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

Research done in order to achieve the
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English as a Foreign Language

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CERTIFICATION

Mgs. Orlando Lizaldes E.

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CERTIFIES THAT:

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

Ibarra, March 2011

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

Ibarra, March 2011

Jessica Patricia Gallegos Haro

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DEDICATION

To God in his great goodness, for blessing me with wonderful parents, who built on me the faith and strength day by day to follow the path of good living.

To my husband, because his understanding and dedication, who gives me strength to shelter in our home the warmth of love and sweetness of our children, who are our reason to live.

Jessica Patricia

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Jessica Patricia

TABLE OF CONTENTS

	PAGE
Preliminary Pages	i-vi
Certification	ii
Contrato De Sesión De Derechos De Tesis De Grado	iii
Authorship	iv
Dedication	v
Acknowledgement	vi
Abstract	1
Introduction	3
Methodology	6
Discussion	8
Theoretical Background	8
Description, Analysis, and Interpretation of Results	75
Conclusions	106
Bibliography	108
Annexes	111

ABSTRACT

The theme of the current investigation is “A descriptive analysis of Anglicisms used in Ecuadorian newspapers”.

This research considers the newspapers that circulate in Ibarra city. El Comercio, and El Extra are newspapers of national circulation, El Norte newspaper circulates in the north of Ecuador. The study shows that all of them use Anglicisms in most of their sections.

To support this information and to obtain significant results a theoretical background was structured and, I also had the advice from the Universidad Técnica Particular de Loja, which provided me with the methodological design for this research. The methodology carried out was the use of the logical, inductive and deductive methods that helped with the analysis of the use of Anglicisms in the media described. To fulfill the field information the primary techniques were used through surveys and interviews to the people who work in newspapers and that are object to investigation, and to do it so, instruments of gathering information were prepared. The information is presented in descriptive charts containing the Anglicisms, title of the article, number of repetitions, and date of publication. The results show that the ads and sports sections incurred greatly in the use of Anglicisms with 33% and 32% respectively.

I conclude that El Comercio, El Extra and El Norte newspapers make use of a great number of Anglicisms without considering that most people do not know the meaning of some of them.

INTRODUCTION

Language is always in a constant state of change, the population of different communities are who define the future of a language, they are the ones who increase their own vocabulary in different terms arising from several needs and interests of the speakers; aspects that are considered for this study and have been object for the gathering of information from different media circulating in Ibarra city.

Previous investigations have been carried out by different researchers around the world, given the fact that the thematic is very important worldwide, investigations made by David Berlo, Abraham Moles, Ferdinand Saussure, María Josefa Dominguez, just to mention some of the people that have considered the use of Anglicisms an important issue in the interference of their native languages.

The current investigation has a relevant importance, because the topic has not been studied as a problem that causes the loss of using Spanish words in local and national newspapers, causing confusion in people who do not know much English and have to deal with the Anglicisms written in the different sections of most Ecuadorian newspapers. However, in Ibarra city, learning English is a mandatory requirement in schools, high schools and universities, it is optional in basic education, so, it is another factor to include Anglicisms in the daily communication; thus, young people are adopting Anglicisms to shorten expressions.

I made use of different resources to complete this investigation, for example: money, time, transportation, traveling from one place to another, materials of gathering information, etc; being the Motivation of getting my bachelor's degree in English the one that gave me the necessary strength to keep on, persevering to achieve my goal. During this investigation I had to face different inconveniences such as; the lack of books that contain information about Anglicisms, some strikes that did not allow me to arrive at important meetings with people from the media, the fact of not having a cyber-net in my hometown, the lack of financial resources, etc; but all of these inconveniences did not stop me because I am eager to obtain my bachelor's degree.

The level of achievement of the objectives proposed in this investigation was very high, so that we have:

- To determine the level of influence of the English language on the linguistic expressions used in Ecuadorian newspapers. It was found that many people are influenced by the use of linguistic expressions, so the level of influence is very high.
- To identify syntactic and lexical Anglicism more commonly used in newspaper material in Ecuador. A lot of Anglicisms were identified specially in the sports and ads sections of Ecuadorian newspapers.
- To make a deep analysis of the Anglicisms found in Ecuadorian newspapers regarding etymological, syntactic-semantic and

morphological aspects. It was difficult but not impossible to accomplish this objective, a deep analysis was carried out to the most common Anglicisms used in Ecuadorian newspapers.

- To determine the written sections in which Anglicisms are mostly used. As I mentioned before and after an extensive analysis, the sports and ads sections in the newspapers object to study showed a major used of Anglicisms.
- To know the level of acceptance Ecuadorians have on the use of Anglicisms in newspapers. The approval on using Anglicisms is excellent, nevertheless some people complain about using Anglicims because there is a lack of knowledge of some words used in economics, international reports, etc.

METHODOLOGY

The research began with the study of the thesis project guide, analyzing the statement of the problem, justification objectives, research area, variables, subvariables, content outline for the theoretical background, the methodological design, making the working calendar and at the end mentioning the bibliography of the research, all of this information was provided by the university.

For the research El Extra, El Comercio, and El Norte newspapers were taken as study samples, in which variables were analyzed like national newspapers, local newspapers and tabloids, and the sub variables like news, ads, social pages, sports and reports of each one of the newspapers, so, it began with the analysis of the thesis project guide

The methodology carried out was the use of the logical, inductive, deductive methods. The primary techniques were surveys and interviews to the units object to investigation with the finality of obtaining information; this information was obtained "in situ".

The statistic process of tabulation was made by gathering the information; this was ordered in a legible form, and then distributed in a systematic form and presented in charts. With the information given, the descriptive measures were calculated as the averages and percentages.

The process used for the analysis of the information consisted in analyzing the methods and techniques to obtain information of the Anglicisms used in the newspapers object to study, then organizing the data, tabulating and finally making the interpretation of the results.

DISCUSSION

Theoretical Background

Language The Real Academia de la Lengua, defines language as a set of articulated sounds used to express what man thinks or feels; language is a system of verbal communication, so, Language as an expression is more important in the human beings because by means of it humans can express their ideas and thoughts.

Language is the code or vehicle of systematical communication; Berlo, D (2004) says that “in the Language we speak as articulated sounds pronounced in a particular way, order and structure”. The order and the structure of a message can be observed when it is said: “I like jelly” and can not be said: “I jelly like.”

In this respect Berlo, D (2004) mentions “the codes have words, grammatical forms, syntactic constructions, etc., and they constitute vehicles or communication forms as long as they transcend the individual thing and they are constituted in social institution.”

Ediciones Océano (2000) mention language like “the specific ability that humans have to express and communicate their thoughts, in every working activity, in all science form or art, in the daily routine, the normal and constant use of language will be needed.”

Moles, A (2001) defines as “any system for humans to exercise the mentioned ability to communicate their thoughts”.

They allow human beings to interact, because a person who is not related with other doesn't exist; to study any subject, or to be expressed openly; using a language is part of a communication system, because when it differs from one person to another, the verbal codes to be used will be different. There are many possible languages: auditory, visual, tactile, etc. The auditory language correlates with the ability to speak, this kind of language is also known as articulated language and it constitutes the object of the science called linguistics.

Moles, A (2001) indicates that “the language is multifaceted and heterogeneous, riding in different domains, in physical, physiologic and psychological, also belongs to the individual and the social domain, and can not be classified under any of the categories of the human facts, because no one knows how to disentangle its unit”.

Dominguez, M (2005) says that “Human language is based on the capacity of the human beings to communicate by means of signs; mainly using the linguistic sign”.

The aim of all verbal activity is communication. Nevertheless, the sender of a message may use the language for many different proposes. We may want to transmit information, or perhaps, beyond that, to include our partner to take a specific action, express our feelings, play with words to crate beautiful messages, or create art as poets do. Therefore, these differences are important when someone is

thinking about objectives; they are denominated the functions of the language.

In connection with the different elements that appear in the communication process, “the diverse functions played by language, it describes the extra-linguistic reality, it provides ideas or information and it refers to the context on which the message completes the denotative or referential function; that refers to certain determinate meanings.” Ministerio de Educación Ecuador (2010)

Language also offers information about itself whether it talks about itself as well as when it refers to other themes its linguistic behavior reveals its points of view; its origin and meaning according to the emotive or expressive function.

Linguistics The Real Academia de la Lengua defines linguistic as “the branch of linguistic that study the deals with the language issues like a means of social relations, especially those related to the teaching of languages.”

The set of the relative terms to the concepts of modern linguistics, are tools which came out of it or have been created to capture a new science of language. Saussure noted that linguistic is the study of the life of signs within a society.

Bravo, J (2007) when he states that language “is a phenomena that accustoms to present exteriorly as a mere instruments of communication among people and arising at any place where these people live in society”, these processes are complex and it is logical to

recognize that are made in many forms, concerning to the linguistic science, that is why the author himself points “ the reader who approaches any current linguistic research work will be stunned by the huge number of technical terms that will be found “Polo Figueroa, N (2005)

Language is such as a complex phenomenon that, by the moment, is considered by many sciences in a partial and provisional way, among those highlighted interested science figures linguistics.

The intention and purpose of communication are not limited to the transmission of data; the information transmitted is often combined creatively in their formulation of intent. In the acts of communication not only says, but it also makes projects intentions,

Assumptions are considered, the reaction are discussed, offered and expected a certain attitude, intellectual amendments are ordered or suggested and seeks emotional responses in the interlocutor; processes in which communication takes place, in which both sender and receiver interact by emitting and receiving messages.

Language is a part of linguistic system whose speakers recognize models of good speech, so the language becomes an object, middle and end of a working knowledge valid to the interaction, this coincidence of elements in the process of language teaching and learning can not be regarded as an additional difficult, the process benefits itself from the idiom because it is certainly a methodological

advantage therefore several aspects can be analyzed in the classroom which promote the acquisition of Knowledge.

Among other aspects and forms of communication, in the reception of information from different transmitters many different elements or indicators can be identified, this the case when somebody is being heard has different linguistic features than ours, we often distinguish by the accent the geographical origin of a person, people from the sierra region quickly identify the coast accent by the intonation and because they do pronounced the letter “s”; people from Cuenca have their “cantadito” when they speak it seems they are singing (sort of speech, while in Ibarra we emphasize “rr sounds”. Due to this speech we reveal our social background.

In other words: the internal differentiation of society is reflected in language, as social stratification also involves a linguistic stratification. In this regard, “the British sociologist Bernstein established a different between two varieties of speech, which are called restricted and elaborated codes” Marian University (2003)

Branches of Linguistics To understand the branches of linguistics it is important to note that the communication process is the link established between one or more people when they say something, when sending a message, either by talking or by any other means; in this process the message consists of a system of signs that, in the case of language, it is inherited from the family context where the communication process starts in the day of birth;

the child receives messages from his mother's lullaby and everyone around him, this is a form of language learning. Moles, A (2001) emphasizes that "idioms organize material reality in a specific way. The differences between them to agree on the words and their conceptual references show that the reality does not exist as a linguistic formation."

"Roman Jakobson has qualified, in relation to the different elements that appear in the communication process, the different roles played by language. It describes the extra-linguistic reality, provides ideas and information and refers to the context on the issue in the message (detonator or referential function), talks about specific meanings" Albuja, A (2002), in this context, it is necessary to identify that this type of message is transmitted by a particular speaker, and therefore, the language also offers information about him, "whether speaking of himself as when he refers to other aspects, their linguistic behavior reveals their views, his background (emotive or expressive function)." MEC (2002) The language, speaking to a person, you can find in it a certain reaction when trying to convince him, or giving orders, or asking questions, so we are witnesses of a tool aspect of a pointing or appealing function.

Referring to the language studies on its different levels, it can be developed, first of all, as a system, attending to the linguistic code rules, in other words, what is traditionally known as grammar and,

second of all, as a tool for communicative interaction, from disciplines such as pragmatics and textual linguistics.

Grammar is the science which studies a language in its synchronic aspect at a certain point of its evolution, and is concerned with the form, meaning and function of words, so morphology, semantics and syntax are concerned with study, mainly the content plane of idiom.

Morphology is the study of the structure of words, it is the branch of grammar that studies in particular, the form of a word and its possible variations considered accidents. Morphology conceived as part of the grammar studies from the formal point of view, relations with the meaning, and its characterization as belonging to a functional category, the processes of formation of new words or forms of words.

In the study of morphology is considered the morphological segmentation of the word, morphemes and lexemes:

The lexemes provide the lexical meaning of the word, can be a word themselves: sun, sea.

Morphemes provide the grammatical meaning (gender, number, time, Mode ...) and can modify the meaning of the lexeme originating derived words.

Morpheme the word is perhaps the grammatical concept has been used in more occasions, on the other hand, it resists to a scientific definition; in this respect Ediciones Océano, (2000) presents

the following example: “the reader thinks the difficulty that he would have if he sought to define the words of the following message: “it has snowed a lot last night; however, the machines snowplows have been able to clean the highways before the noon.” Reviewing a segment of the messages discussed above; machines, you can find two elements which carry their meaning: machine-s, any of these elements has a meaning and a phonetic form:

Machine	+	S
[A]		[B]

The [A] and [B] elements are, therefore, minimal units provided of meaning and phonetic structure, which also can not be reduced to smaller components also provided with phonetic form and meaning:.. These units are minimal formal units working on new scientific research units that are usually known by the name of morphemes.

There are four amalgamated significant features in one single phonetic form, which present an independence that can be checked easily if you change any of them by others:

3rd Person commuted to 1. ^a -> am-is

Singular number commuted by plural - 'are-is

Commutated present by future - 'is-is

Indicative mode commuted by subjunctive - 'is-is.

Morphemes can be:

a) Free morphemes: they are independent morphemes and are not linked to any lexeme: prepositions, conjunctions, art.

b) Locked morphemes: they need to always be attached to a lexeme. Morphemes are classified into flexible locked and derivatives.

Lexemes

Betancourt, A (2000) says that "It is denominated "lexeme" which possesses an autonomous and independent meaning and it constitutes the invariable part of a word; it is also denominated root; there are two lexeme types: Independents and dependents"

Independent:

They are those that don't go together to another monema: blue, tree, milk. (Some linguists insist that these words also have suffixes zero or suffix -e in some cases.) Betancourt, A (2000) mentions that "Clearer cases of lexemes without affixes are: the prepositions in Spanish: as, for and with; the conjunctions how, and, and that, and the numbers two and five".

Dependent:

They are those go together necessarily to another monema. Albuja, A (2002) "The first part of the following words is the lexema (root): pat-o, am-a-r, cali-graf-ia, cam-a".

It is important to notice that the use of the word lexeme in English is very different from the use of the word lexeme in Spanish. This contrasts with gramema in the Hispanic linguistics.

Examples: Casa, Casita, Casota, Casona, Caseta..... The verb to give has a lexical meaning, but we will never know it if we only put the lexeme (d - an). The lexeme is not something immediately

recognizable for itself, but it is always manifested. When the word has one of the four qualities that all words demand to be a completed word, then we will perceive the lexical meaning.

The four configurations are verb, noun, adjective and adverb. Only before a complete word we will perceive the lexical and the grammatical meaning simultaneously. And this way, the lexemes must become primary grammatical categories or lexical categories. When It says that to give is a verb, It says that to give is configured as a verb (grammatical meaning) as such as it has a lexical meaning. The categorial or grammatical meaning it is one that allows to transform into words the same meanings lexicons. The lexical meaning must always exist in a complete word, with grammatical meaning, for that they are always simultaneous.

