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MODALIDAD ABIERTA Y A DISTANCIA

**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**

AUTOR:

BELDUMA RENTERIA NURY ESTEFANIA

DIRECTOR:

LIC. LIZALDES ESPINOSA ORLANDO

CENTRO UNIVERSITARIO MACHALA

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CERTIFICATION

Lic. Orlando Lizaldes Espinosa

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, September 15, 2010

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Abstract

The present study analyzes the incidence of Anglicisms in Ecuadorian written press. It was carried out in the El Guabo district, the El Oro province, in my residence place.

In order to perform this research, I used three variables: two newspapers and one tabloid. One of the newspapers is distributed nationally and the other is locally distributed. The tabloid has the highest circulation in the country. The samples of study from each variable were collected from Monday, November 23, 2009 until Sunday, November 29, 2009.

A comparative methodology was applied in order to obtain visible results from the variables. Besides, I applied the analysis from etymological, syntactical, semantic and morphological approaches; that is to say, the data was collected and studied to discern patterns of linguistic behavior.

The resources I used for this research were comparative charts of sub-variables, quantitative tabulation charts for each variable, and a chart of incidence in all variables.

The obtained results confirmed the hypothesis that newspapers in Ecuador present a high percentage of anglicisms, most of them found in the "*advertisement*" section.

One of the main findings from this project is the fact that Spanish speaking journalists in Ecuador are not aware of how to use foreign terms correctly. They seem to ignore international writing

standards and the terminology accepted by the Real Academia Española de la Lengua (R.A.E.). Also, they ignore the existence of Spanish words that could be used instead, which would maintain the authenticity of the Spanish language.

My personal contribution as an English major student consists of organizing a seminar with the participation of local school teachers, and members of the community. It is aimed to inform, discuss, and look for practical strategies to discern when the use of foreign terms is suitable or unnecessary, depending on the context and the situation.

Introduction

English is a key to many sources of knowledge that are not available in Spanish. English is a language which does not have cultural or political borders. Throughout History, Spanish has received the influence of a number of foreign languages such as French, Italian, Arabic, and particularly during the last decades of the twentieth century, by means of Science and Technology, English.

In Ecuador, mass media is rarely questioned, either in the accuracy of the publications or in the written style in which they are published.

People in our country do not read books as a traditional activity; however, most of the information is obtained by means of newspapers.

There is a current concern about the influence of English terms which have not been incorporated officially by the RAE into Spanish.

The main question is: are these new words a source of linguistic enrichment, or, are they considered as invasive and as a negative influence for those speakers who read these terms in newspapers? Often, readers consider that "if it is published it must be true and correct".

It cannot be denied that some professions and jobs make use of specific English words; every computer user knows what "password" and "access" mean. With the progress of technology, the need of linguistic borrowings becomes undeniable, especially in those cases

when someone wants to convey concepts or ideas originated in foreign countries.

In the specific case of newspapers, we observe the indiscriminate use of incorrect terms. For example, it is common to see "el reporte" instead of using "informe" which is a Spanish word. This is only one of many terms introduced.

This research proposes conclusions and recommendations about the presence of Anglicisms in the newspapers of Ecuador. It analyzes the level of incidence of these foreign terms, and it also determines to what extent this phenomenon is affecting the lexis of Spanish used in Ecuador.

The use of English words inserted in our language can be seen as a positive aspect for intercultural exchanges and an increase of communicative opportunities with English speakers. As long as these foreign terms do not interfere with or take the place of Spanish words, they are considered acceptable.

Linguists from different Spanish speaking countries are concerned with this phenomenon. A few of them have carried out research about the presence of Anglicisms in newspapers. For example, Carlos Raidel Naranjo Pacheco, a professor of the Universidad de Oriente in Cuba, prepared an essay on the use of English words published in the newspapers of Santiago de Cuba between 1900 and 1920. José Enrique García González from the University of Sevilla presented an extensive work about Anglicisms in

1978. In Costa Rica, a similar study was performed by Alberto Delgado Alvarez in the year 2003.

For this research, I collected the issues of three newspapers published during a week. I also made use of a computer to write down the data collected, and web pages for researching specific information needed.

In addition, I had the unconditional support of the staff of tutors and teachers from UTPL who contributed by giving their valuable assistance.

Regarding the objectives proposed in this study and numbered as follows, I can inform the following:

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

The first objective was achieved because now I am aware of language variations, neologisms, translations, linguistic adaptations and incorrect foreign terms printed in newspapers. In addition, I identified a few social factors considered as reasons for a gradual change of the Spanish language due to the influence of anglicisms.

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

By means of this research I found that the six English terms more used in Ecuadorian newspapers are the following: full, suite, laptop, internet, cyber and discjockey.

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

In connection with the third objective, I compiled the most frequent anglicisms used in Ecuadorian newspapers and a subsequent complete analysis in the above mentioned aspects.

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

Thanks to this study I determined that the newspaper section with the highest amount of English borrowings is the advertisement section.

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

Finally, I found out that the opinions are divided between those who accept the use of foreign terms in our language, and people who reject the introduction of English terms inside compositions written in Spanish.

Methodology

In order to perform this research, I bought the daily issues of three newspapers: El Nacional, El Universo and El Extra for seven consecutive days. It was carried out in the El Guabo district, El Oro province, in my place of residence where the newspapers were bought.

The study aimed to find qualitative and quantitative information. The results were tabulated to show statistical data. The materials used for this work were newspapers, paper, pens, charts, a tape recorder, a computer and a printer.

After the information was gathered, the next step was to analyze the data. I used the Analytical-Descriptive Method: analytical, because I analyzed the variables to determine the frequency of Anglicisms in newspapers; and descriptive, because of the occurrence of these foreign terms to be interpreted. I made use of that information to prepare my conclusions.

Immediately after, the information was processed and classified by means of sub-variables which are the different sections or columns that a newspaper has.

Later, I drafted an interpretation where I analyzed and described the obtained results. The analysis has a linguistic, comparative, and sociological approach.

Finally, I wrote the conclusions which are correlated to the specific objectives of this research. These conclusions provide

valuable information about the real situation of the use of Spanish in Ecuadorian newspapers and at the same time, encourage readers to take an active role at the moment of reading these publications.

RESULTS

The present research was carried out in the El Guabo district, El Oro province. The information was obtained by reading and analyzing three different newspapers (variables): "El Universo", "El Nacional", and "El Extra". "El Universo" was selected as a national newspaper because it has a wide circulation in our country. In addition, this important newspaper has circulated for many years; it has different sections for each type of reader: children, youth and adults. On the other hand, "El Nacional" was selected as a local newspaper. This particular newspaper is one of the most ancient in the province of El Oro. It has been in circulation for more than 45 years and many readers prefer to read it for its serious, truthful, and professional style. According to the "El Extra" tabloid, it tends to sensationalize, emphasize, or exaggerate ordinary crime stories. However, *El Extra* has many assiduous readers all over the country.

QUALITATIVE TABULATION:

Chart One

Variable: National Newspaper El Universo

Subvariable: News

Anglicisms	Examples	Word repetition number	Title of the article	Date
ranking	En el ranking 2009.	2	Eligen compañía con mejor ambiente laboral de Ecuador.	23-11-09
impasse	Ecuador se pronuncia sobre el impasse .	1	Tensiones se tratarán este viernes en Unasur.	23-11-09
web	En su página web .	1	Chávez convoca a la V Internacional Socialista.	23-11-09
on-line	Consultoría de temas on-line .	1	Seminario sobre redes sociales.	24-11-09
blog	Creación de blogs .	3	Seminario sobre redes sociales.	24-11-09
web	El Central quitó de su web el indicador.	1	Hay temor en mercados por la relación con Irán.	24-11-09
fast track	Se necesita un fast track del Congreso.	1	Hodges: Atpdea ya no se definirá hasta diciembre	25-11-09
beige	Tonos blanco y beige	1	Moda y arte	25-11-09
stand	La casa abierta incluyó 15 stands .	1	Hospital celebra 445 años con ciclo de conferencias.	26-11-09
cyber	El proyecto es un cyber .	1	Evaluadores terminan hoy proceso en colegios técnicos	27-11-09
impasse	Hay que superar el impasse .	1	Unasur postergó debate de las bases militares	28-11-09
link	Nosotros tenemos un link .	1	IESS aprueba afiliación de canillitas de diarios	28-11-09
blogs	Los blogs se abren cada segundo.	1	Cordero: Consejo sobra en Ley de Comunicación	28-11-09
mall	El hotel conectará al mall .	7	Mall tendrá otras áreas de negocios	28-11-09
business center	Habrá un business center .	1	Mall tendrá otras áreas de negocios	28-11-09
shopping	Este shopping ocupa el primer lugar.	1	Mall tendrá otras áreas de negocios	28-11-09

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Chart Two

Variable: National Newspaper El Universo

Subvariable: Ads

Anglicisms	Examples	Word repetition number	Title of the article	Date
full	Habitaciones full amobladas.	45	Bienes raíces y construcción, Vehículos y Transporte,	23-11-09
Suite	Alquilo suites .	12	Bienes raíces y construcción	23-11-09
Pent house	Vendo pent house	2	Bienes raíces y construcción	23-11-09
lobby	Departamentos con lobby doble altura.	1	Bienes raíces y construcción	23-11-09
mezzanine	Se alquila en el centro mezzanine .	3	Bienes raíces y construcción	23-11-09
airbags	Se vende Chevrolet con airbags .	3	Vehículos y Transporte	23-11-09
sunroof	Se vende Mazda incluye sunroof .	2	Vehículos y Transporte	23-11-09
internet	Habitación incluye internet .	1	Oportunidades y Servicios	23-11-09
Call center	Se solicitan call center .	2	Empleos y Oficios	23-11-09
stand	Necesito personal para atender stand .	1	Empleos y Oficios	23-11-09
buffet	Alquilo locales elegantes con buffet	4	Oportunidades y Servicios	23-11-09
disc-jockey	Se dicta curso disc-jockey	3	Oportunidades y Servicios	23-11-09
cyber	Cyber cabinas vendo.	4	Oportunidades y Servicios	23-11-09
self service	Se vende lavadora self service .	1	Oportunidades y Servicios	23-11-09
laptop	Vendemos laptops .	3	Oportunidades y Servicios	23-11-09
software	Actualice software .	1	Oportunidades y Servicios	23-11-09
suite	Vendo 2 suites	12	Bienes raíces y construcción	24-11-09
lobby	Departamentos con lobby doble altura.	1	Bienes raíces y construcción	24-11-09
full	Alquilo automóvil full capacidad.	31	Vehículos y Transporte	24-11-09
closet	Alquilo suite con closets.	1	Bienes raíces y construcción	24-11-09
Pent house	Se alquila pent house	1	Bienes raíces y construcción	24-11-09

mezzanine	Suites en mezzanine	1	Bienes raíces y construcción	24-11-09
sunroof	Vendo Renault full, sunroof , año 2006	3	Vehículos y Transporte	24-11-09
Call center	Personal Call Center	2	Empleos y Oficios	24-11-09
disc-jockey	Se dicta curso disc-jockey	4	Oportunidades y Servicios	24-11-09
buffets	Buffets incluye todo para su evento.	2	Oportunidades y Servicios	24-11-09
chip	Golden retriever con chip incluido	1	Oportunidades y Servicios	24-11-09
laptop	Vendemos laptops .	5	Oportunidades y Servicios	24-11-09
relax	Tratamientos de aromaterapia, relax , faciales, etc.	1	Oportunidades y Servicios	24-11-09
e-mail	Para más información contáctanos por e-mail .	1	Oportunidades y Servicios	24-11-09
suite	Se vende una suite	12	Bienes raíces y construcción	25-11-09
lobby	Departamentos con lobby doble altura.	1	Bienes raíces y construcción	25-11-09
full	Suite full amoblada.	34	Bienes raíces y construcción, Vehículos y Transporte	25-11-09
mezzanine	Mezzanine dos ambientes.	2	Bienes raíces y construcción	25-11-09
e-mail	Envíe sus datos por e-mail .	2	Oportunidades y Servicios	25-11-09
Pent house	Alquilo pent house .	2	Bienes raíces y construcción	25-11-09
closet	Habitaciones con closet .	1	Bienes raíces y construcción	25-11-09
sunroof	Vendo Hyunday, un solo dueño, sunroof , etc.	3	Vehículos y Transporte	25-11-09
Call center	Se solicita personal para call center .	2	Oportunidades y Servicios	25-11-09
Laptops	Laptops desde \$500.	4	Oportunidades y Servicios	25-11-09
stock	Stock abundante de mercadería.	1	Oportunidades y Servicios	25-11-09
disc-jockey	Disc-jockey , hora loca, animación, etc.	1	Oportunidades y Servicios	25-11-09
full	Se vende casa con full acabado.	60	Bienes raíces y construcción, Vehículos y Transporte,	26-11-09

