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MODALIDAD ABIERTA Y A DISTANCIA

A descriptive analysis of anglicisms used in Ecuadorian
magazines

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

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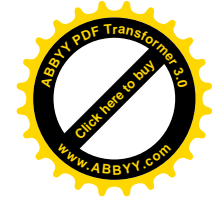
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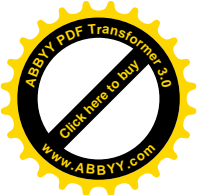
CERTIFIES THAT:

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

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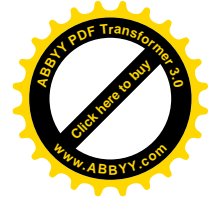
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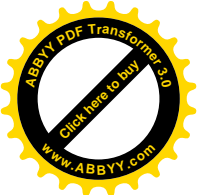
The thought, ideas, opinions and the information obtained through this research are the only responsibility of the authors.

Date: March, 2012

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Dedication

We dedicate this thesis to God for blessing us since the beginning of our studies.

Also, this thesis is dedicated to a very important person Alvaro Paz who has been our support during all this time; he gave us love and care, to get through this point of our lives.

Finally, this thesis is dedicated to our family, teachers and administrators for all the help they have given us to reach our goal.



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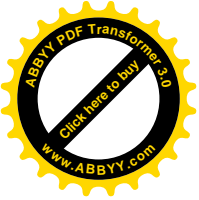
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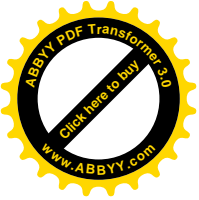
Abstract

The topic of the present study is "A descriptive analysis of anglicisms in Ecuadorian Magazines". The general objective is to research on the linguistic phenomenon of anglicisms used in Ecuadorian magazines. This research was performed in Quito-Ecuador.

The sample for this study were six magazines taken from the years 2009 and 2010, two of them belong to the first variable that is cultural magazines, the other two magazines belong to the second variable which is scholarly magazines and finally, the last two belong to the third variable general interest magazines. The methods that were used for the study were the qualitative method and the quantitative method.

According to this study, the variable that had a higher frequency of anglicisms was general interest magazines, with 45.7%, because these magazines include sections, articles, and topics that cover contents that reach a larger population.

In conclusion, on one hand, anglicisms enrich the Spanish language because they allow a better communication worldwide. On the other hand, they deteriorate grammar because the Spanish lexicon starts adapting to new rules in order to include the anglicisms.



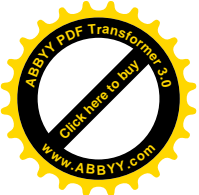
Introduction

The topic proposed by the Universidad Técnica Particular de Loja is "A DESCRIPTIVE ANALYSIS OF ANGLICISMS IN ECUADORIAN MAGAZINES. This study will contribute to determine how foreign words are getting introduced in the Spanish language, and in order to discover which anglicisms are most frequently used in the variables, a comparative analysis is necessary.

This study took place in Quito, since the impact of anglicisms in the written language of Ecuadorian Spanish is a phenomenon that increases in the written media. The written Spanish is one of the aspects in this language that receives more impact by anglicisms due to the morphological, semantic, and syntactic changes that a term suffers.

The research focused on the linguistic phenomenon of anglicisms used in Ecuadorian magazines, and the specific objectives where: Identify the syntactic and lexical anglicisms more commonly used in Ecuadorian magazines; make a deep analysis of the anglicisms found in Ecuadorian magazines regarding syntactic, semantic, and morphological aspects; establish which variable (cultural, scholarly, and general interest magazines) contains the highest number of anglicisms, to determine which anglicisms are mostly used.

The importance of this study is basically to find out the frequency of anglicisms that are introduced in Ecuadorian magazines, as well as which anglicisms are more common and which variables are the ones that contain more anglicisms.



Previous studies about the topic were carried out in León and Cádiz, Spain, as well as in Buenos Aires, in the fields of entertainment (film magazines), economics, including a very complete study by Martínez, (2007) which explores the influence of English in Contemporary Spanish.

According to Lopez, (2005), in his study he states that the enormous number of anglicisms used every day in Spanish language generates lexical interference between both languages. It is clear that the Anglo-Saxon economic supremacy together with its ever expanding market is also exporting an increasing number of linguistic terms into other languages.

In this research there were not limitations.

The specific objectives have been done successfully in this investigation project about the phenomenon of anglicisms used in Ecuadorian magazines.

To identify the syntactic and lexical anglicisms more commonly used in Ecuadorian magazines.

To make a deep analysis of the anglicisms found in the Ecuadorian magazines regarding syntactic, semantic, and morphological aspects.

To establish which variable (cultural, scholarly and general interest magazines) contains the highest number of anglicisms.

To determine which anglicisms are mostly used.



Methodology

Our research took place in Quito; the methodology we used for this study was the qualitative and quantitative method in order to gather good information about the presence of anglicisms in the Ecuadorian magazines taken as variables the cultural, scholarly and general interest magazines.

We started to gather scientific information for the Literature review. We visited private and public libraries such as: "Casa de la Cultura del Ecuador, "Universidad de San Francisco." Besides, we researched on the Internet we also, bought some general interesting magazines for all the issues as a guide to develop scientific contents in an organized and sequential manner.

At the same time, we started the field research. We selected three variables as magazines (cultural, scholarly, and general interest magazines). By using tables we classified the information collected, and selected the mostly used anglicisms.

After that, 30 of the most important anglicisms found in Ecuadorian Magazines were investigated according to the etymological, syntactical, semantical, and morphological point of view

The techniques applied in our research were reading (skimming and scanning), note-taking. For this purpose, we needed some tables to classify information. Finally, with the data collected we performed the analysis of each variable using the qualitative method by analyzing each word according to lexical structures.



Also, we used the quantitative method by selecting the most frequently words used as anglicisms from the Ecuadorian magazines, and then we made a list of anglicisms; after that, we organized the words that are most frequently repeated. Similarly, to make this analysis we used a table to perform a comparison among variables.

Once the field research was finished, we prepared for the presentation of results. For this purpose, we worked on the tabulation of the data gathered to prepare the statistical results with frequencies and percentages from the three variables (cultural, scholarly, and general interest magazines).



DISCUSSION

Literature Review

The use of anglicisms in Spanish is one aspect of sociolinguistics which has been focused on as part of the study of a descriptive analysis of anglicisms used in Ecuadorian newspapers.

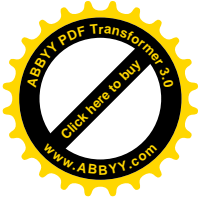
English language contact with another language, such as Spanish language had influenced in different aspects in the society. Borrowing words from another language have occurred because of economic, political, social, cultural and some other situations, when this phenomenon occurs; we can see how words are affected changing the grammar: pronunciation, spelling, writing, and also affects the meaning of the words resulting in a misunderstanding or error in interpreting of the terms.

Linguistics

The definitions for Linguistics are the ones given by Wikipedia (2010) and by The Columbia Encyclopedia (2008). The former defines it as "the scientific study of natural language," in which linguistics are concerned with describing language and the latter as the "scientific study of language", with the purpose that Linguists discovers combination of methods and rules in the language.

On the other hand Burneo (2008) defines it as "the study of human language". She is focusing in different aspects of language.

All these definitions of Linguistics named the term "language", so it is necessary to define it. Language is a mean of



communication in which speakers express feelings and opinions through language.

Branches of Linguistics

There are different aspects within linguistics: phonetics, phonology, morphology, syntax, semantics and pragmatics, among others, which are considered different issues between language and social context.

Phonology

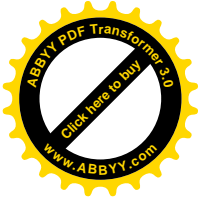
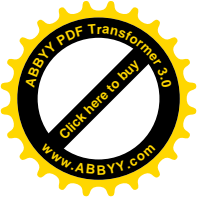
Phonology is specially focused on the sounds production, and the way they are articulated. According to the definition given by McArthur (1998) from Concise Oxford Companion to the English Language (1998) phonology is "The study of sound patterns in languages". It deals with the production of sounds through speech organs.

Morphology

Morphology studies the word structure and its formation.

