that they lack, those terms have to be adapted to the language, and not the contrary. Finally, she concludes that whenever two languages get in touch, it is up to their speakers how much they let foreign terms intrude their native language, that is why in her opinion, the usage of anglicisms should be limited, especially on means of communication in our country.

Next, regarding the social impact the use of anglicisms may have, their opinions are divided. According to the linguist and the frequent reader, it lets our society update their knowledge about the new terminology existing at present, resulting from technological and scientific advances; in addition, the linguist believes that based on the effects that migration to English-speaking countries has provoked in our country, the usage of anglicisms in Ecuadorian newspapers may be one of the least important reasons why our identity might get lost. In opposition to the ideas summarized above, both the journalist and the social communicator think that this phenomenon may end up in our identity deterioration. They affirm that excessive borrowing may lead our society to lose our culture and identity. In addition, the social communicator believes that the exaggerated use of English terms represents, on one hand, a servile attitude towards English and the American society, and in the other hand, an arrogant attitude adopted before the rest of monolingual Spanish speakers, which creates the archaic division of social status.

Summarizing everything which has been said before, first, I would like to state that I consider most of the opinions given above have a lot to do with the political ideology those people have, and how nationalist they are. It is only necessary to read back and see, for instance, how the social communicator interviewed refers to anglicisms and the United States to determine which her political trend is; the same may be concluded from the journalist.

This can lead us to infer that our society's opinion about the use of anglicisms may be divided. Those who are really involved in our culture, and have a radical left-political ideology may have a similar opinion to the two people cited previously, and they may think that we should not accept their usage since it could strongly harm our cultural identity and deteriorate our language. On the other hand, people who accept changes with a more open mind, no matter where those changes come from, may not see this usage as harmful as the others. They may accept these borrowings as a normal process of language transformation which is needed to keep up with new technologies.

Personally, out of the four people interviewed, I mostly agree with the social communicator, although I do not consider myself as radical as she is. As well as her, I also think that sometimes, English is considered a symbol of status in our country, despite the higher number of people who can speak it correctly at present. Maybe, it happens because of the big influence that the United States has on us, which always conducts us to believe that the best usually comes

from the north; that their society is much better than ours; and even that their language is more upscale than ours. No one can deny that English is the most used language worldwide, that is why it is so important to learn it at present; however, it does not mean that a second language can be mixed with ours since not only does it harm our language but also our identity.

Referring to another point treated before, the four people I interviewed think that the use of anglicisms is more evident in certain fields. In my opinion, if it is true that sometimes anglicisms may turn out to be necessary when they do not have equivalence in our language, I consider their use should try to be restricted, especially when there are Spanish terms which can easily replace them. Besides, how true is it that there are no equivalences in our language for some English terms? Based on the results gotten and in the linguistic analysis carried out previously, I think that sometimes writers overuse anglicisms in their articles since they are too lazy to look for a Spanish word that matches their definitions. Most of the English terms I found in my samples had an equivalent term in our language, but they were not taken into consideration anyway. As I have repeated along this study, I believe that only those terms which refer to music style names and some other terms regarding technological devices recently brought out and sports should remain in the language they come from as long as they have no similar Spanish term.

In another aspect, what if anglicisms become so common that people cannot tell them apart anymore? Is it not a way to affect our language? I believe that it can even affect the perspective new generations have of the Spanish morphology, since there are some English morphemes which do not occur in our language, e.g. sticker.

Additionally, I agree with the social communicator on the fact that Marketing and publicity have a lot to do with the usage of anglicisms. It is highly noticeable when we read ads in newspapers or when we watch TV that English terms are introduced very frequently, even in a wrong way; for instance, let's remember the statement I explained you previously, about an amusement park where people were invited to enjoy themselves in that place: "Ponle play a tu diversión." Publicists usually include anglicisms in their ads and commercials to catch people's attention more easily, because of the impact they know a foreign language causes in Ecuadorian people.

There is one more aspect I would like to refer to: the social levels. Unlike the social communicator interviewed, I do not think writers intend to create social distinctions among people who read newspapers; nor do they want to show a servile attitude towards the United States. However, I would rather speak about academic levels rather than social ones.

First, let's remember that in our country, there are many people who have not been able to finish school or high school, or some who have never had any kind of contact with a foreign language; in some other cases, another predominant factor is age.

For example, my parents sometimes do not understand several English terms that they see and it does not happen because of the lack of studies, but because they have not kept up with the new English terms adopted at present. So I think that if anglicisms are abused in Ecuadorians newspapers, some people may not understand the text they are reading, or they might miss the parts where they are included, creating a feeling of discrimination in them.

Newspapers should not forget our country's reality; they ought to keep in mind that like other means of communication, they have a lot of power on people's minds, and they sometimes determine the kind of vocabulary people use and the kind of ideology they develop. Means of communication are to reinforce a country's identity, especially considering that Ecuadorians tend to have low self-esteem, which is a major reason why we can be so easily influenced about our cultural identity.

The social impact that anglicisms may have depends a lot on how they are presented to people. For instance, the social communicator interviewed told me that newspapers were obliged to use anglicisms between quotations when introduced in articles. Actually, I found nine of them between quotations, but I did not know that newspapers were supposed to do so. Then, if English terms were presented between quotations in all Ecuadorian newspapers, it would help people recognize them and be aware that they are foreign terms; this way, the social impact in our culture would be diminished.

Finally, and based on interviewed people's opinions and mine, if Ecuadorian people were asked about this topic, they would not either accept or reject their usage; nor would they find it enriching or impoverishing to our language, but they would consider it to be necessary, especially in cases when the lack of equivalence occurs as well as in those when any kind of advance goes faster than language adaptation.

Whether anglicisms are accepted by the Ecuadorian society or not, the most important part of this topic is that we, as Spanish native speakers, are aware that anglicisms are part of a language where they only work as borrowings which, in some cases, are necessary for the reasons already stated.

## **Conclusions**

This section of the thesis represents the main reason why this study has been carried out. Here are the conclusions gotten after analyzing the results obtained:

- The usage of anglicisms is determined by the kind of newspaper where they are found. For instance, the quantity of repetitions obtained in national newspapers is twice as high as the amount in tabloids, while local newspapers manage an intermediate number between both variables cited above.
- When talking about the number of anglicisms, not the number of repetitions, the amount in the three kinds of papers is almost the same, and the terms found in the samples are very similar as well; it means that there are some English terms that are more common in our newspapers, no matter what kind of paper they are used in.
- National newspapers have the highest number of anglicism repetitions since they manage a bigger quantity of information, their articles are longer, and they cover more fields than the other two variables. However, I can see a more responsible way to use them, since some of them are written between quotations to make people aware of the presence of a foreign term.
- Local newspapers have a lower word repetition number because of the kind of reader they aim at. It must be considered that most people who read this kind of paper are



more concerned about community reports, simpler articles rather than more elaborated news.

- The number of anglicism repetition found in tabloids is the lowest of the three variables. As a result of their nature, tabloids manage a more colloquial vocabulary, which does not always include English terms, but which usually appeals more to people looking for the kind of information provided by them.
- The most common anglicisms found in Ecuadorian newspapers are related to social pages, technology and sports, since on one hand, those terms may appear so fast that language cannot keep up with that phenomenon and, on the other hand, their translation may turn out to be inaccurate or misunderstood.
- Given the results gotten in this work, unlike other Spanish-speaking countries, e.g. Argentina or Mexico, the impact of anglicisms in Ecuadorian newspapers is still not big. Nevertheless, it is important to think if their usage is not a consequence of laziness and an easy attitude writers adopt, especially when there are Spanish terms which match those anglicisms perfectly well.
- Based on the etymological analysis done, there are some terms used in newspapers which may be believed to come from English, but actually their origin belongs to other languages, such as French or Italian. In those cases, English works as a linking language among cultures.

- People consider the use of anglicisms to be a natural process in an era characterized by technological, social, economic and cultural changes. This is why many of them justify their usage and argue that their omission can cause misinterpretation in those who receive the message.
- After the etymological analysis was carried out, some terms which may be considered English actually were not. This shows us that English is not the only language from which borrowings occur, but people tend to associate any foreign term with it because of the proximity we have with the US or just because English has also adopted that borrowing.
- Our language is a cultural good; that is why its protection is imperative. Unfortunately, the use of English terms usually comes along with a cultural foreign invasion which may end up in the loss of our national identity.
- After researching about and developing this topic, it has shown me a reality I did not expect to find. Fortunately, I did not come across as many anglicisms as I thought, which makes me infer our loss of identity may happen due to any reason, but not specifically because of the usage of anglicisms.
- It is imperative to create a culture of linguistic awareness in people. Unfortunately, unnecessary use of anglicisms in Ecuadorian newspapers or other means of communication is strengthened because people do not recognize anglicisms as foreign terms. Future generations do not only need to know

that borrowings from other languages occur, but they should also be capable of identifying them so that they can preserve one of the most important components of a society's culture: their language.

- Ecuatorians' opinion regarding this topic is completely divided. I found surprising to know that on one hand, some people are more flexible and open-minded about the adaptation of English terms to our language, but some others just see it as its total destruction. Whether they are right or not, I can conclude it is imperative that everyone participate in our language protection, without discarding the possibility to adapt foreign borrowings to it, in favor of an enriching evolution of the language.

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## Annexes

### Qualitative Tabulation

Chart One

Variable: National Newspaper

Subvariable: News

Anglicisms	Examples	Word Repetition Number	Title of the article	Date

Author:

Chart Two

Variable: National Newspaper

Subvariable: Ads

Anglicisms	Examples	Word Repetition Number	Title of the article	Date

Author:

Chart Three

Variable: National Newspaper

Subvariable: Social pages

Anglicisms	Examples	Word Repetition Number	Title of the article	Date

Author:



Chart Four

Variable: National Newspaper

Subvariable: Reports

<b>Anglicisms</b>	<b>Examples</b>	<b>Word Repetition Number</b>	<b>Title of the article</b>	<b>Date</b>

Author:

Chart Five

Variable: National Newspaper

Subvariable: Sports

<b>Anglicisms</b>	<b>Examples</b>	<b>Word Repetition Number</b>	<b>Title of the article</b>	<b>Date</b>

Author:

Chart Six

Variable: Local Newspaper

Subvariable: News

<b>Anglicisms</b>	<b>Examples</b>	<b>Word Repetition Number</b>	<b>Title of the article</b>	<b>Date</b>

Author:

Chart Seven

Variable: Local Newspaper

Subvariable: News

<b>Anglicisms</b>	<b>Examples</b>	<b>Word Repetition Number</b>	<b>Title of the article</b>	<b>Date</b>

Author:

Chart Eight

Variable: Local Newspaper

Subvariable: Social pages

<b>Anglicisms</b>	<b>Examples</b>	<b>Word Repetition Number</b>	<b>Title of the article</b>	<b>Date</b>

Author:

Chart Nine

Variable: Local Newspaper

Subvariable: Reports

<b>Anglicisms</b>	<b>Examples</b>	<b>Word Repetition Number</b>	<b>Title of the article</b>	<b>Date</b>

Author:

Chart Ten

Variable: Local Newspaper

Subvariable: Sports

<b>Anglicisms</b>	<b>Examples</b>	<b>Word Repetition Number</b>	<b>Title of the article</b>	<b>Date</b>

Author:

Chart Eleven

Variable: Tabloid

Subvariable: News

<b>Anglicisms</b>	<b>Examples</b>	<b>Word Repetition Number</b>	<b>Title of the article</b>	<b>Date</b>

Author:

Chart Twelve

Variable: Tabloid

Subvariable: Ads

<b>Anglicisms</b>	<b>Examples</b>	<b>Word Repetition Number</b>	<b>Title of the article</b>	<b>Date</b>

Author:

Chart Thirteen

Variable: Tabloid

Subvariable: Social pages

<b>Anglicisms</b>	<b>Examples</b>	<b>Word Repetition Number</b>	<b>Title of the article</b>	<b>Date</b>

Author:

Chart Fourteen

Variable: Tabloid

Subvariable: Reports

<b>Anglicisms</b>	<b>Examples</b>	<b>Word Repetition Number</b>	<b>Title of the article</b>	<b>Date</b>

Author:

Chart Fifteen

Variable: Tabloid

Subvariable: Sports

<b>Anglicisms</b>	<b>Examples</b>	<b>Word Repetition Number</b>	<b>Title of the article</b>	<b>Date</b>

Author:

## Quantitative Tabulation

Chart Sixteen

Variable: National Newspaper

	<b>Section</b>	<b>f</b>	<b>%</b>
Anglicisms	News		
	Ads		
	Social pages		
	Sports		
	Reports		
	<b>Total</b>		

Author:

Chart Seventeen

Variable: Local Newspaper

	<b>Section</b>	<b>f</b>	<b>%</b>
Anglicisms	News		
	Ads		
	Social pages		
	Sports		
	Reports		
	<b>Total</b>		

Author:

Chart Eighteen

Variable: Tabloid

	<b>Section</b>	<b>f</b>	<b>%</b>
Anglicisms	News		
	Ads		
	Social pages		
	Sports		
	Reports		
	<b>Total</b>		

Author:



## ENCUESTA

**Por favor, sírvase llenar esta encuesta de forma detallada, pero precisa.**

**Gracias por su colaboración.**

1. **¿Piensa usted que anglicismos son utilizados frecuentemente en periódicos ecuatorianos?**

Marque su respuesta con una X.

Sí \_\_\_\_\_

No \_\_\_\_\_

2. **¿Considera necesario el uso de anglicismos en los periódicos ecuatorianos?**

Marque su respuesta con una X.

Sí \_\_\_\_\_

No \_\_\_\_\_

¿Por qué?

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3. **¿A qué atribuye usted que los anglicismos sean utilizados en periódicos ecuatorianos?**

---

---

4. **¿En qué tipo de periódico se utiliza mayormente anglicismos?**

Marque su respuesta con una X.

Nacional \_\_\_\_\_

Local \_\_\_\_\_

Tabloide \_\_\_\_\_

Explique el por qué de uso más frecuente en este tipo de periódico:

---

---

5. **¿En qué sección o secciones encuentra mayor número de anglicismos?**

Marque su(s) respuesta(s) con una X.

Noticias \_\_\_\_\_

Reportajes \_\_\_\_\_

Páginas sociales \_\_\_\_\_

Anuncios \_\_\_\_\_

Deportes \_\_\_\_\_

Explique el por qué de su uso más frecuente en estas secciones:

---

---

6. **En su opinión, ¿afecta el uso de anglicismos en periódicos a nuestro idioma?**

Sí \_\_\_\_\_

No \_\_\_\_\_

Explique

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---

7. **¿Qué connotación social tiene el uso de anglicismos en los periódicos?**

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