These minimum units which form all the messages that each language is able to code can be classified in two groups, they are differed in all languages in the world: some basic elements of lexical type: gat -, blanc -; and other elements: -s, -it -a these are of grammatical type.

The lexical elements of a language are infinite and any person possesses all those that the language has, because continually some are disappearing and other are being involved; it can be said that they form an open inventory in front of the grammatical elements, that are few and they constitute a stable number in each language;

thanks to the grammatical elements, the lexical elements combine to each other in phenomena to accord:

a black dog - some black dogs.

The speaker of a language is able to create and to understand all the messages, although in many cases these have not been emitted again, because it possesses the rules of combination of these elements among them, join with the peculiarities described before: order of the elements, syntactic function, intonation and pauses. The speaker has all these abstract schemes from his childhood they allow them to use the linguistic code as much as to emit messages as to receive them.

There are two types of grammatical elements: those that combine with lexical elements to form verbs: time, person, voice, way, number, and those that combine with lexical elements to constitute nouns and adjectives (gender, number and article).

Semantics: It is a discipline concerned with the meaning of words, although phonology refers to the study of sounds of a specific language, analysis of the internal organization of words, syntax, or relationships of those words in a sentence, and vocabulary, all the words that an idiom has, studies conducted since all communication must be meaningful, so the language has a branch that is semantics, which deals with the meaning of components of the structure of a language.

Betancourt, A (2000) said that in the theory of grammar, you have to collect three dimensions:

Appointment

Sense

Meaning

The appointment constitutes the relationship between a linguistic unit and the concrete reality, by means of the use of a linguistic unit it is designated to the things that are observed in the concrete reality, they represent the object of the knowledge it has its conceptual meaning, for example this table, it is a concrete reality when it exists that is to say when it is observed it, it is spoken of the present object.

On the other hand the sense, is the semantic value that is presented when it is anchored in a context of which it can arise semantic contents different from those foreseen by the system of the language; example: "this afternoon there will be a round table", the word table has a new value thanks to the context, it is spoken that in this afternoon there will be a table, and an additional characteristic that characterizes to the table that is its round form.

While a third dimension makes reference to the meaning, in the theory of the knowledge it is conceived as the semantic value of a linguistic unit as long as this value it comes to give it by the own system of the language, an example when being about the concept table, refers to the semantic relationship of the table as the chip, a

tree in opposition to a table; some wooden pieces to make a seat, each one of these concepts is related but they are different, inside its context they have a different concept that they give it in its form and state of the matter.

Inside the environment of the dimension they stand out the components that give it meaning and they are: the denotation and the connotation.

Denotation refers to the features conceptual objectives; it constitutes the specific meaning that it has and it is given to a word outside of any context; they are terms that are common to all the speakers, like it is the case of the term table whose meaning obtains it of the dictionary, never mind the editorial the meaning it will be same because it is a compilation of what says La Real Academia de la Lengua.

Connotation is a component of the dimension of the meaning that settles down through the subjective conceptual features, these significances carry with them added a word; the connotation has a character subjective. Depending on the speakers, one word can has different connotations, for example a beautiful table, old table, etc.

Speaking of semantics and grammar refers primarily to the meaning, the grammatical units are forms of content and therefore by definition the semantic nature of the grammar is undeniable. In some theories formally defined grammar and this fact does not seem very

relevant, but "There is no semantic grammar and semantics is the most important part of language." Betancourt, A (2000)

Semantics is generally defined as the study of meaning; and this is the definition that we will adopt, what is to be understood by "meaning" in this context is one of our principal concerns in later chapters. Ever since Ogden and Richards (1923) published their classic treatise on this topic; and before since long before that, Leech(1974) says that "it has been customary for semanticists to emphasize the fact (and let us grant that it is a fact) that the noun "meaning" and the verb "to mean" themselves have many distinguishable meanings".

Some idea of the range of their meanings may be obtained from a consideration of the following sentences given as examples:

What is the meaning of "sesquipedalian"?

I did not mean to hurt you.

Syntax is the discipline that studies the arrangement of words in the expression and the role each plays in relation to others. In the syntax, the meaning is central and there is some kind of grammatical content.

It is practically impossible for grammarians and other students of language to reach an agreement on the question of what is a prayer, because can be found over a hundred different definitions under various criteria, as they are functional, semantic, formal, psychological or pragmatic.

A sentence is a grammatical unit consisting, in its most simple, of a subject, which is part of the sentence about which something is predicated, has traditionally said it is the part of speech of the listeners, and , a predicate, which is the part of speech, of what is preached on the subject, i.e. what is said about the subject.

Syntax includes the study of the phrase combining is done at two levels:

The sub sentential, which corresponds to the so-called own phrases.

Pragmatics has an interdisciplinary character, at the present time it has reached a wide environment with relationship to the traditional pragmatic, the study of it is focused in the philosophy, the linguistics, the sociology, the anthropology and the psychology; for the philosophers of the language and for the linguists in general, Editions Aula (2001) “the pragmatics term is considered as one of the components of the Semiotics, close to the Syntax and the Semantics.”

Pragmatics is the part of the linguistics, or science in itself which is in charge to study the meaning of those enunciated; it is to say, the meaning of the signs, their use and the relationships that settle down among their users.

Phonology is the part of the language science that studies the rules of the formation of one or several languages. It is important not to confuse, phonetics with phonology.

To differentiate between these two terms it is necessary to conceptualize the term language as a general and consistent model, common to all members of a linguistic community, while speech is the realization, the materialization on this model in each speaker, at a defined time and place, and phonology, Berlo, D (2004) mentions these differences when he expresses that “the phonology studies the significant in the speech (Saussure) or form of expression, while the signifier studied phonetics in speech or the substance of expression.

Phonation is the entire system can be compared to a wind instrument. The lungs bring air; the trachea allows it to reach the larynx and it generates the sound through the vocal cords. The mouth and nasal cavities act as sounding boards. The pitch of sound varies with the degree of tension of the vocal cords, while the bell is determined by the sound box, volume, shape of the breast, mouth and nasal cavities. The tongue, palate, lips and teeth are responsible for the formation of the final sound.

The phonetic is similar to the phonology, because it is the branch of linguistics that studies the production, physical nature and perception of sounds of a language.

Its main branches are: experimental phonetics, articulatory phonetics, phonemic or phonetic sounds.

Fernandez de Rubiano, N (2006) stated that "phonology, as a branch of linguistics, therefore, considers how these sounds. It

handles the role of the phonic elements (sounds) in the language and its ability to form various signs and messages."

Phonetics studies the elements that can recognize the same sound, but individual accomplishments are different from the acoustic point of view, e.g. in Castilian, the phoneme / k / is manifested in various graphical representations: kilo; house burning.

Characterizing the concepts of phonology and phonetics, in the present study it is necessary to emphasize the aspects related to phonology, which studies all the phonic elements (sounds, intonations, accents) with a language that makes their expressions, and serving as to distinguish meanings. In addition, it deals with its pronunciation, because they are not interchangeable in the sound chain, without altering the meaning, in the words. The sounds of language are classified as speech sounds, which are used by each speaker individually, and sounds of language, each language has to shape its signs.

Ocean Publishing, to explain these differences, suggests the following example, the linguistic sign (the word) child must:

Phonetics study the sounds, the way of articulation, available over the sound chain NI-N-O: (ENE) (I) (JAN) (O), i.e., a phoneme consonant + a vowel phoneme in each syllable;

Phonology is in charge of the sounds it is assisting to the implication that they determine: BOY points out masculine gender, in opposition to GIRL, feminine gender.

Regarding the important difference utterance is what is speech and language, the first means being able to pronounce the words, while language is the ability to combine words into sentences and communicate.

"The language used in the conversation is more spontaneous and less care, the presence of a partner involves a number of different actions, in which the language used is simple and often less rich than that expressed in written form." Ediciones Salvat (2006:34)

In this regard, it should reflect that, except in cases of exceptionally gifted speakers, all contact between languages involves interaction between them in the person that system uses more than one language.

"In phonological level this phenomenon is evident, and they say such a person who speaks with an accent, which is equivalent to saying that denotes its foreign origin, that is, every speaker uses the system to express a native tongue in the other, which is gained". Gomez, M (2005)

A change in intonation, emphasizing various points of the speech chain, accent, even gestures, in both his facial expression and body, transform the discourse and can change the meaning of the utterance.

Morphological Procedures: All languages and their varieties are appropriate systems for the communication needs of their speakers, but beings eminently social human beings, interacts and affect many

factors and social phenomena are closely related to the structures and values of their own society that uses them as a means of expression.

Social interactions, from Vygotsky's thinking, encourage learning and acquisition of knowledge from the experiences of others, social factors offer particular information on speakers, while sometimes they can put the extra-linguistic approaches differences of language considered as type at different scales of correction or adjustment, of which suggests that Castilian, like all language has been adapting its vocabulary according to the expressive needs of its speakers, who change constantly as the world where they living in, these innovations are even considered, because they generate new terms that are included in the vocabulary, according to this, they characterize the morphological processes, which are ways of derivation words, composition and parasynthesis.

Lyons, J (1978) Composition consists on forming new words by adding two different lexemes, which can be lexical or grammatical, and therefore identified by the speaker, or the union of two previously existing words: also (and + it), Paso Doble, Hispanic, corkscrews, frogman, blue-white, Anglo, geology, cosmonave, democracy, oil.

Historical Linguistics The history of linguistics began in the ancient times with a tradition of ideas about language and treatises such as the rhetoric, grammar, philology, morphology and syntax and then, it melts in linguistic science which is covered by semi-logy and this one in social psychology. In Greece, the grammar is based on a fundamental unity that is the word, discussed in three major aspects: classes of words, morphology and syntax (the words themselves, their structure and relations between them).

In the grammars of the thirteenth and fourteenth centuries always appeared an introduction that explained to the student each of the terms used, then every term should be considered in the theory part, to a third support about on the wealth terminology that does not respond to a whim of the authors, much less the desire to change old names for more modern ones (ending by morpheme, for example), that is born from the scientific inadequacy of the old concepts.

Language is a social reality very broad to encompass only from the perspective of linguistics, which is why this science is designed to coordinate with others interested in the same object.

Language Change Languages change, usually very slowly, sometimes very quickly. There are many reasons why a language may change, the excessive indulgence in words can bring with it the disfigurement of the language, so it is recommended not to use the wording of paragraphs, the Spanish language is rich in vocabulary, Iñiguez, J (2004), states that "both journalists, as writers, teachers and broadcasters, for his position before the public, should thoroughly study our language for not going into other languages."

Polo Figueroa, N (2000:35) "that the Romans might have thought time of Augustus, the French contemporaries of the Chanson of Roland, the Spanish who saw the birth of the Mio Cid Poem, or the contemporary English of Chaucer," in contrast to this approach, meanwhile, it is demonstrated that changes in language arise, it is important to analyze that other aspects denote that through time there is a series of linguistic changes in all languages, which means that "the communication between speakers separated by the history would be very difficult if not impossible, that the fragmentation of Latin in the Romance languages, French, Spanish or English at the present moment, heirs of the speech of their ancestors. " Gomez, M (2005)

But if we examine the changes of language, they also occur in homogeneous linguistic communities, from one generation to another, though slight, they are cumulative and appear in all levels of a first language, for example, the pronunciation has been studied

diachronically according to the script, to clarify this concept, Polo Figueroa, N (2000:39) gives as an example, "that the non-pronunciation of certain French verb endings, and subsequent use of the pronoun to indicate the person is a proof of the change in pronunciation, plus another in the grammatical system, because in Latin, French mother tongue, the person in the verb used to come indicated through certain termination".

However, Saussure used a clear and appropriate terminology to name two facets constituting the sign, for it proposes to replace concept and sound-image of meaning and significant, respectively. To clarify this statement from the concept may reflect tree and Why has been chosen to chain-tree sounds to express the concept "tree"?, One would think that it would have chosen any other sequence of sounds to express that concept, without affecting the result: also would have given a sign, but it is precisely the fact that there are different languages shows that the meaning-significant relationship is arbitrary, correspond to the same concept different modes of expression ways.

Language change can be illustrated when we see that has changed the term "big tent" or "pantry" with the word "supermarket", a term that appears in response to a marketing strategy that has led to the creation of this word new, among others, the word is from the English supermarket, our migrants in Europe, see how it has changed the term railroad as a simplified term "metro" word has

become almost universal terminology because he knows So in many developed countries in particular.

Regarding to language change, it highlights a nomination speech that is the substrate, which means traces of a language replaced by another in a given territory are observable in the dominant language, the organization of the Castilian language in America and its study has given rise to a number of issues, ranging from the same denomination of the language to the influence of native languages in the Castilian and entering of varieties of Castilian Spanish in the regions of America.

It is not possible to separate the language of the environment in which it develops: a social mass exists in time and, although a social mass is, itself, a conservation factor, time is a factor of changes. Time changes all things; this is one of the factors that keeps development change humanity, the world itself is changing, and therefore no reason to escape the language of that universal law. Languages are codes that can vary over time and space, hence it generates changes, and to discuss synchrony and diachrony.

Analyzing the language phenomenon in deeply, it becomes clear that language is primarily a current system, structured and more or less fixed and at the same time, a living instrument, with a birth and evolution, all of which involves a series of problems impossible to study in a block. "Thus, the systematization of language is expressed in two types of study". Albuja, A (2002).

Language Vice The language can be viewed as a communication tool. If we agree on it, then we assume that language is used with more skill and effectiveness. Therefore, we also recognize that it is possible to make mistakes when operating the instrument.

The lack of language causes that people make mistakes when using a language, when discussing defects of a language, it is taken into account a traditional regulatory approach, i.e. adapting the written language into the cultural aspects of a place or region.

The vices of speech consist on the misuse of a word itself, without regarding to its relations with the surrounding words, these words are related to levels of language referring to the special tone of a group, according to circumstances such as geographic location, profession, education, environmental influences, occupation, etc.

Slang It is called slang any lack of pronunciation or formation of two words that are usually committed by people with little education or no knowledge of the educated norm; it may be called vulgar language because there are numerous deviations from the standards of academic language.

In the morphological: maistro for maestro, demen for denme, haiga for haya, ande for anduve, puertazo for portazo; esparcir for esparcir, florcita for florecita, inducieron for indujeron; tradució for tradujo, los fuimos for nos fuimos, pololeo- galanteo for noviazgo; quietito for quietecito; refalar for resbalar; enanchar for ensanchar, intervení for intervine; lechoso for lácteo; escrito for escrito;

calientito for calentito; cienpieces for cienpiés; doldrá for dolerá; juimos, jósjoro, nojotros, juyío, güenísimo, agüelo, deligencia

In syntax: voy donde de mi tía for voy a casa de mi tía. Lo reconvení for lo reconvine; me remito a escuchar for me limito a escuchar; hubieron for Hubo; se lo voy a decírselo for se lo voy a decir; se me le perdió se for me perdió; muy señor mío for estimado señor or apreciado señor; en espera de sus respuestas for pendiente de sus noticias.

In the Phonics: sandia for sandía, ojala for ojalá, intervalo for intervalo, Grabiél for Gabriel, probe for pobre, adecúo for Adecuo; demagogía for Demagogia; Ojála for Ojalá; Nadien for Nadie; Dentrar por Entrar; Pedío for Pedido, agüelo for abuelo, abuja for aguja; güevo, güeso.

Neologisms Comes from the Greek neos: new; logos: word, the neologism is the abuse with words or money new or recent in a language. Generally neologisms are new words, the product of evolution of language or scientific advances of society.

Moreover, poor translations from other languages are the vices of speech. However, the neologism also corresponds to the use of new words, a product of scientific advances of our time. Example: I need your "website" or at least give me your e-mail", Cell, Internet, satellite, cloning, cable TV, etc. These words are vices of language, only when they interfere in understanding.

Barbarisms Barbarisms are vices that consist of the use of foreign words where not needed, i.e. when there is a Spanish word equivalent of barbarism also occur because of poor construction of words.

The barbarisms are not fully incorporated foreign words into the language, while Anglicisms are words of English origin that are integrated into our language and do not need translation to be understood. In order to explain these differences are then performed some explanations:

The term comes from Greek barbarism barbarian abroad, the language barbarisms are vices that consist on writing or mispronounce words or use inappropriate words to use voices of other languages which are not really needed in our language.

The term barbarism has, according to the Dictionary of the Real Academia Española de la Lengua, the following meanings: language service, which is to pronounce or misspelled words, or using inappropriate words. Foreign voice to replace the legitimate expression of a language, abuse of foreign words.

Example: Aprobastes consideration by the exam, the afer ("affaire") left me out; zanahoria / zanoria.

The barbarisms are not fully incorporated foreign words into the language, in this case is treated especially in its first entry barbarism, the barbarism can be prosodic, morphological and syntactic, as relevant to the prosody, morphology or syntax.

Incorrect	Correct	Incorrect	Correct
Acreditación	Credencial	Jeep	Todo terreno
Affiche	Cartel	Junior	Joven
And company	Y compañía	Kindergarten	Guardería
Impasse	Estancamiento	Tuti frutti	Frutas variadas
Interviú	Entrevista	Vedette	Estrella de revista
		Vendetta	Venganza

Fuente: Gomés, M (2005:93)

The vice of barbarism is the use of foreign words or money instead of the genuine words of our language. According to its origin is the name adopted: Gallicisms, Anglican, Italians, Germans, etc.

Anglicisms Is the use of words or turns of the English language that Spanish has been incorporating through its contacts, alliances or conflicts of commerce and culture. La Real Academia de la Lengua Anglicism defines as the use of English words or turns in different languages.

Among the former Anglicisms, there are number of designations relating to navigation, some of which were made indirectly through French: dredge, dredging, course, and roadstead.

The latest, most refer to R industry, politics and sport: tram, leader, meeting, football, boxing, basketball, volleyball, tennis, and gun.

Among the incorrect Anglicisms, there are a lot of periphrastic denominations built with the determinative idea, therefore, equivalent to an adjective, and prefix as an epithet. "This is a direct imitation of the English language syntax, which, like all Germanic

languages, always precedes the adjective to the noun. For example: Jockey Club is indeed, our language, Club de Jockey , Plaza Hotel, Hotel Plaza, etc”. Gómez, M (005:93). Words of English origin that are integrated into our language and do not need translation to be understood

Incorrect	Correct
Auto	auto
Baby	niño, nene
Baffle	Altavoz
Barman	Camarero
batir el Récord	establecer la marca
Bazooka	Lanzagranadas
Bluff	noticia falsa
Cameraman	operador, camarógrafo
Camping	Campamento
Chance	suerte, oportunidad
Capo	Audaz, atrevido
Coach	Entrenador
Comfort	Comodidad
Copyright	propiedad literaria
Corner	saque de esquina
Dumping	protección arancelaria
Hall	entrada, recibidor, vestíbulo, recibimiento
Handicap	ventaja o desventaja
Hit	éxito, triunfo
Interview	Entrevista
Jeans	Vaqueros
Jockey	Jinete
Lunch	almuerzo, refrigerio

Incorrect	Correct
Lunch	refrigerio, comida
Manager	gerente, administrador, apoderado, empresario cuadrilátero
Match	partido, cotejo, brega
night-club	club nocturno, cabaré, sala de fiestas
Nurse	Niñera
off side	posición adelantada
Outside	pelota fuera
Performance	rendimiento, desempeño
pick up	aguja tocadisco
Punch	golpe, puñetazo
Referee	Árbitro
Restaurant	Restaurant
Ring	pantalón corto
Score	cuenta, resultado
Short	espectáculo,
Show	actuación diapositiva
Single	partido individual
Slogan	lema, divisa
Smoking	traje de etiqueta
Sprint	aumento velocidad
Stand	puesto, pabellón
Stock	Existencia
Sandwich	Sanduche
Test	Examen,
Trust	Monopolio

Fuente: Barbero, J. M. (2003)

Foreign language Interference Barbero, J (003) "The transfer appears individually in the people's minds who face more than one language, because there are stored the linguistic units and there they face different types of interference, a situation that occurs with our Indians", for example, who in their home environment maintain Quichua and sporadically Spanish, while going to school and face an all-Spanish language, which creates confusion, particularly apparent in the first year of basic education, to make reading images, the child looks at a cow the child points to the "udder" nominated as "tit."

Hence the importance of using the arduous task of comparing the mentioned languages: the native language and foreign one, the teacher who fails to recognize these cultural values and mission of training may take appropriate decisions in the learning process of children, and also gain experiences in the knowledge of the language problems present and will be able to be assisted in the learning process.

In this regard, the didactics of teaching English as a second language, is considered to be taken into account that the freedom of social action of a speaker depends on the extent of his repertoire, i.e. the body of knowledge and therefore communicative language, which is able to activate his social life. Universidad Mariana, (2003:59) "This code means comprising a series of grammars (set of rules covering the various types of applications, standard / nonstandard, written / oral, formal / informal, etc.), whose knowledge is conditioned by

social, academic or training" With this idea it is noteworthy that the personal development depends on the knowledge and skills to express, understand and share the relationship that necessarily is generated around the social interaction of linguistic base.

The second language teaching either the native language or foreign languages range from the traditional concepts of education both as idiom and as learning, something that acquires significant importance throughout history.

"Until the early twentieth century, the concept was the key language. With the advent of the current structuralism, the language and teaching became primary education, whereas today the concept that excels in language teaching of second or foreign language is the teaching / learning or teaching / acquisition." Ocean Publishing, (2003)

Oral language is the most representative, but not the only mode of communication, gestures, writing and other forms of communication are languages signs, Bustamante Z. G. y Jurado, V. F. (2000:45)

Language acquisition is not an isolated phenomenon; developing skills language corresponds to a simultaneous process to further developments of children who have received the access to learn a second language.

The bilingualism derived from the Linguistic Interdependence theory proposed by Cummins (1979) emphasizes the relationship between the developments of two languages.

It indicates that the level of competition in the second language, mainly English in our country, and indigenous people in Spanish and English, that a bilingual child attains is partially a function of their level in their native language (Quechua or Spanish as appropriate) when he begins intensive exposure to the second language, in relation to the quality of oral development that achieves the student with the second language.

Studies of students who learn a second language at different ages show that when acquiring the second language without having secured the first one the learner is in danger of being semi lingual, i.e. not fully develop any of the two languages. This occurs mainly when families immigrate to another country with a different language.

The knowledge of the concept stated above is extremely important. In fact, it notes that particularly in reference to Broca's area, if a child learns two languages simultaneously, as it is the case of an Indigenous father, for example that speaks both languages, while his mother always sporadically Spanish and Quechua; in this case the neural areas activated by the expression of either language but counting on a separate definition, the two languages appear to be very close and this influences the facility to understand a translation of meanings from one language to another, this is the case of the

Ecuadorian population regularly as English is not practiced, and in a few homes, in the case of the indigenous population, are dealt with independently and simultaneously show ease of passage from one to another circuit.

"In this case, the polyglot thinks directly in one or another linguistic form and therefore the activated brain zone in Warnock's area is nearly identical for activities of expression activated by the two languages." Z. Bustamante G. and Jury, V. F. Compilers (2000)

Newspaper and tabloid Journalism is defined as the mass dissemination system based on printing multiple copies. News, relation of events. "The newspaper, whose prototype is the diary, is a cheap printout, broadcast from a center, by sale numbers or post them (subscription), which implements a selection of special events deemed worthy of public interest." Moles, A (01:35).

Once the newspaper is received it is read in the reader's free time, in a few minutes or an hour; the reader participates in the knowledge of the events described.

This knowledge is, therefore, necessarily schematic; first, because the receiver can only invest a little time to read it, so it is not about a true participation, but very restricted, once in a while a word or a sentence (titles, short news, etc.); then, because of the limitation of the journalist or witness that should elaborate just a brief message according to the events; and finally, because the

interpretation system or comments from the reader are not necessarily the same as the journalist.

On the other hand, the readers knowledge of the news messages is conditioned by the administrators or responsible, owners of the huge technical and economical system that constitutes the base of the newspaper, who direct the selection of news or events from their own value».

A newspaper is divided in section to find the message required easily: sports, entertainment, national and international news, etc. The newspaper works with people whose main job is to decode; the reporters, they observe one or several different kinds of events in the world and send them to the news paper's "central nervous system", the "desk", the "board", r to the editing office.

When those messages are received, the editors make some decisions. As a result of it the directors give the order whether to print it or not. Once more, the code function becomes specialized. The newspaper uses copiers, correctors, operators and salespeople.

Previous studies The study of language as being the form of communication excellence, has been studied, which is made from different approaches, for that it has become of particular relevance the study of "a wide variety of linguistic phenomena that can describe discursive language in use and describe some textual strategies that issuers make use of them when they establish an effective and consistent communication with their partners." Moles, A (2001), such studies are set to a discipline investigations into this area of human development offers a range of theoretical approaches that can enrich the analysis of discursive and textual phenomena in a complicated way that demand vision of interdisciplinary type of the analysis.

García González, J (2010) "The anglicized, understood as a loanword that occurs between historical natural languages, has been the subject of many studies in different historical moments from the beginning of last century." It has been investigated in different countries where the phenomenon becomes relevant and attending to various criteria of analysis and interpretation.

The general aspects of the communicative situation are complemented by the analysis of specific factors that characterize it as, for example, issuers, recipients, the nature of statements, the time-space environment, pragmatic information, and the communicative intention social distance.

In Ecuador, it is said that it is similar to what happens in Latin countries, it is much easier to use foreign words than to dig a little

deeper into the richness of our Spanish. Albuja, A (2002:97) states that "currently for the speaker is more convenient to follow the fashion that gives you the 'modernity, influenced largely by the messages you receive constants of the media, which remain relatively in "our means", in which messages are exchanged constantly, "words that are part of the body of verbal expression, and therefore are words that accompany the individual since childhood.

The late twentieth century has been called 'the age of communication', and with some justification. The world is very rapidly turning into the "global village" which has often been predicted. As the pressure to communicate increases, the divisions of language are felt even more keenly especially in the great world of languages, which are seen as international channels of communication.

English is a West Germanic language that originated from the Anglo Frisian dialects brought to Britain by Germanic invaders from various parts of what is now northwest Germany and the Netherlands. Initially, Old English was a diverse group of dialects, reflecting the varied origins of the Anglo-Saxon kingdoms of England. One of these dialects, Late West Saxon, eventually came to dominate.

The original Old English language was then influenced by two further waves of invasion: the first by speakers of the Scandinavian branch of the Germanic language family, who conquered and colonized parts of Britain in the 8th and 9th

centuries; the second by the Normans in the 11th century, who spoke Old Norman and ultimately developed an English variety of this called Anglo-Norman. These two invasions caused English to become "mixed" to some degree.

Results

Chart One

Variable: National Newspaper “El Comercio”

Subvariable: News

Anglicisms	Examples	Nº Veces que se repite la palabra	Title of the article	Date
Chequear	...para chequear las entradas y salidas	8	Violencia en los estadios	08-01-2009
Backup	... tienen copia espejo o backup hecho por la Fiscal....	4	Caretas judiciales	08-01-2009
Club	... El club chulla apuesta por una nueva generación	4	Emelec vs. Deportivo Quito	10-01-2009
Charter	... a venta de chárter (paquete de viaje) a Ecuador durante 7 años	1	Ferias de las flores	09-01-2009
Desinvestment	...es necesario desinvestment en el sector industrial...	5	Plan de marketing	09-01-2009
Fútbol / Fútbolistas	... el Fútbol barcelonista ha experimentado una notable baja...	6	Maruri no ha podido blindar a Barcelona	09-01-2009
O.K.	Cuando vivimos en un país con servicio O.K...	3	IESS atenderá en horario normal	10-01-2009
Disc jokey	...Franco dice que habrá integración de un nuevo disc jockey.....	1	El periódico que está vivo	10-01-2009
Refinancig	... el riesgo de refinancing no pareciera ser grave ...	9	Sobrevive a tu tarjeta de Crédito	11-01-2009
Stagflation	... La mayor expresión de Stagflation fue la crisis del petroleo de los 70..	6	La crisis política y petrolera	12-01-2009

Author: Jessica Gallegos

Chart Two

Variable: National Newspaper “El Comercio”

Subvariable: Sports

Anglicisms	Examples	Nº Veces que se repite la palabra	Title of the article	Date
Fútbol	...contacto con el fútbol ecuatoriano se dio por intermedio del ..	41	Deportivo Cuenca	08-01-2009
Club	...el club canario en la clasificación de finalistas ...	79	BARCELONA SC	10-01-2009
Open	... Manta Open 2010 próximamente ...	2	V Manta open con trofeo Ricardo Delgado Aray	08-01-2009
Récord	... se informó que la recaudación de Enero de 2010 fue Récord ...	3	Recaudación tributaria enero 2010	10-01-2009
Golfista	... La mujer del golfista Tiger Woods, la ex modelo sueca	5	Una más de Tiger Woods	10-01-2009
Rally	... séptima etapa en autos del Rally Dakar 2010..	9	Sainz y Després siguen al frente del Dakar	08-01-2009
Demandante	.. la demandante del jugador puja por el incremento de la pensión ...	5	Futbolistas en la mira	10-01-2009
Racing	.. pero en el Racing en este año lleva ya cuatro goles ...	3	Trinchera crema	09-01-2009
Ranking	... Sotomayor es ahora la número seis del ‘ranking’ mundial del r�cquetbol profesional ...	11	Otros triunfadores	10-01-2009

Junior	... para la representación asturiana en el Nacional júnior en pista cubierta, ...	6	Aitor Fernández gana el Nacional júnior de cross	11-01-2009
Surf La preselección Júnior de surf que participará en el Mundial de esta categoría en Salinas....	5	Goncalves dirige selección ecuatoriana Júnior de surf	11-01-2009
Top ten	... Los 'Top Ten' jugaron por las víctimas del terremoto ...	2	Fútbol del Ecuador	10-01-2009
Crack	... y ese don de gente se traduce dentro del campo de juego en un crack con la pelota....	3	Un día con Luis Fernando Saritama	11-01-2009
Volleyball	...campeonato de volleyball interuniversidades...	5	UTE y Espe priorizan al deporte	12-01-2009

Author: Jessica Gallegos

Chart Three

Variable: National Newspaper “El Comercio”

Subvariable: Ads

Anglicisms	Examples	N° veces que se repite la palabra	Title of the article	Date
Bar	...arte y música en el bar...	4	A. clasificados – agenda de ocio	10-01-2009
Blog	...conéctate a blog...	4	A. clasificados – El mejor diario en la red	08-01-2009
Bluetooth	...mejor transmisión con bluetooth...	15	A. clasificados – Eclipse CD 3200 Bluetooth USB Mp3 CD FM	10-01-2009
Car wash	... el baile se le dijo que el lugar era un lounge-bar y no un “car-wash”,...	3	Noches locas en la capital	08-01-2009
Cash	... Su éxito radica precisamente en la fórmula de compra cash & carry ...	3	A. Clasificados – Los mejores productos en hotelería	11-01-2009
Casting	...Se realizará el casting para el concurso ...	1	A. clasificados – Para los amantes del pasillo	09-01-2009
Cell phone	...cell phone de promoción...	5	A. clasificados – Consultores en sistemas de control de calidad	10-01-2009
Cheese cake	...postre: cheese cake...	1	A. clasificados – Los mejores postres	08-01-2009

Closet	...lindo closet para usted y su familia...	2	Sección clasificados – Muebles para el hogar	09-01-2009
Club	... beneficios que me brinda el Club de Suscriptores de Diario El Comercio? ...	2	A. clasificados – Suscripción a la edición impresa de diario El Comercio	10-01-2009
Container	... Asesoría si deseas regresar a Ecuador y compartir container...	9	Facilidades para el traslado de menaje de casa y equipo de trabajo	08-01-2009
Copy	...las mejores copy de libros...	7	A. clasificados – copias a color y b/n	11-01-2009
Disket	...disket con la mejor música..	4	A. clasificados – la mejor recopilación de música clase	11-01-2009
DVD	...libros y DVD del cantante...	12	A. clasificados –Venta de DVD al por mayor	09-01-2009
Fólder	...fólder plásticos...	2	A. clasificados – liquidación de útiles de oficina	09-01-2009
Freezer	... Ecuador puso en un freezer las relaciones con Colombia en el 2008...	4	Ecuador amenaza a Colombia	08-01-2009
Jean	... Los cubanos solo compran pantalones de tela jean ...	4	Cubanos sostienen centros comerciales baratos en el Ecuador	08-01-2009

Lunch	...lunch: jugo de fruta y...	2	A. clasificados – Restaurante para oficinistas	10-01-2009
Manager	... Manager dice que Jack Culcay, un púgil alemán-ecuatoriano, conquistó su segunda pelea profesional el sábado pasado. En diciembre de 2009, alcanzó el título amateur. ...	5	Jack Culcay ya tiene manager	10-01-2009
Panty	... La solución Beauty Body Panty Anticelulítico Reductor se presenta en una ...	3	A. clasificados – Todo para mejorar la silueta	10-01-2009
Parking	...la utilización del parking en los centros comerciales ...	7	Sección clasificados – Aparcamiento para autos	09-01-2009
Shorts	...shorts en todos los colores....	9	A. clasificados – fábrica short deportivo para niños y grandes	11-01-2009
Stock	... además contamos con un amplio stock de repuestos de las mejores marcas ...	19	A. clasificados –cortinas de baño importadas	12-01-2009
Supermarket	... Supermarket se inaugura en el Condado ¡grandes sorpresas!...	5	A. clasificados –Nuevo Supermarket	09-01-2009

Author: Jessica Gallegos

Chart Four

Variable: National Newspaper “El Comercio”

Subvariable: Social Pages

Anglicisms	Examples	Nº veces que se repite la palabra	Title of the article	Date
Chatear	...la gente le tiene miedo al internet ...rincón para chatear...	6	Lugares de encuentro	10-01-2009
Fans	... Antes de ensayar, Chaucha Kings atendió las preguntas de sus fans con la misma alegría que proyectan cuando están en un escenario ...	4	20 años más tarde tenemos el mismo espíritu adolescente	09-01-2009

Author: Jessica Gallegos

Chart Five

Variable: National Newspaper "Elcomercio"

Subvariable: Reports

Anglicisms	Examples	Nº veces que se repite la palabra	Title of the article	Date
Full	...una escuela con full tecnología	51	Innovación en educación básica del sector rural	08-01-2009
motocross	...inicia primer encuentro de motocross ...	13	Espectáculos	09-01-2009
Manager	... quiere que sea el manager de la albiceleste.... ...	8	Tregua en la selección argentina ante el pedido de Grondona	11-01-2009
Large	...es un largo camino por recorrer como profesional... "large camino"	5	Large Camino	12-01-2009
Test	...se realiza el test psicológico a todos los estudiantes para el ingreso a la universidad....	4	se realiza el test psicológico a todos los estudiantes	11-01-2009
Techno	...se enfoca para este año la techno educación	3	Tecnología y educación	11-01-2009
Stereo	...con el mejor sonido stereo...	2	Festival de música latina	09-01-2009

Author: Jessica Gallegos

Chart Six

Variable: Local Newspaper "Diario El Norte"

Subvariable: News

Anglicisms	Examples	Nº veces que se repite la palabra	Title of the article	Date
Carros	...varios carros que iban rumbo a sus casas, se detienen ...	2	El circuito del norte	08-01-2009
Club	... Matan a dos policías en un nighth club ...	2	Caprichos de club	09-01-2009
Cocktails	...cocteles de analgésico...	1	Ciencia y tecnología en la Universidad Técnica del Norte	11-01-2009
Empowerment	...El proyecto empowerment de la Juventud de Ciegos y Deficientes Visuales ...	2	Belice obtuvo el primer lugar	12-01-2009
Estandarizar	... En consecuencia a fin de estandarizar el procedimiento y disminuir los costos ...	5	Control previo en importaciones	11-01-2009
Disc	... la poca promoción que tuvo su álbum "Lunada", lanzado con un mejor disc.....	3	Thalía & Robbi	08-01-2009
Fans	... de James Cameron puede haber sido demasiado real para algunos fans que dicen que ...	6	La obsesión de algunos fans	09-01-2009

Feed back	...feed back al consumidor...	2	La lupa de El Norte	10-01-2009
Jockey	... el jockey manifiesta que entrena en la Remonta con su preparador fisico y su padre ...	4	Se preparan para las fiestas de Ibarra	11-01-2009
Fast food	... Se vende un local de fast food en Ibarra...	5	Anuncios Clasificados	11-01-2009
Hosting	... La empresa ecuatoriana Multisolutions, especializada en soporte digital, ditará del hosting...	5	Universidades están creando buscador	08-01-2009
Hall	artista cotacacheño, muestra su obra pictórica que será expuesta en el hall del Municipio de Cotacachi	7	Exposición de arte	08-01-2009
Internet	... Para ser donador voluntario de órganos se debe llenar un certificado con los datos personales básicos. También se lo puede hacer por la Internet ...	1	El carné de donador, en 2 minutos	10-01-2009
Traveler	...se disminuyen remesas de migrantes con traveller...	2	Transferencias bancarias rompen el mercado	11-01-2009

Author: Jessica Gallegos

Chart Seven

Variable: Local Newspaper "Diario El Norte"

Subvariable: Ads

Anglicisms	Examples	N° veces que se repite la palabra	Title of the article	Date
Backup	... Al no tener el cóndor respaldo en producción efectiva, es una falsificación ...	22	Confiscación de dólares	23 -06 - 2009
Burger	...el mejor burger en pleno centro de la ciudad...	4	Anuncios, clasificados Burger's	23 -06 - 2009
Drive	...actualiza tu drive...	3	Anuncios, clasificados gran oportunidad	23 -06 - 2009
DVD	... podras adquirir este fabuloso DVD de la navidad simpsons 2 ...	20	Oferta de navidad	23 -06 - 2009
Game	...el game del año 2010 que celebran los atletas...	5	Jorge Bolaños clasificó a los World Games, de China	23 -06 - 2009
Happy birthday	...organizamos tu happy birthday	5	Anuncios, clasificados Eventos modem	23 -06 - 2009
Look	...el mejor look en Gatubelas..	9	Tania Flores buscando su mejor look.	23 -06 - 2009
Mouse	...gratis un mouse...	8	Anuncios, clasificados	23 -06 - 2009
Print	...print este anuncio y reciva descuento.....	6	Anuncios, clasificados vendo computadoras	23 -06 - 2009
Poster	...obtenga los mejores poster a color...	6	Anuncios, clasificados Copy Flash	23 -06 - 2009

Author: Jessica Gallegos

Chart Eight

Variable: Local Newspaper "Diario El Norte"

Subvariable: Reports

Anglicisms	Examples	Nº veces que se repite la palabra	Title of the article	Date
Apartamento	...devolución del anticipo en apartamentos del sur	3	Apartamento del sur un nuevo negociado	23 -06 - 2009
motocross	...club de motocross...	2	Entrevista Club de motocross	23 -06 - 2009
Concreto	...ofrecieron de concreto...	4	Apartamento del sur un nuevo negociado	23 -06 - 2009
Deforestación	...en San Lorenzo la deforestación en aumento...	9	Planificación del MAGAP	23 -06 - 2009
Elevador	...nuevos elevadores en el IESS	5	Informe anual del IESS	23 -06 - 2009
Made	...made in Ecuador...	19	Atuntaqui al mundo	23 -06 - 2009
Mountain bike	...este sábado mountain bike...	9	Entrevista Club de bicicross	23 -06 - 2009
Record	... Esto le permitió batir el récord nacional e inmortalizar su nombre entre las grandes figuras de la natación nacional ...	6	La Fundación Bill y Melinda Gates	23 -06 - 2009

Author: Jessica Gallegos

Chart Nine

Variable: Local Newspaper “Diario El Norte”

Subvariable: Social Pages

Anglicisms	Examples	N° veces que se repite la palabra	Title of the article	Date
Crazy	... En materia de mejor actor,,, los amigos más crazy	8	Los Globos de Oro	23-06 – 2009
Fólder	...fólder en colores...	9	Clasificados Dilipa en Ibarra	23-06 – 2009
Freezer	Freezer en la mejores marcas	6	Clasificados La Ganga	23-06 – 2009
Jersey	...pijamas en jersey en las mejores marcas.	12	Clasificados Textiles Mishell lista para la feria de verano	23-06 – 2009
Lunch	...delicioso lunch vegetariano...	4	Clasificados Tenedor libre	23-06 – 2009
E-Mail	... los industriales se inscriben en por E-mail ...	4	Preparan feria textil de verano en Atuntaqui	23-06 – 2009
Marketing	... los estudiantes de la la ENCI participan de seminario de marketing...	2	Estudiantes de PUCEI participan de seminario empresarial	23-06 – 2009
Panty	...panty en licra...	9	Clasificados La casa de las medias	23-06 – 2009
Scotch	...scotch por cajas...	4	Clasificados Provesum	23-06 – 2009
Shopping	...de shopping en Atuntaqui..	11	Feria de Atuntaqui para febrero	23-06 – 2009

Sleeping bag	Lleva tu casa de campaña y tu sleeping bag hace falta cobijas y comida lleva ...	2	Ya está el campamento	23-06 - 2009
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Author: Jessica Gallegos

Chart Ten

Variable: Local Newspaper “Diario El Norte”

Subvariable: Sports

Anglicisms	Examples	N° veces que se repite la palabra	Title of the article	Date
motocross	... del campeonato provincial de motocross, en la pista de Yacucalle ...	3	Parque de la familia escenario de competencias	25 -06 – 2009
Box/box	... Este sábado se disputa la segunda fecha del torneo de box...	7	Torneo nacional de box	24 -06 – 2009
Club	... Rubén López, Vicepresidente d hel Club de Automovilismo y Turismo de ... Automovilismo se tomará las carreteras ...	7	Autódromo de Yaguarcocha	23 -06 – 2009
Crack	... Fueron las primeras palabras que pronunció el crack imbabureño sobre el ...	2	Wilson Folleco habló en exclusiva con Diario El Norte	23 -06 – 2009
Database	... e-mail de la database de los deportistas ...	4	Federación deportiva de Imbabura registra información de deportistas Jr	15 -07 – 2009
Fútbol	... fútbol del equipo universitario necesita de un empate para sumar otro ...	8	La vigésima fecha del torneo	13 -07 – 2009

Grillage	... para mayo pilotos estarán en el grillage de partida en el autódromo José Tobar Tobar ...	2	Competencias en Yaguarcocha	23 -06 - 2009
Mail	...escribir a nuestro mail...	1	Necesito bachilleres para vendedoras	27 -06 - 2009
Enfocar	... Es más, se elaboró una lista en donde se deben enfocar los esfuerzos para ...	2	Conflicto en deporte interescolar	23 -06 - 2009
Night club	... falleció el lunes en el night club 3340 ...	3	Misterioso fallecimiento	25 -06 - 2009
Performance	... Quiroz en los pre novicios y Sebastián Herrera en abierta 1,20, también demostraron su performance ...	2	Deporte interescolar	26 -06 - 2009
Récord	...un momento récord...	2	Andrea viaja hoy a Guayaquil por su poker	23 -08 - 2009
Round	...último round ganado con gran diferencia...	2	Torneo nacional de box	16 -10 - 2009
Sets	... venció con autoridad en dos sets y apenas 1 hora y 14 minutos de juego a la gran favorita ...	4	Kuznetsova, el regreso de la rusa precoz	23 -06 - 2009
Staff	... Apostando al staff que encontró y jerarquizando a varios de los ...	2	Radio América	27 -06 - 2009

Chart Eleven

Variable: Tabloid “El Extra”

Subvariable: News

Anglicisms	Examples	Nº veces que se repite la palabra	Title of the article	Date
Estrés	... Para que puedan controlar los niveles de estrés a los que son sometidos durante su labor	5	Militares custodian la frontera	23 -06 - 2009
Excellent	...excellent el concierto de piano...	4	Cultura en fiestas de fundación de Ibarra	28 -08 - 2009
Receso	...el receso en oficinas públicas..	3	Fiestas de Ibarra	13 -09 - 2009
Reportar	...el reportar es responsabilidad..	2	Diario El Extra, que informa primero y mejor	13 -09 - 2009
Western	... que es digna de consideración para su uso en cualquier film Western”.	6	El Valle del Chota en la mira del cine	23 -06 - 2009

Author: Jessica Gallegos

Chart Twelve

Variable: Tabloid “El Extra”

Subvariable: Ads

Anglicisms	Examples	Nº veces que se repite la palabra	Title of the article	Date
Stock	...amplio stock...	9	Extra Avisos Ropa de verano	11-01-2009
Portal web	...portal web de tu banco...	6	Extra Avisos Banco Del Austro	11-01-2009
Mall	... El centro comercial Mall del Sol realizó a las 08:00 de ayer un simulacro de emergencia y evacuación en sus instalaciones ...	5	En el Mall del Sol se realizó un simulacro	08-01-2009
Club	... Rotaract Club Guayaquil Occidente · Asociación de ecuatorianos y amigos de extranjeros	6	Links de Galápagos	08-01-2009
Cocktail	... coctel o mera voluntad política presidencial o de cancillerías ...	1	Población indígena	10-01-2009
Videotext	... Videotext educativos originales ...	8	Material virtual	11-01-2009
Fax	...fax en todas las marcas..	11	Promociones en World Computer	11-01-2009
Chip	...chip con \$50 dólares de saldo.	18	Extra Avisos Chps para celulares	04 al 12 Enero 2009
Blue jean	...el 50% de descuento blue jean año nuevo...	26	Clasificados El centro del descuento	04 al 12 Enero 2009

Videos	...videos musicales, películas y más...	13	Clasificados Audio & video	04 al 12 Enero 2009
Laser	...con laser mejora tu vida...	9	Clínica Nova Moderna	04 al 12 Enero 2009
Lunch	...entrega de lunch a domicilio....	6	Restaurante el Retorno	04 al 12 Enero 2009
Self-service	Self-service las 24 horas	14	El paso de los arupos	04 al 12 Enero 2009
Windows	...su pc con windows actualizado...	23	Promociones en World Computer	04 al 12 Enero 2009
Junior	...pantalones junior en tela jean ...	12	Ropa americana a precios baratos	04 al 12 Enero 2009

Author: Jessica Gallegos

Chart Thirteen

Variable: Tabloid "El Extra"

Subvariable: Reports

Anglicisms	Examples	N° veces que se repite la palabra	Title of the article	Date
Staff	... la Organización cuenta con un 'staff' en moda y belleza....	2	TV 9 de Ibarra	04-01-2009
Chequeo	...el chequeo vehicular según último dígito	9	Proponen pico y placa para este año	08-01-2009
Business	...el mejor businnes del 2010...	3	Toda la esencia de aceite de oliva virgen	09-01-2009
Backstage	...Kelly y su vida amorosa backstage	2	Mundo fan de Kelly	12-01-2009
Freezer	...el 30% de los freezer será compensado	6	Almacenes Amador Dávila	10-01-2009

Author: Jessica Gallegos

Chart Fourteen

Variable: Tabloid “El Extra”

Subvariable: Social Pages

Anglicisms	Examples	N° veces que se repite la palabra	Title of teh article	Date
City Comercial importadora full repuestos Ltdadirección Guayaquil city....	5	Almacenes de Electrodomesticos - GuiMun	04-01-2009
Showestupendo show navideño de desarrolló	6	Fiestas navideñas	05-01-2009
Brother cámara a dedicarle un gol a su brother, César, que estaba precioso por drogas.	3	Detrás de todo gran crack hay una gran mami	08-01-2009
Full time Bueno, éste es mi primer año como conductor de noticias full time...	10	Para hacer farándula no se necesita ser periodista	08-01-2009
CD la realización del álbum que lanza de nuevo CD a la palestra musical	3	nuevo disco salón victoria	10-01-2009
Laser	...laser la mejor solución a sus arrugas...	4	Clínica Mariano Acosta	06-01-2009
Dopingel chequeo de dopping...	7	Calentando el Superior 2010	06-01-2009
Chequeo	... En definitiva, el chequeo cardiológico rutinario sirvió para detectar un caso de enfermedad ...	9	Prevención de Muerte Súbita en Deportistas	11-01-2009

Author: Jessica Gallegos

Chart Fifteen

Variable: Tabloid "El Extra"

Subvariable: Sports

Anglicisms	Examples	N° veces que se repite la palabra	Title of the article	Date
Fútbol/ Fútbolista	... el sueño del club de Fútbol más importante del mundo, formadora de sus	24	El sueño del club "más importante del mundo	04-01-2009
Club	... el próximo rival es el Manta Fútbol Club, allá en el Jocay,	31	Tera Deportes	05-01-2009
Referee	...el referee obtenga el pase al Fútbol mexicano...	3	Pretensiones para Futbolistas ecuatorianos	11-01-2009
Crack	... capaz en sus inicios el chiquillo no pintaba para crack además ...	5	Alianza pudo fichar a un crack de nivel mundial	07-01-2009
Record	... darle una alegría a su afición y con un nuevo récord de 99 puntos	5	Récord Semanario de fútbol	06-01-2009
Golf	... ex modelo sueca Tiger juega golf....	9	Modelo se destaca de golfista	06-01-2009
Ranking	...William Vásquez en el año 2008 no alcanza ubicarse en el ranking a pesar....	16	Ciclista amateur con destacada actuación	05-01-2009
Made	...made in Ecuador...	1	¡Señores comerciantes! oferta ropa textil	08-01-2009

Subway	...Un subway como lo existe en Madrid, Barcelona, Londres y otras matrópolis del mundo...	2	La solución para el tránsito en Quito	08-01-2009
Off Side	...quien rompió la trampa del off side y definió con frialdad....	6	Barcelona fuertemente cuestionado	10-01-2009
Chequeos	...chequeos médicos...	2	Federación deportiva de Imbabura a la vanguardia	07-01-2009
Basketball	...UTE se destaca en basketball ...	1	Noticias del campeonato	05-01-2009
Pressing	...Para aplicarlo el equipo demostró orden y un pressing bastante certero en ...	1	Enfoque mundial	04-01-2009
Full	...a full en Bellavista...	3	Turismo y el cuy de Chaltura	04-01-2009
E-mail	...e-mail: Jcacias@hotmail.com	3	Clasificados: Busco pareja	10-01-2009
Remake	...hacer remake...	2	Campeonato interescolar en Ibarra	06-01-2009
Surfistas	...mejores surfistas...	6	Exhibición en playas de Manta	05-01-2009
Ranking	...en el ranking...	8	Imbabureños en el Raking nacional	08-01-2009

Mountain Bike	... en Mountain Bike parecía un abejón de mayo, pegaba en todo lado ...	2	El "Halcón" de Capellades recibió a DIARIO EXTRA	09-01-2009
By-Pass	... El procedimiento de by-pass extra-intracraneal de alto flujo se ...	4	El médico en casa	11-01-2009
Rankeado	...rankeado dentro de la FIFA	2	Árbitro para el partido Imbabura - Aucas	08-01-2009

Author: Jessica Gallegos

Chart Sixteen
 Variable: Nacional Newspaper “El Comercio”

	Section	f	%
Anglicisms	Sports	179	39
	Ads	132	29
	Reports	86	19
	News	47	11
	Social pages	10	2
	Total	454	100

Author: Jessica Gallegos

Chart Seventeen
 Variable: Local Newspaper “Diario El Norte”

	Section	f	%
Anglicisms	Ads	88	28
	Social pages	71	23
	Reports	57	18
	Sports	51	16
	News	47	15
	Total	314	100

Author: Jessica Gallegos

Chart Eighteen

Variable: Tabloid “El Extra”

	Section	f	%
Anglicisms	Ads	167	43
	Sports	136	34
	Social pages	47	12
	Reports	22	6
	News	20	5
	Total	392	100

Author: Jessica Gallegos

The Most Frequent Aglicisms

Chart Nineteen

Anglicisms	N° Veces que se repite la Palabra
Apartamento	3
Aplicar	13
Backstage	2
Backup	26
Bar	4
Basketball	1
Bicicross	5
Blog	4
Bluetooth	15
Bluyin	26
Box/box	7
Brother	3
Burger	4
Business	3

Anglicisms	Nº Veces que se repite la Palabra
By-Pass	4
Car wash	3
Carros	2
Cash	3
Casting	1
CD	3
Cell phone	5
Charter	1
Chatear	6
Cheese cake	1
Chequear	8
Chequeo	20
Chip	18
City	5
Clóset	2
Club	131
Cóctel	1
Cocteles	1
Concreto	4
Container	9
Copy	7
Crack	10
Crazy	8
Database	4
Deforestación	9
Demandante	5
Desinverstment	5
Disket	4
Disquera	3
Dopping	7

Anglicisms	Nº Veces que se repite la Palabra
Drive	3
DVD	32
Elevador	5
E-mail	3
Empowerment	2
Enfocar	2
Estandarizar	5
Estrés	5
Excellent	4
Fans	10
Fax	11
Feed back	2
Fólder	11
Freezer	16
Full	54
Full time	10
Fútbol	84
Game	5
Golfista	14
Hall	7
Happy birthday	5
Hosting	5
Internet	1
Jean	4
Jersey	12
Jockey	4
Junior	18
Large	5
Laser	13
Look	9

Anglicisms	N° Veces que se repite la Palabra
Lunch	12
Made	20
Mail	10
Manager	13
Marketing	2
Mountain Bike	11
Mouse	8
Night club	3
O.K.	3
Off Side	6
Open	2
Panty	12
Parking	7
Pedigree	6
Performance	2
Portal web	6
Poster	6
Pressing	1
Racing	3
Rally	9
Rankeado	2
Ranking	35
Receso	3
Récord	16
Referi	3
Refinancig	10
Remake	2
Reportar	2
Round	2
Scotch	4

Anglicisms	Nº Veces que se repite la Palabra
Self-service	14
Sets	4
Shopping	11
Shorts	9
Show	6
Sleeping bag	2
Staff	4
Stagflation	6
Stereo	2
Stock	28
Subway	2
Supermarket	5
Surf	5
Surfistas	6
Techno	3
Test	4
Top ten	2
Traveller	2
Videos	13
Videotext	8
Volleyball	5
Western	6
Windows	23
Total	1160

Description, analysis and interpretation of results

Linguistic Analysis

The presence of Anglicisms has been increasing vastly during the last years because of the Anglo-Saxon influence in every area of knowledge.

Nevertheless, most of the general Anglicisms are predominant in the sports thematic and ads section but, in this analysis, I have considered some words that have a high number of repetitions in all the sections that newspapers have.

Bluetooth is a radio wave technology for short range aiming that simplifies communications among computing devices such as mobile computers, mobile phones, it means a device that transmit without using cables.

The word Bluetooth has two free morphemes that can stand on their own, the adjective “blue” and the noun “tooth”, both free morphemes structure the noun “Bluetooth”.

The Real Academia de la Lengua, defines it as an anglicism, Bluetooth is a term that is used regularly in our environment without knowing its meaning.

Morphologically the word Bluetooth comes from the union of the Scandinavian alphabet equivalent with Latinas H (Haraldr) and B (Blátönn) .It is brought to our environment without adjustments, to be

used in any scenario without affecting the readability of the text, in everyday life it is used to request "a photo pass" by Bluetooth, it means that you transmit directly from phone to phone without having to resort to "use of talking phone minutes ", this term has been especially widespread in the usage cell phones, but for obvious reasons, a cell phone must have certain characteristics to own this service, so the term is used in a segment of the population, their use is not widespread, or even if you have a computer, because these devices involve additional costs. The word Bluetooth is very distant of its true meaning of *diente azul*, it doesn't have a defined pronunciation by the public, it is pronounced as "blutu", "blutub", "blutut" and perhaps other phonetic combinations, this way like in other many anglicisms English doesn't introduce the term alone to Spanish also, it accepts the phonological and orthographic errors with those that it is used to the word.

Chatear Chat (Spanish: he/she talks) that is also known as chatting, chatter, chats, this term means conversation, it is an intransitive verb that means to communicate through a computer net with other or other people with emission and immediate reception of what is written.

Chatter has a root and a bound morpheme, analyzing chatter we have that "chat" is the root and "er" is the affix because it cannot stand by itself; if we use the word chats , "chat" is the root and the bound

morpheme is “s” because it does not have a meaning by itself and becomes chat in the plural “chats”.

The word chat first appeared in English in the early 1400s as an abbreviation for chatter. Chatter had, and still has, what the OED calls a more “depreciative” meaning than we assign to chat.

The Oxford English Dictionary explains the old meanings include “to utter familiarly; to talk in a gossiping way” and “to talk in a light and informal manner.”

Soon after the use of the word chat appears, later on in net the users originated the word chatear, to indicate the action of establishing a cyber talk. Even this way, “chatear” is only recognized by la Real Academia de la lengua as a verb that indicates the action of taking a snub of wine; and in the 22nd edition, according to Polo Figueroa, N (2000) it has not still been incorporated to the dictionary of Frays in a meaning related with the computer science; but in the Diccionario Panhispánico of Doubts 2005 (carried out by the Real Spanish Academy and the Association of Academies of Spanish language) it seats the use of the verb chatear like to maintain a conversation by means of the use of electronic messages. The use of this term has been generalized, it is very common to listen “chateamos”, “you send a

chat”, “in the chat”; inclusive this term is including in the daily conversations, This term in Spanish means chat, for this phonetic relationship it is sometimes understood as abbreviation of the same one; for its easy pronunciation inclusive is assimilated in quick form.

Cattering appeared in the 1400s but this is why participating in online chat is etymologically accurate. Typing as you live chat does make an ongoing quick series of clicks as you hammer away at the keyboard. It was March 1985 that the OED points to as the emergence of the new meaning of chat. From the magazine today's Computers

“Chat, a mode of computers connected as a Local Area Network in which two or more users may type messages on each other's terminals, enabling back-and-forth conversations through the network without waiting for electronic mail to be sent and received.”

Condominio It comes from the suffix of Partic coinp whose meaning is com; together and dominance is dominium field of law or practice with others. The term condominio comes from the English word condominium of Latin origin, formed with the prefix and the noun dominio, to a unit of real property, in fact, is the air space which an

apartment, office or store occupies; Polo Figueroa, N (2005:63) "in the dictionary and defined by la Real Academia de la Lengua this term is an increasingly common form of title in a multi-project together.

Condo itself dates back to ancient Rome, hence the Latin name; the condo owner also owns a joint lease with the owners of other units in the common area, which includes all access roads, parking, elevators, exterior corridors, recreation and green areas, which are controlled by the owners or tenants association.

The vocabulary used in the legal field is defined as "existing property rights for several people on movable or immovable, perfect or ideal parts, i.e. fractions. It allows each owner to use the thing under the condition of respecting the competing rights of others, enjoy it and in principle to have it freely according to this part.

Crack this is an anglicized, crack in its meaning as a champion comes from old English democracies, according to the Directorate of la Real Academia de la Lengua, English comes from the crack, according to the Petit Robert, this term comes from the French word craquer that means 'menace ruin' and goes back, little by little by 1718, so it could also be a Gallicism. The word is associated with the crash of 1929, even though it is usually written Crack, perhaps because they think it's an English word. However, it is a word that already existed in Spanish before the crisis of that year and the corresponding English word is crash, not crack. The language academies in the DPD considered incorrect crack,

not to be the Spanish or English word (nor would the French), and recommend crash. The plural is cracks, crack is a word that comes from English and that means two different things. For one thing, crack is the name of a derivative of cocaine, which is in the form of crystals or stones that creak when they burn. Instead of that crack, it would be proper to say crack cocaine: in fact mostly in America it is customary to use the term to refer to smoking stone fact of consuming the drug. But crack in English is also an adjective used to indicate that something is 'out of range' or 'first'. On the website you get the following: "They say, for example: Hernandez's a crack player (Hernandez is a player first). Translating this word into Spanish, we have made substantive. This is an application that comes chiefly from South America, originally from Uruguay, and has become popular all over the Hispanic field. "In the press this term has been used to highlight the participation of an athlete and call him a crack that has feared efficient performance and has given many satisfactions. In Spanish crack is a player of excellent quality, refers to a player of any sport who is the best in his position.

Diskette it is derived of disk, in the dictionary of terms computer disk is derived from disk (it dial) and copy (to copy) = copy of disks and it refers to the storage of computer files. Among the different Spanish forms for floppy disk, a floppy Anglicism pure, alternating with their adaptation to the Spanish spelling, floppy, and writing is recommended, which is, by far, the English term comes from the term diskette. Defined

like an informatics anglicized as floppy disk, electronic device in which the information can be stored, small magnetic disk easily transportable. Avila, Fernando says that perhaps the Academy should arise in the future acceptance of alternative cassette and floppy disk, given very little chance that more than four million people correct their pronunciation. Meanwhile, it is good to emphasize the desirability of writing cassette and floppy disk and not tape or diskette; the term *disquiet* is supported by the DRAE in the area of computers, the usage of different terms represents an increase of vocabulary and cultural development, which is why it has been considered a computer language; those not familiar with this terminology or management of these devices are computer illiterates.

Spelling preferred in England for most uses of disk (q.v.). Amer.Eng. tends to use it in the musical recording sense; originally of phonograph records, recently of compact discs. Hence, *discophile* (1940) "enthusiast for gramophone recordings".

American English preferred spelling, 1660s, from L. *discus* "quoit, discus, disk," from Greek *diskos*, from *dikein* "throw." Sense of "phonograph disk" is 1888; disk jockey first recorded 1941; *dee-jay* is from 1955; *DJ* is 1961; video version *vee-jay* is 1982.

Box its etymological origin is box , from English box, boxing, when considering the " lexicon family " of Spanish *Box* and its derivatives, it is possible to infer (wrongly) that boxing "fight with fists," in this sense, is

a significant Hispanic, as the indication of significance in the etymon is "hit" (DRAE, 2001), when in reality and in English to box meant not only "hit" but also "fight with their fists" (cf. COD, 1996 box). In turn, in the etymological comment box DRAE (2001) in other words Spanish received meaning. This inconsistent presentation of etymological information is not only a consequence of the doctrine of "etymology origin."

Chip is in Castilian, an anglicism of universal use thanks to electronics and calculators. In the inter device of a computer, that contains very small electronic circuits. (Anglican) (Computing) It is the brain of the computer and consists of a silicon sheet on which an integrated circuit is recorded. "Chip" is the abbreviation of microchip, those tiny but incredibly complex modules that store computer memory and provide logic circuits. Among the most popular chips for personal computers are the Pentium (Intel Corporation) and PowerPC (Motorola). There are chips designed especially for special tasks, ASICs (application-specific Integrated Circuits) are those designed for automobiles, home appliances, telephones and other devices. The chip is also called IC, or integrated circuit. About this term it is said that there were many proposals for translation: chip, wafer, tablet, etc. And just because they are so, none could be imposed on the others. The only one that was used very often –was the integrated circuit, it was too long to compete with the English monosyllable.

E-mail is an English word that means 'system of transmission of messages or files from one terminal to another through networks; direction for receiving sent messages with this system'. "Its use, as well as of its abbreviation-mail is not necessary for the alternatives exist in Spanish in all these cases. The most common use is the e-mail tracing, valid for all the senses mentioned: "The project includes the use of electronic mail 'email, message received or sent from one computer to another. (Anglican) Mailing, which usually includes a letter, brochures, form (order, registration, coupon shopping, and sometimes even an envelope to send the request.) So, an "e-mail" is more than one letter, and in the absence of its equivalent in Castilian, the English word is becoming popular.

Fax is called, for shorten facsimile, a system that allows a remote transmission over the telephone line writings or graphics. A technology that allows sending printed information through the telephone line to be reproduced on the other side of the line. The first process encodes the information and then decodes it. 2) Facsimile reproduction machine. Sheet of paper with the information received through this medium. Sometimes called "facsimile," a fax is a telephone transmission scan material (text or images), usually to a telephone number associated with a printer or other apparatus for the reproduction. The original document is scanned with a fax machine, which treats the contents (text or images) as a single fixed graphic image, transforming it into a bitmap. In

this way digital information is transmitted as electronic signals through the telephone system. The receiving fax machine reconverted coded image and prints a copy of the document. The word derives from facsimile fax: from Latin "fac simile" - facsimile, which means "does it like this."

Self-service "It is well known the strong consumer shift towards self-service mode, in which the main beneficiaries are super and hyper, much more than the small self-service" as the equivalent of "self-service" in our language, self, it seems have a meaning that was attached to petty trading store where customers choose their products without help from the salesperson, it seems that there is a need to dip into another generic word to refer to large supermarkets and hypermarkets today. Thus the original word is used in English. "Others feel uncomfortable with the depersonalization that implies the self-service".

Closet This term comes from the English meaning wardrobe closet, is defined as a cabinet with doors used for hanging clothes and others items of clothing store, on this issue is necessary to stress that are loaned Anglicisms in the chapter of the theoretical background, these loans are generally pronounced according to the phonological system of language that adopt them. Hence English stresses more consonant with the property of the Spanish language, and it is found in the dictionary by the Real Academia de la Lengua. Late 14th century, from old French closet "small enclosure, private room," diminutive of clos, from Latin

clausum "closed space," from neutral pp. of claudere "to shut". Used to render Latin cubiculum "bedchamber, bedroom," Greek tamieion "chamber, inner chamber, secret room;" thus originally in English "a private room for study or prayer;" modern sense of "small side-room for storage" is first recorded 1610s. The adjective is from 1680s, "private, secluded;" meaning "secret, unknown" recorded from 1952, first of alcoholism, but by 1970s used principally of homosexuality; the phrase come out of the closet "admit something openly" first recorded 1963, and lent new meanings to the word out.

In my house the closet is a place where we hang clothes. I renovated a few years ago and I went with the theory that you can never have too many closets. I have since found this to be false.

We have so much stuff jammed into those closets; it is going to be a major job to clear them out someday. The sense we have now for the word closet is a place of storage. How does this compare to such sayings as "you have a skeleton in your closet" or "the gay politician came out of the closet" or even the British use of WC to mean Water Closet or a bathroom. Certainly the idea wasn't to store the facilities. In fact the origin of "closet" is in the word "close" and relates to privacy. Back 600 or 700 years when we got this word from French, your closet was what we might call our den these days.

When people first started coming out of the closet that is making things public instead of keeping them to themselves and this was only in

the 1950s the shame they were hiding was alcoholism. It wasn't until the 1970s that homosexuality was coming out of the closet. It seems hard to pin down when people were first accused of having skeletons in their closets.

I found several supposed reasons that we use this phrase. I didn't find any of them strictly credible. Perhaps the closest was a claim that the phrase arose during the time when physicians found it hard to study anatomy due to the unavailability of dead bodies principally because it was illegal to desecrate the bodies of the dead except of course the ones who had been publicly hanged. This would have been during the 1600 and 1700s when medicine had advanced enough that doctors wanted to explore the interior of the body, but society and the law hadn't caught up.

In this environment it might be expected that a doctor could possibly keep human remains in his private chambers for study. As I said, it seems to make some sense but there are no citations for it and the usual references that I've learned to trust don't say anything about it, so I have my doubts.

Parking This is a space in which vehicles can be parked for example: "there is plenty of parking behind the store".

It is the act of manipulating a vehicle into a location where it can be left temporarily. This term is usually used by Latin

American people when they have a little bit of notion from English, or they have traveled to a country where English is spoken. 1812, "to arrange military vehicles in a park," from **PARK** (n.) in a limited sense of "enclosure for military vehicles" (attested from 1683). General non-military meaning "to put (a vehicle) in a certain place" is first recorded 1844. Parking lot is from 1924; parking ticket first attested 1947; park-and-ride is from 1966. The transmission gear (n.) is attested from 1963. To the majority of Americans, the grassy strip between the sidewalk and the street is called simply the grassy strip between the sidewalk and the street. However, in some parts of the country, it has acquired specific names. In the Midwest and West, it is often called the parking or parkway, and in Washington State it is the parking strip, according to the survey conducted by the Dictionary of American Regional English. In the Upper Midwest, it is also known as the boulevard or boulevard strip; around the Great Lakes and in the Midwest, it is sometimes a terrace; around the Great Lakes and in especially northeastern Ohio, it is also called a tree lawn. In Massachusetts it is a tree belt; in the Atlantic states, sometimes a grassplot; and in Louisiana and Mississippi, neutral ground. Some of these words are also used for the grassy strip in the middle of a street or highway.

Stagflation In economics, the term stagflation refers to the situation when both the **INFLATION** Rate and the **UNEMPLOYMENT RATE** are high. It is a difficult economic condition for a country, as both **INFLATION** and **ECONOMIC STAGNATION** are occurring simultaneously and no macroeconomic policy can address both of these problems at the same time. Stagflation, presented clearly for the first time in the seventies in most developed countries is a highly undesirable combination of economic recession of stagnation (stagnation) and inflation (inflation, or a combination of stagflation).1965, apparently coined by U.K. Conservative party finance minister Iain Macleod, from stag (nation) + (in) flation.An inflationary period accompanied by rising unemployment and lack of growth in consumer demand and business activity, a situation in which inflation is combined with stagnant or falling output and employment.

An economic phenomenon of the late 1960s and 1970s characterized by sluggish economic growth and high inflation. The word is a blend of stagnation and inflation .

Wiper Comes from the English “wipe”, meaning clean, or as a noun, used to refer to the rags used to clean and then thrown away. It is also known as WIPING CLOTH. Is the material used to clean or apply thinner, has its origin in northern Chile in the second half of the nineteenth century

from the port of Copiapo. Hip to ship the ore. British people hired to perform this work would tell the workers “wipe it” which means “clean it”. The origin of this term is merely derived from English. The noun meaning "disposable absorbent tissue" is attested from 1971. Surfer slang produced wipeout (1962); sense of "destruction, defeat, a killing" is recorded from 1968.

Burger is a location in which they serve and sell hamburger and others fast foods and beverages. This term is usually used by Spanish spoken people because there are lots of fast foods around the world which have their mainly fast food establishment in English countries like U.S.A or England. This is a Well-known word wherever someone goes. American English shortened from hamburger. 1889, Hamburg steak, from the German city of Hamburg, though no certain connection has ever been put forth, and there may not be one beyond that of Hamburg being a major port of departure for German immigrants to the United States. Shortened form **burger** attested from 1939; beef burger was attempted in 1940, in an attempt to make the main ingredient more explicit, after the **burger** had taken on a life of its own as a suffix - cheeseburger, first attested 1938.

The term hamburger or burger can also be applied to the MEAT PATTY on its own, especially in the UK where the term "patty" is never used, although the term "hamburger" is rarely used

in the Commonwealth countries unless referring to a menu Etymology.

The term hamburger originally derives from HAMBURG, Germany's second largest city, from where many emigrated to America. In HIGH GERMAN, "Burg" means fortified settlement or fortified refuge; and is a widespread component of place names. Hamburger can be a descriptive noun in GERMAN, referring to someone from Hamburg (compare LONDON - Londoner) or an adjective describing something from Hamburg. Similarly, FRANKFURTER and wiener, names for other meat-based foods, are also used in German as descriptive nouns for people and as adjectives for things from the cities of FRANKFURT and WIEN (Vienna), respectively. The term "burger" is associated with many different types of sandwiches similar to a hamburger.

Cocktails it is a mixed drink with two or more ingredients originally was a mixture of brandy, sugar, water, and bitter, the word has come to mean almost any mixed drink with alcohol, the origin of this term is imprecise, it is said that a local bar ran out of agitators and began to use chicken feathers of the tail to stir the drinks. Regarding the origin of the word, some believe that the customs of placing is a tail feather of a rooster in the drink well decorated. It's also said that the word was taken from the Latin words "Decoto", meaning "distiller water" and then was distorted. First attested 1806; H.L. Mencken lists seven versions of its

origin, perhaps the most persuasive is French **coquetier** "egg-cup". In New Orleans, 1795, Antoine Amédée Peychaud, an apothecary and inventor of Peychaud bitters, held Masonic social gatherings at his pharmacy, where he mixed brandy toddies with his own bitters and served them in an egg-cup. On this theory, the drink took the name of the cup. Used from 1920s of any mix of substances (e.g. fruit, Molotov). Cocktail party first attested 1928.

Concrete Its meaning in many Latin America countries is used to refer to mixture of cement, water, aggregates (fine or coarse sand, gravel) and additives; these components to provide new features to the mix, which is called concrete, between this two terms is different because more the concrete material has metallic structured has resistance than concrete. And to talk about something which is firm. Late 14 century, "actual, solid," from the Latin **concretus** "condensed, hardened, thick, hard, stiff, curdled, congealed, clotted," figuratively "thick; dim," literary "grown together;" **concrecere** "to grow together," from com- "together" (see com) + **crescere** "to grow". A logicians' term until meaning began to expand 1600s. Noun sense of "building material made from cement, etc." is first recorded 1834.

Deforestation This term means logging or land clearing; deforestation comes from the English that originates in the word translatable as deforestation. Some specialized dictionaries proposed as synonyms deforestation or depopulation. Earlier was **deforesting** (1530s)

which was a legal term for the change in definition of a parcel of land from "forest" to something else.

Deforestation is the removal of a forest or stand of trees where the land is thereafter converted to a no forest use. Examples of deforestation include conversion of forestland to agriculture or urban use.

The term deforestation is often misused to describe any activity where all trees in an area are removed. However in temperate mesic climates, the removal of all trees in an area in conformance with sustainable forestry practices is correctly described as regeneration harvest.

Deforestation occurs for many reasons: trees or derived charcoal are used as, or sold, for fuel or as lumber, while cleared land is used as pasture for livestock, plantations of commodities, and settlements. The removal of trees without sufficient reforestation has resulted in damage to habitat, biodiversity loss and aridity. It has adverse impacts on biosequestration of atmospheric carbon dioxide. Deforested regions typically incur significant adverse soil erosion and frequently degrade into wasteland.

In 2000 the United Nations **FOOD AND AGRICULTURE ORGANIZATION** (FAO) found that "the role of population dynamics in a local setting may vary from decisive to negligible and that

deforestation can result from a combination of population pressure and stagnating economic, social and technological conditions."

According to the United Nations Framework Convention on Climate Change (UNFCCC) secretariat, the overwhelming direct cause of deforestation is agriculture. Subsistence farming is responsible for 48% of deforestation; commercial agriculture is responsible for 32% of deforestation; logging is responsible for 14% of deforestation and fuel wood removals make up 5% of deforestation.

Fans This term means to be a fanatic or enthusiast, and it's defined as a following person who is greatly admires someone, a followed of a club or group or someone who is famous.

It's also defined as someone who enjoys with something. "devotee," 1889, American English, originally of baseball enthusiasts, probably a shortening of fanatic, but may be influenced by **the fancy**, a collective term for followers of a certain hobby or sport (especially boxing); There is an isolated use from 1682, but the modern word is likely a late 19c. formation. Fan club attested by 1930.

A **fan**, sometimes also called **aficionado** or **supporter**, is a person with a liking and enthusiasm for something. Fans of a particular thing or person constitute its fanbase or fandom. They may show their enthusiasm by being a member of a fan club, holding fan_conventions, creating fanzines, writing fan mail, or by promoting the object of their interest and attention.

Paul Dickson, in his Dickson Baseball Dictionary, cites William Henry Nugent's work that claims it comes from fancy, a 19th century term from England that referred mainly to followers of boxing. According to that unsupported explanation, it was originally shortened to *fance* then just to the homonym fans. However, Merriam-Webster, the Oxford dictionary and other recognized sources define it as a shortened version of the word fanatic, and the word did first become popular in reference to an enthusiastic follower of a baseball team. Fanatic itself, introduced into English around 1550, means "marked by excessive enthusiasm and often intense uncritical devotion". It comes from the Modern Latin *fanaticus*, meaning "insanely but divinely inspired". The word originally pertained to a temple or sacred place. The modern sense of "extremely zealous" dates from around 1647; the use of fanatic as a noun dates from 1650.) However, the term "fancy" for an intense liking of something, while being of a different etymology, coincidentally carries a less intense but somewhat similar connotation to "fanatic". The word emerged as an Americanism around 1889.

Supporter is a synonym to "fan" which predates the latter term and as such is still commonly used in British English, especially to denote fans of sports teams. However, the term "fan" has become popular throughout the English-speaking world, including the United_Kingdom. The term supporter is also used in a political

sense in the United States, to a fan of a politician, a political party, and a controversial issue.

Lunch English lunch comes with the same meaning, which is defined as a light meal, consisting of cool foods served at a reception or any occasion of celebration, the Spanish – Language alternative. In English the word used to refer to Lunch, It is an abbreviation of the original word that means the food luncheon. So it means to eat very light. Modern sense of "mid-day repast" is 1829, shortened form of **LUNCHEON**. The verb meaning "to take to lunch" is attested from 1823.

City: From English city commercial and financial center of London. England, located in an old section is used to designate the city's financial center of any big city. Early 13 century, in medieval usage a cathedral town, but originally "any settlement," regardless of size (distinction from town is 14 century, though in English it always seems to have ranked above borough), from Old French cite "town, city" (10 century, Modern French **cit **), from earlier **citet**, from Latin **civitatem**, originally "citizenship, condition or rights of a citizen," later "community of citizens, state, commonwealth," from **civis** "townsman,". "The Latin word for "city" was **urbs**, but a resident was **civis**. **Civitas** seems to have replaced urbs as Rome (the ultimate **urbs**) lost its prestige. Italian-citta, Catalan-ciutat,

Spanish-ciudad, Portuguese-cidade. City hall first recorded 1670s; city slicker first recorded 1924; both American English Inner cities first attested 1968. City state (also city-state) is attested from 1893.

Full time This term is pronounced (full taim) Full-time and it means someone has a lot of time to do anything, or someone is not doing anything.

This expression is used By Latin Americans to refer to something which is done during much time.

Laser A LASER (Light Amplification by Stimulated Emission of Radiation) is an optical source that emits photons. The verb "to lase" means "to produce coherent light" or possibly "to cut or otherwise treat with coherent light", and is a back-formation of the term laser.

The word laser originated as an acronym for Light Amplification by Stimulated Emission of Radiation. The word light in this phrase is used in the broader sense, referring to electromagnetic radiation of any frequency, not just that in the visible spectrum. Hence there are infrared lasers, ultraviolet lasers, X-ray lasers, etc. Because the microwave equivalent of the laser, the maser, was developed first, devices that emit microwave and radio frequencies are usually called masers. In early literature, particularly from researchers at Bell Telephone Laboratories, the

laser was often called the optical maser. This usage has since become uncommon, and as of 1998 even Bell Labs uses the term laser.

The back-formed verb to lase means "to produce laser light" or "to apply laser light to." The word "laser" is sometimes used to describe other non-light technologies. For example, a source of atoms in a coherent state is

An acronym from light amplification English words by Stimulated Emission of Radiation, or "light amplification by stimulated emission of radiation." It is a high-intensity light beam capable of carrying million of waves. 1960, acronym for "light amplification by stimulated emission of radiation", on pattern of 1955 MASER. A verb, laser, was coined in 1962.

Mall English (pronounced "mol"). Mercantile establishment consisting of a carefully landscaped complex of shops representing leading merchandisers; usually includes restaurants and a convenient parking area; a modern version of the traditional marketplace where people like purchasing. 1737, "shaded walk serving as a promenade," from The Mall, broad, tree-lined promenade in St. James's Park, London (1674), formerly an open alley that was used to play pall-mall, a croquet-like game involving hitting a ball with a mallet through a ring, from French pallemaille, from Italian pallamaglio, from palla "ball" + maglio "mallet." Modern sense of "enclosed shopping gallery" is from 1963. Mall rat is from 1985.

Ranking It means a position on a scale in relation to others in a sportstanding, social or financial or professional status or reputation "of equal standing"; "a member in good standing" It said

Ranking is measured from highest to lowest, is useful in establishing evaluation criteria recognized by the Director of La Real Academia de la Lengua. Early 14 century, from Old French ranc; from Frankish rring "circle, ring" from P.Gmc. *khrengaz "circle, ring". Meaning "social position" is from early 15 century. The verb meaning "to arrange things in order, classify" is from 1590.

Stock It means reserves, supply, and storage. The word describes the whole stock of goods stored in a distribution point of sale or manufacture.

"The physical volume stocks and industry meet today's economics and financial logic that governs the business" Share or securities. In the United States called stocks to trade company shares and bonds to government securities. In Britain prefer to use stocks to securities, government bond or notes, and shares in commercial enterprises. In practical terms shares and stock are interchangeable much confusion. "Supply for future use" (early 15 century), "sum of money" (mid-15century), developments of *STOCK*, but the ultimate sense connection is uncertain. Perhaps the notion is of the "trunk" from which gains are an outgrowth, or sense of "money-box" 1400. Meaning "subscribed capital of a corporation" is from 1610s. Stock exchange is attested from 1773. The

verb meaning "to supply (a store) with stock" is from 1620s; in stock "in the possession of a trader" is from 1610s. Meaning "broth made by boiling meat or vegetables" is from 1764. Theatrical use, in ref. to a company regularly acting together at a given theater, is attested from 1761. In reference to conversation or literature, "recurring, commonplace" (e.g. stock phrase), it is attested from 1738, on notion of "kept in store for constant use." Taking stock "making an inventory" is attested from 1736. As the collective term for the movable property of a farm, it is recorded from 1510s; hence **livestock**.

Shopping Center It is a synonymous of mall; this is a place where people purchase lots of things like clothes, jewel, television and stuffs.

There are lots of stores which have varied kind of products, people can enjoy, and eat into it because there are places where delicious food is prepared and well-known brand of fast food are there.

Sport Center This is a place where people can practice any sport and get fun too. The favorite sports are soccer, basketball, baseball, tennis and softball. This place is good for who like training their bodies alone or with a partner, and for people who love going out with their families. There is all kind of activities which may do by everyone.

Sweater The term "sweater" is a catch-all for various types of garments. A fundamental division is between a **cardigan**

(which opens in front) and a **pullover** (which does not). If the sweater has no sleeves, it is generally called a vest.

Even within these groups, there is a great variety of design. All the various types of **NECKLINES** are found, although the V-neck, turtleneck and the crew neck are the most popular. The **WAISTLINE** is typically at hip height, but can vary significantly. The **SLEEVE** length is likewise variable, ranging from small cap sleeves to short sleeves to three-quarter sleeves to full-length sleeves. "Woolen vest or jersey, originally worn in rowing,". 1882, from earlier sweaters "clothing worn to produce sweating and reduce weight" (1828), from **SWEAT**_(v.). As a fashion garment, attested from 1925. Sweater *girl* is attested from 1940; Lana Turner (1920-1995) was the first, from her appearance in the film "They Won't Forget" (1937).

Comparative Analysis

In Ecuador, people have included a huge number of Anglicisms, which come from tourism and migratory effects, as well as from the media, among them are the press, it endowed people with a load newsy messages and induce its use in certain social groups such as; youth, musical, sport groups, professionals, areas of human acting, inclusive of the underworld.

People read infinity of terms that are included in the popular jargon, for example "a wide stock" to refer that it had a great number of articles in existence, the Anglicisms in the ads section on the national press have an incidence of 33%; it has almost the same trend in the

sports section with 29.6% where Anglicisms have been included as: doping, replay, archer, record, soccer, goal, crack, referee, spooling, among others; in the sports environment the anglicisms in the local newspaper El Norte reaches 16%; and many authors conclude that a curious type of vocabulary figures in sport pages, in general from soccer fans, they usually use anglicisms to identify certain procedures or facts; because it is the sport of masses and there are messages with those terms in several instances.

In the reports section the incidence of anglicisms is 18% and refers to terms like to suspensors, business; backstage, those are presented as a result of the technical terms that demand this type of news; they also include words that come from English; while in the news the diffusion of anglicisms has a low level, it reaches 15% because they are written starting from a team of professionals who edit and review the publications, before they are emitted because it is propitiated that they maintain a clear and objective who receives the written press; in the entertainment section or social pages, terms are identified in 23%; however it is necessary to stand out that in local newspapers it is larger than in newspapers of national circulation.

In El Extra newspaper, it identifies more often the use of Anglicisms in the classified section with 43%; 12% are Anglicisms presented in the social pages, 6% in the reporting and 5% in the news, compared to El Extra, it is necessary to consider that it is a newspaper that is the most

popular in the markets and generates great impact on the acquisition of knowledge, so Anglicisms issued in different sections of the paper, generating a high rate of diffusion and therefore apply to the readers.

These results are superior to the findings in the national press, computer terms are repeated frequently, as amuse, chip, e-mail, among others, nevertheless, it is noteworthy that even these terms are used in a sensationalize way of the news, excessive use of Anglicisms, which uses eg chat, crack, internet, condo, cyber, and other terms to represent the various sections informative.

El Comercio newspaper has 29% of the ads are Anglicisms, 2% terms of English origin are present in the social and entertainment page, while in the sports section 39% are Anglicisms that conduce to a sporting language, media sections that are mostly read and that is seen this type of expression to denote a sense of identity between the means of dissemination and the reader.

The 19% of the reports contain Anglicisms, their use have generated the growth of these terms in society, especially it observes that there is a higher priority in their use, the news use 11% of Anglicisms , comparing results we can denote that all of the local and national newspapers make use of Anglicisms in each one of their sections.

Sociological analysis

In Latin American countries, English has become a necessary foreign language to be learned for the oral and written expressions; thus, programs for English teaching as a second language are maintained; but in occasions, it carries out difficulties to the students when it refers to study but it is observed that songs are very well pronounced and learned easily; these background insinuate us the manner to involve it in the children, teenagers and adults vocabulary, they are going to include them in the dialogues in Spanish.

The social, cultural, commercial and other areas of human behavior are real communication networks, especially those that relate to North America as the main country where negotiations take place; this relationship cannot be influenced by English as it is the language of technology and business.

Reflecting the reality that surrounds us, it appears that in many cases it thanks about cultural feeding, and this is generated from the learning that arises in piecemeal contact with different sources of information and models of behavior, analyzing the media, it determines that is also a means of teaching and presents a variety of messages, which are transmitted through verbal codes, and being the press a highly used resource, as a means of communication between different social and professional levels, as in the productive area, which will serve new terms such as process reengineering, to identify innovations in the

administrative processes of firms, marketing, stock, business, and other terms that although initially provided English, are guests that have arrived to stay, so it is important to note that the language that every citizen needs to master is the one which allows you to understand and to be understood in the context that is developed, in this sense the inclusion of new terms in e.g. OK to replace thanks, or very well, it is one of the causes of the growth of Anglicisms in our community.

Many English words have become part of the social vocabulary, because the media are among others the principal disseminators of the vocabulary, as mentioned above the wording of journalists, both convey the message to be reliably or showcasing, the usage of terms that in some way impair its use, dissemination of knowledge and wealth of Spanish, therefore, to state that the use of these words hurt itself in our collective use of language.

Currently, the need to take words from other languages, especially in scientific and technical areas, is related to extra linguistic reasons, technological development has created linguistic needs as the basis for the technology industry is not generated in the Latin countries, terminology is held in English, which has caused the need to appoint new products and Castilian has therefore resorted to loans from English, especially the United States.

New realities are constantly emerging new realities and we must find them a word, they come from English and are getting into our language unstoppable.

Throughout the history of Spanish words other languages have been adopted other languages, which are enriching and often to express those ideas that did not have a word in that language. What is highlighted here is not a purist negligible, but the unnecessary adoption of words from other languages that already exist in ours.

Anglicisms are terms that are part of the citizen language however, the abuse or inappropriate use of terms confusing, as it is the case of the term crack for example, that can be used to point to an outstanding athlete or representative, but the same term to mean a part of a command to install software on a computer, and also a drug, which warrants the use of Anglicisms avoid, it is a form of limitation for the recognition of cultural wealth Spanish, lack of adequate knowledge or wording can lead to confusion in understanding texts.

The use of new terms, often begins with a fashion sense, or the use of technological resources which are used without the appropriate translation, and will keep in the dialogue of different media, initially appeared to be taken as a way to impress or speak "properly" as in the case of the cd, instead of saying disk storage, e-mail, to say an electronic email or message, marketing mix, terms that are currently used regularly.

Conclusions

- The research analyzed the problem, the objectives, research area, variables, subvariables, the methodological design, focusing in the study of the Anglicisms used in Ecuadorian newspapers.
- The importance and acceptance of this investigation was outstanding referring to those informants of my community because the use of Anglicisms leads to explore new words and causes a notorious curiosity in the readers of the Ecuadorian newspapers.
- Newspapers show that the use of Anglicisms is very common in the daily written expressions of journalist.
- The most common Anglicisms used in El Norte, El Comercio and El Extra newspapers are: chip ,dvd, corner, closet , manager
- The results show that the ads section and sports section of Ecuadorian newspapers incurred deeply in the use of Anglicisms with 33% and 29.6% respectively.
- El Comercio, El Extra and El Norte newspapers make use of a huge number of Anglicisms without considering that most people do not know the meaning of some of them.
- The use of Anglicisms are diffusing in all environments, there is no control by the editors in the journalistic writing
- The level of influence of the English language on the linguistic expressions used in Ecuadorian newspapers is very high due to the use

of Anglicisms by teenagers who shorten words when speaking and because they are influenced by the American life style.

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ANNEXES

Armas, técnico del Imbabura, en la cuerda floja

10 de Enero de 2009 20:34



IBARRA. Si este miércoles el Imbabura no gana en Santo Domingo al Espoli ya que el réferi no tuvo una buena actuación, el cuerpo técnico se va. A ese acuerdo llegaron ayer los directivos del cuadro imbabureño y el entrenador Wilson Armas junto a sus colaboradores. Se conoció que el estratega local puso la renuncia al final del encuentro en donde el Imbabura cayó dos goles a uno ante el Deportivo Cuenca. Sin embargo, la

dirigencia lo ratificó.

Reacciones. Armas tardó cerca de 20 minutos en salir del camerino rumbo al salón del estadio Olímpico de Ibarra para ofrecer la rueda de prensa. Lo acompañó Medardo Aguirre, coordinador del club, Édison Vega capitán del equipo y Fabián Yépez, preparador físico. En las declaraciones el técnico dijo que dieron un paso al costado por el bienestar del plantel, pero tuvo el respaldo de los directivos.

La última oportunidad para que Armas continúe en el plantel será este miércoles en Santo Domingo.

EI EXTRA NEWSPAPERS

MUSIC AND SHOW BUSINESS



La vida en los grandes clubes, el fetichismo y la supermodelo Kate Moss dominaron la colección para el próximo otoño e invierno creada por Marc Jacobs para la casa francesa Louis Vuitton, que fue presentada el miércoles, en el último día de la Semana de la moda de París.

Blusas negras, con cuellos en cuero blanco, como encajes, con pequeños guantes de piel, evocaban el

uniforme de las camareras de grandes hoteles. El largo de la falda era por debajo de la rodilla, o sino, las modelos vestían minúsculos shorts. Y para la noche, el estilista diseñó vestidos blancos románticos y transparentes.

El equipo de creación se interesó también en "el pomo" de los años 1940, con el club como el "lugar del escándalo, del adulterio", pero sin noción de pecado.

Los Terrícolas en Guayaquil

Redacción Guayaquil



La agrupación venezolana popularizó temas como "Te juro que te amo", "La carta", "Tú volverás", entre otros, que son un clásico del romance.

Los Terrícolas, de Venezuela, llegan a Ecuador para ofrecer su primer concierto del año con su tour "Sentimientos". El show se realizará en el centro de eventos Punta del Este,

situado en la ciudadela La Alborada, de Guayaquil, el viernes 18 de marzo, a partir de las 20:00.

"La idea es celebrar románticamente el mes de la mujer ecuatoriana", comentaron los organizadores, Picuba Entertainment.

Los Terrícolas ofrecerán los clásicos de oro de su colección, entre ellos "Amor traicionero", "Te juro que te amo", "Hay luto en mi alma", "Vivirás", "El plebeyo", "Te amaré sí, te amaré", "Tú volverás", "La carta", "Llorarás", "La verdad es que me gustas" y muchas más y también de su reciente repertorio.

Además, estarán en su recital "Cómo nos cambia la vida" y "Noche de ronda".

EL COMERCIO NEWSPAPERS

SOCIAL PAGES

Una gitana de Rumania es la abuela más joven del mundo

Récord |

Una rumana de 23 años establecida en Gran Bretaña y quien fue madre por primera vez a los 12, se convirtió en la abuela más joven del mundo después de que su hija parió a los 11 años de edad.

Rafica Stanescu, escribió la agencia Mediafax en su sitio online, huyó a Gran Bretaña con su marido Ionel cuando tenía 11 años y un año después daba a luz a su hija María. La mujer conquistó el ingreso en el libro Guinness después de que María, casada a los 10 años, parió a los 11 años.

"Estoy feliz de ser abuela", dijo

Rafica y agregó: "pero lo soy aún más por mi hija María".

El récord precedente de una abuela joven es la de la británica Kelly John a los 29 años.

Del oro negro al oro multicolor: Ecuador redescubre el turismo

Unos indígenas saquisilí reparten tazas humeantes en el stand ecuatoriano de la feria de turismo ITB en Berlín. Algunos visitantes se detienen atraídos por el aroma o sorprendidos por los personajes.

Pocos saben que, detrás de esos atuendos coloridos, se esconde la apuesta de un país por reformar su modelo de crecimiento. "Somos un país multicolor", explica a la agencia DPA.

"Lo son sus culturas ancestrales, sus sombreros de paja, su cultura, su naturaleza", añade con orgullo en el primer día de la ITB, la cita internacional más importante del sector.

El país sudamericano llega por eso este año a la feria con una nueva marca: el lema "Ecuador ama la vida" y un logotipo formado por un círculo que recorre toda la gama de colores. "El nuestro es además un turismo sostenible", explica Ruiz. "Se puede hacer de todo, pero siempre de forma sostenible".

SPORTS AND GAMES

Corner (Corner Kick) - Se llama así al saque de esquina en el fútbol. Su traducción literal es esquina. Este término es innecesario ya que se podría utilizar simplemente saque de esquina.

Crack - Es un jugador de excelentes cualidades. Refiere a un jugador de cualquier deporte en el que es el mayor anotador o el mejor en su posición.

Derby - Partido de rivalidad futbolística entre dos clubes históricos o entre equipos pertenecientes a una misma ciudad o región. Como un Betis - Sevilla o un Barça - Espanyol.

Fútbol (Football) - Designa un deporte en el que dos equipos de once jugadores tienen que meter un balón en una portería defendida por uno de los componentes de cada equipo, siendo este el único que puede tocar la pelota con las manos. Este anglicismo se ha adaptado al español gráficamente copiando la fonética inglesa de su original "football" y además también ha dado un calco semántico: balompié.

Gol (Goal) - Punto obtenido en un partido de fútbol al introducir un jugador la pelota en la portería del contrario. Este término es innecesario ya que disponemos de la palabra "tanto", todavía usada pero en muy pocas ocasiones.

Golf - Deporte que consiste en golpear una pelota pequeña con un palo largo para colarla en un agujero no mucho más ancho que la pelota

bastante alejado. Se suele jugar sobre césped y con obstáculos varios como lagunas o montañas y dunas de arena.

Jockey (Hockey) - Deporte jugado con patines, sobre hielo y cemento, o sin ellos, sobre hierba, con un bastón y un puck (disco) que para marcar un punto debe introducirse en una portería con forma de arco. Se ha adaptado a nuestra lengua gráficamente en su inicio desde la fonética británica de la palabra “hockey”.

Knock-out - Expresión utilizada en el boxeo para referir a la pérdida de conocimiento de uno de los participantes.

Mountain bike / mountain biking - Deporte de montaña en la que se circula sobre una bicicleta preparada para el terreno. Literalmente las traducciones de estos términos es “montaña bici / ciclear por montaña” pero se usan los términos en inglés.

Penalti - Recompensa dada en el fútbol a un equipo que ha recibido una falta grave en el área de portería, por la cual un jugador dispara el balón hacia la portería desde ese punto con la única protección en la portería del portero.

Póquer (Poker) - Juego de cartas donde se apuesta dinero. Se suele jugar en los casinos aunque alguna gente juega en casa con amigos. Esta palabra en inglés se escribe “pocker” y se ha transcrito fonéticamente adaptando la palabra a la grafía española.

ANIMALS

Bulldog / bulldog - Raza de perro bastante grande. Esta palabra se usa adaptada y sin adaptar sin darle importancia, ya que la versión española simplemente ha eliminado una "l" para copiar solo la fonética.

Cocker spaniel - Raza de perro. Es de tamaño pequeño con pelo suave y orejas largas. Tipo de perro muy juguetón y que pueden ser marrones o negros. Estos términos se han copiado literalmente de su lengua de

Hámster - Roedor de pequeño tamaño que se suele tener como mascota. Parecido a un ratón con bastante pelo de color marrón o beige. La palabra se ha tomado fónica y gráficamente del inglés añadiéndole la tilde española, pero seguimos pronunciando la h como una j.

Husky siberiano - Este tipo de perro es grande y veloz, de color blanco o gris claro para disimularse con su lugar de origen, la nieve de Siberia, y ojos azules. Se los usa para tirar de los trineos sobre la nieve gracias a su rapidez y fuerza. Esta palabra también se ha copiado directamente del inglés.

MUSIC AND SHOW BUSINESS

- Break-dance - Estilo de baile derivado del movimiento hip hop que apareció en Estados Unidos durante la década de los 90, en el que se hacen varias piruetas de gran dificultad al ritmo de la música. No se ha encontrado término en español para denominar este tipo de baile; pero teniendo en cuenta que el inglés ha tomado palabras como Tango o Paso Doble no encuentro esto tan grave.

Heavy Metal - Música derivada del rock con sonidos mas metálicos. Un grupo destacado puede ser Metalica. Como todos los estilos de música, este tampoco se ha adaptado al español.

Hip hop - Sinónimo de Rap, refiere al mismo tipo de música desde el punto de vista del ritmo de la base de las canciones. Ambas palabras se han calcado del inglés y no se les ha buscado término castellano.

Rap - Poesía urbana cantada en tono de protesta salida de los “ghettos” de las grandes ciudades de los EE.UU., durante los años 90 con gente como 2Pac y que se ha extendido por toda Sur América y Europa, podemos encontrar rap en casi todos los idiomas. En España hay muchos cantantes de rap que se están haciendo bastante conocidos siendo Andalucía uno de los sitios donde más se escucha por encima de Madrid y Zaragoza, gente como SFDK y Haze son de la cuna andaluza del rap.

Rock and roll - Estilo de música que apareció en los años 50 y 60 en Estados Unidos cultivado por grandes artistas de la época como Elvis Presley y Johnny Cash.

FOOD AND DRINKS

Banana split - Postre a base de plátano, helado y diversas salsas dulces. Se podría crear un calco semántico como “plátano partido” pero el término británico ya está muy arraigado en nuestro idioma y no funcionaría.

Bistec (Steak) - Trozo de ternera fileteado. Proviene del inglés “beef-steak” y ha sido adaptada gráfica y fónicamente a nuestro idioma.

Bloody Mary - Cóctel muy conocido. Este barbarismo no tiene correspondencia en español y su traducción no sería aceptada al ser algo desagradable: “María sangrienta”.

Chips - Patatas fritas, considerado comida basura. Este término no es necesario porque disponemos de uno. No ha tenido ningún proceso de adaptación, ni gráfico ni fónico.

Chóped - Embutido de carne de cerdo o ternera parecido a la mortadela. Este anglicismo se encuentra en el Diccionario de la RAE. Proviene del pasado regular del verbo “chop”, partir en inglés, “chopped”. Gráficamente si se ha adaptado un poco al perder la doble p, pero su fonética es idéntica.

Cóctel - Mezcla de bebidas alcohólicas y zumos o licores que se sirve bastante decorado. Ha cambiado un poco su grafía y fonética para adaptarse a nuestro idioma. Proviene del inglés “coctail”.

Hamburguesa (Hamburger) - Trozo de carne, previamente picado, con forma redonda y plana que se suele acompañar de varios condimentos entre dos trozos de pan. Este término parece haber derivado del inglés al español a través de un sufijo (-esa) y adoptado la fonética hispana, siendo su original hamburger.

Hot dog / perrito caliente - Bollo de pan con una salchicha dentro y con condimentos variados. Se utilizan por igual el barbarismo y el calco semántico.

TRANSPORT

Autocar / autobús - Vehículo a motor con un cupo de 70 personas, aproximadamente, utilizado para el transporte público. El primer término está cayendo en desuso, pero ambas palabras están calcadas del inglés y se utilizan tal cual.

Container - Recipiente metálico de gran tamaño utilizado generalmente para desechar los elementos inservibles de una obra o de una tala de jardines. Este término es inútil ya que se puede traducir como contenedor, la palabra se escribe sin adaptación gráfica ni fónica.

Crucero (Cruise) - Embarcación de gran tamaño y lujo que hace una ruta específica en la que los pasajeros hacen pequeñas escalas en sitios de interés pero pasan la mayor parte del tiempo en el barco. Esta palabra se ha adaptado a nuestro idioma a partir de “cruise” del que solo mantiene las tres primeras letras.

Estación de servicio - Lugar en la carretera donde se puede repostar gasolina, comer en un bar o comprar cosas en una tienda. Este calco semántico viene de “service station”.

Ferry - Barco de pasajeros, de gran tamaño, que hace viajes más cortos que el de un crucero. La palabra ha sido tomada tal cual del inglés.

Jet - Avión propulsado de gran tamaño. Este término no se ha adaptado en absoluto ya que en inglés se escribe y pronuncia igual.

Monorraíl - Tren de línea circular sobre un mismo rail que tiene forma parecida a un círculo. Hemos adaptado en parte la grafía con la adición de una r y de la tilde, pero en esencia es lo mismo.

Parking - Aparcamiento, lugar donde se estaciona un vehículo. Esta palabra ha sido tomada directamente de su término británico sin ninguna modificación gráfica o fonética.

Subway / underground - Metro, tren que va por debajo de la tierra en las grandes ciudades como Madrid, Barcelona y Londres. Estos términos no están muy extendidos en el español de España, pero se empiezan a oír, aunque su uso sea innecesario.

PROFESSIONS

Baby-sitter - Persona encargada de cuidar niños. Encontramos en español el término niñera, así que este es totalmente innecesario en nuestra lengua.

Barman (Bartender) - Persona que trabaja detrás de una barra sirviendo bebidas. Este compuesto británico no ha sufrido ningún proceso de adaptación al español.

Broker - Corredor de bolsa o de finanzas. Esta palabra se está introduciendo ahora en nuestra lengua por culpa de los que traducen las películas de Hollywood y no eliminan este término.

Catering - Es simplemente un lugar donde se preparan banquetes para llevar a domicilio.

Disk Jockey / Pinchadiscos - Persona encargada de la música en una discoteca. Nos encontramos con un extranjerismo no adaptado y con un calco semántico que no usamos.

Jockey - Jinete de caballos en carrera de apuestas generalmente. Otro anglicismo sin adaptar y que no se encuentra en el DRAE. Es un término innecesario ya que disponemos de jinete.

Manager - Persona que dirige en varios oficios distintos, el manager de un grupo es el que les consigue las actuaciones y el manager en una obra sería el encargado. Es una palabra sin adaptar, incluso se mantiene la pronunciación inglesa de la g.

Piloto / Copiloto (Pilot /Co.Pilot) - Son las personas encaradas de volar los aviones o helicópteros. Ha sufrido una adaptación grafica y fónica mínima al añadirle una o final.

CLOTHES

Bikini/ Biquini - Prenda de baño femenina, compuesto por dos piezas, sujetador y braguita. Podemos encontrarnos esta palabra escrita como en inglés o adaptada al español. El DRAE admite el segundo término, el adaptado.

Body - Ropa interior femenina que se coloca en el tronco entero y no tiene mangas. Esta palabra no ha sufrido alteraciones al entrar en nuestro idioma y no se encuentra en el DRAE.

Bóxer - Estilo de calzoncillos con pernera para una mayor sujeción que suelen ser de licra. A este término se le ha añadido una tilde para adaptarlo a la gramática española, pero mantiene la misma fonética que en inglés.

Esmoquin (Tuxedo) - Traje de chaqueta y pantalón para hombre, generalmente negro, aunque se puede encontrar en blanco, muy elegante. Aunque esta palabra ha sufrido adaptaciones: adición de la e al principio y cambio de k por qu; su fonética sigue siendo casi idéntica.

Jersey - Prenda de vestir, generalmente hecha de lana, que cubre el tronco y los brazos. Esta palabra, que no tiene adaptación gráfica a nuestro idioma, es usada por todos e incluso aparece en el DRAE, tiene leves cambios fonéticos como la acentuación que pasa de la primera sílaba a la segunda y como la pronunciación de la j que se ha españolizado.

Pijama - Prenda de vestir utilizada para dormir con ella; puede estar compuesta de una camiseta y un pantalón corto, para el verano, o de camisa de manga larga y pantalón largo, para el invierno. Ha sufrido un cambio gráfico ya que la i que aparece en el español era y en el término inglés, "pijama". Esta palabra aparece en el DRAE.

Shorts - Su traducción literal es pantalón corto, pero cuando lo usamos nos referimos a los pantalones cortos de mujer que se llevan ahora. No se ha producido ningún cambio en esta palabra al introducirse al

Top - Tipo de sujetador que no dispone de aros y que suele utilizarse para hacer deporte. Este término aunque no ha sufrido ninguna adaptación gráfica ni fonética, aparece en el diccionario de la RAE