According to the definition given by Burneo (2008) Morphology "is in charge of the identification, analysis, combination and description of morphemes by using a set of word-formation principles", it is a science that studies how words are structure. Expanding more this definition, Wikipedia (2010) defines Morphology as "the branch of linguistic that attempts the identification, analysis, and description of the structure of words". This definition states that words can be linked to other words by a set of rules.

To illustrate the use of these words: "happy" and "happiness". The word "happy" has a meaning by itself, but when combined it either with



the suffix "ness", it acquires a different meaning. So Morphology is the minimal unit of syntax.

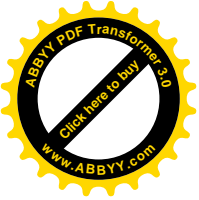
Pragmatics

Pragmatics is the way language is used to express meaning in communication. The definition given by McArthur (1998), from Concise Oxford Companion to the English Language is as follows: "Branch of linguistics which originally examined the problem of how listeners uncover speakers' intentions".

Wikipedia (2010) defines pragmatics as "a subfield of Linguistics that explains how a language user understands another speakers expecting meaning". It is concerned with the relationship between the meaning of the sentence and the meaning the speaker. Moreover, Wikipedia expands its definition in which it is said that pragmatics is a "Study of how the transmission of meaning depends not only on the linguistic knowledge of the speaker and listener, but also on the context of the utterance". Furthermore, Burneo (2008) defines pragmatics as "This branch of linguistics deals with the study of language use in communication".

Syntax

Tom McArthur (1998) defines Syntax as "A term in general use and in linguistics for the study of the ways in which words combine into such units as phrase, clause, and sentence", so we can say that syntax is the composition of words and sentences regarding grammatical rules.



According to Burneo (2008), Syntax is a branch of linguistics dealing with the study of rules necessary to join words into phrases, clauses and sentences.

Wikipedia (2010) states that syntax, is considered a very important fact in sentence organization; it means that the words in a sentence must have a particular order if they are supposed to have a specific meaning.

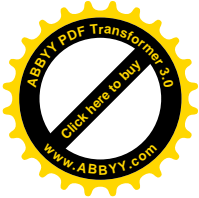
Semantics

According to the definition given by McArthur (1998) from Concise Oxford Companion to the English Language (1998) semantics is "In linguistics, the study of the meaning of words and sentences, their denotations, connotations, implications, and ambiguities".

Burneo (2008) defines Semantics as "a field of linguistics dealing with the study of meaning. Then it studies the signs, symbols and structures of meaning." In other words, semantics study the meaning of the words in a morphological and syntactic manner. According to Wikipedia (2009), semantics is defined as "the study of meaning, usually of language." Semantics deals with a series of ideas from the most common to the complex ones. It is usually adopted in language to denote difficulties. In fact we can say that semantics is the study of the meaning of linguistic signs, words, expressions and sentences.

Syntax: lexical categories (Parts of Speech)

According to McGuigan (2010) says that syntax has different parts of speech that a language uses and separates the words of the language into these groups, for example, makes use of nouns, verbs,



adjectives, articles, pronouns, prepositions, adverbs, and others.

Additionally, Rubba (1999) lists the different parts of speech with some examples as follows:

Noun	dust, figure, idea, flute, happiness
Verb	dust, figure, fail, know, reciprocate
Adjective	Tall, unknown, flimsy, gleeful, blue
Adverb	slowly, soon, carefully, down, first
Preposition	in, at, above, for, down, near, up, between
Pronoun	we, she, there, then, so, like that
Determiner	a, the, some, my, his, all, that, those
Qualifier	(aka Intensifier; Degree-word) very, somewhat, quite, rather, really, hardly
Conjunction	and, but, or, for, because, although, while
Particle	pick up, turn on, drop off, fool around
Expletive (aka Dummy subject)	it, there
Interjection	Rats! Dang! Wow! Hey! Yo!

Furthermore, Burneo (2008) give a concept for lexical categories in syntax "Lexical categories are words-based such as noun, verb, adjective, preposition, etc. These categories are represented by the vocabulary of a language".

Contact Languages

Matras (1963) states that "Language contact occurs when speakers of different languages interact and their languages influence each other". As a matter of fact, he refers to language contact as the acquisition of two or more languages; this is producing multilingualism in a society.

Britannica (2010) conceived language contact in a way where borrowing vocabulary and grammatical features result in



multilingualism or bilingualism. This term is defined by Wikipedia (2010) as "Language contact occurs when two or more languages or varieties interact. The study of language contact is called contact linguistics". Besides, it mentions that language contact influenced each other as a result, this phenomena cause multilingualism in the society. Additionally, we can say that language contact is very important in the society because, it helps us to adopt a new language.

Language vice

Carreño in his article describes language vice as factors that alter the normal flow of the verbal communicative experience and also, it is divided in three groups:

Pragmatic vices: prevents the communication because of the utilization of old or invented forms. There are two types of pragmatic vices: archaisms and neologisms.

Syntactic vices: Affects strongly the linguistic communication since, it breaks the grammatical structures. These vices are categorized in five types which are: Catachresis, solecism, monotony, pleonasm, and cacophony.

Semantic vices: Affects directly through the inclusion of estrange words. There are two types of these vices: Amphibology, Barbarisms. For the other side, Andrade explains that language vice is an inappropriate use of vocabulary which can cause difficulties when writing. In either case Morales says, that language vice is the



inadequate use of words causing different types of phenomena resulting in archaisms, neologisms, barbarisms, vulgarisms, etc.

Barbarisms

Hyman (2002) says that "A barbarism is a single word that contains a mistake and occurs in ordinary language. This term has grammatical errors, because a particular word is defective.

Wikipedia (2009) defines barbarisms as " a non-standard word, expression or pronunciation in a language,[1] particularly an error of morphology, while a solecism is an error of syntax.[2] The term is used prescriptively in writing. With no accepted technical meaning in formal linguistics the term is little used by descriptive scientists". On the other hand, McArthur (1998) describes barbarisms as a used of words in different languages in an inappropriate way.

Anglicisms

McArthur (1998) defines anglicisms as a feature of the English language that is used in a target language. He expands his definition when he says that Syntax refers to the study of "An expression from English used in another language".

According to Merriam-Webster (2010) shows that "An Anglicism is a characteristic feature of English occurring in another language. It's an adherence or attachment to English costumes and ideas". Wikipedia (2009) refers Anglicisms as "The hispanisation of English words is fairly common in the United States. In Spain, the adoption of English words



is extremely common in the spheres of business and information technology, although it is usually frowned upon by purists”

After these concepts we can say that Anglicisms are words adapted from another language.

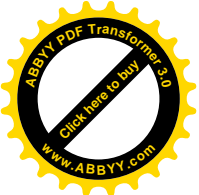
Borrowings and Loans

McArthur (1998) defines borrowings as Spanish influencing English and English influencing Spanish, and the more particular is the TEX-MEX or *Border Lingo* along the Texas–Mexican border, referring to a Loanword, a word taken into one language from another, is an unassimilated borrowing that has kept its pronunciation, orthography, grammar, and meaning, but is not used widely.

Hoffer (2005) Indicates that borrowings and loans occurs between language boundaries then, people adopt items or ideas from another language. However, Machauf (2002) defines borrowings and loans as “ a productive way of increasing the lexicon in most of the languages”

Magazines

According to Wikipedia (2010) defines magazines as the “periodicals, glossies or serials are publications, generally published on a regular schedule, containing a variety of articles, generally financed by advertising, by a purchase price, by pre-paid magazine subscriptions, or all three”. On the other hand, Boyer (2001) states that magazines are a very worthy tool to help people finding business, merchandise, market, and also to make announcements and



campaigns. Though, Brennan Library expresses magazines as periodically information for general public. Then, we can conclude from this information that magazines influenced in the life style of the society.

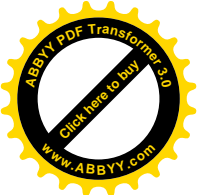
Previous studies

Study of a descriptive analysis of anglicisms in Ecuadorian magazines, along this topic we will cite some authors who have contributed with studies about the theme.

The first author is Rollason (2004) who in his study "Language borrowing in a context of unequal systems: Anglicisms in French and Spanish" says that "If one system dominates the other beyond a certain point, the risk arises that the second system will lose its autonomy and become a subsystem of the first". For this reason, translation problems arise, so the context suggests caution.

Former studies on the topic come from Tom McArthur's book *The Oxford Guide to World English* (2002). McArthur sees English, in the version variously known as 'world English', 'international English' or 'global English', as 'the global language of the human race.

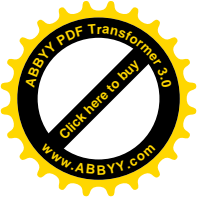
A second study of the topic was done by Martinez (2009) who considers this study has used corpus evidence to support some of the suggestions made in the studies on anglicisms, and also to show how the influence of an English word can contribute to changes in the meaning of a cognate form in Spanish. He also states that "The analysis has also revealed some of the limitations of the two corpora used".



A third author is Martinez (2007) who in his study "Using Corpora for Exploring and Assessing the Influence of English on Contemporary Spanish" says that it shows that translation is a very frequent gate of access for anglicisms into Spanish. The second case confirms the same suggestions, and also 12 demonstrate how the influence of an English word can contribute to the progressive bleaching, in terms of prosody and meaning, of a cognate form in Spanish.

A fourth author is Tocaimaza-Hatch, who in her study comments that "With the phenomenon of globalization spurred on by North American commercialism, the presence of modern Anglicism seems to be more prevalent than ever". Furthermore, she emphasizes that Anglicisms adopted by Argentine Spanish, are accepted by the population but, also they are been introduced into other fields, such as politics, entertainment, economics, etc.

A fifth author Diéguez (2004) for spreading this conception, the author says that for her study of the lexicon of anglicisms in economic-scientific magazines, she used written text to do a descriptive analysis, both quantitative, and qualitative. Within her results she concluded that articles were used with anglicisms, first giving personification to objects, or using the analogy of the article in Spanish. She also found that the variables that influence the use of anglicisms are: communication (type, situation, speaker and audience), time, space, intention, pragmatic information, and social distance. Anglicisms are used to reinforce an idea, and to save time.

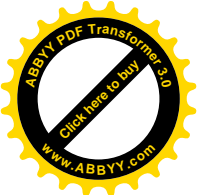


A sixth study cited by Lopez (2005) she says that "The current influence of English upon Spanish makes it difficult to establish in which cases we are dealing with a word and in which ones we are dealing with a term". It is clear that the Anglo-Saxon economic supremacy together with its ever expanding market is also exporting an increasing number of linguistic terms into other languages.

A seventh author Schwarzhaupt (1940) in Chile, in his study he mentions the research about anglicisms was based on written material such as newspapers and books of that time, but mostly the personal correspondence of Schwarzhaupt with people and friends from Chile. According to this research, about 70 years ago, the UK and USA were the countries that had a greater impact on the Chilean Spanish. The majority of anglicisms related to sports, clothing, and navigation came from the UK, while foreign terms used in technology, business, and the daily life of young people came from the USA, so the anglicisms started expanding rapidly into the areas of industry, commerce, communication, and mass media, especially in South America.

When collecting the data there was one problem; interviewees in some way are related each other (friends, neighbors, workmates). Nevertheless, this had to be accepted due to the fact that questioning.

An eighth author Guzmán (2003) for his study he selected what is generally known as "lexical anglicisms" and he explained that, in the long run, syntactic or morphological anglicisms might influence in the evolution of Spanish than loanwords. In fact, vocabulary is the most

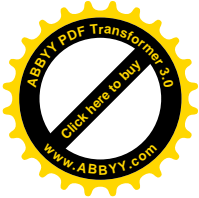


noticeable mirror of culture, including, of course, contact between communities and, consequently, innovations of all kinds.

A ninth author Olivares (2009) says that anglicisms are more frequent in young people because of the wide exposure they have to the mass media, especially radio and television. For her study she used musical magazines analyzing style and socio-linguistic aspects. In her opinion, the use of anglicisms is more frequent in young people because of the wide exposure they have to the mass media, especially radio and television. For this reason they more vulnerable to feeling the need to use anglicisms to "fit-in", belong to a group, or to be able to communicate with short words more easily, using abbreviations and affixes that are more available in the English language.

Like other languages, the main reason for the appearance of anglicisms in Spanish is language contact. Analyzing the development of Anglicisms, it can be said that at the beginning religion, trade, politics, and later new innovations and the spread of the American culture and life-style were its main motivating reasons. Nowadays due to globalization, we can find anglicisms in different ways of life, ranging from technical and scientific terms through business, commercials to entertainment and sports. Assuming that in the most cases the appearance of loan words is a necessity as a language needs new words for new things.

Anglicisms get involved into the system of Spanish at different levels ranging from partial to full assimilation in terms of their orthography, phonology, morphology and semantics.



A tenth author Fortin (2009) states that this study has shown that there are important differences in the use of Anglicisms this shows that the use of Anglicisms is more widespread in Quebec than in France, even if the law against Anglicisms in Quebec seems to be more protective. Twenty percent of the loanwords are used by both nations but there are also several loanwords that are only used in Quebec and others that are only used in France. In addition, the study indicates that there are more loanwords in France that are considered a manifestation of snobbism, but a great many in Quebec that are considered as unnecessary.



RESULTS

COMPARATIVE ANALYSIS

We also did a comparative analysis to find which anglicisms are most frequently used.

To do this analysis 10 of 30 anglicisms were taken into account from three variables: cultural, scholarly and general interest magazines, the most frequent anglicisms were: web, miss, club, look, chip, marketing, hobby, festival, tennis and internet. The aspects that have been compared are the frequency and the causes for this phenomenon.

The highest number of anglicisms are in the general interest magazines with 45.7%, then scholarly magazines with 43.3% as well as cultural magazines with 11% of anglicisms, so after this analysis it is clearly shown that the variable that uses more borrowing words is in the general interest magazine, it is because some people are interested in reading this magazine such as professionals, housewives', students, etc, depending on the kinds of activities they are concern.

First, the word "web" was the most repeated word in the study as it shows in the general interest magazines; this term is an accepted Anglicism because it is frequently used in the Internet since most of the people are connected almost every year and they use the internet.

Second, the word "miss" is also an accepted Anglicism, this term is frequently used around the world in beauty contests, so it is taken as a borrowing word in order to communicate in a universal way to socialized with the whole world.



Third, the word "club" refers to a group of people who join to interchange different activities, and this term is taken from English because it doesn't have another term to be replaced to use in Spanish.

Fourth, the word "look" is also a common Anglicism used in Spanish since nowadays fashion influences on people.

Fifth, the word "chip" is an Anglicism that is influencing in the Spanish language because this word is used for technology and this is frequently used since technology is introduced in all fields such as education, and at work when using computers, etc.

Sixth, the word "marketing" is a borrowing term because commercialization is one of the factors that influences in the economy of the people.

Seventh, the word "hobby" is mostly used in Spanish the reason is because magazine writers use a lot in magazines to indicate that some people are interested in doing certain things for fun.

Eight, the word "festival" this term is commonly used in Spanish since is an entertainment activity that the majority of the people like to participate.

Ninth, the word "tenis" is an Anglicism that refers to a sport that a lot of countries around the world practice therefore the written press are introducing this term in the media.

Tenth, the word "Internet", this term is widely used for everybody in order to be in touch with a lot of people and to be informed about everything that is happening through the world.



The variable that has the highest number of anglicisms is the general interest magazine.

To go beyond in this analysis, some studies have been taken into account to be more specific about this study.

Considering the opinions from some authors it is important to mention that Rollason (2004) who states that "If one system dominates the other beyond a certain point, the risk arises that the second system will lose its autonomy and become a subsystem of the first".

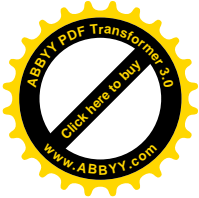
In the other side, Martinez (2009) is concern how the influence of an English word can contribute to changes in meaning of a cognate form in Spanish.

Tocaimaza-Hatch, comments that "With the phenomenon of globalization spurred on by North American commercialism, the presence of modern anglicisms seems to be more prevalent than ever".

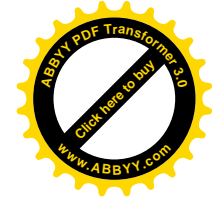
Lopez (2005) goes beyond and argues about the causes which is the economy, and the effects that have difficulties to establish in which cases we are dealing with a word and in which ones we are dealing with a term.

To contribute with this study Guzmán (2003), comments that the cause for the phenomenon is; the contact between communities and the influence that it can have in the language.

According to the studies mention above it is said that anglicisms are adopted by the Spanish language for some reasons like economics, globalization, cultural interchange, technology; causing different



problems like losing autonomy, changes in meaning, and some translation problems.



RESULTS

QUALITATIVE TABULATION

Table One
Variable: Cultural magazines

Magazine and date	Anglicisms	Examples	Lexical category	word repetition	heading	Page
La Casa 2010	fax	...para encerrar al tiempo/en la celda de un fax	Noun	1	Poemas para sacarlos a pasear	49
	happenings	¿Que le parecen los happenings?	Noun	1	Marco Antonio Rodriguez incluyo en la coleccion los grandes del siglo XX	19
	Hippies	Pelos largos, hippies o beatniks, formas de negacion de todo autoritarismo.....	Noun	1	El artista y su tiempo	3
	Internet	El Internet permite la circulación de contenidos literarios...	Noun	1	El pie	34
	Link	El otro día pensaba que servir de links entre los capitulos de una novela	Noun	2	¿Cuales son sus nuevas temáticas	26
	Otros links con la sociedad pero asi es la literatura			Sobre una tumba una rumba	28
	Rock	...el reguetón ha ocupado el lugar del rock, por ejemplo.	Noun	1	¿Quisieron hacer una literatura	25
	web	Un caso diferente es el de un grupo mas viejo que detenta una serie de páginas web....	Adjective	2	Poetry & Facebook: Poesía en red	34
podemos encontrar páginas web...		Adjective	Poetry & Facebook: Poesía en red			



Magazine and date	Anglicisms	Examples	Lexical category	word repetition	heading	Page
Edu@news Revista educativa y cultural 2010	Marketing	Administracion de empresas y marketing.	Noun	1	Tu exito mientra prioridad	16
	Filme	Inicia el filme y !Oh sorpresa!, de inmediato sentí que algo interesante y peculiar sucedía...	Noun	1	El magnífico de Avatar	18
	Líderes	Veo líderes estudiantiles que dan lastima...	Noun	1	Lo que me duele de mi sistema educativo	10
	Mail	Con el servicio express mail service recibe doble cupon	Adjective	1	Empiece bien el año	13
	Web	...el tercer concurso de excelencia educativa esta abierto; pueden ilustrarse respecto de las características del mismo, através de la página web...	Adjective	1	La capacidad de pensar	5

Author(s): Maria Fernanda Bedon & Miriam Ayala

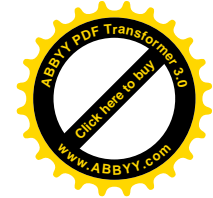
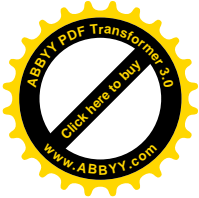


Table two

Variable: Scholarly magazines

Magazine and date	Anglicisms	Examples	Lexical category	word repetition	heading	Page
Avances en Ciencias e Ingenierias 2009	chip	...La señal se realizaba a la tasa de chip	Adjective	4	Materiales y métodos	5, 9
		...identidad cuando el muestreo se realiza a la tasa de chip...,			Modelo de canal	
		...cuando la estimación del vector de canal se realiza a dos veces la tasa de chip			Resultados y discusión	
		...el vector de canal se muestra a dos veces la tasa de chip			Resultados y discusión	
	túnel	...,ya sea mediante microscopio túnel de barrido	Noun	2	Anclaje de paredes de dominio de interfaces ferromacneto	49
		...observaciones directas obtenidas meidnte espectroscopia túnel de barrido...			figura 6	53
	web	Este artículo propone un simple pero eficiente clasificador de las páginas web...	Adjective	30	Un algoritmo simple y eficiente para la clasificación automática de páginas web	57
		...,nosotros proponemos un clsificador de páginas web			Introducción	57
		...los clasificados de páginas web requieren considerar la complejidad de los algoritmos....			Un algoritmo simple y eficiente...	57
		La clasificación o caracterización de páginas Web				57



Magazine and date	Anglicisms	Examples	Lexical category	word repetition	heading	Page
Avances en Ciencias e Ingenierias 2009	Web	...cada documento expuesto en al Web.	Adjective		Un algoritmo simple y eficiente...	57
		La clasificación de páginas Web....				57
	el rastreo focalizado de páginas Web				57
		La claificación de páginas Web...				57
	el rápido crecimiento de la Web,....				57
		...la naturaleza inconfortable de los contenidos Web				57
		Las páginas Web normalmente contienen ruido,...				57
		El ruido intrínseco de las páginas Web..				57
		...,los clasificadores de páginas Web...				57
	,nosotros proponemos un clasificador de páginas Web...				57
	,nuestro clasificador de páginas Web consta de tres etapas..				58
	el modelo de clasificación usando ejemplos de páginas Web			Clasificación de páginas Web	58



Magazine and date	Anglicisms	Examples	Lexical category	word repetition	heading	Page
Avances en Ciencias e Ingenierias 2009	Webclasificación existente en el contexto de páginas Web,...	Adjective		Clasificación de páginas Web	58
		Clasificación de páginas Web			Clasificación de páginas Web	58
		El probolema general de clasificar páginas Web...			Clasificación de páginas Web	58
		...está orientada a distinguir el tópico principal de cada página Web.			Clasificador Basado en la Frecuencia de Términos	58
		el preprocesamiento de las páginas Web..			Clasificador Basado en la Frecuencia...	59
		Podemos ver que cada página Web es descargada...			Clasificador Basado en la Frecuencia...	59
	dentro de su respectivo conjunto de página Web de entrenamiento.			Clasificador Basado en la Frecuencia...	59
	el número de lexemas relevantes dentro de cada página Web...			Clasificador Basado en la Frecuencia...	60
		Es una tarea demorada y dependiente directamente del número de páginas Web...			Evaluación	60
	sin duda generará resultados diferentes durante el proceso de clasificación de nuevas páginas Web			Evaluación	60
		Además de clasificar cualquier página Web individual...			Evaluación	60
		Cada categoría contribuye con 100 páginas Web...			Evaluación	60



Magazine and date	Anglicisms	Examples	Lexical category	word repetition	heading	Page	
Avances en Ciencias e Ingenierias 2009	Web	El presente trabajo demuestra la importancia que está adquiriendo la tarea de clasificación de páginas Web.	Adjective		Conclusiones	61	
Criterios 2010	bluetooth	...expansible con tarjetas micro SD y bluetooth.	Noun	1	Tecnovedades	52	
	Business	La empresa ganó en la categoría de business.	Adjective	1	El fruto del trabajo	38	
	Facebook	..descargar miles de aplicaciones en su celular como twitter, facebook, youtube, entre otras.	Noun	1	Tecnovedades	52	
	Hardware	Hardware y software, y servicios ambientales	Noun	3	Wellington Toapanta	11
			Software y Hardware soluciones integrales a su alcance			Peef Corporation	25
			Hardware: venta y mantenimiento de equipos				
	Internet, también conocida como hormona de la felicidad, según un informe de Internet	Adjective	1	Las redes sociales y hormonales de la felicidad	52	
	Marketingpuede ser experto, al mismo tiempo en psicología organizacional marketing....	Adjective	1	¿A qué hora trabajo?	44	
	Rol	El rol del estado en la diversificación y manifestación profunda	Noun	1	La transformación productiva	13	
	Software		...software, y servicios ambientales	Noun	8	Wellington Toapanta	11
Software: sistema de administración			Peef Corporation			25	
...en el mundo en desarrollo de Software			Grupo Más a la vanguardia de la tecnología			37	



Magazine and date	Anglicisms	Examples	Lexical category	word repetition	heading	Page
Criterios 2010	Software	...en el mundo en desarrollo de Software	noun		El fruto del trabajo	38
		El Software fue creado en trabajo mancomunado con el banco	noun		El fruto del trabajo	38
		El grupo Pichincha confio en grupo más para desarrollar este Software	noun		El fruto del trabajo	38
		..., que se basa en una estructura de software libre	adjective		Llegó el primer Andorid a Ecuador	52
		...existen soluciones de sistemas o softwares	noun		Una de las principales causas de fraude	37
	web	Creación de sitios y portales web	Adjective	2	servicios disponibles	25
		Microsoft office 2010 en tu PC, celular y web	Noun		Office 2010: pensando para empresarios como tu	65

Author(s): Maria Fernanda Bedon & Miriam Ayala

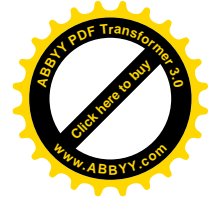
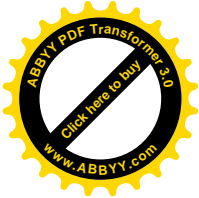


Table three
Variable: General Interest magazines

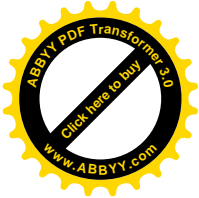
Magazine and date	Anglicisms	Examples	Lexical category	Word repetition	heading	Page
MUJERES 365 2010	Cheerleaders	...la casa de la Cultura y en el colegio ha sido parte del equipo de cheerleaders	Noun	1	Chicas 365	16
	Light	Ensalada fríalight	Adjective	1	Gracias a Inalecsa mejor nutrición para el bienestar de su familia.	25
	Look	De pies a cabezalook ideal	Noun	5	Imagen	2
		!Atrévete a cambiar tu look!			Tinte en crema	2
		María Gabriela cree que el look ideal para las adolescentes tiene por base lucir...			Estilo al vivir	11
		De pies a cabezalook ideal para tu trabajo			Imagen	15
		El look de Maía Gabriela le gusta los colores y textuales bajos			Maquillaje	17
	Marketing	Marketingy servicio al cliente	Noun	1	Mujeres 365 es un producto de genera medios	2
Tips	Tips para ser organizados en las tareas.	Noun	1	Consejos para ti	19	
Vistazo 2011	Chip	En las paredes se destaca las fotos del primerchip....	Noun	1	Las armas del futuro	163
	Clip	...es tan pequeño como un clip.	Noun	1	Las armas del futuro	163



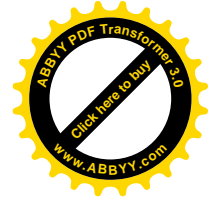
Magazine and date	Anglicisms	Examples	Lexical category	Word repetition	heading	Page
Vistazo 2011	Club	...no para andar asustando a los traga bolas del propio club de amigos del Trato.	Noun	7	Degradación	18
		Simplemente se trata de un club electoral,...			Degradación	18
		Y como buen club electoral....			Degradación	18
		...,Villa Club, Puesta al Sol, entre otros muchos conjuntos...			Los sistemas SOTAS permiten reutilizar las aguas tratadas y no generan ningun olor	126
		Luego pasaron a la recepción en el anexo del Tenis Club.			Matrimonios	178
		La recepción fue en el Quito Tenis y Golf Club			Matrimonios	188
		En el Club Sociedad Unión se presentó el libro			El libro	196
	Fax	Fax: ext. 130-interci@reipa.com.ec	Noun	1	Reciclamos	111
	Festival	Se presentó en el festival de cine de Venecia,...	Noun	4	Entre ratas y pescados	143
		...y apareció por primera vez en el Festival de Cannes...				
Fue nominado al "Gran Premio del Jurado "en el Festival...						
Ganó el premio especial del jurado del Festival Internacional						



Magazine and date	Anglicisms	Examples	Lexical category	Word repetition	heading	Page
Vistazo 2011	fútbol	El fútbol como factor de riesgo cardiovascular	Noun	3	Columnistas online	6
		...para vivir el más apasionante clásico del fútbol	Adjective		Podras ganar un viaje a Buenos Aires para ver el súper clásico	185
		...y cómo influyen las emociones del fútbol sobre los ataques al corazón	Noun		Columnistas online	6
	Golf	La recepción fue en el Quito Tenis y Golf Club	Noun	1	Matrimonios	188
	Geek	Geek. Nerd. Suelta esas palabras para referirse a lo que es.	Adj	1	Gurú del hipertexto	116
	Hobby	Para mi no es un hobby, nunca lo ha sido.	Noun	4	Virreina de la Fae	113, 114, 116
		...solo había sido un hobby además de sus obligaciones laborales			Hacer del blog un negocio	
		Si estoy haciendo dineo con un hobby...			Hacer del blog un negocio	
		Para mi el modelado no es un hobby, nunca lo ha sido,....			Esta sesión de fotos	
	Internet,tuvo que explicar a sus amigos como funcionaba internet,...	Noun	1	Gurú del Hipertexto	116
	jacuzzis	Ha sido un retorno a lo natural, nada de jacuzzis, de duchas	Noun	1	Esta sesión de fotos	113
Look	Con un look que asemejaba a una beldad de los 40 años,...	Noun	2	Una diva del pasado	139	



Magazine and date	Anglicisms	Examples	Lexical category	Word repetition	heading	Page
Vistazo 2011	Lookbrilló con luz propia, con un look que se hizo verse como la diva...	Noun	3	Como una diva	139
	Marketing	...fusionaron la experiencia de él en ingeniería mecánica y de ella en marketing	Noun		Carro limpio sin agua	62
		...una de las agencias de marketing más reconocidas de Norte América.	Adjective		Cuidado con el Greenwashing	108
		Scot Case de Terra chice, especialista en marketing ambiental	Noun	Cuidado con el Greenwashing	183	
	Miss	Miss Universo 2009, a días de finalizar su reinado	Noun	9	Miss Universo entre nosotros	138, 139
		Stefanía Fernandez, Miss Universo 2009....				
		Cuesta creer que un día el director de Miss Venezuela...				
		Miss rostro Ebel y mejor cuerpo...				
		También ganó las bandas de Miss Elegancia...				
		... las favoritas para coronarse como Miss Universo...				
... para Miss Universo se preparó durante un año...						
... como la que le dio enseguida el título de Miss Universo a Venezuela...						



Magazine and date	Anglicisms	Examples	Lexical category	Word repetition	heading	Page
Vistazo 2011	Miss	Miss Universo visitó Ecuador para promocionar...	Noun		Miss Universo entre nosotros	139
	Online	Las maestrías en la modalidad online, entre ellas las de Educación...	Adjective	1	Maestrías en educación	122
	show	La exhumación fue transmitida por televisión, un show que sería ridículo en cualquier lugar...	Noun	1	Maldición desde la tumba	45
	Software	...empresa de software especializada en información de vuelos.	Noun	2	busque vuelos	124
		Incluye además protección para nuestros datos por contraseña y un software especial...			Escriba en digital	
	Stock	Completo stock de repuestos	Noun	1	Fumigue hasta lo más alto	139
	Tenis	La recepción fue en el Quito Tennis y Golf Club	Adjective	4	Matrimonios	188
		Luego pasaron a la recepción en el anexo del Tenis Club.			Matrimonios	178
		Realizaron su matrimonio civil en el anexo del Tenis club.			Social	182
		La recepción se realizó en el anexo del Tenis Club			Social	180
Web	...gobiernos suelen colocar, en sus sitios web...	Adjective	3	Modus operandi	125	



Magazine and date	Anglicisms	Examples	Lexical category	Word repetition	heading	Page
Vistazo 2011	Web	Web de Kongsber...	Noun		Las armas del futuro	163
		Para más información visite el sitio Web...	Adjective		Utilizamos menos agua y energía en la elaboración de nuestras marcas.	147

Author(s): Maria Fernanda Bedon & Miriam Ayala



QUANTITATIVE TABULATION

Table Four

The Most Frequent Anglicisms (in all variables)

Web	36
Software	10
Miss	9
Club	7
Look	7
Marketing	6
Chip	5
Hobby	4
Festival	4
Tenis	4
Internet	3
Fútbol	3
Hardware	3
Fax	2
Links	2
Túnel	2
Clip	1
Tips	1
Jacuzzi	1
Facebook	1
Líderes	1
Hippies	1
Rol	1
Mail	1
Geek	1
Golf	1
Bluethood	1
Online	1
Show	1
Rock	1
Cheerleader	1
Filme	1
Business	1
Happenings	1
Stock	1
Light	1
TOTAL: 36 anglicisms	127

Author(s): Maria Fernanda Bedon & Myriam Lucia

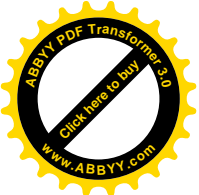


Table Five

Comparison between variables

	VARIABLE	f	%
ANGLICISMS	Cultural Magazines	14	11,0
	Scholarly Magazines	55	43,3
	General interest magazines	58	45,7
	T O T A L	127	100,0

Author(s): Maria Fernanda Bedon & Myriam Lucia Ayala



Description, Interpretation and Analysis of Results

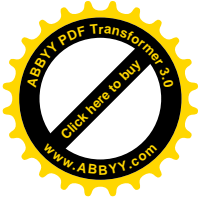
The analysis of results will focus only on thirty of the most frequent anglicisms found in a total of 36, choosing ten from each variable. These terms will be analyzed syntactically, semantically, and morphologically in an in-depth way, comparing all three variables – cultural, scholarly, and general interest magazines. To complete the analysis, anglicisms would be traced to their origins to determine if they have been included in the “Diccionario de la Real Academia Española” (DRAE), as well as if there are equivalents in Spanish with the same meaning.

Linguistic Analysis:

Web

According to the Merriam Webster Dictionary (2010), the origin of the word “web” comes from the Middle English. This term has different meanings in English for example: “a page of words, pictures, etc., that is shown on a Web site”, “a network of sticky threads made by a spider and used as a resting place and a trap for food —called also spider's web”, “the part of the Internet that you can look at with a special program (called a browser) and that is made up of many documents which are linked together”. In English this term functions either as an adjective or noun.

The Online Etymology Dictionary (2010) indicates that the word “web” has different meanings in English, for example: spider's web, web



browser, web page, it is also shortened from World Wide Web. On the contrary in Spanish this term only means “web site” or “web page”.

The definition given by the Pan-Hispanic Dictionary of Doubts, which is a RAE publication (2005), says that the word “web” as an adjective means “de la Red o de Internet”, is used as an expression; “página web” it means “documento de la Red”. When this term is written in the plural form, an “s” is added at the end of the word.

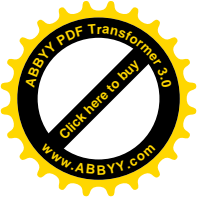
This word has been included in the DRAE and could be found functioning as an adjective, as in “páginas web”, or as a noun as in “la web”, “el web”. The equivalent terms that may be used in Spanish are “red informática”, “página electrónica” o “ciber-página”.

In the example “Este artículo propone un simple pero eficiente clasificador de las páginas web...” the anglicism “web” was found in the scholarly magazine functioning as an adjective.

This term is found 36 times in all three variables, functioning as a noun or an adjective, mostly used as a technological word. There are no morphological changes, because the word is used in its original English form. Semantically, web has the same meaning in both languages. Syntactically, web in Spanish is used as both, adjective and noun the same as in English.

Miss

The Merriam Webster Dictionary (2010), defines the word “miss” as: “to fail to hit”, “reach”, or “contact” (miss the target)”, to discover or feel the absence of, to fail to obtain, to leave out, in this case the term

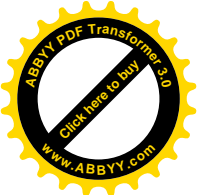


miss is functioning as a verb for example: "I didn't miss my bug". But this term can also function as a noun when it is used before the name of a place or of a line of activity or before some epithet to form a title for a usually young unmarried female who is representative of the thing indicated, for example: Miss America, or to talk about a young lady. This source indicates the origin from the Middle English.

According to the (RAE) the word "miss" is an accepted Anglicism, and it is defined as the winner of a beauty contest and it replaces the Spanish words "señorita" or "reina de belleza".

The Pan-Hispanic Dictionary of Doubts, a RAE publication (2005), states that the word "miss" should be written as "mis" and the plural "mises". For example: "Todas se ríen como las aspirantes a Mis Universo, con sonrisa desbocada". Although, the best word in Spanish must say "señorita". Besides, the Pan-Hispanic Dictionary of Doubts argues that this term is not admissible to use in Spanish because there is a term to indicate the meaning which is "señorita" even when it refers to an Anglo woman.

In the example taken from the general interest variable, "Miss Universo 2009, a días de finalizar su reinado", the function of the word "miss" is a noun. This anglicism was found nine times in this variable, and it has not suffered any morphological changes, since the word in English and Spanish is written the same. It functions as a noun, as in all examples it is used as a beauty pageant title; however, in English it



is also used as a title to refer to a young maiden, which is not the case in Spanish.

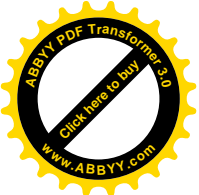
This term has a Spanish equivalent which is “reina de belleza”.

Club

According to the Merriam Webster Dictionary (2010), the word “club” comes from Middle English and it refers to “a stick or bat used to hit a ball in any of various games”, “a playing card marked with a stylized figure of a black clover”, “an association of persons for some common object usually jointly supported and meeting periodically”, “a group identified by some common characteristic or an association of persons participating in a plan by which they agree to make regular payments or purchases in order to secure some advantage”, or “a nightclub, an athletic association or team”.

The word “club”, according to the Pan-Hispanic Dictionary of Doubts, which is a RAE publication (2005), defines it as “a company founded by a group of people with common interests and activities”. Therefore, the definition of “club” agrees in English and Spanish, at least for the association of people with common interests.

This anglicism does not have an equivalent in Spanish, but in Spanish is commonly used any ways, and it does not replace any term in Spanish. In the example “Es decir la asamblea y el Presidente de la República, no para andar asustando a los traga bolas del propio club de amigos del Trato”, taken from the general interest variable, the term “club” functions as a noun and refers to a group of people joined



together to perform a similar activity. This anglicism was found seven times only in this variable.

The definition given by the Pan-Hispanic Dictionary of Doubts, says that the word “club” can be written in plural but suffering a morphological change, because instead of only adding an “s” as in the English form, an “es” is added in the Spanish form. However, no plurals were found in any of the variables analyzed.

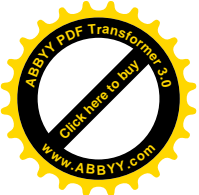
Look

According to the Merriam Webster Dictionary (2010) this term comes from Middle English.

The RAE states that “look” has been accepted by the Spanish language and the definition of this word is an image or appearance of persons or things, especially if it serves a purpose of distinction.

In English this term has more definitions than Spanish such as: “to make sure or take care (that something is done)”, “to exercise the power of vision (examine)”, “to direct the eyes (looked up from the news paper)”, “to direct one’s attention (look upon the future with hope)”, so this term can function as a verb or as a noun

In the example “María Gabriela cree que el look ideal para las adolescentes tiene por base lucir lo más sencillas”, “look” functions as a noun. This example was taken from the general interest magazine and it means, “image or appearance of people”; it also does not suffer any alterations in the word so for this reason it does not have any morphological changes. It was found seven times only in this variable.



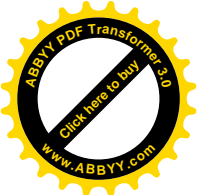
The anglicism *look* was found only functioning as noun in Spanish, while in English it can be used either as verb or noun. The meaning is the same as in English, when the word is used as a noun, as in the example: "... brilló con luz propia, con un look que le hizo verse como la diva..."

The Spanish language has its own equivalent words, such as: "imagen" or "aspecto", as stated by the Pan-Hispanic Dictionary of Doubts; however, the anglicism is preferred because it sounds fancier and it makes people appear more updated in modern affairs.

Chip

According to the (RAE) the definition for this word is "a small integrated circuit that performs many functions in computers and electronic devices". In English, the word *chip* is frequently used when referring to fried-potatoes in a bag, or to chip potatoes presented in a round form. This anglicism has been accepted by the RAE, and is included in the DRAE.

Etymologically, the origin of the word "chip" comes from Middle English; it is stated by the Merriam Webster Dictionary (2010). The Merriam includes many other definitions of this word, depending on the context: "a small piece that has been broken off from something larger", ; "a place where a small piece of something has broken off", "a small piece of candy or chocolate used in baking for example: chocolate chips, chocolate chip cookies (cookies with small bits of chocolate in them); "a



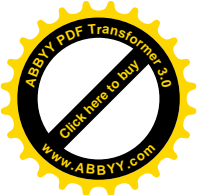
thin, hard, and usually salty piece of food for example: tortilla chips, potato chip”.

Chip used as a adjective, referring to a term related with Engineering, as in the examples “la señal se realizaba a la tasa de chip” ò “... el vector de canal se muestra a dos veces la tasa de chip” is used with no morphological variation. The same term used as a noun to refer to a computer device, as in the example “En las paredes se destaca las fotos del primer chip”, is also used in its original English form, and has no equivalents in Spanish, because it is a new technical term. In another example where the term is used to refer to fried-potatoes, “Pollo a la plancha con patatas chips”, the term is used in its plural form but as an adjective, with the same meaning in English and Spanish.

This Anglicism has not replaced any term in Spanish, as there is no equivalent for the word. It was found five times in the general interest and scholarly magazines.

Marketing

According to Wiktionary (2010) the origin of the word “marketing” is from American English. Like in Spanish this term has the same meaning as in English “Buying and selling in a market”. The Merriam Webster Dictionary (2010) are: “the act or process of selling or purchasing in a market, the process or technique of promoting, selling, and distributing a product or service, an aggregate of functions involved in moving good from producer to consumer”. All these definitions have the same meaning like in Spanish.



The word "marketing" functions as a noun, as in the example "Administración de empresas y marketing", and it has not suffered any morphological changes because it is written like in Spanish.

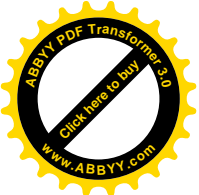
The anglicism was found six times, in all three variables, which indicates the enormous influence of English in Spanish especially in the business area, because it means "activities that are involved in making people aware of a company's products, making sure that the products are available to be bought".

The Pan-Hispanic Dictionary of Doubts states that the equivalence for the word "marketing" is "mercadotecnia" which refers to "a set of strategies used for commercialization".

According to the (RAE) the term "marketing" is an accepted Anglicism, it is written as "marketing", and its equivalent in Spanish is "mercadotecnia". However, the Spanish term is seldom used in Ecuador, because people tend to use anglicisms to make a better impression or to produce a greater impact.

Hobby

The Merriam Webster Dictionary (2010), states that this term comes from the Middle English. It has been accepted by the RAE and refers to "an activity or interest undertaken for pleasure or relaxation". The Merriam Webster Dictionary (2010) defines the term as "a pursuit outside one's regular occupation engaged in especially for relaxation".



Therefore, the term hobby has the same meaning in both languages, English and Spanish.

According to the Pan-Hispanic Dictionary of Doubts the word "hobby" is frequently applied in Spanish with the sense of "entertainment activity in the free time" and recommends using the words "afición" o "pasatiempo" since these words are the equivalents in Spanish.

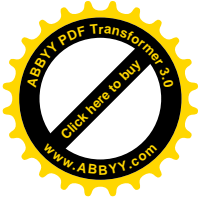
In the example "Para mí no es un hobby, nunca lo ha sido." taken from the general interest magazine, the anglicism functions as a noun, as is used in its original form, with no morphological change.

The anglicism was found four times only in one variable, the general interest magazine.

Festival

The Merriam Webster Dictionary (2010) indicates that the origin of this term comes from Middle English, from Anglo-French,. The Webster's dictionary include several functions of the word festival: as a noun it refers to "a day or period of time for celebration"; as an adjective it refers to "being merry, jolly, solemn or grave"; and as an adverb it refers to "a ceremonial or pompous manner".

This Anglicism is included in the DRAE as a noun, referring to a feast which includes music, shows, and artists. Its origin is English and in the example taken from the general interest magazine, "Ganó el premio especial del jurado del Festival Internacional..." the Anglicism is used as a noun, and its spelling maintains its original form in English. However, when the term is used in its plural form, it suffers a



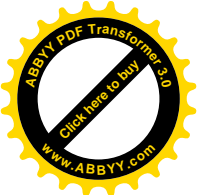
morphological change when an “es” is added at the end for the plural in Spanish, while only an “s” is added when making the plural in English. The anglicism was found four times in the general interest magazines, and only as a noun.

The phonology of festival varies, as in English the stress is in the first syllable, while in Spanish it is in the last.

Tenis

The (RAE) accepted this Anglicism and says that this word comes from the English “Lawn-tennis”, and means: “game played by two people or two couples, who alternately throw a ball, using snowshoes over a network, so that the other party fails to return, facilities at a tennis club, athletic type shoes”.

The origin of the word “tennis” according to The Merriam Webster Dictionary (2010) is Middle English, and Spanish has adopted this word but modifying its writing dropping one “n”, writing the anglicisms as “tenis”, as in the example taken from the general interest magazine, “Luego pasaron a la recepción en el Tenis Club”, were the term was found functioning as a noun, the same as in English. Therefore, the English word “tennis” becomes in Spanish “tenis”, suffering a morphological change. The meaning of “an indoor or outdoor game that is played with rackets and a light elastic ball by two players or pairs of players on a level court (as of clay or grass) divided by a low net” is the same in both languages.



This anglicism was found four times, and both meaning and pronunciation in English and Spanish are the same.

Internet

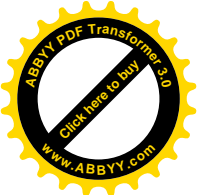
According to the Online Etymology Dictionary (2010) the word "Internet" appears in 1985 as "the linked computer networks of the U.S. Defense Department," shortened from inter- network.

In the example taken from the cultural magazine, "El Internet permite la circulación de contenidos literarios en tiempo real...", and in the one taken from the general interest "... tuvo que explicar a sus amigos cómo funcionaba Internet", the term functions as a noun in both cases.

The Merriam Webster Dictionary (2010) defines the word "Internet" as "an electronic communications network that connects computer networks and organizational computer facilities around the world", which is the same meaning of the anglicism used in Spanish. Additionally, the DRAE includes this anglicism, and defines it as "a global computer network, decentralized, consistent of the direct connection between computers or computers with an especial communication protocol".

The Pan-Hispanic Dictionary of Doubts agree with the definition given by the DRAE, stating that the word "Internet" functions as a proper noun, so it should be written with uppercase.

The equivalent of the term "internet" in Spanish would be "red-interna", however, to refer to the computer site the shortened word "red"



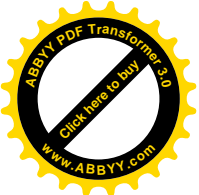
is sometimes used, but not often. The anglicism is used in its original form in English, with no morphological changes, and was found three times in the three different variables.

Fútbol

According to the definition given by deChile.net (2010), the equivalent for the word “fútbol” is “football”, which comes from English and is composed of two words “foot” and “ball”.

The Anglicism “fútbol” is a word included in the DRAE and can be written as “fútbol” with a graphic accent on the “u” or without it. The DRAE defines the word as a “Team sport played with a ball that cannot be touched with the hands or arms”. Its equivalent in Spanish would be “balompié”, which is not widely used because people worldwide prefer the English term.

This term has a semantically variation in North America, Latin America and Europe. “Football” in Europe and Latin America refer to “balompié”, which refers to “any of several games played between two teams on a usually rectangular field having goalposts or goals at each end and whose object is to get the ball over a goal line, into a goal, or between goalposts by running, passing, or kicking”. In North America they call this sport “soccer”. The sport “football” in the USA refers to the typical “American Football”, which is described by the Merriam Webster Dictionary (2010) as “an American game played between two teams of 11 players each in which the ball is in possession of one side at a time and is advanced by running or passing”.



The anglicism was mainly found written phonetically, which shows a morphological variation, replacing the double “oo” with a “u” and adding the graphic accent. The stress remains in the first syllable in both languages. In the examples taken from the general interest magazine “...para vivir el más apasionante clásico del fútbol”, the word functions as an adjective. However, in another example, “El fútbol como factor de riesgo cardiovascular”, it functions as noun. The word was found only three times in the general interest magazine.

Hardware

This word has been accepted by the RAE, and it means “a group of components that make up the material of a computer”. The Pan-Hispanic Dictionary of Doubts agrees with the concept given by the RAE, but adds that it can be replaced by Spanish expressions like “equipment” (computer) and “components”.

The Merriam Webster Dictionary (2010) states the origin of the word “hardware” in Middle English. This term is a compound word, formed by two words, “hard” which means solid, and “ware” which means to use. These words also refer to physical components such as electronic and electrical devices, of a vehicle (as a spacecraft) or an apparatus (as a computer).

In the examples taken from the scholarly magazine, “Hardware: venta y mantenimiento de equipos”, and “... hardware, software y servicios ambientales...” the term functions as a noun. The word has not suffered any morphological changes because it keeps its original



spelling in English, and its meaning is also the same in both languages, Spanish and English, referring to the technical term.

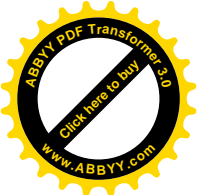
This word is widely accepted and used worldwide, and the equivalent terms in Spanish are “soporte físico”, “ordenador”. However, these terms are not very clear, or understandable in the technical field, therefore the anglicism is preferred to avoid misunderstandings and improve communication.

Clip

The Oxford University Press (2010) states the origin of the word “clip” in the Old English. Also, it defines this word when functioning as a noun, “as a flexible or spring-loaded device for holding an object or objects together or in place”, “a metal holder containing cartridges for an automatic firearm”. When functioning as a verb, “clip” is defined as “fasten or be fastened with a clip or clips: (with object)”.

The Pan-Hispanic Dictionary of Doubts, a RAE publication (2005), defines the word “clip” as an utensil made with a piece of wire, or other material, folded in on itself, used to hold papers just as the definition given in English.

In the example taken from the general interest magazine “...es tan pequeño como un clip”, the word functions as a noun, and it is used as a metaphor to refer to something very small. The anglicism is used with no morphological changes, and the meaning and function is the same in both languages.



These following words are the equivalents for “clip” in Spanish: “presilla”, “broche”, “sujetapapeles”, “tijeretada”, “fragmento de una película”, “tintinear”. Some of these words are actually used when referring to jewellery. In Spain, the Spanish word is preferred, as Spaniards have a fixation with keeping the language pure. However, the anglicism “clip”, which refers to the small metallic device that keeps papers together, is widely used and preferred in Ecuador.

Fax

According to the Diccionario Etimológico (2009) the word “fax” comes from English. The following word will be analyzed from different aspects. First, this word is defined by The Merriam Webster Dictionary (2010), “as a device used to send or receive facsimile communications”. Second, the word “fax” is an anglicism accepted by the RAE and it is defined as “a system that allows a remote transmission over the telephone line writings or graphics”. Third, the Pan-Hispanic Dictionary of Doubts agrees with the definition given above, and adds that the word “fax” is taken from English, that it is an abbreviation of facsimile, which means the same, and that there is an equivalent in Spanish, which is “telefax”, but this term is not frequently use.

The plural of the term is faxes, so there is a morphological change, because to make the plural an “es” is added at the end, instead of only an “s” as the grammatical rules in English determine.



In the example taken from the general interest magazine “Fax: ext. 130-interci@reipa.com.ec”, and in the one taken from the cultural magazine “... para encerrar al tiempo/en la celda de un fax”, the Anglicism functions as a noun in both cases. This word was found only two times, as in the given examples.

The word keeps its English phonology and spelling, therefore has no morphological changes. It also refers to the same technical device, so the meaning is the same in both languages.

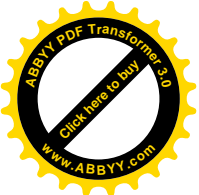
Links

Magazines writers from Ecuador have adopted some words like “links” because of the influence that English has on Spanish.

The word “links” in the example taken from the cultural magazine, “El otro día pensaba que servir de links entre los capítulos de una novela”, functions as a noun. In this example and according to the Spanish-English dictionary (2001), the word means “connection”.

According to the example presented, the word links comes from Middle English. Its singular term is ‘link’ which is an English word. In English the function and meaning of link may vary depending on the context, sometimes functioning as noun and others as verb. However, in Spanish the word is found only as a noun and the meaning when used in the same context, is the same as in English.

The plural form is the same in Spanish and English, only adding an “s”. This anglicism is often used in computer language, referring to a “connection established between two elements of a hypertext”.



The Spanish word that this Anglicism has replaced is "vinculación". The equivalent terms that may be used are "conexión or enlace", but in the last few years even though the anglicism has not replaced the Spanish terms, it is more frequently used because its connotation is broader and clearer than in Spanish. The terms "link or links" are not accepted by the RAE.

Rock

Stated by Pan-Hispanic Dictionary of Doubts, the word rock comes from English. It is an abbreviation for "rock and roll" and also designates each of the derivations of this musical genre.

The word "rock" is an Anglicism adopted by the Spanish speaker. This word is accepted by the RAE as an English voice used as an abbreviation for "rock and roll", and also appoints each of the different styles of the genre derivatives.

According to the DRAE, the word "rock" can function as a noun or adjective in Spanish, but in the context the anglicism was found only functioning as a noun, as in the example from the cultural magazine, "..., el reguetón ha ocupado el lugar del rock, por ejemplo".

According to the Webster's Dictionary, the word "rock" in English can be found functioning not only as a noun, but also as a verb. The Merriam Webster Dictionary (2010) argues about the origin of the word rock, and says that the term may come either from Middle English, or from the Old English term "roccian".



The equivalent words in Spanish are: roca, piedra, escollo, diamante, mecer, mecerse, sacudirse, which do not have the same meaning when referring to a particular musical genre of the 1950s. Therefore, there is no equivalent of rock in Spanish, so the anglicism is used in its original form and with the same meaning in both languages, when used in this context.

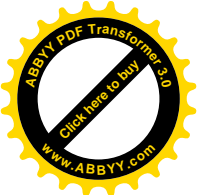
Filme

The Spanish language adopted the word “filme” which comes from the word “film”. The RAE indicates that this term is an accepted anglicism. The Merriam Webster Dictionary (2010) states that the origin of the word “film” comes from Middle English, and defines it as “a medium used to capture images in a camera” A synonym for “film” is “movie”. In English it can be used as noun or verb.

In the example “Inicia el filme y ¡Oh sorpresa!, de inmediato sentí que algo interesante y peculiar sucedía...”, the word “filme” functions as a noun, and was taken from the cultural magazine. It was found only once as a noun.

The word “film” is eventually replacing the term “filme” in Spanish, to use the original spelling in English. However, there is a morphological change when making the plural, as an “es” is added instead of only an “s” as the English syntax rules.

The Pan-Hispanic Dictionary of Doubts, which is a RAE publication (2005), says that the Spanish word “película” has been



replaced by the anglicism “filme”, and the equivalent for this word is “cinematografía” but the film critics prefer to use the term “film” and “filme” both words are considered to be correct. However, in Ecuador the equivalent “película” is still used by common people, while the anglicism is used by the experts in the field of films.

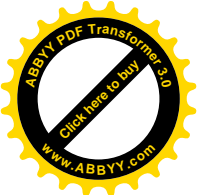
Hippies

According to the Pan-Hispanic Dictionary of Doubts, indicates that the Spanish word for “hippies” is “jipi”, and is used as an adjective.

The (RAE) states that the words “hippie” o “hippy” comes from English and defines this word as a youth counterculture movement which arose in the United States of America in the 1960. They were characterized by a nonconformist attitude toward the existing social structures.

Wikipedia (2010) says that the word “hippie” derives from the word “hip”. The first appearance of this word is stated in the Oxford English Dictionary in 1904.

In the only example taken from the cultural magazine “Pelos largos, hippies o beatniks, formas de negación de todo autoritarismo..” the term was found functioning as a noun, as it refers to a person with certain characteristics from the 60s. The word was found written in its original English form, therefore there is no Morphological change, either in singular or in plural, as only an “s” is added to the singular term ‘hippie’ to make the plural ