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

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

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CERTIFICATION

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

Loja July the 15th, 2010

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AUTHORSHIP

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

Date: July the 15th, 2010

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Author

DEDICATION

I would like to say “THANKS” to my favorite friend “**Jesus Christ**” for this wonderful opportunity.

I would like to kiss, bring an embrace, and say thank you very much to my husband “Guillermo” who helps me all time.

A great “THANKS” to all my family, my dear and honest father, whose wise advices and support let me to continue in this way, thank you to my lovely mother who brings me all her sweet love, my brothers and sisters especially my patient and smart sister “Mercedes”

This Thesis is dedicated to all this persons because they are in my heart and will live with me forever!!!

María Elizabeth

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TABLE OF CONTENTS

1. Preliminary Pages	
Certification	I
Contrato de Cesión de Derechos de Tesis de Grado	II
Authorship	III
Dedication	IV
Acknowledgment	V
Table of Contents	VI
2. Abstract	1
3. Introduction	3
4. Methodology	8
5. Results	11
6. Discussion	38
Theoretical Background:	38
Description and Analysis of Results:	59
Conclusions	101
7. Bibliography	106
8. Anexes	

Abstract

The theme of the research is “A descriptive analysis of anglicisms used in Ecuadorian newspapers”. It took place in Quito, Ecuador’s principal city. Three important newspapers were selected: a national newspaper “El Comercio”, local newspaper “Ultimas Noticias” and a tabloid “El Extra”.

In order to carry out the present research I applied the Scientific Method as this project is concerned with a descriptive and analytic field research about anglicisms in newspapers. I also used the Bibliographic method, to come together all the scientific material for the theoretical frame, and Analytic and Descriptive methods in the rest of stages in order to do the descriptive and statistical analysis and the final interpretation of the collected data.

Newspapers use a lot of anglicisms especially in the Advertisement section; people use anglicisms in Advertisement because find them fashionable or because they are clear, short and cheap. It occurs with some of them specially: “full”, “chip” and “suite”. Others like: software, web, casting, show, spots, happy, Laptop, lunch, hardware, penthouse, jeans, weekends, fashion, set, rally etc., appear in “specific events” in Sport, Social Pages, Reports and News sections.

Anglicisms that are “technological terms” are really necessary, because our language does not have equivalent words, and our people use them daily in their jobs.

This research deduced that anglicisms have a lot of influence in our Ecuadorian newspapers due three principal facts: Globalization, effects of new technology, and due to the lack of good education.

Introduction

It is really wonderful to talk in our own language whose words we know since we were born; however, when time pass we try to learn other languages from other countries that catch our attention, and we use it.

Sometimes, we talk in English, we read essential books in English and also English interferes in our language in EFL witting.

English had been a language that has a transcendental influence in our culture due to a great development of new technology that Anglo's countries had been having in the last twenty years in the entire world.

For this reason, our University proposed us to prepare a descriptive analysis of Anglicisms used in Ecuadorian Newspapers. We will have to focus on lexical terms regarded as anglicisms, and the form they are used in newspapers. It implies to center this research form in a descriptive point of view that allow us to get a linguistic and social date in order to identify and analyze the anglicisms actually used in Ecuadorian national, local and tabloid newspapers. Under these circumstances, we will be using an Analytic and Descriptive Method.

Around the world, several researches of anglicisms in newspapers have been made. For example, in Spain (El Mundo – Emma Rodriguez) says that people of Spain are using a lot about English influence in its culture. The investigation of Manuel Seco and Gregorio Salvador are

agreed with the previous resolution, they concludes that “great presence of anglicisms vs. the lack of the same words in Spanish is the most important prove that the cultural level of English’s people is superior” Victoria Cava (El Español de Venezuela) wrote an article that presents similar opinion especially in small newspapers advertising. Antanas Klimas did an interesting research about “Anglicization in Lithuanian” (University of Rochester) she says that hundreds of anglicisms appear in Lithuanian especially used by younger city people. These words first came via music, songs, records, videos, radio, TV, films and finally, in 1991 they show up in the Lithuanian press. Ana Fernández who realized an investigation in two Canarias’s newspapers concluded that these newspapers use a lot of anglicisms when they write about sciences, technology, and sports for two reasons: the necessity of a new linguistics’ label and the prestige that newspapers obtain when they use specific anglicisms.

Under the previous circumstances, what happens with the use of anglicisms in Ecuadorian newspapers? Do Ecuadorian people accept or refuse them? Due to the lack of researches about it in our country, this investigation presents a valuable information about vocabulary used in our newspapers and reasons for What and how these anglicisms are accepted or not.

Having understood the previous conclusions, I decided to carry out this investigation in order to answer the previous questions and also to obtain my Bachelor’s Diploma in EFL Teaching.

I used many resources to develop this investigation like national newspaper “El Comercio”, local Newspaper “Ultimas Noticias” and tabloid “EL Extra”. I used formats in order to find the frequency and percentage of anglicisms in these newspapers. Next, I used some specialized books, magazines, and Internet to consult many dictionaries on line for three different analyses of each anglicism. I also interviewed people about the use of anglicisms on Ecuadorian newspapers. Finally, I analyzed the resultant information, and prepare the conclusions.

In addition, in the following paragraphs I am writing each **Specific Objectives** of this research and its correspondent resolution according with my own experiences.

Specific Objectives:

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

I believe that the influence of English language in Ecuadorian newspapers is high because it is permanent. Each day people use it especially in Advertisement, Sports and News sections.

- To identify syntactic and lexical anglicisms more commonly used in newspaper material in Ecuador.

Syntactically and lexically my research identifies that the more commonly anglicisms used in Ecuadorian newspapers are: suite, show, pent-house, club and software. Generally, people use these words as a noun.

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

I realize a successfully deep analysis of more than thirty anglicisms regarding etymological, syntactic-semantic and morphological aspects. Ten anglicisms in national newspaper “El Comercio”; ten in local newspaper “Ultimas Noticias”; and finally ten in tabloid “El Extra”.

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

My research clearly identified that the written sections in which anglicisms are mostly used are “Advertisement”, “Sports”, and “News”. Anglicisms like: software, club, penthouse, show, and suite are used by people because they are short, clear, and cheap we can find them in Advertisement section. Other like: fans, record, manager, ranking, set, etc. appears in Sports section. Finally, technology words like: chips, business, software, Internet, web, call center, etc. are possible to find in News.

- To know the level of acceptance Ecuadorians have on the use of anglicisms in newspapers.

I believe that Anglicisms have a great level of acceptance because Ecuadorian people use it frequently in Advertisement, News, and Sports sections. People want to be informed about new technology and used these terms daily in their jobs, houses, and entertainment places. In

addition, people like to read about sports, and use the well known anglicisms: corner, set, challenger etc. In “Advertisements” people frequently use words like: club, suite, software, and penthouse, CD, DVD’s, etc. because they believe they are clear, short and cheap and use them in their advertisements.

Finally, I would like to say that this research gave me a really good experience because I had the opportunity to know about the influence of English words in our language. It implied to read three kinds of newspapers during a week and to discover how and why people use anglicisms in our Ecuadorian newspapers.

Methodology

My research took place in Quito. First, I chose to follow the Scientific method to do my research. I used Bibliographic method to collect information for Theoretical Background for example: I consulted about language meanings, Linguistic, branches of Linguistics, morphological procedures, Historical Linguistics, Language change, Language Vice, Neologisms, Barbarisms, Anglicisms, Foreign Interference, Previous studies around the world in this subject, and newspaper and tabloid definitions.

To do it, I consulted some specific books, magazines and I used Internet all time. I also interviewed two people about anglicisms in Ecuadorian newspapers.

Second, "Field Research" it was made in Quito, I recollected three kinds of newspapers: National Newspaper: El Comercio, Local Newspaper: Ultimas Noticias and Tabloid El Extra for seven days. The period that was consulted was between October 5 2009 and October 11 2009. I read and checked anglicisms in Advertisements, Social Pages, News, Reports and Sports. Then, I used the descriptive and analytic methods. I took in account Analytic method for statistical analysis.

Next, the Linguistic Analysis was done; in it I analyzed each anglicism according its etymological, morphological, semantically and syntactical

characteristics for this, I used some books and some dictionaries on line.

Finished the previous analysis, Comparative Analysis was next, this took in account all percentages and frequencies between sub-variables Ads, Social Pages, News, Reports, and Sports.

Finally, Sociologic Analysis, to complete this analysis, I considered several opinions from interviewed persons and my own ideas about results of this research.

For Field research to be understood, it is necessary to explain how it was realized. I used Qualitative tabulation for this, and I filled some formats of 5 columns. Column No.1 for Anglicisms found in newspapers. Column No. 2 for examples (sentences from context), Column No. 3 for times in which anglicisms appear, Column No. 4 for title of the article, and column No. 5 for date that anglicisms appear.

In Quantitative Tabulation I used charts to find frequencies and percentages of each sub – variables (Ads, Reports, News; Social Pages, and Sports) from each newspaper: El Comercio, Ultimas Noticias, and El Extra. Finally the last chart “The most frequent anglicisms (in all variables)” in this chart I wrote the five most frequent anglicisms and the times they were repeated in newspapers.

Techniques and Instruments: Some techniques used in my research were: a) Note-taking to collect bibliographic information; b) direct observation to gather first-hand data; c) Interviews and

conversations to analyze different opinions, and personal examinations to proceed with the better conclusions.

Instruments: a) Direct observation forms; b) Cards and c) Questionnaires.

Some materials used in my research were: books, magazines, cards, computer, Internet, dictionaries, newspapers, notebooks, marks, pens, etc. and format attached in Annex part of this research.

Results

In this section I want to describe all the information that I have been researching during the last months. My investigation took place in Quito – Ecuador.

I recollected three kinds of newspapers: National Newspaper: “El Comercio”; Local Newspaper: “Ultimas Noticias” and the Tabloid “El Extra”.

These newspapers are well known in my city and in the country.

The sections of these newspapers that I am analyzing are: News, Social Pages, Reports, Sports and Advertisements.

Chart One

Variable: National Newspaper: "El Comercio"

Sub Variable: News

Anglicism	Examples	Times	Title of the article	Date
Rifle	"fue sacado a punta de rifle"	1	"Micheletti deroga el estado de sitio"	06-10-09
Casting	"al casting asistieron 20 chicas"	1	"Ayer se realizó el primer casting..."	06-10-09
Blog	"abrió un blog y cambió de estrategia"	1	Oscar Caranqui es el bloguero del....."	11-10-09
Web	"otros casos en la Web"	2	"Otros casos en la Web"	11-10-09
Chips	"14 chips y dispositivos"	3	"Otros casos en la Web"	11-10-09
Internet	"dispositivos de Internet inalámbrico fueron decomisados"	3	"Oscar Caranqui es el bloguero del....."	11-10-09
Ring	"volvieron al ring"	1	"Correa y Nebot volvieron"	11-10-09
Software	"el gigante del software"	3	"La firma Microsoft lanzó una batería"	11-10-09
Plugins	"chequeo de plugins"	1	"Mozilla lanzará la versión ..."	11-10-09

Robot	“robot pez nadador que se desliza”	2	“Nuevos robots basados en peces”	11-10-09
Clow	“si te intriga el mundo del clow”	1	“Clases de clow”	11-10-09

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Chart Two

Variable: National Newspaper: "El Comercio"

Sub Variable: Reports

Anglicism	Examples	Times	Title of the article	Date
Shorts	"Nación" tiene productos básicos como shorts	1	"Las marcas propias apuntalan ventas"	05-10-09
Spreads	"El pequeño Spreads actual entre los contratos"	1	"El petróleo parece menos vulnerable a las ambiciones de Irán, por ahora"	05-10-09
Show	"El recinto ferial que incluye shows artísticos"	3	"La Feria Artesanal Machquil, un imán"	05-10-09
Audio	"Escuche este audio"	2	"Gracias a la vida"	05-10-09
Call center	"Tras la cortina del call center no pasa nada"	3	"Indignación"	05-10-09
Chip	"El chip sensible a la luz"	3	"Tres pioneros de la moderna sociedad de la información"	06-10-09
Spots	"Ciento veinte y cinco spots educativos y cien investigaciones"	1	"CIESPAL, 50 años en el Ecuador"	09-10-09
Anti-dumping	"en contra del régimen anti-dumping estadounidense"	1	"Otro Ecuador en la OMC"	09-10-09

Bat	“el bat se ha apreciado demasiado rápido comparado con nuestros fundamentos”	1	“Washington no interviene para frenar la caída del dólar”	09-10-09
Software	“Politécnica cuenta con un nuevo software”	4	“Nuevo software para diseño de carrocerías”	09-10-09
Trailer	“en el trailer el filme presenta las mejores técnicas”	1	“Un delfín peruano tras el motivo de su vida”	09-10-09
Sunfinder	“una vieja herramienta conocida como sunfinder.”	1	“Un despunte esperanzador”	10-10-09
Backing	“se hace un backing que es a base de resina”	1	“Un experto en elaborar tapetes que da gusto pisar”	10-10-09
Paintball	“el Paintball juego que se practica con bolas de pintura vegetal”	1	“Quito tiene rincones para la aventura”	10-10-09

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Chart three

Variable: National Newspaper “El Comercio”

Sub Variable: Ads

Anglicism	Examples	Times	Title of the article	Date
Rent a car	“una de las marcas de rent a car en el mundo”	3	“Rent a car”	05-10-09
Yes	“dígame yes al inglés”	2	“Formerly Harvard Institute”	05-10-09
Junior	“incluye 296 preguntas junior”	1	“El futbolero”	5-10-09
Suite	“alquilo una suite amoblada”	5	“Bienes Raíces/Alquiler”	05-10-09
Confort	“habitación todo confort”	2	“Bienes Raíces/Alquiler”	05-10-09
Penthouse	“arriendo penthouse 315 metros cuadrados”	2	“Bienes Raíces/Alquiler”	05-10-09
Bartender	“hotel de lujo requiere bartender”	1	“Personal de Hostelería / Empleos / se necesita”	05-10-09
Happy	“dos por uno happy Chili’s hour”	3	“Chili’s Restaurante”	06-10-09
Hour	“disfruta de la happy hour”	3	“Chili’s Restaurante”	06-10-09
Dúplex	“vendo lindo duplex sector Club del Pacífico”	2	“Bienes Raíces/Alquiler”	06-10-09

Suite	“suite piscina turco”	4	“Bienes Raíces/Alquiler”	06-10-09
Confort	“apartamento a todo confort”	2	“Bienes Raíces/Alquiler”	06-10-09
Laptop	“laptops: nuevas, usadas, proyectores”	2	“Ventas: mercancías”	06-10-09
lunch	“sueldo fijo más comisión, más lunch diario”	2	“Profesionales”	06-10-09
Catering	“empresa de catering necesita cocinero con experiencia”	1	“Profesionales”	07-10-09
Counter	“agencia de viajes necesita counter para centro comercial”	1	“Profesionales”	07-10-09
Notebooks	“descubre la nueva línea de notebooks”	1	“Ventas”	08-10-09
Jeans	“fabrica de jeans necesita maquilladores”	3	“Ventas”	08-10-09
Hardware	“Hardware: Computador escritorio portátil servicio técnico a domicilio”	3	“Computación”	08-10-09
Penthouse	“arriendo penthouse Rumipamba E1-26”	4	“Bienes Raíces/Alquiler”	08-10-09
Suite	“suite amoblada Granda...”	4	“Bienes Raíces / Alquiler”	08-10-09

Full	“suite full amoblada Gaspar de Villarroell”	3	“Bienes Raíces / Alquiler”	08-10-09
Dúplex	“hermoso duplex 139 mts, 3 dormitorios”	2	“Bienes Raíces / Alquiler”	08-10-09
Finisher	“arriendo equipo de tendido carpeta asfáltica, finisher y equipo fotográfico”	1	“Arriendo de mercancías”	08-10-09
minimarket	“minimarket sector sur, precio bajo”	2	“Ventas”	08-10-09
Club	“El Club de suscriptores”	3	Ventas	09-10-09
Set	“un set de cocina”	4	Ventas	09-10-09
Jeans	“Fabrica de jeans necesita maquilladores”	2	Ventas	09-10-09
Suite	Vendo suite 60 metros cuadrados, parqueadero ascensor”	4	“Bienes Raíces/ Alquiler” +	10-10-09
Snack	“El snack perfecto para compartir”	3	“Kentucky Fry Chicken”	10-10-09
Lookers	“Vendo lookers-Puyo”	2	“Ventas”	10-10-09
Suite	“suite a estrenar-Gonzáles Suárez”	4	“Bienes Raíces / Alquiler”	11-10-09

Penthouse	“penthouse sector UTE-5 dormitorios	3	“Bienes Raíces / Alquiler”	11-10-09
Weekends	“weekends out nuevas amistades”	1	“Varios”	11-10-09
Master	“master de telefonía celular se requiere para trabajar en oficina ”	2	“Vendedores”	11-10-09

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Chart Four

Variable: National Newspaper “El Comercio”

Sub Variable: Social Pages

Anglicism	Examples	Times	Title of the article	Date
Comic	“Matta, entre el cómic y la polémica”	2	“Matta, entre el comic y la polémica”	06-10-09
Reggae	“sesiones de reggae en el bar la playa”	2	“Sesiones de reggae”	08-10-09
Discjockey	“habrá además discjockey”	1	“Sesiones de reggae”	08-10-09
Danceball	“una noche dedicada al danceball”	1	“Sesiones de reggae”	08-10-09
Rockteady	“una noche dedicada al danceball y rockteady”	1	“Sesiones de reggae”	08-10-09
Show	“el Cabildo organizó los shows gratuitos”	3	“Un duelo de salseros alegró la fiesta de Independencia”	11-10-09
Fashion	“Lo eco-fashion se define por ser una moda en..”	2	“Lo fashion puede ser ecológico”	11-10-09
Rock Star	“era un Rock Star...”	1	“4000 personas deliraron con la voz de Bunbury”	11-10-09

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Chart Five

Variable: National Newspaper “El Comercio”

Sub variable: Sports

Anglicism	Examples	Times	Title of the article	Date
Challenger	“Derrotó al gaucho en la gran final del Challenger”	2	“Carlos Salamanca se impuso en la final del Challenger Quiteño”	05-10-09
Set	“El primer set se definió”	4	“Carlos Salamanca se impuso en la final del Challenger Quiteño”	05-10-09
Tie break	“Se definió por tie break”	1	“Carlos Salamanca se impuso en la final del Challenger Quiteño”	05-10-09
Ranking	“75 puntos para el ranking de la ATP”	1	“Carlos Salamanca se impuso en la final del Challenger Quiteño”	05-10-09
Rally	“quedaron primero y segundo ayer en el rally de Cataluña”	1	“La marca Citroen es la campeona mundial”	05-10-09
Showball	“torneo de showball en Guayaquil”	2	“En la semana”	05-10-09
Streetball	“Streetball en	1	“En la	05-10-09

	Cuenca”		semana”	
Play off	“Se clasificó para las play off a falta de dos jornadas”	2	“David Beckham luchará por el título de..	06-10-09
Ranking	“el primer lugar el ranking mundial”	2	“Serena Williams recuperó el primer lugar”	07-10-09
Club	“el club se prepara”	4	“Aucas visita al Rocafuerte en la B”	08-10-09
Manager	“Diego Maradona con el manager Carlos Bilardo”	2	“Maradona en líos por su amenaza de renuncia”	08-10-09
Club	“Se inició en el club Nacional”	4	“Luis Suárez es la nueva sensación en la delantera de los Uruguayos”	08-10-09
Fans	“la reunión con los fans”	1	“La Tri recibió regalos y firmó autógrafos”	9-10-09
Bóxer	“todos los motores son tipo boxer”	1	“El legado de Subaru veinte años después”	10-10-09
Scratch	“a pasar de todo él sigue siendo un gran scratch”	1	“El Scratch juega en Bolivia por mantener su récord”	10-10-09
Record	“quiere mantener su record”	1	“El Scratch juega en Bolivia por	10-10-09

			mantener su récord” “	
Play Station	“jugar Pipón, Play Station son las típicas actividades de...”	1	“La Tri muestra serenidad antes del cotejo”	10-10-09
Coolers	“para que no se rompa la cadena de refrigeración trasladaron en coolers especiales”	1	“La Tri prefiere la sazón de la casa”	10-10-09

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Chart six

Variable: Local Newspaper: "Ultimas Noticias"

Sub variable: News

Anglicism	Examples	Times	Title of the article	Date
Business	"Herbalife" es un buen business para los jugadores"	2	"El césped esta lejos pero Herbalife cerca"	07-10-09
Look	"para ingresar encontrara un look"	2	"Sepa exprimir al Google"	07-10-09

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Chart Seven

Variable: Local Newspaper: "Ultimas Noticias"

Sub variable: Reports

Anglicism	Examples	Times	Title of the article	Date
Shock	"la falta de líquidos puede llevar a shock hipoblemico"	2	Síntomas de deshidratación"	08-10-09
Casting	"le propuso que hiciera un casting"	2	"Marisa Sánchez reina de las aventuras"	08-10-09
Hobby	"siempre lo tomo como un hobby"	3	"Marisa Sánchez reina de las aventuras"	08-10-09
Software	"software correo de usuarios"	3	"Un portal sobre arquitectura"	10-10-09

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Chart Eighth

Variable: Local Newspaper: "Ultimas Noticias"

Sub Variable: Ads

Anglicism	Examples	Times	Title of the article	Date
Snack	"El snack perfecto. Ideal para compartir"	2	Kentucky Fry Chicken	05-10-09
multimedia	"producción de TV y multimedia"	2	Servicios	05-10-09
Mini suite	"Vendo mini suite"	3	Bienes Raíces / Alquiler	05-10-09
Yes	"dígame yes al Ingles"	2	Formerly Harvard Institute	05-10-09

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Chart Nine

Variable: Local Newspaper: "Ultimas Noticias"

Sub Variable: Social Pages

Anglicism	Examples	Times	Title of the article	Date
Hip hop	"hip hop en al plaza"	1	"Cantantes, bailarines y grafiteros se unirán en un homenaje a la ciudad"	08-10-09
Rock	Bunbury no deja el rock	3	Rock y Metal	08-10-09

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Chart Ten

Variable: Local Newspaper: "Últimas Noticias"

Sub Variable: Sports

Anglicism	Examples	Times	Title of the article	Date
Premier	"solo Toño jugó en la premier"	1	Futbolero "Solo Toño"	05-10-09
Challenger	"campeón del Challenger"	2	Salamanca, campeón inédito del Challenger"	05-10-09
Web	"quienes accedan a la Web de "Últimas" cuentas con un menú de noticias	3	"Nuestro noticiero del mundial en la Web"	08-10-09

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Chart Eleven

Variable: Tabloid: "El Extra"

Sub Variable: News

Anglicism	Examples	Times	Title of the article	Date
Show	"show, show, show es el clamor popular"	4	"Un show lleno de fantasías y deseo"	05-10-09
Full Monty	"Full Monty enloquece a las chiquillas quiteñas"	2	"Ellas también tienen derecho. Full Monty enloquece a las chiquillas quiteñas"	05-10-09
Ladys Nighth	"Ladys Night es la ocasión perfecta"	2	"Ellas también tienen derecho. Full Monty enloquece a las chiquillas quiteñas"	05-10-09

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Chart Twelve

Variable: Tabloid "El Extra"

Sub Variable: Reports

Anglicism	Examples	Times	Title of the article	Date
Rating	"El programa tiene un buen rating"	2	"No - Ticias" antídoto contra el estrés	09-10-09
Rock	"Quieren rock, pues que tiemble el patio"	3	Bunbury hizo estremecer hasta el llanto en su concierto"	10-10-09
Look	"Con su look de cowboy metalero inició su gira"	2	Bunbury hizo estremecer hasta el llanto en su concierto"	10-10-09
Cowboy	"cowboy metalero"	1	Bunbury hizo estremecer hasta el llanto en su concierto"	10-10-09

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Chart Thirteen

Variable: Tabloid “El Extra”

Sub Variable: Ads

Anglicism	Examples	Times	Title of the article	Date
call center	“Call center medio tiempo”	3	Servicios	05-10-09
Internet	“Personal telefonía, internet medio tiempo”	3	Solicitan personal	05-10-09
happy hour	“happy hour – dormida \$7,50”	3	Hoteles	05-10-09
Rent	“ rent buses magníficos precios”	2	Turismo	06-10-09
Call center	“ofrecemos call center medio tiempo”	3	Servicios	06-10-09
Penthouse	Alborada novena – penthouse habitaciones”	2	Bienes Raíces / Alquiler	06-10-09
Full	“habitaciones full amobladas....”	4	Bienes Raíces / Alquiler	06-10-09
Full	“instalamos cabinas full equipadas”	3	Servicios	07-10-09
Discjockey	“Locución, discjockey, modelaje....”	1	Cursos	08-10-09
Suite	“Vendo 3 suites 1-3 dormitorios Chimborazo”	4	Bienes Raíces / Alquiler	08-10-09

Show	“Shows infantiles”	3	Servicios	08-10-09
motor zone	“Venga a motor zone”	2	Ventas / Mercancías	09-10-09
bungee jumping	“Asista a bungee jumping, desfile de lencería,.....”	1	Espectáculos	09-10-09
lookers	“Vendo de oportunidad lockers”	2	Ventas / Mercancías	09-10-09
Jeans	“fabrica de jeans necesita maquilladores”	1	Servicios	11-10-09
Sales	“Se necesita personal para sales”	1	Personal / se necesita	11-10-09
Overlook	“costureras para overlook, con experiencia, se ofrece buen sueldo.....”	3	Personal / se necesita	11-10-09

Author: María Elizabeth Narváez Ortiz

Chart Fourteen

Variable: Tabloid “El Extra”

Sub Variable: Social Pages

Anglicism	Examples	Times	Title of the article	Date
Master	“él es un verdadero máster de la música popular”	1	Aymara encanto y arrasó”	06-10-09
Hobby	“su hobby es escuchar música y leer”	2	“Yadira Moya”	06-10-09
Show	“espera realizar un show inolvidable”	3	“Cipriana Correa”	06-10-09
Rating	“Gabriela Pazmiño es su amiga y rival de rating”	2	“Los gritos y saltos seguirán en Canal Uno”	08-10-09
Show	“El show de Armando Paredes y Sofia	3	“La salsa el sabor del baile”	11-10-09

Author: María Elizabeth Narváez Ortiz

Chart Fifteen

Variable: Tabloid "El Extra"

Sub Variable: Sports

Anglicism	Examples	Times	Title of the article	Date
Sexy	lunes sexy"	1	"Hoy en tu Lunes sexy de goles"	05-10-09
Record	"quiere mantener su record"	1	"El scratch juega en Bolivia por mantener su record"	05-10-09
rally	quedaron primero y segundo ayer en el rally de Cataluña	1	La marca Citroen es la campeona mundial"	10-10-09

Author: María Elizabeth Narváez Ortiz

Chart Sixteen

Variable: National Newspaper “El Comercio”

	Section	F	%
Anglicism	News	19	10.9
	Ads	87	50.0
	Social Pages	13	7.5
	Sports	30	17.2
	Reports	25	14.4
	Total	174	100.00

Author: María Elizabeth Narváez Ortiz

Chart Seventeen

Variable: Local Newspaper “Ultimas Noticias”

	Section	F	%
Anglicism	News	4	12.1
	Ads	16	27.3
	Social Pages	4	12.1
	Sports	6	18.2
	Reports	10	30.3
	Total	33	100.00

Author: María Elizabeth Narváez Ortiz

Chart eighteen

Variable: Tabloid "El Extra"

	Section	F	%
Anglicism	News	8	11.3
	Ads	41	57.7
	Social Pages	11	15.5
	Sports	3	4.2
	Reports	8	11.3
	Total	71	100.00

Author: María Elizabeth Narváez Ortiz

The Most Frequent Anglicism (in all variables)

Chart nineteen

Anglicism	No. Veces que se repite la palabra
Suite	25
Show	14
pent-house	11
Club	11
Software	10
TOTAL: (5)	71

Author: María Elizabeth Narváez Ortiz

DISCUSSION

Theoretical Background

I would like to do a little introduction of this section, in which, I try to bring good specific information about subjects that have relation to this thesis whose title is: “A descriptive Analysis of Anglicisms used in Ecuadorian Newspapers”.

I am introducing some linguistics concepts that will help us to understand and justify about the meaning of anglicisms; I am sure, that concepts and opinions of prestigious authors will give us a complete idea about what this research wants to demonstrate.

The correct understanding of this literature provides you an excellent background and context for the research problem; in addition, all the information presented will be of great importance in the structure and construction of this research because information detailed in this section will be the support of my study.

Language

When we pronounce the word “language” we think not only in words to communicate each other but also we think in people who are talking to us and we also try to understand what they are saying.

Inside language world, we find concepts like social communication, identity, ethnic qualities, etc. all these characteristics, made language a word extremely interesting to investigate but, what is the meaning of language?

Language - Wikipedia says: “A language is a system for encoding and

decoding information”.

In linguistics the term is extended to refer to the human cognitive facility of creating and using language; Chomsky also says that “language faculty is a component of the human mind” that is acquired naturally in early childhood.

Saville -Troike (2006) affirms that language is composed of recurrent elements which happen in regular samples of relationships.

Saville harmonizes with Chomsky when says that “Language is created according to rules which speakers are usually unconscious of using if language was acquired during the stage between birth and adolescence”. Nevertheless, each language reflects the social requirements of the society that uses it.

Saville confirms this, when says “Although humans possess the potential to acquire language because of their neurological makeup, that potential can be developed only through interaction with others in the society”.

It seems that we use language to communicate each other and developed this quality when we interact inside the society; thus, language is not only our way to communicate is also our form to express our feelings. When people use their language they are sending a message that they are identified themselves with their culture.

The origin of language is a hard interest to philosophers because language is such an indispensable characteristic of human life. Aristotle, the Greek philosopher considered humans as creatures with reason and language by their inherent nature related to their natural tendency to be “political”.

We need to be submerged in a social environment in which language has the opportunity to be developed.

Linguistics

When people talk about language they have to touch the field of Linguistics. In Wikipedia we can read the following definition “Linguistics is the scientific study of language”.

This study is divided into a number of sub-fields. At the centre of theoretical linguistics are the study of language structure (grammar) and the study of meaning (semantics).

The first of these, encircle morphology (the formation and composition of words), syntax (the rules that determine how words combine into phrases and sentences) and phonology (the study of sound systems and abstract sound units).

Linguistics also resolves other fields of study like sociolinguistics focus on language in relation to culture, social class, race and gender. In addition, sociolinguistic examines language planning, literacy, Second Language acquisition and bilingualism.

Other disciplines of Linguistics include: Evolutionary Linguistic which considers the origins of language; Historical Linguistic explores language change over time; Language Acquisition which consider how children acquire their first language and how children and adults acquire their second and subsequent languages; Neurolinguistics, which looks at the representation of language in the brain.

Linguistics also investigates such diverse fields as psychology, speech-

language pathology, neuroscience, sociology, anthropology and acoustics.

Branches of Linguistics

Previously, I said that there are a lot of fields of study of Linguistics but, what are the principal branches of Linguistics? Saville-Troike declares linguistics have traditionally divided language into five components for purposes of description and analysis these are: Vocabulary (lexicon), Morphology (word structure), Phonology (sound system) Syntax (grammar) and Discourse (ways to connect sentences and organize information).

Now, we must put attention on Morphology the study of internal

Words' structures and how they can be modified.

Wikipedia says: "**Morphology** is the identification, analysis and description of the structure of words". While words are generally accepted as being the smallest units of [syntax](#), it is clear that in most languages, words can be related to other words by rules.

For example, [English](#) speakers recognize that the words *dog*, *dogs*, and *dog catcher* are closely related. English speakers recognize these relations from their tacit knowledge of the rules of word formation in English. They infer intuitively that *dog* is to *dogs* as *cat* is to *cats*; similarly, *dog* is to *dog catcher* as *dish* is to *dishwasher* (in one sense). The rules understood by the speaker reflect specific patterns in the way words are formed from smaller units and how those smaller units interact in speech.

Our next word is **Syntax**; according to David Nunan "Syntax is the study of the rules that govern the information of grammatical structures. Syntax is also the study of how words combine to form grammatical sentences.

Finally, we have to talk about Semantics. **Semantics** is the study of meaning, usually in [language](#). The word "semantics" itself denotes a range of ideas, from the popular to the highly technical.

It is often used in ordinary language to denote a problem of understanding that comes down to word selection or [connotation](#).

In [linguistics](#), it is the study of interpretation of signs or symbols as used by [agents](#) or [communities](#) within particular circumstances and contexts. Within this view, sounds, facial expressions, body language, have semantic content, and each has several branches of study. In written language, such things as paragraph structure and punctuation have semantic content.

To conclude, we can say that Semantics is also the study of the meaning of words (lexical semantics) and fixed word combinations (phraseology) and how these combine to form the meanings of sentences.

Morphological procedures

Inside of elements of Linguistic we appreciate that Morphology, is principal. For this, let's go to complete the meaning adding that Morphology is needed to interpret complex lexical elements, as well as to perceive grammatical information that is carried by inflections.

Wikipedia says "Morphology is the study in individual units of language" The term comes from the Greek word "morph", meaning "shape" or "form" Muriel Saville-Troike also makes a definition, "The composition of words in different languages and the study of such systems generally" It concerned with the structure of words.

Saville declares that learning morphology can be very important for

vocabulary development as well as for achieving grammatical accuracy. This level is highly significant for learning English, for instance, where thousands of words are formed by compounding smaller words or by adding prefixes or suffixes. For example: (un + kind = unkind) or change part of speech (friend + ly = friendly) (adjective).

Suffixes may convert adjective to verbs or nouns, verbs to nouns, nouns to adjectives etc. It is named derivational morphology prefixes and suffixes that are added to words to create words with new meanings.

In this way, morphology is the branch of linguistics that studies patterns of word-formation within and across languages, and attempts to formulate rules that model the knowledge of the speakers of those languages, in this context of historical linguistics, it means of expression changes over time.

Historical Linguistics

As we stated, Morphology attempts to create rules that constructs the knowledge the speakers in the context of historical linguistics, but what concerns Historical Linguistics?

In the 20th century the structural linguistics school emerged. It deals with languages at particular points in time (**synchronic**) rather than throughout their historical development (**diachronic**) the father of modern structural linguistics was Ferdinand de Saussure.

In the 1950 the school of linguistic thought known as transformational – generative grammar received wide acclaim through the works of Noam Chomsky.

(Wikipedia: the free encyclopedia) give us a complete idea: “Historical

Linguistics or diachronic linguistics, the study of language change over time” It also studies the history and evolution of languages through the comparative method. The purpose of it is to classify languages in language families descending from a common ancestor. This develops comparison of elements in different languages to detect possible cognates (words that have the same similar nature) in order to be able to reconstruct how different languages have changed over time. This also involves the study of etymology, the study of the history of single words.

Historical linguistics is also called “**diachronic linguistics**” and is opposed to “**synchronic linguistics**” that study languages in a given moment in time without regarding its previous stages.

To add more about historical linguistics I can say that it has five main concerns; the first one is to describe and account for observed changes in particular languages; the second, is to reconstruct the pre-history of languages and determine their relatedness, grouping them into language families (comparative linguistics); the next one, is to develop the general theories about how and why language changes; the four one is to describe the history of speech communities; and finally the last one is to study the history of words.

Historical Linguistics was used in 19th century. The change into synchronic perspective started with Saussure and come to be predominant in western linguistics with Noam Chomsky’s emphasis on the study of the synchronic and universal aspects.

Language Change

As we know, language changes over time. In our world all things change

or they are in constant evolution but what is the relation between language change and society?

Language is a social phenomenon whose central function is communication. Thus, language is conscious to social structure. Then, the results of many years of sociolinguistic research have proved that many aspects of linguistic variations depend on social structure, as the social structure change in the time, language also change. A lot of sociolinguistic researches have been done on cities or urban societies; other has been done in specific no urban societies, therefore, the results of language changes made in cities and in no urban societies are different.

To complete the previous concepts, William Croft – University of Manchester says “The classification of types of language change is clear: language divergence vs. various types of language interference, in particular borrowing (structural) convergence and various types of contact languages” The process of “language change” considers social processes because language is social; Croft, adds, that many experts in Linguistics summarize the relationship in one slogan: “How you talk depends on who you talk to.” Croft says: “The relevant social processes are fission and contact: societies going apart and coming together for various reasons. But the nature of the fission and contact processes differs depending on the type of society or societies involved”.

In social anthropology, the term “social evolution” is used to describe the classification of societies by social organization. Evolution implies a dynamic classification, and in many cases, a conducted change. Diamond (1997) argues “The archaeological record show that bands arose before tribes, tribes before chiefdoms, and chiefdoms before states in every continent. In other

words, social world has changed dramatically in the 13,000 years that have passed since the end of the last Ice Age” For this, is simple conclude that the language changes through the time and from one society to other one.

Language Vice

The previous writing, tell us that language changes usually very slowly, sometimes very rapidly; one obvious reason is interaction with other languages but, what happens when interference occurs?

Some language vice appears.

According with Salvador Carreño we can add that Language Vices are factors that change the normal communication because language vices damage the purity of Rhetoric; but, not only communication is affected; our possibilities of persuasion suffer a lot too.

We must talk appropriately, we must write appropriately, because from our manners, people appreciate our culture.

Carreño says that there are nine language vices. The first is **Pragmatic vices**; these occur spontaneously, people use it without any reason or reasonable excuse. People use words which are not registered in the rules of one language. Pragmatic Vices are divided in Neologisms and Archaisms Neologisms are new words that may deform one principal idea or alter a language; in other words, neologism is the abuse of new words. They come out when people want to make reference to new objects that exist, for example, (Acrocriptografía – representación de figuras acrobáticas) terms that we have to use daily when we work with new technology.

Neologisms have a process to become accepted in a language, all about

this, I will explain later.

Now, let's go to talk about Archaisms; these are obsolete words or words whose use has been discontinued of our daily speech or writing; people replace them for new ones, but generally they can disappear when antique objects also disappear. Archaisms can be different from one place to other. For example: (Desfacer entuertos – Deshacer agravios).

Syntactic Vices: This kind of problem really affects communication because it acts upon grammatical structure. These words can be pragmatically appropriate, never the less, the disorder of the words affect the harmony of the sentence. These are: Catachresis, it occurs when we use one word instead of other word; Solecism when we add a word that it is not needed to understand the complete sentence. Example: (Han habido mucha gente - Hubo mucha gente) Monotony appears when we do not have sufficient vocabulary; Pleonasm, it is a nonsense repetition of a synonym.

The last division is **Semantic Vices:** these vices sometimes affect the pragmatic and semantic order. They damage the meaning due to the inclusion of strange words with equivalency in the natural language. They are: Amphibologies; it occurs when the meaning is becoming dark and vague.

Barbarism, we can find two kinds of barbarisms like foreign words. For example: (Best seller - Exito de venta) and barbarism like words used with a lack of expression.

Indeed, there are a lot of language vices the principal was observed in the previous paragraphs, other ones are: Apocope: When we cut a word. Example: ("Rodri compró una bici") Ambiguity: It is a lack of clearness. Example: ("En la Avenida Amazonas venden pañales para adultos desechables") Cacophony:

Combination of sounds no pleasant to hear. Example: (“Pamela me la molió”)
Euphemism: Use of indirect vocabulary to express an idea. Example: (“Ellas son mujeres de vida fácil”)
Solecism: It is a mistake of Syntax.

To complete our information, let’s go to revise what Cayetano Gea Martin says in his article “Spanish Language – Anti Vice” He says: “As the culmination, I should like to add that the language is not pedantry. Talking poorly, drafting badly is neither reason nor pride nor satisfaction.” Salvador Carreño and Cayetano Gea Martin are agreeing in state that language vice affects language. The huge amount of new words that invade the language daily, do what the necessary and what the unnecessary?

Neologisms

To continue with what I said in the preceding paragraph, neologisms belongs to Pragmatic Vice and are new words that appear and may alter the meaning of a sentence or in other words may deform the language.

According to Wikipedia, the “Free Encyclopedia” a Neologism from Greek (neo-new + logos word) is a newly coined word that may be in the process of entering common use, but has not yet been accepted in to mainstream language. Neologisms are often directly attributable to a specific person, publication, period or event.

According to Oxford English Dictionary the term neologism was first used in print in 1772. Neologisms are often created by combining existing words or by giving words that begin to be used commonly.

Neologisms also can be created through abbreviation by intentionally rhyming with existing words or simply through playing with sounds. Neologisms often become popular they are used by media, the Internet,

including academic discourse in many fields renowned for their use of distinctive jargon, and often neologisms become accepted in parts of the language. Other times, however, they disappear from common use just as quickly as they appeared.

Whether a neologism, continues as part of the language depends on many factors, probable the most important of which is acceptance by people. Neologisms may take decades to become “old”.

Neologism tend to pass through the following stages: **Unstable:** extremely new it is used only by a small subculture; **Diffuse:** Having reached a significant frequency of use; **Stable:** Having become recognizable; **Dated:** The point where the word has ceded being novel, entered formal linguistic acceptance; **Passé:** When a neologism becomes so culturally dated that the use of it is avoided because its use is seen as a stigma.

Barbarisms: Anglicism

If neologisms are seen as a stigma, what happens with barbarisms and Anglicism?

There are some definitions of Barbarism one of these we can find in Wikipedia, “Barbarism refers to a non standard word, expression or pronunciation in a language. The term is little used by linguistics today, because of its pejorative tone, and the fact that it is not clearly defined.”

The Free Dictionary by Farlex also comments that barbarisms are words, forms or expressions considered incorrect or unacceptable. In addition, barbarism is a word that was originally used by the Greeks for foreign terms

used in their language. Barbarism is connected to the word barbarian; these words have a negative connotation the same occurs with Anglicism in other languages. Consequently, what is the meaning of Anglicism? It seems that Anglicisms follow the same steps that barbarisms. All of us can deduce that Anglicism is evil.

Dictionaries (Wikipedia) says that Anglicisms are English words that had been borrowed by other languages or had been adopted in order to be able to give a clear idea of what is meant to be said. The article called "Anglicisms in Finnish" explains: "The anglicisms can be divided to four types: direct phonetic imitation, lexical, grammatical calques, and contamination of orthography." Official language in this case Spanish disapproves anglicisms, generally, native constructions are sufficient even in spoken language; nevertheless, some anglicisms move stealthily in.

In agreement to Annex 5 of our text guide, this vicious are mostly the consequence of poor information or the lack of appropriate word that can clearly explain the complete idea that the writers want to use.

Moreover, Anglicism during the last years had been expanded specially among adolescents population due to the exposition to media. This phenomenon occurs also in other fields like in all sciences like technology, economics, and computer sciences. It occurs because this is the result of the influence of the United States' better development in technology.

As it is cited in our guide (Annex 5) Anglicisms have a great influence on each field. For example in media anglicisms are found in almost every section especially in sports information (wikipedia, Anglicism).

However, it is important to note that no matter the kind of Anglicism it is

according to wikipedia, Anglicism all go through three stages: incorporation, adaptation, and presence.

Finally, I can add that Anglicism is going to appear daily in our language because we use it as a tool to clarify ideas and to understand technical terms. But, what is the opinion of some authors about anglicisms?

For example, Fernando Melendez believes that English language is like a tremendous, massive, natural phenomenon (tsunami) that threatens to devour other languages in this case, Spanish and these words migrating from English into Spanish are so predominant and have a lot of power.

On the other side, Spanish language has for many years made battle against the intruders but without any success.

The Royal Academy of Spain make efforts to catch the new words inside but, academicians are always very distant the speech and the knowledge of the people. For this reason, they can not regulate or control over how language is spoken, or even over how it should be spoken.

Gerald Erichsen says that it is not a secret that much English vocabulary is sneaking into the Spanish language even in Ecuador, English words can be found as part of the every day language because these words make themselves necessary when we have to talk in areas of technology, business, entertainment etc.

It seems that neither The Royal Academy of Spain nor the experts of Spanish language makes this language. Spanish is made by people on the streets.

For this reason, anglicisms appear in our daily existence. The article

“Anglicisms in Finnish” explains us that computer jargon is generally full of direct imitation. The same occurs in Spanish, we can find abundant anglicisms for example: fashion, pop music, automobile and a lot of scientific jargon. This is due to the fact that overspecialization exists.

Finally, to complete the idea about anglicisms in our life, (Wikipedia: free encyclopedia) says “In the context of Interlingua, an Anglicism is a uniquely English expression used when speaking or writing Interlingua.” Many English expressions have penetrated into a wide variety of languages, making them good Interlingua expressions.

Foreign Language Interference

Talking about English expressions that have penetrated into a lot of languages it is opportune to know something of Language Interference.

Saville, and other authors like Berthold have their definitions of Language Interference one of them says Language Interference is an inappropriate influence of one language on other. It is also called negative transfer.

Berthold defines phonological interference “as items including foreign accent such as stress, rhyme, intonation and speech sounds from the first language influencing the second.

Grammatical Interference is defined as the first language influencing the second in terms of word order, use of pronouns and determinants, tense and mood.

Interference at a lexical level provides for the borrowing of words from one language and converting them to sound more natural in another and

orthographic interference includes the spelling of one language altering another” William Croft add that borrowing is defined as the adoption of a form-meaning pairing from another language variety both may be adapted by the borrowing speakers.

To illustrate this, I can revise that Richenel Ansano says about language interference in Papiamentu language. “In case of Papiamentu this is especially delicate because native speakers use a corpus that covers a continuum marked English, Spanish and Dutch.

Depending of various factors a user might be more inclined toward lexical borrowings from one or another of these languages” William Croft – University of Manchester says: “Interference is the appearance of a similarity between two languages known by at least one speaker where no similarity was previously present.” Croft also says that there are subtypes of language interference they are defined in terms of the linguistic phenomenon, not the social mechanisms that might give ascension to the phenomenon. Borrowing lexical items are included in this category.

Newspapers and Tabloid

Some of the language vices whose divisions we saw on the former paragraphs we can find in newspapers and tabloids. (Answer – Reference answers) says: “Newspaper is a publication, usually issued daily or weekly, containing current news, editorials, feature articles, and usually advertising” In other words we can add that a newspaper is a printed periodical whose purpose is to deliver news and other information.

Newspapers appear most commonly in daily editions by may also be published twice a day or weekly. While the content of a newspaper varies, it

generally consists of a predetermined combination of news, opinion, and advertising. The editorial section is written by reporters and other journalists at the direction of editors and may also be collected from wire service reports.

The advertising content of a newspaper can be divided into two parts classified and display. Classified ads are small, text – only items obtained via telephone and set into the format by the classified advertising representative. Display ads are obtained by sales representatives employed by news paper who actively solicit local business for this larger, more usually oriented ad space.

A newspaper is printed on thin paper made from a combination of recycled matter and wood pulp, and is not intended to last very long. Large printing presses, usually located at a plant separate from the editorial and advertising headquarters, print the editions, and network of delivery trucks bring them to the newsstands and geographical distribution centers for subscribers.

On the other side we can find Tabloid. It is merely the physical format of a newspaper, and does not relate to the content of the newspaper. However, since many newspapers coming in tabloid format have a history of being filled with more pictures, entertainment news and sports.

The rating of this source for information may not be as high as with the huge fold-out newspapers. On the other hand, newspapers and tabloids use Anglicisms in their texts why and how? The answers to these questions I will procure to investigate in the next paragraphs.

Previous Studies

Around the world, several researches of Anglicism affecting writings in

newspapers or tabloids have been made.

I am going to present some (El Mundo – Emma Rodríguez) says that in Spain people are talking a lot about English influence in its culture. The new book “La Lengua Española hoy” by Manuel Seco and Gregorio Salvador has interesting information to discuss. They said that the principal danger for Spanish Language is to maintain its cohesion and conserve the Spanish civilization free of the influence of foreign cultures. The great presence of Anglicism vs. the lack of the same words in Spanish is the most important prove that the cultural level of English’s people is superior.

Manuel Seco adds that developed countries try to domain the countries where Spanish is the principal language in order to impose its culture and language.

Victoria Cava Guirao (El Español de Venezuela) writes an article that present similar opinion about the use of Anglicism in Venezuela specially, in small newspapers advertising.

People use English words like a complement to complete an idea. For example, people write “Shopping center se traslada” instead of “Centro Comercial se traslada”. In México Arzate Soltero writes also an article about Ciudad Juárez’s people who use a lot of anglicism. He concludes that in this part of the country exists a deficient education regarding how to maintain its own culture especially, in language area. In Ciudad Juárez the use of Anglicisms and popular expressions that disfigures Spanish Language increase a lot in time.

To complete the previous investigation, we can find “Anglicization” also in Lithuanian. Antanas Klimas – University of Rochester says that since 1989,

Lithuanian was exposed to what they call “desovietization”; on the other hand, hundreds of anglicisms started appearing in Lithuanian especially, in the spoken vernacular of the younger city people. Many of these anglicisms first came via music, songs, records, CDs, videos, radio, TV, films, etc. The visit of many rock bands from the west also was of great influence in younger people.

She also adds that by 1991, many of these English words, most with Lithuanian phonological approximation, and with Lithuanian endings showed up in the Lithuanian **press** as well. “We should recall that, once the Lithuanian **press** became totally free in 1990, there were up to 1,000 periodicals of longer and shorter duration published in Lithuania.” With total abandon, these various dailies, weeklies, monthlies, central and provincial newspapers, journals and illustrated magazines threw themselves into the freedom of the press; and some of them, started using more and more anglicisms, be it that they wanted to replace the russianisms or be it that they wanted to be closer to the West.

To Conclude Antana Klimas says: “In Lithuania there is now a double temptation to use words borrowed from English: one you feel that you reject the unloved Russian borrowings and, two that you are with it”.

Ana Fernández Marreo writes an article titled “Anglicismos ¿una diferencia más entre Canarias y América? She presents us a definition of Anglicism. She adds that anglicisms are English words that are borrowed by other languages. Nevertheless, they are never returned, instead of, the borrowed anglicisms experiment one adaptation inside the other language. Ana Fernandez Marreo mentions Joan Amastae, who says: “The influence of English on the Spanish spoken by Hispanics in the United States especially, those who are bilingual are the most important factor that differentiates U.S.

Spanish from that spoken in monolingual Spanish-speaking countries.

Though this influence is particularly felt in the lexicon, it appears in other portions of the grammar as well (pag7)”

In order to complete this, Ana Fernández also realizes one investigation in two Canarias’ newspapers called “La Provincia” and “El Dia”. She concludes that these newspapers use a lot of anglicisms specially, when they write about sciences, technology, and sports for two reasons; one of them is the necessity of a new linguistics’ label. The other one is the prestige that newspapers obtain when they use specific anglicisms.

All this antecedents let us see, that there is an empty space in our language that is completed when people use anglicisms in addition, the economic domain of The United States and England and the introduction of new technology. Nobody can predict how long this phenomenon with anglicism will continue in existence.

However, it is clear, that at this time and for the future, English will definitely remain the dominant global language, donating, as it were, its lexical treasures to many a world’s language.

In the past, according with some linguistics’ investigations Greek, Latin gave Western Europe hundreds of words which still exist in most European languages in one shape or another. Later, at one time, it was Arabic, and then came French which became the international language of diplomacy. Now, English and some other languages prosper in the world. Other important languages, such as Chinese, Arabic, Spanish, even Russian have the chance of replacing English as the basic global language, but it is impossible to predict the future.

In other words, we cannot ensure that the vocabulary of a language is stable or fluid; nevertheless, English will be a gift for some people like Lithuanian's people and covers some necessities of special vocabulary in our Ecuadorian culture.

Description and Analysis of Results

In this part of my thesis I want to do a small, but complete analysis of thirty (30) principal Anglicism the same that I have presented in the previous section.

This investigation includes: A linguistic analysis of each term. I am going to check each Anglicism etymologically, semantically, and morphologically.

To realize this analysis we have to know that morphology is the composition of words in different languages and the study of such systems generally. On the other side is semantics the linguistic study of meaning. In addition I have to find the etymological meaning of words it is the origin of words.

Next, I realize a comparative analysis using the sub variables: (news, ads, social pages, sports, and reports) according with frequency and percentage of each Anglicism.

Comparative analysis is necessary to know the level of influence of the English language in Ecuadorian newspapers. Comparative analysis also, helps us to determine the written sections of Ecuadorian newspapers in which Anglicism are mostly used.

Finally, the sociologic analysis that includes opinions of linguistics and my own ideas about the results obtained in this research.

Linguistic Analysis

Variable: “El Comercio”

Software

This Word is officially accepted by the Spanish Royal Academy Dictionary (XXII edition -2001) etymologically it is an English voice (Date: 1958).

Syntactically and semantically, this word functions as a noun according with Webster’s dictionary; it defines “software” as something used with hardware (the entire set of programs, procedures, and related documentation associated with a system and specially a computer system).

In the statement **“Politécnica cuenta con un nuevo software”**; it functions as a noun referring to a set of programs associated with a computer system. This term has not changed morphologically in Spanish.

There are some equivalent words in Spanish for example: programas y procedimientos, elementos de programación, servicios y operaciones auxiliares necesarios para la utilización de computadores etc.

I think this term is useful for our language, because it is necessary when we talk about new technology. This term is short, precise and well known by people who use technology all day.

Show

Officially accepted by the Spanish Royal Academy Dictionary (XXII edition -2001) (It is proposed to be omitted -XXIII edition in advance) the word “show” originates from Middle English shewen, shownen, from Old English “scêawian” to look, akin to Old English German “scouwōn” to look, look at. Date: 12th century.

Etymologically it is an English voice 13th century. Webster’s dictionary defines it semantically and syntactically as a verb, noun and adjective. Transitive verb: to cause or permit to be seen (exhibit)/to offer for sale/to present a public spectacle. Noun: (Date: 1850) show business: the arts, occupations, and businesses (as theater, motion, pictures, and television) that comprise the entertainment industry.

In the statement “**El recinto ferial que incluye shows artísticos ...**” it functions as a noun (in plural) referring to one spectacle or show business (arts).

This term has not changed morphologically. In our language there are a lot of equivalences of this word for example: función, exhibición, exposición, espectáculo etc.

I believe that this term can corrupt our language because people use it frequently and forget equivalent Spanish words which are precise and put to better use.

Suite

According “Clave Dictionary SM” this word has two meanings: suite as musical piece etymologically from France voice (Gallicism) the other meaning: suite as rooms in one hotel that have communication with each other, etymologically from English voice (Anglicism).

In addition, it is accepted by Spanish Royal Academy Dictionary (XXII edition-2001) as a French voice. (It is an amended article). Nevertheless, Ecuadorian people use it a lot, especially in advertisements.

Merriam Webster’s Dictionary says that etymologically it is a gallicism from Old French “siute” suite – more at suit (Date: 1673).

According Webster’s dictionary “suite” semantically and syntactically functions as a noun adverb and adjective. Noun: Retinue: especially: the personal staff accompanying a ruler, diplomat or dignitary on official business. / a group of things forming a unit or constituting a collection/ a group of rooms occupied as a unit/ a 17th and 18th century instrumental musical form consisting of a series of dances in the same or related keys / a modern instrumental composition in several movements of different character/ a long orchestral concert arrangement / a collection of minerals / a set of furniture.

In our sentence “**Vendo suite 60 metros cuadrados parqueadero ascensor**”, it functions as a noun referring to a group of rooms occupied as a unit.

Morphologically, this word has not changed; however, in Spanish we can find many equivalent words for example: habitación, (mini) departamento, cuarto, piso, pieza, cámara, aposento, estancia, vivienda, casa, alcoba, domicilio.

In this case I believe that this word corrupts our language because there are numerous equivalences. However, people use it because it is an exotic word; people use it on advertisements for sale or rent in order to obtain good monetary benefices.

Rifle

Accepted by Spanish Royal Academy Dictionary (XXII edition-2001) Webster Dictionary says that etymologically this word was originated in Middle English from Anglo-French “rifler” to scrape off, plunder, of Germanic origin, akin to Old High German “fiffilōn” to saw, obsolete Dutch “rijffelen” Date: 14th century.

Semantically and syntactically “rifle” functions like a verb and noun.

Transitive verb: to ransack especially with the intent to steal. This word also functions like a noun (Date: 1770). Noun: A shoulder weapon with a rifled bore/a rifled artillery piece / plural: soldiers armed with rifles.

In our sentence “**fue sacado a punta de rifle**” this word functions as a noun “a shoulder weapon with a rifled bore, a rifled artillery piece.

Morphologically it has not changed. However, I can find some equivalent words these are: fusil and carabina, arma larga.

This word, in my opinion corrupts our language because people can easily use the word “fusil” instead of “rifle”

Chip

It is accepted by Spanish Royal Academy Dictionary (XXII edition-2001) (It is an amended article). Etymologically it was originated Middle English, akin to Old English – “cippian” 14th century.

The Webster’s Dictionary says that semantically and syntactically it functions as a noun and verb. Chip: a small usually thin and flat piece (as of wool or stone) / a small thin slice of food, especially: potato chip / money used in the phrase “in the chips” / integrated circuit a small wafer of semiconductor material that forms the base for an integrated circuit. Chip as a verb: to cut or break (a small piece) from something.

In our context “**el chip sensible a la luz**”, this word functions as a noun (integrated circuit) morphologically this word has not changed. In Spanish the equivalent term is “circuito integrado”

I believe this word does not affect our language. People use this word because it is simple and well used in the technological field; it is also, short and precise.

Catering

This term is officially accepted by the Spanish Royal Academy Dictionary. (XXII edition -2001) Etymologically the verb “cater” is from Middle English “catour” short for “acatour”, from Anglo-French, from acater to buy more at cate.

According Webster’s Dictionary semantically and syntactically it functions as a verb and adjective. Transitive verb: to cater/to provide food and service. Intransitive verb: to provide a supply of food. Adjective: (Date: 1970) provided with lodging and cooking facilities but not meals/self catering/holiday cottages.

In the sentence “**empresa de catering necesita cocinero con experiencia**” the word functions as an adjective (provided with lodging and cooking facilities but no meals).

Morphologically, this word has not changed. There are some equivalent terms like “suministro de comidas” “servicio de comidas” etc.

I believe this term corrupts our language; however, people use it because it is useful and practical. In addition, people have to use fewer words in order to express one idea.

Robot

Officially accepted by the Spanish Royal Academy Dictionary (XXII edition-2001) (It is an amended article) etymologically it is an English voice. According with Webster's dictionary this word was initially Czech from "robota" compulsory labor.

Semantically and syntactically this word functions as a noun: a machine that looks like a human being and performs various complex acts of human being, also: a similar but fictional machine whose lack of capacity for human emotions is often emphasized / an insensitive person who functions automatically.

In our context "**robot pez nadador que se desliza ...**" functions as a noun, morphologically it has not changed. In Spanish we say: autómata automático, máquina o aparato que hace funciones humanas.

I believe this term does not disturb our language because it is exclusive for a specific term used in new technology and well used by people.

Club

This word is officially accepted by the Spanish Royal Academy Dictionary. (XXII edition -2001) Etymologically, this term originates from Middle English "clubbe", from Old Norse "klubba" akin to Old High German "kolbo" club. Date: 13th century.

Semantically and syntactically Webster's Dictionary defines club as an association of persons for some common object /a group identified by some common characteristics. It functions as a noun and a verb. Transitive verb: to beat or strike with or as if with a club / to gather into a club.

In our sentence "**El club de suscriptores**", it functions as a noun as an association of persons for some common object. It has not changed morphologically. There are some equivalent words: asociación, agrupación, conjunto, reunión.

In my opinion this word does not disturb our language because it is really clear and precise, and people use it a lot.

Lunch

This word is officially accepted by the Spanish Royal Academy Dictionary. (XXII edition -2001) (It is proposed to be omitted XXIII edition in advance). Webster's Dictionary says: Etymology: probably short for "luncheon" (Date: 1812).

Semantically and syntactically it functions as a noun, verb and adjective. Noun: a usually light meal especially taken in the middle of the day / food prepared for a lunch. Verb: to eat lunch.

In our sentence "**Ofrecemos sueldo fijo, más comisión, más lunch diario**" it functions as a noun a light meal taken in the middle of the day. This sentence has not changed.

Some equivalent words are: almuerzo, colación, merienda, comida, comida ligera de medio día.

I believe that this word corrupts our language because there are many words to say the same in Spanish.

Fan

Officially accepted by the Spanish Royal Academy (XXII edition 2001) Webster's Dictionary says: Etymology: Middle English, from Old English "fann" from Latin "vannus" before 12th century.

Semantically and syntactically it functions as a noun and verb.
Noun: an enthusiastic devote usually as a spectator / and ardent admirer or enthusiast.

In our sentence "**la reunión con los fans...**" it functions as a noun (ardent admirer or enthusiastic) but in plural. It has not presented morphological changes. Some equivalent words in Spanish are: aficionado, entusiasta, fanático, admirador.

In my opinion this word corrupts our language because we can easily use the word "fanático" however, people use "fan" because it is short, precise and it is well used by people.

Penthouse

This word is not in the Spanish Royal Academy (XXII edition 2001) however, it is well used by people in Ecuador.

According with Webster's Dictionary etymologically this word was originated Middle English "pentis" from Anglo-French "apentiz" from apent past participle of "apendre", "appendre" to attach, hang against.

Semantically and syntactically it functions as a noun: a smaller structure joined to a building: annex / a structure or dwelling built on the roof of a building.

In our sentence "**Arriendo penthouse 315 metros cuadrados**" it functions as a noun (a smaller structure joined to a building: annex) morphologically it has not changed. Some equivalent words are: ático, mini departamento, último piso, último departamento, anexo.

In my opinion this word corrupts our language. However, it is well used in our community. It is clear and it is comfortable used when people want to rent this kind of apartment.

Variable: "Ultimas Noticias"

Look

Accepted by the Spanish Royal Academy Dictionary (XXII edition - 2001) (It is proposed to be omitted XXIII edition in advance) Webster's Dictionary says: Etymology: Middle English, from Old English "lōcian", akin to Old Saxon "lōcōn" - to look. Date: before 12th century.

Semantically and syntactically it functions as a verb and noun. Noun: The act of looking / physical appearance specially: attractive physical appearance / the state or form in which something appears /

Glance. Transitive verb: To make sure / to take care that something is done.

In our sentence: “**para ingresar a Google encontrará un look....**” the word “look” functions as a noun “glance”. It has not presented morphological changes. Some equivalent words in Spanish are: Mirada, vistazo, ojeada, apariencia, aspecto, etc.

In my opinion this word corrupts our language because people use it for fashionable situations. People easy can use words like vistazo, apariencia, aspecto instead of look.

Hobby

Officially accepted by the Spanish Royal Academy Dictionary (XXII edition-2001 it is amended article) Webster’s Dictionary says: Etymology: Middle English “hobby” from Anglo French “hobel” “hobè” 15th century. Plural “hobbies” Etymology, short for hobbyhorse.

Semantically and syntactically it functions as a noun: a pursuit outside one’s regular occupation, engaged in especially for relaxation.

In our sentence “**siempre lo tomó como un hobby**” this word function as a noun “occupation for relaxation” Morphologically the word has not changed.

Words in Spanish are: pasatiempo, entretenimiento, tiempo de ocio, tiempo de esparcimiento, etc.

I believe this word corrupts our language, nevertheless; people use it a lot, because it is clear and fashionable.

Rock

Officially accepted by the Spanish Royal Academy Dictionary (XXII edition 2001- it is amended article) Webster's Dictionary says: Etymology: Middle English "rokken", from Old English "roccian" akin to Old High German "rucken" to cause to move. Date: 12th century.

Semantically and syntactically it functions as a noun, verb and adjective. Noun: a rocking movement / popular music usually played on electronically amplified instruments and characterized by a persistent heavily accented beat, repetition of simple phrases, and often country, folk, and blues elements. Verb: to move back / to cause to sway back and forth / to disturb greatly / to sing, dance or play rock music usually played on electronically amplified instruments.

In our sentence "**Bunbury no deja el rock**" it functions as a noun "popular music usually played on electronically instruments and characterized by a persistent heavily accented beat".

Morphologically it has not changed. In our language "rock" is "roca" nevertheless; I cannot find any equivalent word to define this kind of music

I believe this word does not corrupt our language because it is the name of a popular kind of music and this word is well used by people. Nowadays, young people enjoy this kind of music a lot.

Business

This word is not in the Spanish Royal Academy Dictionary (XXII edition /2001). Etymologically it originates from Middle English “bisynesse” from “bisy” + “nesse” ness. Date: 14th century.

Semantically and syntactically it is a noun. Purposeful activity/
Role function: how the human mind went about its business of learning / an immediate task or objective/ a usually commercial or mercantile activity engaged in as a means of livelihood / a commercial or sometimes an industrial enterprise / dealings or transactions especially of an economic nature / serious activity requiring time and effort and usually the avoidance of distractions / maximum effort.

In our sentence: **“Herbalife es un buen business para los jugadores...”** the word “business” functions as a noun referring to a transaction especially of an economic nature.

Morphologically, in this sentence the word “business” has not changed (It conserves its original singular form). Some equivalent words in Spanish are: negocio, comercio, transacción, oficio, asunto, tarea, faena etc.

I believe that this word corrupts our language because there are many equivalent words in Spanish to say the same thing. Nevertheless, people use it because it is a fashionable word.

Casting

Is officially accepted by the Spanish Royal Academy Dictionary (XXII edition- 2001) etymologically it is an English Voice 14th century.

Semantically and syntactically it functions as a noun: the assignment of parts and duties of actors or performers.

In the sentence “**le propuso que hiciera un casting**” this word functions as a noun (the assignment of arts and duties to actors or performers” Morphologically this word has not changed. Equivalent words are: reparto, distribución de papeles, repartición de asignaciones etc.

I agree, when people say that this word functions in a specific field in assigning duties to actors and performers. However, we can use the word “reparto” a Spanish term instead of “casting”.

Multimedia

Officially accepted by the Spanish Royal Academy Dictionary (XXII edition 2001) Etymologically an English voice.

According Webster Dictionary it functions semantically and syntactically as an adjective and a noun. Adjective: using, involving or encompassing several media / a multimedia approach to learning.

Noun: a technique (as the combining of sound, video, and text) for expressing ideas as in communication, entertainment or art) in which

several media are employed; also: something (as software) using or facilitating such a technique.

In our sentence “**Producción de televisión y multimedia**” the word “multimedia” functions as a noun “technique” for expressing ideas as in communication, entertainment or art.

Morphologically it has not changed. Some equivalent words in Spanish are: sistema de difusión de información que integra procedimientos tecnológicos /conjunto que utiliza diversos medios como imágenes, sonido y texto en la transmisión de una información.

We can, therefore, appreciate that there is not a unique equivalent word for multimedia in Spanish, for this reason I believe that this word does not corrupt our language; it is clear, necessary, and well used by people who use technological terms.

Snack

It is not accepted by the Spanish Royal Academy Dictionary (XXII edition 2001) According Webster Dictionary: etymology: Middle English “snak” bite, from “snaken” to bite, perhaps from Middle Dutch “snacken” to snap at more at snatch. Date: 1757.

Semantically and syntactically it functions as a noun and intransitive verb. Noun: a light meal/ food eaten between regular meals, also: food suitable for snacking. Intransitive verb: to eat a snack.

In our sentence: **“El snack perfecto, ideal para compartir”** it functions as a noun “a light meal”.

Morphologically, it has not changed. Some equivalent words are: aperitivo, merienda, tentempié, refrigerio.

I believe this word corrupts our language because we can find a lot of words to use for example: merienda, tentempié, refrigerio, aperitivo, etc. these words present a clear idea and a precise meaning.

Web

Officially accepted by the Spanish Royal Academy Dictionary (XXII edition 2001) According Webster Dictionary Etymology: Middle English, from Old English, akin to Old Norse “verf” web, Old English “wefan” to “weave” Date: 12th century.

Semantically and syntactically it functions as a noun and a verb.
Noun: **web site**: a group of World Wide Web pages usually containing hyperlinks to each other and made available on line by an individual, company, educational, institution, government, or organization. Verb: Intransitive verb: to construct or form a web. Transitive verb: to cover with a web or network.

In our sentence: **“quienes accedan a la web de....”** It functions as a noun: (web site) a group of W.W.W. pages containing hyperlinks to make available on line by an organization.

Morphologically it has not changed, equivalent words in Spanish:
Red informática, Servicio de Internet.

I believe that the word “web” is necessary in our language because it is short, precise, and clear. It is well used by people when they want to talk about the new technology.

Manager

This word is accepted by the Spanish Royal Academy Dictionary (XXII edition 2001) it is an English voice. Date: 1558.

Semantically and syntactically it is a noun: one that manages/ a person who conducts business or household affairs / a person whose work or profession is management/ a person who directs a team or athlete.

In the sentence “**Diego Maradona con el manager Carlos Bilardo....**” The Word manager functions as a noun “a person who conducts business” or “household affairs”

Morphologically it has not changed. Some equivalent words are:
gerente, representante, directivo, jefe, director, etc.

I believe that this word “definitely” is not necessary in our language because we can easily use our words like gerente, director, jefe, principal, representante, etc.

Shock

“Shock” is not in the Spanish Royal Academy Dictionary (XXII edition 2001).

According Webster Dictionary Etymology: Middle English, akin to Middle High German “schoc” heap Date: 14 century.

Semantically and syntactically it functions as a noun, adjective and verb. Noun: Usage often attributive. Etymology: Middle French “choc” Dated: 1565. Noun: The impact or encounter of individuals or groups in combat/a violent shake or jar/ a disturbance or something/ a sudden or violent mental or emotional disturbance. Transitive verb: to strike with surprise, terror, horror, or disgust intransitive verb: to meet with a shock / to cause surprise.

In the sentence **“la falta de líquidos puede llevar a shock”** the word “shock” functions as a noun (violent mental or emotional disturbance) morphologically it has not changed. Some equivalent words are: choque, sacudida, gran impresion, gran impacto.

I believe this word is not necessary in our language because it is simple to use our own words like: choque, sacudida, gran impacto, gran impresion, etc. Nevertheless, people use it because is clear, short and show a precise idea about people saw. It is well used in Ecuador, especially, doctors, nurses and people who have to talk about health.

Variable: “El Extra”

Cowboy

This term is not in the Spanish Royal Academy Dictionary (XXII edition 2001) it is an English voice Webster Dictionary says: Etymology: cow: Middle English “cou” from Old English “cū”, akin to Old Hihg German “kuo cow”, Latin “bos” head of cattle, Greek “bous” Date: before 12th century. Boy: Middle English 13th century.

Semantically and syntactically it is a noun: cowboy: one who tends cattle or horses; especially: a usually mounted cattle-ranch hand /a rodeo performer/ a business person operating in an uncontrolled manner.

In the sentence “**el cowboy metalero**” the word “cowboy” functions as a noun (a business person operating in an uncontrolled manner) morphologically it no presents any change. Some equivalent words are: vaquero, pastor, ranchero, etc.

I believe that this word is not acceptable in our language because we can easily use the word “vaquero”, ranchero, pastor etc. People use the word “cowboy” because it is fashion. Movies, country music, magazines, TV programs etc. have forced people to use this term.

When people use words like cowboy we can easy understand the influence of other cultures in our country because we try to repeat spectacles, customs, music, dances, etc. to get to be a fashionable person.

Sexy

Officially accepted by the Spanish Royal Academy Dictionary (XXII edition 2001) Webster Dictionary Etymology: sex: Middle English from Latin "sexus" 14th century.

Semantically and syntactically this word is an adjective (1925) sexually suggestive or stimulating: erotic/ generally attractive or interesting: appealing.

In our sentence "**Lunes sexy**" this word functions as an adjective (suggestive, stimulating: erotic) morphologically it has not changed. Equivalent words: atractivo (a)

I personally believe that this word is necessary in our language because it is clear and precise. In addition, we do not have a word in our language to express the exact idea that this word has and it is well used by our people. Nowadays, some facts like fast communication, the urgent necessity to earn money, the cruel competence in the professional field, etc. have caused a lot of health problems one of them is for example "stress" People try to cure their stress and create a society that procure recreation spectacles, parties, bars, etc. Inside this society terms like "sexy" appears.

Full

It is not in the Spanish Royal Academy Dictionary (XXII edition 2001) Webster Dictionary Etymology: Middle English, from Old English;

akin to Old High German “fol” full Latin plenus full. Date: before 12th century.

Semantically and syntactically this word functions as an adjective: containing as much or as many as is possible or normal/complete especially in detail, number, or duration /having all distinguishing characteristics. Adverb: very, extremely, entirely, and completely. Noun: the highest or fullest state or degree. Verb: Intransitive: to become full. Transitive: to make full.

In the sentence “**instalamos cabinas full equipadas**” the word full functions as an adverb (entirely) in this case, morphologically it no presents any change.

Equivalent words: totalmente, completamente, enteramente, íntegramente etc.

I believe this word is not necessary in our language because there are many words in our language to use instead of it. Nevertheless, people use this adverb (full) especially, in advertisements because it is fashionable, short and clear. Some people consulted about the use of this word, said to me that they like to use it because this term is precise, it does not have a great number of letters which is convenient and cheap.

Disc- jokey

This word is officially accepted by the Spanish Royal Academy Dictionary (XXII edition 2001) etymologically it is from English disk Latin discus. Jokey: nickname for John/disc jockey (1941).

Semantically and syntactically functions as a noun: an announcer of a radio show of popular recorded music; also: one who plays recorded music for dancing at a nightclub or party.

In the sentence “**Ofrecemos cursos de: locución, disc jockey, modelaje; toda edad**” the term disc jockey functions as a noun (task, labour, occupation) Equivalent word: pinchadiscos. Morphologically it has not changed.

In my personal opinion, I believe this word does not affect our language because the word “disc jockey” is part of a musical phenomenon that corresponds to the influence of Anglo’s culture. For this reason, it is more logic and natural that our young people use the word “disc jockey” instead of “pinchadiscos”.

The word “pinchadiscos” is well used in Spain; however, our teenagers do not want to use this word they prefer to say “DJ” or “disc-jockey”. It really can be a “malinchismo” nevertheless; this term is popular, well known, and fashionable.

Rating

It is not in the Spanish Royal Academy Dictionary (XXII edition 2001) Webster Dictionary says: Etymology: It is an English voice “quotient” Date: 1977.

Semantically and syntactically it functions as a noun: a scale measuring the popularity of a person or thing typically based on dividing an assessment of familiarity by an assessment of favorable opinion; also: position on such a scale.

In our sentence **“El programa tiene un buen rating”** the word “rating” functions as a noun (position on such a scale).

Morphologically it has not changed. We can find many equivalent words: índice de audiencia, señal de audiencia, lista, exponente, cifra, (de audiencia)

This Word corrupts our language we can easily use “índice de audiencia”, señal de audiencia, lista, exponente, etc, instead of “rating” nevertheless, people who work on TV programs procure to use this term because they consider it clear, fashionable, and lucrative.

Record

Officially accepted by the Spanish Royal Academy Dictionary (XXII edition 2001) (It is amended article) Webster Dictionary says: Etymology: Middle English, literally, to recall, from Anglo-French “recorder” from Latin “recordari” 14th century.

Semantically and syntactically it functions as a verb, adjective and noun: the state of fact of being recorded / something that recalls or relates past events /an official document that records the acts of a public body/ an unsurpassed statistic.

In our sentence “**él quiere mantener su récord**” morphologically it changes because we use the word “récord” with a sign over the letter (e) (title) in this sentence it functions as a noun (search). Equivalent words in Spanish are: marca, registro, recaudación, plusmarca.

This word is not necessary in our language because we can easily use “marca”, “registro,” instead of record however it is well used by people especially when they talk about records. It is well used in newspapers in Sports Section.

Rally

It is officially accepted by the Spanish Royal Academy Dictionary (XXII edition 2001). This word comes to us from English. Webster Dictionary says: Etymology: French “rallier” from Old French “ralier” Date: 1603 – also “rallye” (French “rallye”, from English).

Semantically and syntactically this word functions as a transitive verb and noun: an automobile competition using public roads and ordinary traffic rules with the object of maintaining a specified average speed between checkpoints over a route unknown to the participants until the start of the event.

In the sentence “quedaron primero y segundo en el rally de Cataluña” the word rally functions as a noun: an automobile competition.

Morphologically it has not changed. In Spanish we can find the following words: competición automovilística, competencia de automóviles, o carrera de carros, competición deportiva, etc.

This word is not necessary in our language we can easily use the terms “competencia automovilística”; competencia de automóviles; etc. However; it is well used by people when they want to talk about sports especially of automobiles race. Newspapers use it a lot in Sport and Reports Sections.

Sales

It is not in the Spanish Royal Academy Dictionary (XXII edition 2001) Webster Dictionary says: Etymology: Middle English from Old English “sala”;akin to Old High German “sala” transfer, Old English “sellan” to sell.

Semantically and syntactically it functions as a noun: the act of selling; specifically: the transfer of ownership of end title to property from one person to another for a price / opportunity of selling or being sold/ distribution by selling.

In our sentence “**se necesita personal para sales**” the word sales functions as a noun (opportunity of selling) in this case it is used in

plural. Morphologically it has not changed. Equivalent words in Spanish are: ventas, realizaciones, remates

This word is not necessary in our language because we can easily use the word “ventas”. However, some newspapers use it in Reports, News and in Social Pages because they think it is a fashionable term. Also people, who work in Commercial Field, use this term because they believe it is fashionable and rentable. The use of this term shows us our lack of a good education about the correct use of our language.

Master

This word is in the Spanish Royal Academy Dictionary (XXII edition) Webster Dictionary Etymology: Middle English from Old English “magister” & Anglo – French “meistre”, both from Latin “magister”; akin to Latin “magnus” large. Date: 12th century.

Semantically and syntactically functions as a verb, adjective and noun: a male teacher/a person who hold an academic degree, higher than a bachelor’s but lower than a doctor’s.

In our sentence: “**...él es un verdadero máster de la música popular ecuatoriana**” in Spanish we use the word “master” with a sign over the letter “á” this word functions as a noun: a male teacher.

Morphologically it changes because we use “the title” in the vowel “a”. In our language we can find many equivalent words like: maestro, amo, dueño, capitán, patrón, persona con maestría (título).

This word is not necessary in our language; however, it is well used by people to emphasize the dignity of the title obtained by a person. We can easily say: “maestro” instead of “master” however, the use of this term shows our lack of education in our language, people prefer this English term because it projects a false identity that we appreciate in a wrong manner.

Jeans

It is not in the Spanish Royal Academy Dictionary (XXII edition 2001) Webster Dictionary says: Etymology: Short for jean fustian, from Middle English Gene Genoa, Italy + fustian. Date: 1577.

Semantically and syntactically it is a noun used in plural. Noun: a durable twilled cotton cloth used especially for sportswear and work clothes/ pants usually made of jean or denim – usually used in plural.

In our sentence “**fábrica de jeans necesita maquilladores**” the word “jeans” is a noun its meaning is: pants usually made of jean.

Morphologically, it has not changed. In our language we can find the following words: pantalones vaqueros, pantalones.

I think that this word is not necessary in our language because it is well used by people when they want a special kind of pants, which were found out first, in USA and now universal people also use the words “blue jeans “. It is a fashionable term.

The words “blue jeans” are inclusive a brand of American life. In our country people said “blue jeans” for specific pants, young people really enjoy it. Adults, teenagers, children and people in general find them comfortable, fashionable and cheap.

On the other side, it is a clear example of the necessity to conserve our culture. We have to impulse the improvement of “good education” of our language, and try to increase good feelings that our people have of their own culture.

Comparative Analysis

Comparative Analysis is based in all information collected in charts that have frequencies and percentages.

To do this, it is necessary to check each Anglicism founded in each sub variable that has been investigated. These are: News, Ads, Social Pages, Sports, and Reports. Frequencies and percentages are analyzed. Finally, possible consequences are stipulated and results are discussed.

Comparative analysis is necessary because we have to know about the anglicisms that are most used by Ecuadorian newspapers. The discussion about the results obtained help us to understand clearly the impact that the use of English words have in people who read these newspapers and to know the reasons that newspapers have to print these anglicisms.

When we compare two or three newspapers we can discover a lot of differences about their presentations, readings, necessary news, graphics, and the language that they use in each section. Newspapers like El “Comercio” for example has a great trajectory, people know it for years and it has a really good reputation. People enjoy its News, Social Pages, Reports and Sports Sections. Advertisement Section is also a well known section because this newspaper is bought all over this country.

Other newspapers like “Ultimas Noticias” and “El Exra” are well bought in Quito, the first one is known as a good newspaper it uses a simple,

but clear language. This newspaper due to its format and size, people like to read, especially local news, sports, and advertisements to be found in Quito. “El Extra” due to its dramatic news, pictures and language this tabloid does not have the better reputation; nevertheless, it is well bought by people who enjoy tragic news or pictures of impact. Social Pages present all information about spectacles, and “farándula local”. Advertisement Section is also well known by people who need to buy and sell inside our city.

People buy one newspaper or other one because they really enjoy information of their favorite newspaper that is why is really interesting to observe the quantity of English words in their texts.

In my research, I had the opportunity to observe and compile interesting results for example in sub variable “Ads” we can easily remark that it presents a great deal of anglicisms, people like to use them because they are short, and clear words.

In “El Comercio” sub variable “Advertisements”, people use the word “suite” many times because it is a fashionable, clear, and a short word. In addition, people also said it is cheap when it is used in advertisements. In this Section we find Anglicisms that indicates people is working with new terms. This vocabulary is essential in technology field. Words like: software, laptops, hardware, plugging, web, internet, chips, CD’s, DVD’s, full, etc are some of them.

I found abbreviations in newspapers especially in Advertisement Section these are not in this thesis nevertheless, it is important to say that abbreviations like: DVD, CD, iPod, etc. are in Advertisement Section because people want to sell and buy equipments that use the new technology in their components.

On the other side, it is necessary to talk about Gallicisms that have been introduced in our society through English it is the case of "suite" in this research this word is the most frequent Anglicism (Gallicism) that appears especially, in Advertisement Section of "El Comercio" in "Ultimas Noticias", and "El Extra" because this is a short, and fashionable word. People use it to rent small apartments and obtain good reedits.

In newspapers I found some Gallicisms words like: chef and buffet, people use them in Ads to offer services that have relation with food. Gastronomy is now a fashionable career that young people want to experiment. Words like "chef" and "buffet" are essential in this profession.

"El Comercio" in its sub variable "Advertisements" has 87 anglicisms it is the 50% of total English words. The local newspaper "Ultimas Noticias" has 9 anglilcisms 27.3% of the total. "El Extra" presents 41 anglicisms 57.7% of the total. The most frequent anglicisms in this section are: full, chip, suite, club, and show.

When we compare the Advertisement Section with Social Pages, News, Sports or Reports we can see many differences. First, people who apply in Advertisement Section are different than people in Social Pages or News. The first one have the purpose to buy or sell something, the objective is to obtain money, to do that they have to write the right words to convince people. In our newspapers in Advertisement Sections appear words like: full, software, chips, CD's, DVD's, suite, call center, laptops, rent a car, internet, i-Pod, cellular phones, etc. all of them are anglicisms ,however, people like to use them in their advertisements. Clients said that these words are necessary, clear, short and cheap because they pay for them.

People in Social pages are writers or reporters; they use anglicisms because these terms are fashionable words and appear in international news. For example: deficit, anti – dumping, call center, software, hip hop, rally, show, ranking, scratch, club, rock star, catering, sun finder, spots, etc.

Now, let's go to compare sub variable "News" this section in El Comercio, presents some particular anglicisms like: rifle, robot, chips, web, plugins, and spots these are 19 anglicisms 10.9% of the total. In "Ultimas Noticias" we can find 4 anglicisms it is 12.1% of the total words like "business" and "look" are frequent in this newspaper. "El Extra" has 8 anglicisms 11.3 % the principal anglicisms are show, full Monty and Lady's night.

If we compare the previous results we can observe that both the percentage and the frequency are poor in relation with Advertisements why? Because people who write this section try to use a good Spanish they are professionals or writers however, some of them follow the fashionable custom to repeat words that appear in international news.

Nevertheless, some foreign words are necessary when a writer has to write or describe a phenomenon, for example the word "tsunami" word that is not in my thesis because it is from Japan however, it express the exact idea about this phenomenon.

Other word like "business" is not necessary because we easily use our word "negocios" but each newspaper wants to attract the public's attention and obtain good benefices.

The section "Social Pages" is of great interest because writers present or describe life of famous people. We can appreciate news about singers, news about spectacles, and news about super stars of movie or theater. Newspapers create a particular atmosphere around this news to attract attention of public and have good sells.

Social Pages in El Comercio has 13 anglicism it is 7, 5 % of the total; Ultimas Noticias: 4 anglicism it is 12.1 % and El Extra: presents 11 anglicisms it is 15.5% of the total. Words like comic, reggae, disc jockey, show, rock star, dance ball, fans, full, look, cowboy, rating, disc jockey, happy hour, etc. are in Social Pages because they talk about famous singers or super stars.

El Comercio and El Extra present many anglicisms in this section because the first is well extended in our country the other one is devoted to realize reports about “farandula’s” news.

In “Reports” we find anglicisms that are particular for example: shock, casting, software, look, shorts, spreads, show, audio, chip, spots, anti dumping, call center, bat, trailer, paintball, software, etc. El Comercio has 25 anglicisms 14.4% of the total; Ultimas Noticias presents 10 anglicisms 30.3% and El Extra 8 anglicisms 11.3%. This section presents a lot of technology terms for example “software”, is a necessary, clear and precise word.

Finally, “Sports” it offers astonishment results. In this section we can find anglicisms according with special events for example: “The Soccer World Cup”, “Formula One Race”, “The Olympic Games”, etc. because a lot of these sports appear first in Anglo’s countries or foreign countries there are a lot of anglicisms some of them are: record, rally, premier, challenger, set, tie break, ranking, show ball, street ball, play off, club, manager, fans, boxer, scratch, coolers, play station, etc. Other terms are sports’ names and its attached terms for example: basketball, jokey, tennis, corner, penal, outside, etc. Newspapers, in this sections use anglicisms a lot and they do not worry about them because people know and enjoy them.

Now, I would like to realize the comparative analysis between our three newspapers. El Comercio presents the most number of anglicisms 174 anglicisms in total in all its sub variables. In Advertisement

Section it has 87 anglicisms (50%). I think that is why this newspaper is well extended in all our country, it also has good prestige and people put their advertisements to obtain good results. This newspaper also presents 25 anglicisms in Reports and 30 in Sports it is due to the increasing number of fanatic people in our country. Section "News" has only 19 anglicisms. It is because writers and journalists take care of vocabulary that they use in their writings in this section.

Ultimas Noticias is a local newspaper it is not extended nevertheless, is well known in my city "Quito" it also presents a great number of anglicisms in Advertisements (9 anglicisms 27.3%) similar than El Comercio.

"El Extra" it is a tabloid well know in Quito, its sections of News, and Reports are really of impact it use graphic words to call the public's attention. "News" presents 8 anglicisms (11.3%) Reports also present 8 anglicisms (11.3%).

However, this newspaper has similar percentage than El Comercio and Ultimas Noticias in Advertisements (41 anglicisms 57.7%) Why because people use this popular tabloid to sell machinery, services and things in general.

To conclude, it is opportune to add "Suite" is the most frequent Anglicism especially in advertisements because people consider it clear, short, and cheap, they use it in advertisements to obtain good benefices

for their properties. The following words: show, penthouse, club, software, and full are also frequent words in our newspapers.

Newspapers in our country use foreign terms, Anglicism, Gallicism, and words from Japan because in some cases they are necessary for example to write about specific sports, or natural phenomenon, or to write about technology developments. Newspapers have to attract public's attention and bring spectacular pictures and texts in which the reader can be submerged. Newspapers' directors study all about commercial techniques, and try to follow the last tendencies, universal vocabulary, expressions, and people's desires however; sometimes, they lost the balance to control abuse in anglicisms' use.

Our society, governments, media, and newspapers have been suffering the Globalization influence, however, Ecuador has its own culture, that is why, we should try to use our own words and value them, because the manner how we talk each other create a just conscience of us.

Sociologic Analysis

In this part of my research I realize a sociologic analysis of results found. In it I consider opinions of some people who were interviewed about the frequency of Anglicism in Ecuadorian newspapers.

All these persons help me to present a clear idea about this phenomenon in our writing papers and the effect that cause in people who read newspapers like: El Comercio, Ultimas Noticias, and El Extra.

Finally, I pretend to analyze reasons for results of my research taking in account my experiences and all that I investigate about this subject.

In addition, a Sociologic Analysis is indispensable, because we want to know about the effects of use of anglicisms in our newspapers. Do Ecuadorian people like to find anglicisms in our newspapers? People daily read some News, Sports, or Social pages; are they accustomed to observe English words in newspapers? On the other side, they go and write their own advertisements in one of these newspapers and write English words on it in order to satisfy some necessities. How do these people choose their words?

All these questions and other ones can be answered in Sociologic Analysis because it is for opinions about these subjects.

When I was doing my research I had the opportunity to ask questions to people who read newspapers like El Comercio, Ultimas Noticias and El Extra.

My questions were about their preferences referring to the use of anglicisms in our newspapers. Do they like to observe anglicisms in Ecuadorian newspapers? People give to me different opinions that are really necessary to include in this sociologic analysis.

One of them a person who like to read News and Advertisements give me an interesting opinion about anglicisms in newspapers.

He said that some anglicisms are really necessary because some of them present a clear idea about one or another subject especially in section “News”.

In articles about new technology Anglicism are indispensable; words like software, Internet, hardware, chips, and abbreviations like CD or DVD present the just idea and help us to understand how the new communication around the world is going.

He added that new words used by technology facts are accepted by people in general because we do not have the just equivalent words in our language. In order to graphic this situation I prepared this example: is better to read a sentence like this: “Politécnica cuenta con un nuevo software” than “Politécnica cuenta con un nuevo conjunto de programas de informática para ejecutar ciertas tareas en la computadora” our Spanish sentence is too long and imprecise.

Nevertheless, there are some anglicisms that are completely refused one of them is “lunch” a reader from Mexico, detests this word

because in Mexico and in our country is better to say comida, refrigerio, merienda etc. these words present a clear idea and are enjoyable.

Other example of a refused term is “junior” because it is not a Spanish word, it is not part of our culture, and it distorts the sense of some sentences. For example, people say: “el junior está en la universidad” instead of “el hijo mayor está en la universidad”. The resultant sentence presents a disgusting meaning.

I interviewed Spanish’s teacher who says that some anglicisms are necessary, but other really disturbs our language.

On the other side, he says that a lot of Ecuadorian people do not like Spanish accent and some Spanish words for example “ordenador” is refused, people prefer to say “laptop” in English or “computadora” in Spanish.

He also said that young people enjoy using abbreviations and English words for example: CD’s, DVD’s, chips, software, hardware, iPod, phone etc. To Young people all these words are well known because they use them “daily” in their Schools or Universities.

He refuses barbarisms especially some anglicisms that people use. They are: business, record, ladies night, tragos night, call center etc. because our language has many equivalent words that are precise and clear. All of them are old and provoke a disgusting effect when people listen to these words.

“The influence of globalization is great in Latin countries all of us have to be alert” because its influence appears in all sites and for any circumstances. People spend money to buy the last computer model, the last cellular phone, the last CD player etc. The new rule nowadays, is to consume all that we want, however when we do that, we lose our words, expressions and culture”.

My interviewed person continued saying:

“For this, the use of Anglicism is increasing in our newspapers. Reporters, and writers know this phenomenon and they try to satisfy people necessities.

The influence of music, movies, television, Internet, videos, radio, books, magazines and newspapers is great people want to use Anglicisms they prefer to say “full”, “rock,” “show”, “business”, “club” “man”; to buy a new cellular phone, some CD’s or DVD’s, to go out to drink in a “night club”, or prepare a “lunch”.”

I agree with people that I interviewed because some anglicisms are really necessary we live in a globalized world our children and young people need to know about the new developments, they have to know about new technology.

However, it is lamentable that this globalization includes also some anglicisms that distortions our language words that provoke a great impact in our society and create an unreal atmosphere around this atmosphere people try to project false lives. For example: it is easy

to find young people who enjoy rock music and rock life. People, who use terms as full, business, club, etc.

Our cultural identity has been changed the last years we love to use Internet, we love to listen to hip hop, etc. we fell well when we know how to use a computer or a new cellular phone or another special machine. We also try to understand all things in English because English readings are really clear, direct and well written.

Anglicisms are only the simple points that let us know that our culture has been changing, and our newspapers reflect this situation. People in Ads use anglicisms why? Because people think that they are fashionable, attractive, other people use these because they are short and cheap and finally the majority uses it because they are necessary.

Do people like to see anglicisms in our newspapers? Some said “yes” because these English words are precise, necessary and funny. Other said “no” especially adults, because all of them distortion our language, nevertheless it is clear that young people must to know them. Nevertheless, it is desirable that all of us understand that we have our own culture, our own words. Language is important to communicate each other; we have to take care of our language and expressions because they talk for us.

Conclusions

- Under the following circumstances this research demonstrated that the sections with most frequent anglicisms were Advertisements (50%) and Sports (17%) in El Comercio, our National newspaper.
- In the local newspaper “Ultimas Noticias” the sections with most frequent anglicisms were Reports (30.3%) and Advertisements (27.3%). Finally, in Tabloid “El Extra” the sections with most frequent anglicisms were: Advertisements (57.7%) and Social Pages (15.5%).
- The seven most frequent anglicisms in all variables were: suite, show, penthouse, full, club, software, and chip. Because all of these English words are well used by people. Terms like “Suite”, “penthouse”, “full”, “club”, “chip”, and “software” we can easily find them in Advertisements and Sports sections.
- This research suggests that syntactically, semantically and morphologically, the Anglicisms more commonly used in our newspapers are: show, club, full, chip and software. Because all of them have not changed morphologically. Inside the context of our sentences found in newspapers the following English words:

Show, club, chip, and software are generally used by our people as nouns. The term full is used as an adjective.

- The most frequent anglicisms as suite, penthouse, full, show, chip and software were found especially in section Advertisements. It is due to people use it to rent or to sell apartments, services, etc. and obtain monetary benefices. People said that it is better to use these English words because all of them are clear, short, and cheap.
- In Sports Section we found many English words, like: club, challenger, rally ranking, tie break, show ball, street ball, scratch, record, corner etc. They appear when special events begin for example “Soccer World Cup”, “Olympic Games” etc. People use these terms because fans know these vocabulary. They said that the words are precise and funny.
- Social Pages of our newspapers also have English words. “El Extra” a tabloid that uses extravagant information and images of impact has many anglicisms like: show, sexy, hobby, ladies night, disc jockey, dance ball, fashion, rock star, Reggae, comic etc.
- News and Reports sections also have anglicisms which are particular, because many reports and news touch field of technology, natural phenomenon, and scientific developments. English words in these sections are: business, look, web, chips,

plugging, web, Internet, software, robot, casting, rifle, spreads, call center, spots, anti dumping, backing, bat, trailer, shock etc.

- This research demonstrates that the influence of English in our language is great due to influence of globalization. People need to use Anglicism especially when they talk about new technology, fashion, sports and health.
- Ecuadorian people present a high level of acceptance of English words when they have to talk, read, and listen to about new technology or scientific developments. Young people know very well these terms because they use them daily in their universities.
- In section Advertisements, people accept to write some English words like: full, suite, penthouse, chip, cub, etc. because they believe that they are clear, short, fashionable and cheap. However, in some specific cases, people regret Anglicism because they disturb our language. Words like “junior”, “lunch”, “record”, or “business” distortion sentences and introduce other culture.
- Words like rock, hip hop, club, and cowboy are refused by some people because they provoke many changes in our culture. Nevertheless, other people accept them because they said that there are not equivalent words in our language.

- This research have really good reception, because people who help me in my interviews enjoy to talk with me about anglicisms in Ecuadorian newspapers they told me about their experiences and bring me interesting information to enrich my research.
- This research suggest that the increase of communication and also the expansion of commerce, and international relations among countries are the principal factors which have helped the use of English to an international level during the last two centuries.
- Some activities like tourism has made that people move around the world using English how their necessary language. Apparition of Internet and other new technologies force us to use anglicisms because Internet and technology is available for all people in the world.
- I understand that people use these words because in some cases there are not equivalent words in our language. On the other side, people use some anglicisms to be aware of the new technology, and other ones use them because they are clear, present a precise idea, are cheap and solve their necessities.
- I finally conclude that English language has a great influence in our newspapers which recollected information around the world.

Anglo culture has been developing principal aspects of knowledge that are necessary in our lives, that is why our people have fascination to use and read English words in newspapers. However, we have our own culture, our own language, we must procure good education and try to use our words each other in order to let us be part of our own identity.

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Thesis Project Tutoring Guide – Annex No.4 – Annex No.5

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Interview Questionnaire

1. Do you like to read newspapers?
2. Do you like to read “El Comercio”? Why?
3. Do you like to read “Ultimas Noticias” Why?
4. Do you like to read “El Extra”? Why?
5. Do you like to observe anglicisms in these newspapers? Why?
6. Do you like to use anglicisms? Why?
7. What do you think of use of anglicisms in our newspapers?
8. What do we have to do in order to use fewer anglicisms in our newspapers?

9. What is your favorite English word?

Why?

10. What are the anglicisms that you regret?

Why?