tennis	Casa con cancha tennis.	2	Bienes raíces y construcción	26-11-09
suite	Alquilamos suites para huéspedes.	16	Bienes raíces y construcción	26-11-09
garage	Vendo villa amoblada, garage y otros servicios.	1	Bienes raíces y construcción	26-11-09
volley	Alquilo villa con cancha de volley.	1	Bienes raíces y construcción	26-11-09
Internet	Habitación incluye internet.	2	Oportunidades y Servicios	26-11-09
closet	Habitaciones con closet.	1	Bienes raíces y construcción	26-11-09
Pent house	Vendo/alquilo pent house.	1	Bienes raíces y construcción	26-11-09
mezzanine	Suites en mezzanine.	1	Bienes raíces y construcción	26-11-09
sunroof	Camioneta con doble sunroof.	2	Vehículos y Transporte	26-11-09
airbag	Se vende auto doble airbag.	1	Vehículos y Transporte	26-11-09
Call center	Atención al cliente call center.	4	Empleos y Oficios	26-11-09
Disc-jockey	Animaciones con disc-jockey.	2	Oportunidades y Servicios	26-11-09
buffet	Buffet desde \$5,00	3	Oportunidades y Servicios	26-11-09
web	Se busca diseñador de páginas web.	1	Empleos y Oficios	26-11-09
cyber	Vendo cyber locutorio.	2	Oportunidades y Servicios	26-11-09
laptop	Laptops desde \$500.	5	Oportunidades y Servicios	26-11-09
full	Vendo auto full.	35	Vehículos y Transporte	27-11-09
suite	Se arrienda suite	14	Bienes raíces y construcción	27-11-09
internet	Curso básico de internet.	4	Oportunidades y Servicios	27-11-09
closet	Diseñamos closets.	2	Bienes raíces y construcción	27-11-09
Pent house	Se vende hermoso pent house.	1	Bienes raíces y construcción	27-11-09
mezzanine	Suites en mezzanine.	2	Bienes raíces y construcción	27-11-09
sunroof	Vendo Renault full, sunroof , año 2006	3	Vehículos y Transporte	27-11-09
Call center	Atención al cliente call center.	2	Empleos y Oficios	27-11-09
disc-jockey	Animaciones con disc-jockey.	4	Oportunidades y Servicios	27-11-09

suite	Terreno con suite incluida.	28	Bienes raíces y construcción	28-11-09
walking	Vendo casa con walking .	1	Bienes raíces y construcción	28-11-09
family room	Casa incluye family room .	1	Bienes raíces y construcción	28-11-09
internet	Curso básico de internet .	2	Oportunidades y Servicios	28-11-09
Pent house	Se vende hermoso pent house .	1	Bienes raíces y construcción	28-11-09
shopping	Residenciales cerca al shopping .	1	Bienes raíces y construcción	28-11-09
garage	Busco garage .	1	Vehículos y Transporte	28-11-09
Disc-jockey	Se dicta curso disc-jockey	4	Oportunidades y Servicios	28-11-09
buffet	Buffet desde \$5,00	1	Oportunidades y Servicios	28-11-09
cyber	Instalamos cyber .	2	Oportunidades y Servicios	28-11-09
laptop	Laptops desde \$500.	9	Oportunidades y Servicios	28-11-09
Pent house	Vendo 1 pent house .	3	Bienes raíces y construcción	29-11-09
suite	Se arrienda suite .	48	Bienes raíces y construcción	29-11-09
full	Se vende auto full .	81	Vehículos y Transporte	29-11-09
garage	Se busca garage .	2	Vehículos y Transporte	29-11-09
closet	Diseñamos closets .	2	Bienes raíces y construcción	29-11-09
tennis	Casa con cancha tennis .	2	Bienes raíces y construcción	29-11-09
split	Aires acondicionados con split .	2	Oportunidades y Servicios	29-11-09
internet	Servicio de internet .	13	Oportunidades y Servicios	29-11-09
items	Descuento en todo los items .	1	Oportunidades y Servicios	29-11-09
beige	Línea de muebles beige .	2	Oportunidades y Servicios	29-11-09
web	Se necesita programador web .	6	Empleos y Oficios	29-11-09
windows	Personal con conocimientos sólidos de windows .	2	Empleos y Oficios	29-11-09
e-mail	Envíe sus datos por e-mail .	3	Oportunidades y Servicios	29-11-09
coach	Necesito un coach en ventas.	2	Empleos y Oficios	29-11-09

closet	Diseñamos closets .	1	Bienes raíces y construcción	29-11-09
Call center	Atención al cliente call center .	6	Empleos y Oficios	29-11-09
chip	Tenemos experiencia en chips .	1	Oportunidades y Servicios	29-11-09
Disc-jockey	Se dicta curso disc-jockey	3	Oportunidades y Servicios	29-11-09
buffet	Alquilo locales elegantes con buffet	6	Oportunidades y Servicios	29-11-09
senior	Se entrega certificado senior .	1	Oportunidades y Servicios	29-11-09
cyber	Vendo cyber locutorio.	7	Oportunidades y Servicios	29-11-09
office	Se necesita personal para manejo de office .	3	Empleos y Oficios	29-11-09
laptop	Se vende laptops .	12	Oportunidades y Servicios	29-11-09

Author: Estefanía Belduma

Chart Three

Variable: National Newspaper El Universo

Subvariable: Social pages.

Anglicisms	Examples	Word repetition number	Title of the article	Date
sketchs	Un bloque de sketchs .	1	Richard Barker volvería a la TV. en enero.	23-11-09
fans	Se entregó a sus fans .	2	Charly regresó libre y enérgico a Ecuador.	23-11-09
country	Lo mejo de la música country .	3	Taylor Swift mejor artista 2009.	24-11-09
fans	López dio a sus fans un adelanto de su disco.	3	Taylor Swift mejor artista 2009.	24-11-09
ring	J.LO. se presentó sobre un ring .	2	Taylor Swift mejor artista 2009.	24-11-09
casting	Luego del casting obtuve el papel.	1	El talento hace lo que quiere.	24-11-09
opening	Las concursantes hicieron el opening .	1	Ecuador ganó el Miss Panamericano.	24-11-09
internet	Ordenes de venta por internet .	2	Disco de Susan Boyle está cerca del récord en ventas.	25-11-09
ranking	El disco ocupó el puesto 27° en el ranking .	1	Disco de Susan Boyle está cerca del récord en ventas.	25-11-09
frontman	Alfredo era el frontman .	1	Matheus 10 le pone voz a sus creaciones.	25-11-09
reality	El reality marcó una tendencia.	3	Sobreviviendo.	26-11-09
reality	Reality musical para descubrir talentos.	2	Gerardo Mejía hará reality con Ecuavisa.	27-11-09
hit	Volvió con su último hit .	1	Charly García terminó noche de música en el bar Nicotina.	28-11-09
top	Están en la lista de los top .	1	Shakira y Saenz en la lista de los top.	28-11-09

Author: Estefanía Belduma

Chart Four

Variable: National Newspaper El Universo

Subvariable: Reports

Anglicisms	Examples	Word repetition number	Title of the article	Date
software	Problemas en la compra del software .	1	En seis años Telecsa sumó juicios y \$220 millones en pérdidas	23-11-09
print	Diseño animal print .	1	Atrévase a combinar en Navidad.	23-11-09
leggings	Leggings y conjunto de 2 piezas.	1	Atrévase a combinar en Navidad.	23-11-09
shorts	Ella luce shorts con lazos.	2	Atrévase a combinar en Navidad.	23-11-09
jerseys	La tendencia involucra jerseys .	1	Atrévase a combinar en Navidad.	23-11-09
snacks	Los snacks tienen 1.160 calorías.	1	Estudio revela riesgo de comer canguil en el cine	24-11-09
express	Los secuestros express han bajado.	1	En Sauces se sienten presos en sus viviendas.	26-11-09
off	Él es la voz en off .	2	Douglas Arguello no solo es la voz en "off".	29-11-09
breakers	Los habitantes carecen de breakers .	1	Guayaquil cercada por un imparable caos habitacional.	29-11-09

Author: Estefanía Belduma

Chart Five

Variable: National Newspaper El Universo

Subvariable: Sports

Anglicisms	Examples	Word repetition number	Title of the article	Date
inning	Bateó en el cuarto inning .	1	Liceo Panamericano y Torremar ganaron	23-11-09
hits	Fausto se destacó con dos hits .	1	Liceo Panamericano y Torremar ganaron	23-11-09
masters	El Masters continúa hoy.	3	Murray alcanza primer triunfo.	23-11-09
set	Fue tarde para salvar el primer set .	1	Murray alcanza primer triunfo.	23-11-09
ranking	Murray es el #4 del ranking .	2	Murray alcanza primer triunfo.	23-11-09
top	Top mundial del 2008.	1	Microtenista Ecuatoriano de Club Francés BAYARD ARGENTAN	23-11-09
set	Nadal cometió faltas en el primer set .	2	Soderling venció a Nadal en Masters	24-11-09
liftado	El revés liftado del zurdo español.	1	Soderling venció a Nadal en Masters	24-11-09
web	Algunas páginas web capitalinas.	1	No existe problema con fichaje de Macías.	26-11-09
champions	El Manchester United fue sorprendido en la Champions .	3	Se acabó el invicto rojo.	26-11-09
karting	El karting club organiza torneo.	4	Carmona ganó 5ta. Válida de karting.	27-11-09
rating	El rating no baja.	1	Lo que escuchamos en Ecuador.	27-11-09
rallys	Mundial de rallys .	2	Kimi Raikkonen correría en rallys.	28-11-09
set	Fue un ajustado set decisivo.	2	Davidenko sacó a Federer de la final	29-11-09
premier	Líder de la liga premier .	1	Rooney hizo 3 goles en victoria del Manchester U.	29-11-09
hat trick	El delantero completó su hat trick .	1	Rooney hizo 3 goles en victoria del Manchester U	29-11-09

Author: Estefanía Belduma

Chart Six

Variable: Local Newspaper El Nacional

Subvariable: News

Anglicisms	Examples	Word repetition number	Title of the article	Date
hackers	Sostuvo Velásquez en referencia a los hackers .	2	"Hackers" violan seguridad de páginas oficiales peruanas.	23-11-09
internet	La portada de la página de internet .	1	"Hackers" violan seguridad de páginas oficiales peruanas.	23-11-09
web	La noticia fue difundida en el portal web .	1	Festearon con orgullo reconocimiento de O.P.S.	24-11-09
stand	Los niños se ubicaron en un stand .	1	Adolescentes formaron club "Escucha nuestra voz"	24-11-09
internet	Se dotaron de internet a 3 escuelas.	2	Escuelas rurales se benefician de Internet.	25-11-09
stock	El poder no es un stock .	2	Boisier afirma que el poder se genera mediante consensos.	26-11-09
internet	Las islas contarán con servicio de Internet .	1	Internet gratis para residentes en Galápagos.	27-11-09
kits	Kits de aseo	1	Ayudan a damnificados de incendio	27-11-09
ranking	Este informe no es un ranking .	1	Comisión de Educación revisará informes de Conesup y Conea sobre universidades	28-11-09

Author: Estefanía Belduma

Chart Seven

Variable: National Newspaper El Nacional

Subvariable: Ads

Anglicisms	Examples	Word repetition number	Title of the article	Date
brackets	Brackets metálicos originales	1	Negocios e Inversiones	23-11-09
closet	Dormitorios con closet .	4	Bienes Raíces	23-11-09
master	Casa incluye dormitorio master .	1	Bienes Raíces	23-11-09
full	Solares con full relleno.	11	Bienes Raíces	23-11-09
internet	Departamento incluye internet .	5	Bienes Raíces	23-11-09
suite	Se vende suite .	2	Bienes Raíces	23-11-09
tour	Tour a Panamá	3	Negocios e Inversiones	23-11-09
tunning	Moquetas diseños tunning .	3	Vehículos	23-11-09
chips	Clonamos chips .	4	Negocios e Inversiones	23-11-09
cyber	Instalamos cybers .	4	Negocios e Inversiones	23-11-09
volley	Se arrienda canchas de volley .	1	Negocios e Inversiones	23-11-09
e-mail	Hacer pedidos al e-mail .	2	Negocios e Inversiones	24-11-09
closet	Cuartos con closet .	2	Bienes Raíces	24-11-09
suite	Se arrienda suite .	3	Bienes Raíces	24-11-09
internet	Negocio de internet .	4	Negocios e Inversiones	24-11-09
mezzanine	Alquilo oficina en el mezzanine .	1	Bienes Raíces	24-11-09
night	Se vende night club.	1	Bienes Raíces	24-11-09
tunning	Moquetas diseños tunning .	3	Vehículos	24-11-09
lunch	Ofrecemos lunch .	1	Empleos	24-11-09

beige	Se busca perro color beige .	1	Negocios e Inversiones	24-11-09
chat	Curso de internet, chat .	1	Negocios e Inversiones	24-11-09
volley	Se arrienda canchas de volley .	1	Bienes Raíces	24-11-09
stock	Nuevo stock de juguetes.	1	Negocios e Inversiones	24-11-09
full	Se vende auto full , un solo dueño.	12	Vehículos	25-11-09
internet	Internet las 24 horas	3	Negocios e Inversiones	25-11-09
chat	Curso de internet incluye chat .	1	Negocios e Inversiones	25-11-09
e-mail	Hacer pedidos al e-mail .	2	Negocios e Inversiones	25-11-09
tour	Tour incluye alojamiento.	2	Negocios e Inversiones	25-11-09
suite	Alquilo amplia suite .	4	Bienes Raíces	26-11-09
internet	Se vende computadoras con internet .	4	Negocios e Inversiones	26-11-09
closet	Cuartos con closet .	1	Bienes Raíces	26-11-09
night	Se vende night club.	1	Bienes Raíces	26-11-09
full	Se vende buseta full equipada.	13	Vehículos	26-11-09
chips	Se clonan chips .	4	Negocios e Inversiones	26-11-09
chat	Curso de internet incluye chat .	1	Negocios e Inversiones	26-11-09
cyber	Se instala cyber .	1	Negocios e Inversiones	27-11-09
e-mail	Hacer pedidos al e-mail .	1	Negocios e Inversiones	27-11-09
brackets	Brackets metálicos originales	1	Negocios e Inversiones	28-11-09
splits	Aire acondicionado split .	3	Negocios e Inversiones	28-11-09
closet	Closet y anaqueles de oferta.	4	Bienes Raíces	28-11-09
internet	Tv por cable e internet .	5	Negocios e Inversiones	28-11-09
suite	Suite para 2 personas.	2	Bienes Raíces	28-11-09
night	Se vende night club.	1	Bienes Raíces	28-11-09
full	Se alquila furgoneta full .	17	Vehículos	28-11-09

cyber	Vendo cyber .	1	Negocios e Inversiones	28-11-09
tunning	Amantes del tunning .	1	Vehículos	28-11-09
chips	Clonamos chips .	3	Negocios e Inversiones	28-11-09
memory	Memory de alta capacidad.	1	Negocios e Inversiones	28-11-09
stock	Nuevo stock de juguetes.	1	Negocios e Inversiones	28-11-09
souvenirs	Tienda de souvenirs .	1	Negocios e Inversiones	29-11-09
closet	Closet y anaqueles de oferta.	3	Bienes Raíces	29-11-09
split	Aire acondicionado split .	1	Negocios e Inversiones	29-11-09
internet	Internet inalámbrico.	3	Negocios e Inversiones	29-11-09
night	Se vende night club.	1	Bienes Raíces	29-11-09
full	Se alquila furgoneta full .	11	Vehículos	29-11-09
chips	Nintendo con chip incluido.	4	Negocios e Inversiones	29-11-09
e-mail	Hacer pedidos al e-mail .	1	Negocios e Inversiones	29-11-09
suite	Suite para 2 personas.	1	Bienes Raíces	29-11-09

Author: Estefanía Belduma

Chart Eight

Variable: Local Newspaper El Nacional

Subvariable: Social pages

Anglicisms	Examples	Word repetition number	Title of the article	Date
internet	El programa se escucha por internet .	1	Un corazón para Sandro.	23-11-09
fans	Supo ganarse a sus fans .	4	Sinatra y sus mujeres.	25-11-09
opening	El opening lo hará Jotty Borja.	1	Mañana show artístico en Puerto Bolívar.	26-11-09
trend setters	Las gemelas son consideradas trend setters .	1	Idolatradas y ridiculizadas las gemelas Olsen.	29-11-09
look	Ashley muestra un look bohemio.	6	Idolatradas y ridiculizadas las gemelas Olsen.	29-11-09
sweater	Ella luce sweaters sueltos.	1	Idolatradas y ridiculizadas las gemelas Olsen.	29-11-09
premiere	Ella se presentó en una premiere .	1	Idolatradas y ridiculizadas las gemelas Olsen.	29-11-09

Author: Estefanía Belduma

Chart Nine

Variable: Local Newspaper El Nacional

Subvariable: Report

Anglicisms	Examples	Word repetition number	Title of the article	Date
master	El master en ciencias.	1	Adelantos en la exploración de yacimientos mineros.	23-11-09
express	Secuestro express	1	Machala con la más alta tasa de subempleo en el país.	27-11-09

Author: Estefanía Belduma

Chart Ten

Variable: Local Newspaper El Nacional

Subvariable: Sports

Anglicisms	Examples	Word repetition number	Title of the article	Date
masters	Primera fase de la Copa Masters.	2	Federer y Murray debutan en Copa Masters	23-11-09
break	Murray le hizo break .	2	Federer y Murray debutan en Copa Masters	23-11-09
open	Líder en open de Tae Kwon do.	2	Selección de El Oro Líder en Tae Kwon do.	24-11-09
cracks	Jugaron cracks de siempre.	1	Carlos "Yingo" Medina	24-11-09
stoppers	Giovanny y Luis son los 2 stoppers de la defensa.	1	¡Insúa: Fútbol de Ataque!	25-11-09
back	Jorge Guagua es un back obligado.	1	¡Guagua cerca de Liga!	26-11-09
crack	El crack de Brasil.	2	Careca cree en Diego	26-11-09
rallys	Su fuerte son los rallys .	3	Luis Segarra enamorado de las carreras	27-11-09
senior	Campeonato de Fútbol Senior .	2	Inauguración de Fútbol Senior	28-11-09

Author: Estefanía Belduma

Chart Eleven

Variable: Tabloid "El Extra"

Subvariable: News

Anglicisms	Examples	Word repetition number	Title of the article	Date
night	La medida afecta a burdeles, night club, etc.	1	Ayuno y silencio en la 18 y todos los chongos del Guayas.	25-11-09
battle royal	Se armó una battle royal .	1	Por "mala juma" le pegaron un tiro	26-11-09
express	Secuestro express .	2	Presunto pillo muere en espectacular choque.	29-11-09

Author: Estefanía Belduma

Chart Twelve

Variable: Tabloid "El Extra"

Subvariable: Ads

Anglicisms	Examples	Word repetition number	Title of the article	Date
comfort	espacio + comfort + potencia	1	Negocios	23-11-09
suite	Alquilo centro suites.	2	Bienes Raíces	23-11-09
full	Vendo camioneta full equipo.	1	Vehículos	23-11-09
casting	Gran casting.	1	Empleos	23-11-09
stand	Necesito: Señoras para atender stands.	1	Empleos	23-11-09
discjockey	Discjockeys- locución 2 cursos.	1	Educación	23-11-09
cyber	Se vende cyber.	2	Negocios	23-11-09
laptop	Se vende laptops.	4	Negocios	23-11-09
internet	Habitación con internet incluido.	2	Bienes Raíces	23-11-09
comics	Necesitamos dibujantes comics.	1	Empleos	23-11-09
spray	Tabletas + crema + spray \$20.00	4	Negocios	23-11-09
chat	Chat 24 horas en vivo.	4	Negocios	23-11-09
escorts	Bellas modelos escorts.	3	Negocios	23-11-09
hot	Videos hot.	3	Negocios	23-11-09
suites	Alquilo suite amoblada.	2	Bienes Raíces	24-11-09
full	Remato cyber full equipado.	10	Negocios	24-11-09
discjockeys	Ofrezco Discjockeys- +locución.	2	Negocios	24-11-09
cyber	Remato cyber.	3	Negocios	24-11-09
internet	Actualizamos internet.	1	Negocios	24-11-09
software	Instalamos software	1	Negocios	24-11-09
buffets	Buffets por \$ 3.50	1	Negocios	24-11-09

spray	Se vende sprays , cremas, etc.	1	Negocios	24-11-09
hot	Hot! Envía imagen 2679 al 80100.	3	Negocios	24-11-09
full	Brocha china full potencia.	8	Negocios	25-11-09
casting	Gran casting.	1	Empleos	25-11-09
cyber	Remato cyber cabinas.	3	Negocios	25-11-09
stock	Oferta hasta agotar stock.	2	Negocios	25-11-09
laptop	Se repara laptops.	5	Negocios	25-11-09
e-mail	Escribanos al e- mail.	1	Negocios	25-11-09
spray	Se vende spray , cremas,consoladores .	3	Negocios	25-11-09
chat	Chat en vivo.	2	Negocios	25-11-09
suite	Casa incluye suite.	4	Bienes Raíces	26-11-09
Call center	Call center medio tiempo.	1	Empleos	26-11-09
cyber	Cyber con clientes fijos.	5	Negocios	26-11-09
laptop	Laptop a \$536,00	4	Negocios	26-11-09
internet	Internet inalámbrico ilimitado.	1	Negocios	26-11-09
chat	Sexy chat.	2	Negocios	26-11-09
hot	Videos hot.	3	Negocios	26-11-09
suite	Alquilo centro suites.	2	Bienes Raíces	27-11-09
casting	Gran casting.	1	Empleos	27-11-09
discjockey	Discjockeys- locución 2 cursos.	1	Educación	27-11-09
cyber	Se vende cyber.	2	Negocios	27-11-09
laptop	Se vende laptops.	4	Negocios	27-11-09
internet	Internet inalámbrico ilimitado.	2	Negocios	27-11-09
spray	Tabletas + crema + spray \$20.00	2	Negocios	27-11-09
chat	Chat 24 horas en vivo.	4	Negocios	27-11-09
escorts	Bellas modelos escorts.	1	Negocios	27-11-09

hot	Videos hot .	3	Negocios	27-11-09
suite	Vendo suite amoblada.	3	Bienes Raíces	28-11-09
full	Vendo vitara full equipo.	7	Vehículos	28-11-09
Call center	Solicito bachilleres call center .	1	Empleos	28-11-09
software	Actualizamos software .	1	Negocios	28-11-09
laptops	Laptops desde \$625.	1	Negocios	28-11-09
buffets	Buffets por navidad.	1	Negocios	28-11-09
swinger	Parejas swinger	1	Negocios	28-11-09
streeper	Streeper atractivos.	1	Negocios	28-11-09
hot	Videos super hot .	4	Negocios	28-11-09
spray	Spray prolongador.	1	Negocios	28-11-09
suite	Suite full equipada.	4	Bienes Raíces	29-11-09
garage	Se alquila garaje .	3	Vehículos	29-11-09
Pent house	Se vende pent house	1	Bienes Raíces	29-11-09
airbag	Auto full equipo + airbag .	1	Vehículos	29-11-09
full	Acompañantes de servicio full .	3	Negocios	29-11-09
software	Actualizamos software .	2	Negocios	29-11-09
cybers	Se vende cybers .	1	Negocios	29-11-09
laptops	Se vende laptops .	5	Negocios	29-11-09
hot	Videos hot .	2	Negocios	29-11-09
chat	Chat 24 horas en vivo.	1	Negocios	29-11-09

Author: Estefanía Belduma

Chart Thirteen

Variable: Tabloid “El Extra”

Subvariable: Social pages

Anglicisms	Examples	Word repetition number	Title of the article	Date
fans	Sus fans gritaban	1	Charly García dejó en la percha al viejo diablo de sus conciertos.	23-11-09
staff	El staff no los dejó cantar.	3	Winsin & Yandel hecho los exquisitos en Ambato.	24-11-09
Producer Manager	El Producer Manager dijo que no sabía nada.	2	Winsin & Yandel hecho los exquisitos en Ambato.	24-11-09
internet	Un novedoso programa de Tv. por internet .	2	Karen Minda afirma que no tiene rival.	25-11-09
shopping	Charly irá de shopping .	2	Charly García cantará en el estadio “Alberto Spencer”	26-11-09
reality	Kenig ganó reality .	1	Mariam tiene como mantener a mi hijo.	27-11-09
Golden box	Se llenó al menos golden box .	2	“Charly un símbolo de paz en Guayaquil.	28-11-09
reality	Mejía desea sacar un reality .	2	Mejía prepara reality en Ecuavisa.	29-11-09

Author: Estefanía Belduma

Chart Fourteen

Variable: Tabloid “El Extra”

Subvariable: Reports

Anglicisms	Examples	Word repetition number	Title of the article	Date
tunning	Club de tunning .	1	¡Cero nervios y a toda máquina!	25-11-09
breaker	El breaker tiene ventajas.	3	“Donde no hay medidores la gente está expuesta al peligro”	27-11-09
hobby	Transformar carros es su hobby .	1	“Chatarras transformadas en envidiables clásicos”	27-11-09

Author: Estefanía Belduma

Chart Fifteen

Variable: Tabloid "El Extra"

Subvariable: Sports

Anglicisms	Examples	Word repetition number	Title of the article	Date
champions	Nou Camps es el equipo de la Champions .	2	Rubén Kazán quiere pasar a octavos.	24-11-09
suite	Los empleados se reunieron en la suite .	1	Hasta los empleados están "chiros" en Barcelona.	25-11-09
e-mail	Nos llega información a nuestro e-mail .	1	Extra Deportivo.	27-11-09

Author: Estefanía Belduma

QUANTITATIVE TABULATION:

Chart Sixteen

Variable: National Newspaper "El Universo"

Anglicisms	Section	f	%
	News	25	3,37
	Ads	651	87,74
	Social pages	25	3,37
	Reports	11	1,48
	Sports	30	4,04
	Total:	742	100,00

Author: Estefanía Belduma

Chart Seventeen

Variable: Local Newspaper "El Nacional"

	Section	f	%
Anglicisms	News	13	5,37
	Ads	196	80,99
	Social pages	15	6,20
	Sports	16	6,61
	Reports	2	0,83
	Total:	242	100,00

Author: Estefanía Belduma

Chart Eighteen

Variable: Tabloid "El Extra"

	Section	f	%
Anglicisms	News	4	1,88
	Ads	185	86,85
	Social pages	15	7,04
	Sports	4	2,35
	Reports	5	1,88
	Total	213	100,00

Author: Estefanía Belduma

The Most Frequent Anglicisms (in all variables)

Chart Nineteen

Anglicisms	Word repetition number
full	407
suite	174
laptop	61
internet	59
cyber	39
discjockey	25
TOTAL: (6)	

Author: Estefanía Belduma

DISCUSSION

According to the framework adopted by the UTPL, the Discussion section includes 3 aspects:

The Theoretical Background: This section indicates the theory on which this study is based and provides the rationale for the hypothesis and variables for this study. Every source used for this research has been carefully cited and chosen.

Description and Analysis of Results: This part is important because it demonstrates the meaning of the present research. The objective here is to provide a deep interpretation and analysis of the results obtained. The analysis of findings has been clearly described using a linguistic, comparative and sociological approach.

Conclusion: This section is relevant because it conveys the significance and meaning of the findings and generalizing their importance. The conclusions are based on the previous objectives of this present research.

Theoretical Background

English has a current influence on Spanish to a degree to find it alarming and outrageous. This occur especially when English words are used instead of existent Spanish terms, or using a neologism, that is a new term in the field of technology. It is worth to mention that the current status of English as global language converts it to a new vehicle of knowledge and culture (as the means of contemporary international communication), situation that

consequently impacts on the majority of the languages of the world today; consequently, Spanish.

Linguistic change is an inevitable part of the constant evolution of society. Even when a high number of readers may delay in accepting innovation, History proves that a prolonged use of vocabulary, whether loan words from other languages or neologisms, eventually leads to acceptance and formal adoption in the standard language.

In general, newspapers in Ecuador present a notorious incidence of English terms that in most cases could be perfectly replaced by words from our native language. In view of the foregoing, the personnel of these newspapers hold the great responsibility to promote a correct use of Spanish. Most journalists draft their articles using correctly the words needed to convey the information.

Nevertheless, only a few article writers who do not observe these principles of correctness in the use of Spanish language break the rules and their mistakes will be read and assimilated by thousands of readers. These mistakes can then be diffused and this might cause a permanent damage to our language.

In order to illustrate the main elements of this study, I will start with an approach on language.

Language

Many linguists agree with the definition of language provided by Camilo Espinoza (2005): "Language is a complex system used for human communication, based on a small number of arbitrary vocal symbols and sounds units which combine, according to certain rules, into large and more complex structures with semantic content."

In addition, Espinoza decides to expand this concept for a better understanding of its meaning:

From a structural point of view, language is seen as a complex system since it is orderly. For that reason, Language is considered as a system of systems more than a group of expressions in an encyclopedia. The systems to take into account are:

- a) A system of sounds
- b) A system of meanings

The first system admits a minimal percentage of sounds and it is utilized repeatedly in many arrangements in order to create appropriated significance or "units of meanings".

The second system instead, admits that these "units of meaning" can be regulated in countless manners to say both easy and complex thoughts.

From a functional approach, language is considered an instrument used for human communication, since it is interested solely with people; furthermore "this system is distinct from others

known as non-human languages". If there is not language, socialism between people is impossible.

Wikipedia claims that people interaction is possible due to 3 important roles taken: the first, when someone conveys the message. (First person); the next, regarding the one who receives and comprehends the message. (Second person) Finally, a component which isn't present in the conversation; however is the subject of the interaction (third person).

Language is based on arbitrary vocal symbols and this is the reason why people can dialogue through vocal symbols, so the significance has a connection with all the shapes of oral symbols.

Language is clearly differentiated from other type of expressions caused without the person voice by vocal production. In order to distinguish effectively the form and meaning in vocal production we make use of "Arbitrary Symbols". We have an example:

Why do we use the term "*clothing*" in English to mention "*covering for something*" or "*things worn on body*"? We don't have a convincing response. Consequently, it is known as the "arbitrariness of language", notwithstanding, language conventions also contribute to the singularity of expressions and terms.

According to Camilo Espinoza (2005) language is based on sound units, he adds that language "*is primarily ORAL and for that purpose human beings produce speech sounds in the vocal tract, integrating them into sound units which have semantic content.*"

Espinoza also affirms that "Language is a combination of vocal symbols and sound units grouped into more complex structures." It means that language is a mixture of both the set of sounds and meanings.

To conclude, in connection with the above mentioned explanation of language, several linguists claim that "language is formed by complex structures." In reference to the above mentioned mixture of sounds and signs.

Linguistics

Ferdinand de Saussure (1916) was the first scholar who drafted the basics of the science currently known as Linguistics. In his opinion, it clarifies questions in regard with the functions of human language; it also includes the inmost relationship, activities and functions of civilization.

Linguistic research has been approached through different patterns forming a close relation with Logic, Philosophy and Literary analysis nowadays.

According to *Akmajian, Demers and Harnish* (1984), Linguistics is interested in the essence of language and people interaction. Its field embraces an impressive variety of subjects associated to language and communication such as: Phonology, Morphology, Semantics, Pragmatics, and Syntax.

Though, Linguistics is not widely identified into cultured society, it is nonetheless largely influential on other areas: education,

Anthropology, Sociology, language teaching, Cognitive Psychology, Philosophy, Computer Science and others.

Moreover, there is another way to study Linguistics, and it is through the analysis of its subdivisions also called branches.

Branches of Linguistics

There are always changes and adaptations of a language throughout time. This linguistic phenomenon is divided into different branches such as Morphology, Semantics, Syntax, Pragmatics, and Phonology which are described as follows:

Morphology

According to the American Language Dictionary (2000), morphology is "the study of structure and form of words in a language, including inflection, derivation and the formation of compounds."

Glatthorn, Kreidler and Heiman (1971), affirm that words are composed by symbols, sounds and letters that mean humans, things, acts, and so forth. Prior analysis of the structure of words, it is advisable to know about an important element: the morpheme. A morpheme is the shortest unit of language that covers two judgments:

1. - It is a word or element of a word with a meaning.
2. - It cannot be separated in smaller meaningful parts.

It is imperative then, to refer to the disposition of words, namely Syntax.

Syntax

Syntax is the branch of Linguistics *“that studies the principles and rules that govern the way words are joined together to form phrases, clauses and sentences”*. Burneo, Rosario (2008). In addition, Syntax in a language is formed by a system of rules that people use for joining words into sentences. Consequently, if you study English Syntax, you become aware of the rules that point out the way English speakers joins words to form sentences.

Native speakers of any language learn syntactic rules in a natural way. So, this learning is considered a practical procedure to develop a language. The named basics of syntax are constituted by hundreds of rules that indicate how words have to be arranged in basic sentences and word phrases. These rules also advise the way changes can be made in single sentences to express the same idea in different way or to convey a different meaning. In addition, syntax rules show the way simple sentences are combined and transformed into complex sentences.

In the English language, sentences are always formed by putting together a Noun Phrase and a Verb Phrase. A Verb Phrase may have a Noun Phrase following the verb, making it the object of a sentence. Phrases are always one or more words that possibly contain grammatical morphemes. If an object is not present, by our

innate knowledge of language we know that the object of the sentence is the same as the subject of the sentence (Collins COBUILD Dictionary, 1991).

Nevertheless, the knowledge of words and their rules of usage do not constitute knowledge of language. In the same way Syntax is applied (at the moment of putting words together into sentences), we also have to know the semantic meaning which is enforced by Syntax.

Semantics

According to Wikipedia (2001), "Semantics is the subfield of Linguistics traditionally defined as the study of meaning of (parts of) words, phrases, sentences and texts".

Partridge and Potter (1957) consider that an appropriate manner to study Semantics is to analyze individual words paying attention to their context. If someone wants to understand the real meaning of a word, it is advisable to examine the context where the words are, in order to avoid possible mistakes and doubts.

Sometimes the meaning of a word could be altered due to its constant use in a particular class of context. Because of it, the reader or translator must be extremely careful in the analysis of the meaning of the words to avoid any confusion.

It is appropriate for this study to include the concepts of connotation and denotation, that is to say, the use of significance and meaning. For a better understanding, Linguistics applies two relevant

branches: Etymology and Semantics, the last one has a connection with language when it expresses opinions, emotions, and other aspects of our society.

Pragmatics

According to the Oxford Advanced Learner's Dictionary of Current English, (2000) "Pragmatics is the study in which language is used to express what somebody really means in particular situations, especially when the actual words used may appear to mean something different".

Considered a subfield of Linguistics and developed in the late 1970's, Pragmatics focuses on how people comprehend and produce a communicative act or speech act in a concrete communicative situation which is usually a conversation. The ability to comprehend and produce a communicative act is referred to as pragmatic competence (Leech, 1983).

Kasper (1997) includes the consideration of a speaker's knowledge about social distance, social status between the speakers involved, cultural knowledge such as politeness and also linguistic knowledge.

Language is vital to establish a social interaction, furthermore, the type and style of language used by speakers varies according to the objective or the reason of this message, which could be to inform, direct, entertain, persuade, and so on.

The above mentioned communicative skills are not mastered by every language user, this is possibly the source of the "linguistic breach" when people who adopted different approaches of communication have a hard time trying to understand and be understood at the moment they have a conversation.

Words do not only need symbols to be expressed, sounds are also a concern for the students and users of languages.

Phonology

In the opinion of Bromberger and Halle (1989), Phonology is the branch of Linguistics that deals primarily with the structure of human language sounds. They also indicate that Phonology is just one of several aspects of language. It is related to other aspects such as phonetics, morphology, syntax, and pragmatics.

Frequently, many people believe that the term "accent" and "dialect" are equivalent, but the word dialect means a variety of a language which is distinct from others, not only in pronunciation but also in subjects such as grammar, vocabulary, and word order.

Furthermore, if you study language in specific units, you become aware of the acoustic physical signal, the movement of the vocal organs used to produce speech, and the system of sounds produced and based enforced by our linguistic knowledge.

Consequently, the study of the specific units of language, are probably regarded as a series of events, beginning with similar message in the mind of the listener.

Morphological approaches

Fromkins and Rodman (1998) state that from a general point of view, morphology is divided into two categories: flexible morphology and lexical morphology. The first one studies the variations established among the words depending on the flexible morphemes, such as gender and number. In turn, lexical morphology determines the possibilities that the language has to form new words, by derivation or composition. A suitable example is the word "googol" which means "1 followed by 100 zeros" (1×10^{100}). This word was coined in 1955 by the nine-year-old nephew of Dr. Edward Kasner, an American Mathematician. While the concept was there to be named, there was no single word to refer to the numerical concept before them. In modern times "googol" was considered an attractive term to define immensity and the word "google" was coined to be known by millions of users of internet. (Wikipedia).

In Fromkins and Rodman's (1998) point of view "Morphology studies the components of a word form of a language which are called morphemes." These morphemes can be divided into: roots, e.g. "schoolyard" is made up of "school" and "yard"; *affixes*, which can be *prefixes*, added to the root to make compound words (as un-, inter-, over-, re-; *suffixes* or *infixes*, e.g. "makes" is made of "make" plus a grammatical suffix "-s", *endings* such as gender, number, conjugation, verbal tense, etc. (e.g. -or, -s, -er); *adjectives* such as (-

tive), *adverbs* such as (-ly) or the phonetic alterations in the verbal inflections in irregular verbs, (such as sing, sang, sung).

According to Wikipedia, the rules that tell us how to use properly the constitutive parts of words are called Inflectional Morphology.

Historical Linguistics

According to Wikipedia, the study of language change is known as Historical Linguistics, which appeared in the 18th century and it has its origins in a former discipline called *philology*, which studied historical documents and texts. The following quotation is also taken from Wikipedia and give us information about the relationship among historical linguistic and comparative linguistic.

At first historical linguistics was comparative linguistics and mainly concerned with establishing language families and the reconstruction of prehistoric proto-languages, using the comparative method and internal reconstruction. The focus was on the well-known Indo-European languages, many of which had long written histories. For the Indo-European languages, comparative study is now a highly specialized field, and most research is being carried out on the subsequent development of these languages, particularly the development of the modern standard varieties.

Many experts have been studying about super-families in order to found them, consequently; they have joined for instance Indo-European, Uralic and other families into *Nostratic*. But these "solutions" aren't working well because of a lack of information.

The time-depth of linguistic methods is restricted due to certain similar word and changes among language groups, however it is said that there are approximately 10,000 years as limit. Knowing the time of some proto-languages is not easy too. There are various procedures for accomplishing this but without exact results.

Evolution into other fields: Wikipedia says that "*all modern linguistics was historical in orientation - even the study of modern dialects involved looking at their origins*". But Saussure established a difference among synchronic and diachronic linguistics, this was done to organize the subject. The term "primacy" refers to synchronic linguistics, whereas diachronic linguistics studies the synchronic stages. In addition, synchronic linguistics was possible with the creation of the *gramophone*. On the other hand, sociolinguistics based on their studies about linguistic variation, have determined that "synchronic variation is linguistic change in evolution".

Moreover, Historical linguistics is interested in the biological origin of language; however linguists claim that it is very distant to determine exactly by means of historical linguistics methods such as comparative one. Thus, some linguists use *the mass lexical comparison* instead the comparative method, but most linguists are not agree.

To finish this part, the information recollected by historical linguistics serves to create arguments about man and society in the prehistoric stage. But there is uncertainty about how to relate the

linguistics findings with the archaeological or genetic one. For instance, there are a variety of concepts about the homeland and early movements of the Proto-Indo-Europeans, each with their own interpretation of the archaeological record.

According to Wikipedia, Historical linguistics is divided into several sub-disciplines which are as follows:

Comparative Linguistics, earlier known as *comparative philology*, comparative linguistics is interested in comparing language to establish historical relationship between them.

Etymology studies the origin of words and their historical development. There are some ways in order to introduce a word into a language. By loanword, it is when a word from another language is adopted by native speakers. Other way is by derivational morphology, it consists in joining pre-existing components in the language. And also, it is possible a hybrid of these processes known as phono-semantic matching.

In order to study the origin of words through time, etymology makes use of *philology* and *comparative linguistics*. *Philology* studies the changes of words into cultures over time, whereas *comparative linguistics* rebuilds data about ancient languages.

Language Change

Encarta Encyclopedia (2004) defines the variations in a language as "the variations in oral productions materialized by the speakers of the language".

Weinreich, Labov, and Herzog (1968), claim that a language can be considered alive as long as it admits flexibility, dynamism, adaptability to the situations that occur due to technological limitations, scanty of time or a high degree of complexity in the subject matter approached.

Henceforth, changes in language aim not only to solve problems of explanation or definition while conveying a concept, but they also contribute to expand and enrich the target language.

First of all, it is an observable phenomenon the everyday coinage of new terms that migrate from other languages and with time either they become well known and are popularized, or those which use become unnecessary and are forgotten.

Ferdinand de Saussure (1916), studied the manifestations of human speech, and focused on the history of languages, and the social or cultural influences that shape the development of language.

Saussure also drew a distinction between language (*langue*) and the activity of speaking (*parole*). Speaking is an activity of the individual; language is the social manifestation of speech. Language is a system of signs that evolves from the activity of speech.

Then, the changes given in any language start with the use of speech in a real context, at the moment of finding difficulties of expression and communication of foreign conceptualizations. Since human civilization has always shown a trend towards progress and improvement, one of the best resources at the moment of adopting

modern concepts in technology, science or philosophy is using the original word and attend to insert said term with accuracy and objectivity into one's own language.

George Boeree (2003) considers that languages change, usually very slowly, sometimes very rapidly and that there are many reasons a language might change.

According to Boeree's point of view one obvious reason is interaction with other languages, if one human group trades with another, they will pick up specific words and phrases for trade objects, for example. If a small but powerful tribe subdues a larger one, we find that the language of the elite often shows the influence of constant interaction with the majority, while the majority language imports vocabulary and speaking styles from the elite language, this is evident in Ecuador in the pre-colony age, conquered by the Incas who left Quichua language as their legacy, which is nowadays spoken by most of the aborigine communities of our territory.

Language Vice

William Bright (1992) concludes that two fundamental facts of language are: (a) that it is always changing; in all areas of structure (phonology, grammar, discourse style, semantics, and vocabulary) and (b) that it changes in different ways at diverse places and times.

Similarly, Bright remarks that some societies have made efforts to check the mutability of language; where literacy is present, for doing so, special efforts have been made to stabilize written

languages in particular. Such attempts typically involve prescriptive grammars, as well as codified orthographies made accessible through authoritative dictionaries; these identify conservative usages, linked with traditional literature and established social values, and they discourage departure from the established norms. In Spanish speaking countries for instance, a learned institution like the Academia Real de la Lengua Española has been given official responsibility for maintaining the linguistic status quo. To the extent that such efforts to retard change are effective, they may be said to exemplify socially conditioned non change of language.

However, since language implies the practical use of a set of rules, terms and structures pursuant to an educated standard of usage it is common to notice the presence of the incorrect use and application of the elements of language, this is what people name language vices which are grouped into two large categories: vices of speaking and vices of construction.

Vices of speaking refer to the wrong use of a term without taking into account the relations within context words.

On the other hand, vices of construction mean the incorrect use of words in connection with the other words of the sentence it belongs to, therefore, construction vices refer to the mistakes made in the composition or construction of the statements (compounded by at least two lexical units) that is to say the formation of syntactic units.

The RAE (2005) has listed the following language vices:

- Vulgarism, which is the mispronunciation of words by people with little or no instruction.
- Cacophony, the non harmonic and unpleasant to listen to combination of words.
- Ambiguity, the lack of clarity in statements which become misleading and at times with a double meaning.
- Pet phrase, the habit of repeating persistently the same word, phrase, or sentence.
- Archaism, use of old fashioned or long forgotten terms which are no longer being used.
- Solecism, an erroneous use of grammar or syntax that decreases the accurate and pure status of a language.
- Barbarism, the non accepted and unnecessary use of foreign terms. A variation of barbarisms, which makes use of English terms that intend to replace well known terms in Spanish are called Anglicisms.

RAE subdivides barbarisms into the following:

- Spelling barbarisms, when there is an incorrect use of letters or stress syllables erroneously.
- Morphological barbarisms are the alterations of words due to an improper conjugation, gender forcing or alteration of the number.
- Syntactic barbarisms, when there is an incorrect statement of the sentence either for a repetition or a deficient pleonasm.

- Lexical barbarisms refer to the usage of improper words because they are obsolete, unnecessary or because they have their equivalent in Spanish.
- Phonetic barbarism or speech vices are also called metaplasms which occur when altering, adding or deleting the letters of a word.

The current research is based on the use of newly incorporated foreign English words in written media, for this reason it is necessary to expand information on neologisms, barbarisms and Anglicisms.

Neologisms

Etymologically *neologism* comes from two Greek words, *neo*, which means new and *logos*, word, then every time a new word is included in a language it is a neologism.

Wikipedia (2009) defines neologism as a new word that is incorporated into a language, either by being imported from a foreign language or because it was created for specific purposes. They come due to needs or fashion trends of naming items of recent appearance. There are sometimes unnecessary coinage of words such as enlarging words that become polysyllables, however, there are totally justified neologisms such as "seropositivo".

In addition Wikipedia informs that the main sources that propagate neologisms and linguistic borrowings which at times have a short span of life appear as the need of satisfaction of a linguistic

necessity. In short, neologisms are new inventions incorporated into a determined language.

All languages have the resources to coin new terms, said resources are: composition, which refers to the union of two or more already available words e.g. ante + diluvian = Antediluvian; derivation, which is the inclusion of prefixes or suffixes to the root word or lexeme, e.g. Antediluvian → Antediluvianism; acronymia, which is the creation of one single term by using the initial letters of a noun phrase, e.g. World Health Organization: WHO.

Neologisms are classified as follows: neology of form which consists in the coinage of a new term from morphological changes of words from the target language, for instance, "airway" is formed from the union of "air" and "way"; neology of meaning, which are new words formed from existing terms that suffer semantic or meaning changes, e.g. "grandpa" (a relative who turns out to be the father of one of one's parents) is transformed into an expression to informally refer to an elderly man; "mule" is universally known as is the offspring of a male donkey and a female horse, but it is also used to indicate a carrier of things for someone else; often used to refer to a carrier of illegal drugs.

Neologisms do not include augmentative, diminutive or superlative suffixes because of its almost unlimited capacity to form derivate words such as the words with "er" ending, nor those words formed with the prefix "ex" when it is next to simple root words or

derivates in reference to positions or personal relationships such as "ex president", "ex girlfriend", etc. Neither gentilics excepting the compounded ones (Afro-Ecuadorian, Latin-american) are to be considered neologisms.

Language speakers constantly face the challenge of new expressive needs in order to describe or itemize fresh concepts which up to that moment there was no necessity to name. No living language can remain forever with the vocabulary it owns in a determined historical moment, because it would become obsolete and unable to assume the transformations that occur in the world.

Neologisms appear in abundance specially in affairs connected to the development of science and technology, but these are not the only fields where they are originated, in order to create neologisms that may refer to these newly formed concepts, the speakers of a language have a set of resources to make use of continuously, some are of a morphological type, others are semantic and others strictly lexical.

Enclosed we find a chart of the neological resources used.

Neological resource	Procedure	Examples
Cultism	Borrowed from Latin, without phonetic evolution	Nocturnal, purple
Semicultism	Borrowed from Latin, with an incomplete evolution	Century,
Composition	Lexeme + lexeme	Flintstone, welcome

Derivation	Lexeme + morpheme	Worker
Coinage of a new term	Prefixes, suffixes	Aeronautics, telescope
Borrowing	Adaptation from other languages	Tamal, burrito
Traced copy	Translation	Junta
Lexicalization	Juxtaposition	Antivirus
Onomatopoeia	Imitation of sounds	Screech
Metaphor	Similarity	Foot (of the hill)

Source: Wikipedia

Without prejudice to the foregoing, it is obvious to infer that changes in a language are essential to survive the tests of progress and modernization. Nevertheless, there is a justified use and also an abuse at the moment of coining new words, for this reason it is vital to explain what barbarisms do to a language and how they are originated.

Barbarisms

Wikipedia (2009) indicates that a barbarism is the use of foreign terms which have not been totally incorporated into one's language, even though there are times when said barbarisms end up recognized by the regulating organisms because their usage is generalized by people with a high cultural standard and even by renowned writers, e.g. "control" currently accepted and formerly a barbarism, they are subdivided depending on their origin into: Anglicism, germanism, gallicism, quichuism, etc. Similarly, Wikipedia remarks that this is only one of the definitions for barbarism because in addition it is also

the wrong pronunciation or spelling of a word due to a number of reasons, the mistakes made can be of different origin, orthographic, when they occur because of the incorrect placement of letters in a word or a mistake at the moment of stressing the syllables; morphological, that are the alterations at the moment of conjugating a verb; syntactic, when there is redundancy in a sentence; phonetic; lexical referring to improper words because they are obsolete, unnecessary or when they are foreign terms that already exist in one's language; phonetic, according to the Diccionario de la Real Academia Española (RAE) (1996) adds that barbarism is the misplacement of sound or letters in a word, or when using improper terms, e.g. "Agdalà" instead of Abdalá, or "concripto" for "conscripto".

Consequently, barbarisms have a wider meaning than Anglicism, which is considered only one of the types of barbarisms, for this reason there is a need to expand the compilation of information on Anglicism.

Anglicisms

Salvador Tío (1985) affirms that the relation between language and thoughts is so close that if one is corrupted then the other gets rotten.

Wikipedia (2009) defines Anglicism as linguistic borrowings from English to other languages, frequently due to a poor translation work of printed or oral pieces of information, or at times they are coined due to the inexistence of a specific term in one's own language. They

are really common in the speech of adolescents due to the large influence of local and foreign media at the moment of using expressions, and also in the technical language of science because of the important contributions from English speaking countries to the research and development of new technologies.

On this regard, Martinez de Sousa (2004) recognizes the preponderance of English as international language of science, technology and telecommunication, a situation that compels to import a lot of terms from said language, those new terms which have no equivalent word in Spanish should be welcome and are essential to the evolution of our mother tongue, but the import of terms in order to substitute widely known words only impoverishes it.

The grossest Anglicisms (barbarisms) are easy to identify and an educated person avoids their use in writing, for example: "*attachment*" for "*anexo*", "*buffer*" for "*amortiguador de pH*", "*butear*" for "*arrancar*", "*clickear*" for "*seleccionar*", "*email*" for "*correo electrónico*", "*test*" for "*prueba*" and many more.

Lenguaje.com (2009) finds that the existence of Spanish terms becomes complicated due to the literal translation of phrases or expressions, for example: "*aplicar*" for "*solicitar*", "*atender*" for "*asistir*", "*bizarre*" for "*grotesco*", "*clerical*" for "*oficinesco*", "*commando*" for "*orden*", "*comodidad*" for "*objeto valioso*", "*consistente*" for "*consecuente*", "*data*" for "*datos*", "*dietario*" for "*incluído en la*

dieta", "*dramáticamente*" for "rápidamente", "*editar*" for "corregir", "*eventualmente*" for "finalmente", "*evidencia*" for "prueba", and so on.

Besides there is also the grammar ordering of elements in a sentence that is suitable in English but not in Spanish, then we find structural Anglicisms such as: deleting the article at the beginning of the sentence (*Análisis de los datos sugiere* instead of *El análisis de los datos sugiere*); the use of the passive voice instead of the active voice (*fueron estudiados* instead of *se estudiaron*); placing the adjective before the noun (*lento movimiento* instead of *movimiento lento*); using the adverb before the verb (*visualmente cazando* instead of *cazando visualmente*); an excessive use of the gerund (words with *-ando* or *-endo* ending).

Miguel Molina (1983) remarks that a Spanish speaker is not always aware to be using an Anglicism, because some expressions have enrooted in a way that appears at times unnoticed: "rascacielos" has been used for a long time and it is surprising that it is the translation of a compound English noun, skyscraper, where sky= cielo and scrape= rascar. Day after day we witness the appearance of new realities which need a term to name them promoting the borrowing of English words in an unstoppable way.

Wikipedia (2009) mentions 3 stages in the process of sport word borrowings from English to Spanish, which are incorporation, adaptation and presence of sport term borrowings:

- First stage: in soccer the players and commentators considered the use of the original terminology, e.g. "goal", "corner", "shoot".

On this regard, Donna Gertz (2001) describes incorporation as the compounding of a word (typically a verb or preposition) with another element (typically a noun, pronoun, or adverb). The compound serves the combined syntactic function of both elements.

Gertz adds that not much is known about pronoun incorporation, due largely to the difficulty of distinguishing incorporation from agreement or cliticization.

- Second stage: in the 30`s with the taking over of fascist regimes a process of sports nationalism started which attempted to substitute foreign terms for locally coined terms, that is the case of "*saque de esquina*" and when "*fútbol*", "*chute*" and "*gol*" were adapted to a Spanish like version.
- In the third and current stage there is a reverse process which consists of the use of the terms from the country they are from without translation, e.g. "golf", "rugby" and "cricket" preserve the original spelling and pronunciation; "volleyball" where half the word is translated; "club" where the spelling remains but the pronunciation is Spanish.

The analogy with English expressions has generated a phenomenon of coinage of English-like words on special terms such as "puenting".

A large number of English borrowings are published on scientific and technological articles of newspapers and magazines. Wikipedia (2009) claims that journalists use it because they consider that a translation might lose accuracy or because the translation requires the use of more words, e.g. "*síndrome del burnout*"- "*síndrome del trabajador quemado*", "*bluetooth*"- "*dispositivo de transmisión sin cables*", "*blog*"- "*diario virtual mantenido en la red*".

There are also many semantic traced copies in computers jargon which could be translated or better use Spanish words available, for example "hard copy" is translated as "*copia dura*", but the most accurate expression would be "*copia impresa*"; "directory" which is used in Spanish as "*directorio*" put which best word is "*guía*"; sometimes the word "*remover*" is used to mean "*take out*" copying the English term "*remove*" which in reality means "*delete*".

Wikipedia also mentions the subject of Economy which contains a large number of linguistic borrowings due among other reasons to globalization, the economic information is now present in any newspaper, and it is not like it used to be when there was only a small column with terms related to stock exchange transactions.

Nowadays when English speaking countries are the main actors in global economy terms like "*desinversion*" for "*disinvestment*" or "*refinanciación*" for "*refinancing*" appear. However, terms like *cash flow*, *trust*, *dumping*, *holding* or *stock* remain in their original form and some have been accepted in the RAE dictionary.

In regards with entertainment there is an abundance of English terms such as *"thriller"*, *"primetime"*, *"celebrity"*, *reality show*, *"single"*, *"hobby"*, *"backstage"*, *"lip-sync"*, etc., in general all these sections contain a lot of Anglicisms which reveal the influence of American culture.

The information presented hereto aims to analyze the reasons of change in languages, and especially if such changes are produced with the help of foreign terms.

Foreign Language Interference

A life without access to mass information media is hard to imagine nowadays. Pieces of news across the ocean can be spread in few minutes, this is the age of technological communication and information, and the advantages are countless: opportunities of a better education and subsequently a higher life status, knowing about places and lifestyles which we may not see personally. However the access to global information has a price on our language, the more sources there are available, the more new concepts we need to understand and process said meanings to our own reality and language.

One of the most common tools of information is the written press, Enciclopedia Siglo XXI (2000) dates back the first written information items to the Ancient Rome where the need to know the outcomes of battles and wars held by the armies of the Emperor had them devise wax boards with information printed on it, seventeen

centuries went on to manage a faster transmission of written information.

In opinion of the editors of Enciclopedia Siglo XXI (2000) the most relevant means of press in writing is the newspaper.

The Newspaper

Its name in Spanish language is "periódico" due to the period between each issue. Almost all newspapers are published every day, for this reason there is an English common expression: "daily news", because the most important aspect is the issue of news, a piece of news is a relevant event belonging to the present time which within a few hours become a part of History.

Since there are many types of news, the newspapers are divided into sections: local news, international news, politics, culture, society, and so on. When the news inform with objectivity the events they are called chronicles, when the author is expressing his/her own ideas on the news, it is called opinion.

A piece of news has to follow a concrete scheme: first it must have a caption, an attractive phrase that attracts the attention of the reader (using a larger font), next it is the summary which is a brief synthesis of the piece of news and finally, the body of the piece of news, that is to say the entire text. The typical dimensions of a newspaper are 600 x 380 mm, besides there is a smaller sized newspaper called the Berliner format (470 x 315 mm), the smallest size is called tabloid (Wikipedia).

Tabloids

Wikipedia (2009) considers that the tabloid size (431.7 mm x 279.4 mm) is the most convenient format for reading, that is the reason why a large number of newspapers have switched from a large format to the tabloid dimensions, because of the multiple complaints of discomfort at the moment of manipulating by readers, this format is either or not be stapled.

Previous Studies

The concern of the impact of language by means of the mass media has been present for a long time, on this regard Miguel Molina (1983) prepared a research on Anglicisms where he considered that sometimes a native Spanish speaker uses Anglicisms without even knowing it, that is the case of the expression "*en línea*" which a traced copy of "*on line*", the feasibility of using a suitable term is not close. Mr. Molina blames most of the introduction of Anglicisms on journalists, who either for not having the time to look up for the most suitable expression or because they wasn't to impress the reader or listener with their ample knowledge make use and abuse of foreign words, according to his opinion the introduction of foreign languages into Spanish already happened before with Latin or Greek.

He also points to the role undertaken by the Real Academia Española de la Lengua (R.A.E.), which members with a conservative and traditional approach of the introduction of foreign terms has lost the control to prepare an inventory of new but necessary terms.

In an interesting declaration he considers that there have been cases where the use of English words lessen or soften the at times gross meaning of a word, e.g. calling a person "gay" is a natural and non offensive treatment, but how would people tolerate to be called "homosexual" or "afeminado", there might be the possibility of using the word "travesti", however no other term fills that gap so successfully.

For this reason the author considers that those English borrowings which do not have an equivalent in Spanish (neologisms) are welcomed acquisitions that are absolutely necessary for the evolution of our language. The objectionable side of taking these actions is doing that if imported terms substitute Spanish terms that are common, scientific redaction as any other type of formal redaction demands the correct use of language.

Raul Nuñez de Ortega (1996) presented an interesting compilation of incorrect phrases of common use in the Spanish spoken in Puerto Rico, some of the semantic calques he managed to identified are: "*darle pensamiento a*" (*give thought to*)- which means to think something over; "*en adición a*" (*in addition to*), or "*correr un experimento*" (*to run an experiment*).

Another approach on Anglicisms is the one presented by Leonidas Perez (1997), who has the conviction that the common use of certain borrowings is a strong reason for their inclusion in Spanish language through the RAE. Some of the examples he mentions are:

“accesar” (to access), “altamente” (highly), “eventualmente” (eventually) or “interactuar” (interact). These words are indeed known and used by the majority of Spanish users, many of them would be surprised to find out that they are not a part of the Spanish lexis.

Paloma Lopez Zurita, prepared a study on Economic Anglicisms, in her opinion, the enormous number of anglicisms used everyday in Spanish language generates lexical interference between both languages. Her study provides a semantic analysis of the changes in lexis this language contact brings about, through the different linguistic mechanisms of inter-language adaptation involved.

According to her research, these Anglicisms come from the current trend to include English words in Spanish discourse, but native speakers of Spanish have the choice to add appropriate equivalents which could avoid the excess of redundant neologisms.

She prepared a glossary of the most habitual terms derived from interference in English and Spanish in the economic field is included as a result of this study:

Agenda: The original meaning of agenda in Spanish is a diary. Nevertheless, it is also used as an Anglicism with the English meaning “orden del día” in business meetings. This usage has already been included into the D.R.A.E. as an incorporated borrowing from English. E.g.:

“Se ha reservado para este día, 14 de Julio a las 4pm, la sala de Red IRIS [.] La agenda inicial será: 1. Presentación del tema.”

Antitrust: In spite of having an equivalent in “*antimonopolio*”, “antitrust” has become so widespread that finally it has been incorporated into the Spanish language.

Aplicar: “*Aplicar*” is the direct calque of the English “to apply” when used with the meaning “*solicitar un empleo/la entrada en una organización/la visa a Estados Unidos,*” etc. The semantic relation of this word has also been modified in this translation, as the resulting term is a specialized hyponym. This neologism is redundant and could be avoided by substituting the appropriate equivalent “*solicitar*” or “*tramitar*”. Although as yet its usage is not widespread in the Iberian Peninsula, it is very common in South America.

Atachar: Widely used in electronic correspondence, “*atachar*” is a phonologically adapted borrowing that also calques semantically the original “to attach” instead of the proper equivalents “*unir, atar, sujetar, adjuntar*”, etc.

In her closing conclusion, Paloma López indicates that clearly, the Anglo-Saxon economic supremacy together with its ever expanding market is also exporting an increasing number of linguistic terms into other languages. Allied with its economic consequences, globalization also impacts on a cultural level and the Spanish language is no exception. The author mentions that language is a defining characteristic in the idiosyncrasy and identity of a country. For this reason she strongly recommends preferred

Spanish equivalents to avoid excessive English borrowings whose usage implies redundancy, which coexist with native terms.

Description and Analysis of Results

This section is based on the results obtained (quantitative and qualitative tabulation charts), the scientific information collected in the theoretical background, and my personal contribution as an English major student. Similarly, the general and specific objectives of this present research had been taken into account. Then, there are three types of analysis for the development of this study:

Linguistic Analysis: Every selected Anglicism is analyzed linguistically and includes the following aspects: Etymologic, Syntactic-Semantic, and Morphologic Analysis

Comparative Analysis: Within this analysis, the information of the tables is relevant. And this section includes: A comparative analysis of the subvariables (news, ads, social pages, sports and reports) of each selected newspaper and an analysis of the frequencies and percentages. I also made use of my own judgment about the possible causes for getting these results.

Sociological Analysis: This part take into account the judgments uttered by interviewed people and my own opinion according to the found results.

Linguistic Analysis

In order to carry out this analysis, it was necessary to have a selection of 10 anglicisms for each variable. This linguistic analysis includes the following aspects:

Etymologic Analysis, which indicates the origin and evolution of the term.

Syntactic-Semantic Analysis, in charge of providing details about the grammatical function of the word and its meaning within the found context.

Morphologic Analysis: It indicates the type of adaptations or variation of the term.

In addition, this analysis indicates clear judgments about whether anglicisms help to enrich the Spanish language or reduce its authenticity.

Variable: National Newspaper El Universo

On-line

This compound term has not been accepted by the Real Academia Española (RAE). It was created shortly after the invention and public availability of internet, it is probably an analogy to the expressions "on TV" or "on the radio" implying that a person or piece of information is available through a means of communication.

According to Webster's Dictionary, this term appeared around 1950, it means connected to, served by, or available through a system and especially a computer or telecommunications system (as

the Internet), an online database; *a/so*: purchase done while a person is connected to the web (online shopping).

“On-line” are both an adjective and an adverb. For example, when we say “visit the most exciting on-line site”, it is a modifier of the noun and it indicates that the site in mention is accessible via a computer or computer network. On the other hand, when it is said that “I am working on-line” it is being used as an adverb because it modifies the verb in the sentence. It is relevant to express that the adjectival form is generally used in Spanish.

In English, there are two ways of spelling it: sometimes it is used as one single word: “online” and it is also written as two words separated by a hyphen: “on-line”, the last form is generally more widely used in Spanish. Spanish speakers use the English pronunciation to say it.

A literal translation of this term “en línea” has been unsuccessfully used probably because a similar expression is applied when a person is calling by phone; “el jefe está en la línea”. For this reason, and in a similar way to a number of terms related to technology, “on-line” is a term hard to be substituted or replaced.

This term for practical terms, is better than the above mentioned loan translation “en línea”, it makes a contribution to Spanish language and is practically irreplaceable.

Blog

This term is not accepted by the Real Academia Española (RAE).

This is another word produced by the users of Internet who needed to write and share their feelings. A good example is that soon after the September 11 attacks (2001), thousands of web users needed to publish their experiences and feelings of anguish about the terrorist attack.

“Bloguear” is a verb and in Spanish it refers to the action of recording events and making them available to Internet users. It was created by combining the letter “b” which stands for “Web” and “log” which stands for a daily record of activities. We can also find the term “blogger” to refer to the person who writes and publishes a “blog”.

Apart from the verb ending “ear” to conjugate it, there is practically no modification in Spanish. It is interesting to mention that, in spite of being a widely used term, it is not included in the most important English-English dictionaries.

There are millions of internet users who enjoy writing or sharing their thoughts nowadays. That is one of the main reasons of the huge popularity of social web pages such as “Facebook”, “Twitter”, Hi5” and so on.

It is evident that users of the web do not usually follow regulations or prohibitions imposed by local or international authorities. Instead, they freely surf on the web for as long as they

wish, looking for personal satisfaction (entertainment, friends or even romance) that are at times more difficult to obtain than in the conventional world.

Even if this term is not accepted by the RAE, “blog” should still be used by Spanish speakers. Because there are very few regulations for people on line, users might be confused by the introduction of a new word.

This word is undeniably popular and well known. No attempts to translate it or find a Spanish equivalent have been made. For this reason, it is recommendable to accept it into the Spanish language.

Mall

This is another widely used term which has not been considered by the RAE to incorporate it in the Spanish language.

“Mall” is a derivation from the “Pall Mall Alley” built in London in the 18th century which was a place where merchants from different regions traded their products.

“Mall” is only used as a noun in both languages and it is used to refer to a large, often enclosed shopping complex containing various stores, businesses, and restaurants usually accessible by common passageways.

There has not been a modification in the spelling or pronunciation of this word in Spanish.

When elderly people are asked about this word, most of them state that it is a relatively recent expression in Spanish, mainly

because malls became popular in Ecuador only some thirty years ago and they were named as “centro comercial”.

The introduction of this word is clearly an obvious symptom of globalization which -in my opinion- has to be substituted with no difficulty by the Spanish term because there is no logical reason to describe a clear concept with a foreign word.

Full

Full is another English word which has not been accepted by the RAE to be adapted in to Spanish. Nevertheless, in a large number of Spanish speaking countries; Guatemala, Argentina and others, the expression “full time” is used to indicate an employee who works 8 hours a day.

This is an English word which was used for the first time in the 13th century to describe the idea of completeness.

“Full” is an adjective and it is used in a similar way in Spanish when referring to a maximum or complete size or amount: “repaid in full”. Nevertheless, it can also function as an adverb denoting the highest degree or state; for example “living life to the full”

There is practically no change of this term at the moment of its informal introduction and usage in Spanish.

There are acceptable ways to avoid using this Anglicism. First of all, when it is used in a sentence, it gives the impression of listening to “Spanglish”. There are acceptable equivalents that are pleasant when listened to or read.

An example is "Estar a full". It sounds to a learned listener unpleasant and even vulgar. Instead, "estar sumamente ocupado" reminds the listener of the beauty of our language when it is properly used. There are many expressions with different connotations using this word.

This term should be disapproved and banned because it does not contribute to the positive growth of our language. Instead, it leads to misunderstandings among people or even confusion.

Call center

This compound term is not included in the last version of the RAE as a foreign borrowing to Spanish.

Strangely, this expression is not even included in academic English dictionaries, therefore it can be considered as an everyday expression which is understood by most speakers due to its constant use.

"Call" dates back to the 16th century and it is also a borrowing from Old Norse word "kalla"

"Center" in turn, comes from Middle English word "centre" which derives from Old French, and in this in turn from Latin "centrum" which was coined from the Greek "kentron", a word used to point the center of a circle.

The combination of the verb and noun "call" plus the noun "center" is a "noun" in both English and Spanish, it is observed that

the original spelling and the pronunciation are used in Spanish with no modification.

In spite of the richness of expressions in the Spanish language, little or no effort has been done to use an equivalent term that substitutes it. Unfortunately, due to this neglectful omission our language is notoriously affected and the trend to mix Spanish with English or other languages stains the purity and beauty of our mother tongue.

There is no need to use this English noun phrase as a linguistic resource to express an idea that can be clearly expressed using a Spanish expression, such as "centro de atención de llamadas".

If people usually mix English words into everyday expressions, they would be affecting the beauty of Spanish language.

Self service

"Self service" is one of the few terms accepted by the RAE in spite of its local equivalent "autoservicio".

The first word, "self" comes from Middle English which implies selfsame, which comes from Old English. "Service" in turn, dates back to Middle English which was a borrowing from Old French, and this in turn from Latin "servus" which means slave.

This expression started to become popular in the USA and other English speaking countries after the end of World War II when their industry and the economy started a solid growth and it was designed to optimize the use of time and the satisfaction of diners.

This term is used originally in English as an adjective, and it is used in the same way in the ad, but referring to a washing machine.

Morphologically, there have been no variations to this term in Spanish and even the English pronunciation is used.

As I mentioned above, there is an equivalent to this term in Spanish, which unfortunately has not been able to replace it, moreover the use of this expression in the newspaper saying "se vende lavadora self service" denotes an unjustified or maybe absurd confusing combination of concepts, probably they meant that the washing machine was automatic. "Se vende lavadora automática" could have a reasonable choice.

This term has a specific purpose for business; therefore this is a new concept that needs to be conveyed. In general, it contributes to avoid that Spanish language have voids of conceptualization.

Airbag

This term is the combination of "air" and "bag", a security device invented in the late 1970's by a team of Japanese scientists and engineers.

Etymologically, "air" comes partly from Middle English "air", gas, atmosphere; and in turn it derives from the Latin "r" and this from Greek. And partly from the French word "air", nature. Secondly, bag is a term which comes from Middle English "bagge", which derives from Old Norse "baggi".

"Airbag" is only used as a noun in both languages, no variation is observed when it is used in Spanish and even the English pronunciation is normally used.

No Spanish equivalent of airbag has been coined, mainly because this term is used in every country where modern cars are for sale, in addition this invention has saved thousands of lives and it is identified all over the world. Therefore in view of its universal recognition RAE wisely incorporated it.

Laptop

First of all, this borrowed foreign term is not found in the RAE.

It is the hybrid of two words: "lap", from the Middle English lappet which was derived from the Old English word "lappet". "Top" in turn is also a Middle English term derived from Old English.

"Laptop" was used for the first time in the late 1980's with the distribution of the first personal and portable mini computers. They were soon used by a high number of businessmen and professionals who used them while travelling and put them on their laps to operate them. This word is only and exclusively used as a noun in the two languages.

There has not been any modification of this term in Spanish since its introduction to Spanish speaking markets.

The Spanish equivalent of this word, "computador portátil" was coined but it has not gained popularity, mainly because in Spain the term "computador" is not common and they use the term "ordenador"

from the French "ordenateur". This demonstrates the necessity to unify concepts and the most practical way is to continue using them.

E-mail

Despite its general use by Spanish speakers all over the world, the RAE does not include it within Spanish as it usually occurs with other terms related to science and technology.

Etymologically, it is the fusion of two words, "electronic", a term coined in the 20th century to describe a device that uses bulbs in its circuits. This term is in turn a derivative from the Greek word "electron", a particle carrying a negative charge. The second word "mail" refers to the transportation of letters or packages via air, maritime or terrestrial transportation.

This word is a noun and a verb in English, but in Spanish only the first form is used. For example, in the newspaper ad it is recommended to contact their service by sending "e-mails".

Morphologically, this term is used in Spanish as a single word or using a dash between its two morphemes.

The Spanish adaptation "correo electrónico" is commonly used in our country. It is accepted and widely known, however, some web users still use the English form mainly due to their constant interaction with the internet where it mostly appears in English.

Rating

This is a term which has not been borrowed by the RAE into the Spanish language. This is a gerund from the verb "rate" which in

turn comes from a Middle English expression taken from Old French and Medieval Latin "rata" which means to consider or to reckon.

In Spanish the original spelling is used and it is always pronounced like in English, however, the local adaptation "reiting" is sometimes used informally. In the newspaper it is mentioned in regards to a radio program which has a high level of popularity.

There are some equivalents in Spanish such as "nivel de popularidad" or "nivel de teleaudiencia" and "cantidad de radioescuchas", but they are not usually applied mainly because of the widespread use of this anglicism by the mass media to evaluate the success of a program or show.

It is evident that if there is a possibility to use the Spanish term it affects our language when there is no public commitment to avoid foreign terms.

Variable: Local Newspaper El Nacional

Hacker

This term that refers to users of Internet who commit criminal acts by using technology is not recorded by the RAE.

Hacker is an English word which comes from the verb "hack", to cut or chop by using a sharpened and heavy instrument such as an axe or a knife. In the middle 1990's this term was coined when personal web accounts and even highly protected government sites were invaded and the information stolen or damaged.

The spelling remains in Spanish and even the pronunciation sounds foreign because the first "h" sounds like a soft "j".

The article in the local newspaper refers to the damage caused to the official websites of the Peruvian government by these terrorists.

The term "pirata informático" has been created to replace this Anglicism, however, in a similar way to other terms related to modern technology it does not become popular because most non speaking English countries prefer to admit the original form in order to understand it and save time translating it from one language into another.

Then, for practical reasons the term can be locally use the Spanish equivalent, but at the moment of sharing information with non speaking Spanish people the most suitable term is "hacker"

Web

In this case "web" has become a part of the Spanish language through the acceptance of the RAE.

It derives from the term "webh" coined circa the 12th century (Old English.) Before the early 1990`s it referred to the net made by spiders or complicated affairs. With the appearance of the Internet, the expression World Wide Web was used to name the virtual connection of computers through servers, henceforth "web" is a short form.

This term, used as a noun and also as an adjective, is used in Spanish in the same way. In the newspaper article the "web page" of

the Venezuelan government is used when they invite people from all over the world to visit the International Socialist website.

There is an interesting change in the use of this term; it is used in combination with the words "sitio" or "página" instead of using the entire noun phrases "website" or "webpage". In addition when it is used as a noun it is preceded by the feminine article: "visitar la web".

There is no equivalent to this term and since it was accepted by the RAE due to its extended use, Spanish speakers do not hesitate to continue using it.

I agree with the decision made by the RAE because it contributes to the global integration of Spanish speakers in this technological era.

Brackets

This term dates back to the ends of Middle English around 1580 taken from Middle French "braguette" which in turn derived from Old Occitan braga which means codpiece. It is not accepted by the RAE.

Bracket is a noun and it refers to "I" shaped metallic or wooden pieces used to hold a shelf on walls. In Spanish the variation deals with the meaning because it is used to name a metal device that can be fastened to a person's teeth in order to help them to move to a straight position.

Spanish speakers have used the word "frenillos" ever since these devices were used by dentists. An erroneous adaptation of the

word "braces" into Spanish turned into this expression which has no logical explanation and therefore it has to be avoided in order not to affect our native language.

Tour

"Tour" was incorporated in the times of Middle English around the 14th century from the Anglo-French word "tourn" which means turning, circuit or journey.

In English it is used as a noun and also as a verb, but in Spanish it is exclusively used as a noun. Both languages understand that tour is a journey for business, pleasure or education involving a series of stops and ending at the starting point. The newspaper article promotes a tour to Panama city in the classified ads section.

The variation of the spelling ranges from "tur" to the combination of the word with the names of places to form travel agencies names such as "Glendatur", "Rosetur" and so on.

The RAE admitted this term; however it is currently in a process to be deleted from the Spanish language mainly because of the presence of its equivalents "viaje", "travesía" or "recorrido" which can perfectly suit the linguistic needs of expression.

Tunning

To start, this term has not been admitted by the RAE into our language. This word comes from Middle English and in turn from Old English "tunne", possibly of Celtic origin, also from Medieval Latin "tunna". The tuning of engines was initially used in the early

20th century with the mass production of automobiles. The term "car tuning" was coined in the late 1990`s when Japanese immigrants in the USA adapted the engines in their cars to enlarge their torque and power, soon also a trend to modify the chassis and accessories of the car started and it is now an international activity of cult of car lovers all over the five continents.

It is a noun and a verb and it is similarly used in Spanish; however the spelling varies at times when a double "n" is used. There is also the use of the verb "tunear". In the newspaper ad the car carpets "tunning" style are offered for sale which presents it as an adjective.

A corresponding Spanish term is "modificación"; unfortunately it might not be understood by Spanish speakers from other countries who are used to this Anglicism.

It is a notorious effect of globalization that certain concepts are worldwide known by their original name and even though such foreign terms are introduced abruptly in our language they are necessary in order to reach a level of comprehension while conveying information.

Lunch

Lunch is probably the short form for "luncheon" which is an alteration of the obsolete term "nuncheon", a hunk of cheese or bread. It derives from Middle English "nonshench", a light snack,

coined around 1812. It currently stands for a usually light meal taken in the middle of the day.

It is a verb and a noun in English. In our Spanish language, it is generally used as a noun and it preserves the original pronunciation. Nevertheless, it is not hard to find spelling variations such as "lonch" or the use of the verb "lonchar".

This term is now under the analysis of the RAE to be eliminated because of the presence of Spanish words that can be used instead, such as "almuerzo" avoiding damage to Spanish.

Chat

This term comes from "chatten", a Middle English word which was the short form of chatteren, around the 15th century. Its popularity went up with the use of the Internet in the early 90`s because it managed to substitute the verbs "speak" or "communicate". This was mostly because of its informal and friendly style.

It is currently used as noun and a verb, and in Spanish something similar occurs. The morphological structure remains, though there is a verb "chatear" that is commonly used by those who surf on the Internet and interact in a social ambit or environment. The ad in El Nacional promotes "A Computer science course which includes lessons of how to chat on the web".

This is a non included term by the RAE, in spite of Spanish words that convey a similar idea, the singularity of its situation and

its worldwide recognition might cause confusion or an unnecessary long interpretation of an idea which can be conveyed by means of this short word.

Memory

It derives from a 14th century Middle English term "memorie" which in turn comes from the Anglo-French term "memoire" which was coined from the Latin "memoria" that derived from the Greek "mermera" care and attention. In this case it refers to a device (as a chip) or a component of a device in which information especially for a computer can be inserted and stored from which it may be extracted when wanted.

Semantically, memory is a noun and it is the way it is used in the ad promoting memory sticks in the classified section.

Morphologically there are some variations in Spanish; it is at times "memori" or the plural form "memoris".

This term has not been incorporated into Spanish by the RAE for obvious reasons; the word "memoria" fits with adequacy. For this there is no justification to use it because it deteriorates and leaves aside valid elements of our own language.

Family room

This is an expression which first term comes from the Middle English familie, from Latin familia, household, servants of a household, from famulus, servant. And also room which derives from the Middle English roum, from Old English rm.

Wikipedia defines family room as an informal, all-purpose room in a house similar to a living room. The family room is designed to be a place where family and guests gather for group recreation like talking, reading, watching TV, and other family activities. Often, the family room is located adjacent to the kitchen, and at times, flows into it with no visual breaks. A family room often has doors leading to the back yard and specific outdoor living areas such as a deck, garden, or terrace.

This word does not suffer any morphological variation in Spanish; it is commonly used in real estate ads.

The Dictionary of Spanish Language does not show it, this term can be avoided, but the closest definition in Spanish is a traced copy: "cuarto familiar", which is not widely used in the Ecuadorian culture.

This expression makes no linguistic contribution at all to our language, it is a foreign concept that is not even adopted into our culture.

Coach

This relatively modern English word comes from the French "coche", also from the obsolete German "kutsche" which was inspired from Kocs a town of Northwest Hungary where such carriages were first made. In the 20th century English businessmen used this word to refer to instructors of sales personnel, or executives of companies.

"Coach" names a person who is in charge of training sportsmen or executive staff and it is also a synonym for counselor , mentor or consultant. In the newspaper ad published on November 29, 2009 a coach for sales is required.

There are not any relevant morphological variations in Spanish and it is even pronounced the same as in English.

Since there are several terms that convey this concept, the use of this foreign term affects our language because it leads to the misuse of valid and updated Spanish words.

Variable tabloid "El Extra"

Express (Secuestro)

The word "express" comes from the Middle English "expressen", which derives from the Old French "expresser", and in turn from Medieval Latin "expresser". It is a polysemic word because as a verb it means "to seth forth in words" or "to state"; as an adjective it means "sent out at high speed", as an adverb it means "by means of delivery or transport".

The English expression "Express kidnapping" has been known in the United States for at least 20 years (Wikipedia). In Ecuador this type of assault and robbery is relatively recent.

Express Kidnapping is basically a criminal act where the victim remains only a few hours in the hands of his or her captors. Generally, the kidnappings are executed by small groups of

delinquents, composed of two or three individuals, who hold the victim captive for no longer than 48 hours.

"Extra" tabloid published that the average of "secuestros express" decreased.

This term is written with no morphological variation, it is necessary to mention that it is probably a lexical calque from the original English expression.

The RAE has admitted a variation of this term: "exprés" into Spanish language.

This is a positive contribution to Spanish language because a foreign concept is now clearly understood, and even more it is known by most people in our country.

Escort

This is an English word adapted from the Middle French "escorte" which derives from the Italian "scrota" and in turn from Latin "excorrigere" which means correct. Initially it referred to men who made company of important people and provided protection. It is also used to name the man who goes out on a date with a woman.

This term functions either as a noun or as a verb in English. In the ad, it is used as noun. It also refers to ladies who offer their company and sexual services for a certain cost.

There are no relevant morphological variations in this term; the morpheme remains unchanged.

Since the RAE has not accepted this word, there are two points to consider for its use. First, there are Spanish equivalents that can be easily applied, "dama de compañía" and "acompañante", but on the other hand this term cannot be the subject of a common conversation. For this reason people at times use euphemisms to avoid harsh or even rude expressions.

Swinger

Originated from the Middle English "swengen" which means to shake and in turn derived from Old English "swengan", it dates back to 1543. The current definitions indicate that a swinger is either a person or object who moves rapidly from one direction to the opposite and a person who engages freely in sex.

This term is only a noun derived from the verb "to swing", but it is applied as an adjective. It makes publicity of "swinger couples" that is to say a man and a woman who are married or dating and who are eager to engage in sexual activities with another couple.

This is a relatively new concept in our culture but that has been in practice in Europe and the USA for decades. There are even organized clubs or societies of people who follow this practice in those countries. For this, there is no equivalent in Spanish and it is unknown by the RAE.

The necessity to use it starts with the introduction of a new foreign behavior. Its use depends on whether the behavior is accepted or not.

Streeper

It is the aberration of the English term "stripper" which was at first "stripteaser" dating back to 1581. In turn this derived from Middle English "*strepēn*", "*strippen*", from Old English "*-strīpan*" to Old High German "*stroufen*", to strip, seen first in the 13th century.

Stripper is a noun referring to a female or male person who removes their clothes while dancing. In the ad there is the publicity of male strippers available for any occasion.

There are morphological changes mainly due to the misspelling of a foreign word. In this case, "streeper" substitutes "stripper". It is also understood that it refers only to male dancers who are not committed to provide sexual services. On the other hand female strippers are in most cases seen as prostitutes who perform a show previously.

The RAE did not consider this word probably because of the presence of Spanish expressions such as "bailarín exótico" or "bailarín nudista". However these terms are not commonly used and the Anglicism with the wrong English spelling remains. This situation affects our language because distorted terms have no purpose to be part of the lexicon of speakers.

Staff

This word appeared in the English language before 12th century, coming from the Middle English "*staf*", from Old English "*stæf*"; akin to Old High German "*stab* staff". The present

definition refers to the personnel who assist a director in carrying out an assigned task.

This word functions in both languages as a noun but in English it can be a transitive verb. In the tabloid article published on November 24th, 2009, the concert of Wisin and Yandel is covered and there is a complaint that their staff did not allow local artist to perform on stage in the city of Ambato.

There is not any morphological change in this term; the spelling remains.

“Staff” has not been considered by the RAE to enter as a part of our language because there are some valid expressions which can replace it. For example, “equipo técnico”, “equipo de apoyo” or “miembros del grupo” can be used. This Anglicism has to be avoided because it fails to communicate a specific meaning to the majority of readers.

Producer Manager

This is a compound expression which first element dates back to the 15th century in the Middle English (Scots), from Latin *producere*, from *pro-* forward + *ducere* to lead; and “manager”

The first term is a noun formed by adding the suffix *-r* to the verb “produce” but it is oddly applied in the news article as an adjective because it is placed before “manager” that is to say it is acting as a modifier of the last term. Similarly, the second element is also a noun formed by adding the same suffix *-r* to the verb manage

and this is indeed functioning as a noun in the article because it is referring to the head of the production team.

There are some morphological variations since this compound noun is wrongly expressed in English, it could be misunderstood by an English speaker that they are speaking about the “boss of the producer”, however it is mentioning only one person. If they are trying to convey the idea of the head of the production team, “Production Manager” would be suitable; even “Producing Manager” could be understood as the head of a company who is in charge on his own of the production labor.

The use of this expression is obviously an aberration of the English language and introducing it in our language is an intrusion that cannot be tolerated. There is no justification either to use it even if it were correctly written because there are equivalences that are clearly understood: “Jefe de Producción”, “Gerente de Producción” or “Director y Productor” according to the meaning they unsuccessfully intended to convey in the article.

Golden Box

The first element in this noun phrase is an adjective, specifically a color and the second one is a noun, a square or rectangular container with hard or stiff sides. In the news ad it refers to the first rows of seats at a concert which are the most expensive too and that are separated from the other sections by a mesh.

There are no records of the use of this expression in English at all; it was probably coined by the organizers of concerts or shows in order to convey the idea of "first class seats" or maybe "V.I.P. section". Unfortunately in most cases these alleged privileged seats are only crowded, expensive and uncomfortable spaces near the stage where the artists are performing.

There is no need to indicate that the RAE has no intentions to admit this expression in our language, in addition there are terms like "sala vip", or "primera fila" that not only show seriousness but also responsibility from those who organize this type of events.

Champions

From the Middle English "champioun" around the 13th century, combatant, athlete, from Old French "champion", from Medieval Latin "campin", from Latin "campus", field.

Semantically it is a noun, and it is used in the same way in Spanish, in the article they refer to the Champions League held in Europe, it is necessary to mention that it was first called "Coupe des Clubs Champions Européens". In the sports article it is mentioned that Manchester United was eliminated from this tournament.

There are supporting facts that reveal the need to use the Spanish equivalent: to start, the term "Liga de Campeones de la UEFA" is used, but with less frequency than the English name, for this reason there are frequent confusions between the tournament called "Champions" and the championship organized by the UEFA

(United Europeans Football Association), second, this event is held in the European Union where the official language of this community of nations is Spanish and last but not least the current champion is an Spanish team, for these reasons it is advisable to avoid the English term and promote the use of our language.

Breaker

Derived from the Middle English "breken", and this in turn from Old English "brecan"; akin to Old High German "*brehhan*", to break, and possibly from Latin "frangere", it appeared before the 12th century.

Nowadays the morpheme `_er` added to the lexeme `break` is used to describe: a device for opening or closing a circuit.

In the newspaper ad this term is used as a noun which describes the necessity of the above mentioned electric device in order to prevent short circuits and possible fires.

The RAE has not introduced into our language because there are acceptable terms such as "disyuntor automático" o "interruptor automatic de circuito", unfortunately most people are used to asking for "breakers" at an electric supplies store and very few make use of the Spanish term.

It is important to mention that this word has been used for many years, in spite of the equivalents that can perfectly replace it.

The use of this term obviously caused damage to the rich vocabulary stock that Spanish language has.

Hot

It comes from Middle English, derived from Old English "*hāt;akin*" and in turn from Old High German "*heiz*", hot, and the Lithuanian "*kaisti*", to get hot, seen for the first time before the 12th century.

This term functions as a noun and also as an adjective; in both cases it refers to high temperatures of bodies or the environment, it also implies the idea of being sexy or able to provoke lust or sexual desire. In the newspaper ad it informs of the sale of "hot" videos which probably show pornography or naked women.

There are no relevant changes in our language to this term, it is usually used to describe famous places, such as "el sitio más hot de la ciudad" or radio stations that urge their listeners to call their "hotline" and participate in programs.

Obviously, this term replaces Spanish terms and it is harmful and affects our language. "Videos para adultos" or "videos picantes" are clearly understood and avoids the unnecessary borrowing of this type of word.

This term does not represent any positive contribution to our Spanish language and it obviously affects the integrity of a language rich enough to define itself with its own words.

Comparative Analysis

The variables for this report are three: "El Universo" a newspaper of national circulation settled in the city of Guayaquil, it maintains a policy of objectivity and usually promotes the freedom of expression; "El Nacional", a local newspaper from Machala and "Extra", a tabloid considered sensationalist but with the highest circulation in Ecuador.

The sub-variables will be discussed within five parameters: news, ads, social pages, sports and reports. The information was collected from November 23, 2009 to November 29, 2009.

The aim of the research was to detect Anglicisms in the above mentioned newspapers in order to obtain relevant information about the linguistic reality in Ecuadorian written media.

First of all, it was observed that in "El Universo", the largest proportion of English terms is found in the "ads" section with almost 90% of the total, in second place we have the sports section with less than 5% and the section which showed the least use of Anglicisms is the reports with a bit more than 1% of the total. This difference in proportions is attributed to the attempt of making the products or service announced in the ads notorious.

Next, in an overview of the English words introduced in "El Nacional" it is seen that once again the ads have the highest amount of Anglicisms with 80%. Sports with less than 7%, and the lowest is the reports again with an amount of less than 1%.

Finally, in the tabloid "Extra", the highest average is found one more time in the ads section, the second in proportion are the social pages with 7% and the least incorrect use is again in the reports with less than 2%.

The similar result in the three main variables could be attributed to the following circumstance. The three of them have their headquarters in the Coastal region, two of them are based in Guayaquil and the other in Machala. One of the factors that these two cities have in common is that both cities are located on the Pacific Southern seashore of Ecuador and therefore have very similar climates.

The other common factor is that these two cities base their economies in the business and trade of imported products. However, the main business activity in Machala is the cultivation of banana plants.

There are an increasing number of immigrants who come from the two neighboring countries Colombia and Peru and from countryside regions of the Sierra who massively move to these cities looking for the opportunity of a better standard of life.

In regard to the sub variables there are some reasons for the similarity found in the percentage of Anglicisms. But, there is one question: Why did all the newspapers show the lowest percentage of Anglicism use in the report section?

Basically, the reporters who are in charge of drafting the articles and reports are in their great majority professionals with degrees in superior education, having a major in social communication; one of the skills needed for that career is the correct use of the Spanish language in all its aspects. In general they are aware of the beauty and richness of Spanish and one of their commitments besides informing is preserving our language.

They also follow protectionist guidelines where the intrusion of foreign ideologies, words and customs are seen as a "threat" to our identity. For this reason, these terms are usually ignored.

On the other hand, the highest rate of English words is present in the three newspapers in the ads section. This can be attributed to the fact that the ads are drafted by people who need to offer a service or a product. Since the majority of the population is not aware of the damage caused to the Spanish language when they use these borrowings indiscriminately. In addition, when advertisers promote their products or services, they intend to make them appear different from the others. They can make their service appear to have a higher quality or appear to be more sophisticated by using Anglicisms. Unfortunately this trend has led to an exaggerated use of neologisms and an incorrect use of terms, combinations and even language aberrations that has become available to thousands of readers.

Besides, there are an increasing number of English neologisms, words that are created due to the need of a term to define technological advances or the appearance of social trends.

The results observed show that the tendency to use foreign terms in written documents is increasing. Words like full, suite or laptop have been seen hundreds of times in one single week. If there were a comparison with a classified ads section published 5, 10 or 15 years ago, the difference would be surprising.

Sociological Analysis

Spanish speaking nations are presently under the influence of multiple cultures that use a number of languages. The English language is predominantly influential in science, technology and communications. As we know, it is a current topic of debate whether the use of English borrowings enriches or affects negatively our language. To determine if this situation is harmful or helping our language, some professionals were given a survey about their position on the process that is going on right now.

Two out of the five professionals considered that Spanish should not be modified or altered for any reason. In addition, they said that the constant use of English terms mixed in our language was a cultural intrusion and an attack to our identity. They also thought that Spanish was self-sufficient to satisfy the needs arisen in this era where the communications through technological devices makes possible to interact in real time with people from any country or region around the world.

The other three had a totally different opinion. First, they speak both English and Spanish and have a solid academic background. For them, the use of English nowadays is a "pro", however, they were aware of the sometimes unnecessary use of expressions especially by young students. Regardless, using new expressions is a part of a process of social readjustment of Ecuadorian people. For them it is

well known that nowadays no society could survive in a state of isolation from other cultures. All governments need to be in contact to exchange opinions, share experiences, trade products and be informed of the events in the rest of the world.

As everybody knows, contemporary Spanish is the result of the introduction of foreign terms through diverse epochs, from Arabic due to the occupation, from French and Italian when the Renaissance started, and since the last century, from English.

The influence of English speaking nations specially the USA, is perceptible in all ambits; political, sports, technological, and so on. This is the main reason for the necessity of knowing English or at least understanding the basic terms.

There is a general concern in regards with the misuse of Spanish, it cannot only be attributed to the intrusion of foreign terms; it is a duty of teachers, parents and adults in general to lead their young within guidelines of the correct use of Spanish, at the same time reminding them of its beauty and relevance around the world.

On the other hand, if we accept as valid the simplified and loose distinction between necessary and unnecessary loans, it seems logical to approve of the former and predict that borrowing will continue in the speech of common people. New technical or scientific borrowings should be considered as necessary in so far as they are

specialized or provide certain possibilities which make them irreplaceable in eyes of their users. The problem lies in those words which, prompted by humor or a search for prestige, sound a bit too much, ridiculous or "silly" to use in a description. However such words do not tend to be permanent.

CONCLUSIONS

- There exists a large use of Anglicisms in Ecuadorian newspapers and tabloids of national or local circulation, including those considered serious and objective.
- The mass media exerts an undeniable influence on the society in general. As a result, opinions can be confused with facts and an inappropriate use of language may be considered acceptable due to the reliability that newspapers inspire.
- There are a large number of foreign terms that are approved by the RAE. The most reliable way to be sure if a term is an accepted word or not is by checking it in an RAE dictionary, (for the latest updates).
- The most commonly used Anglicisms are those found in the advertisement section, and the least frequent English words were found in the report section.
- Some words like "internet" or "full" were used hundreds of times. These are terms related to the use of technology and services.
- Most of the Anglicisms present in the publications were unnecessary, because there are Spanish terms that could be correctly used in their places.

- There are two opposite positions adopted by Spanish users: some defend the purity of Spanish, (called by some researchers the "purists"), and those people who accept the necessity of the creation of neologisms in accordance to the necessities that are originated due to technological progress.
- The advent of new phenomena, concepts, and ideas stimulate speakers to use borrowed words to denote these unfamiliar new objects and phenomena which have entered Ecuadorian society and for which a native equivalent word does not exist.
- The Anglicisms known as "calques" are frequently considered mistakenly as native Spanish terms. They are the most dangerous threats to our language because they are hardly ever noticed when they affect the lexis of our language.
- The presence of Anglicisms is in a constant process of growth; this linguistic phenomenon will continue increasing because of the multiple contexts of communicative exchange among people from different cultures who speak different languages.
- There are three clearly differentiated types of Anglicisms. There are those words that preserve the word form and the meaning, those that only preserve the original form but

are introduced using a different meaning, and those which are adapted in the meaning by means of the semantic calque.

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The Most Frequent Anglicisms (in all variables)

Chart № :

Anglicisms	Word repetition number
TOTAL:	

Author: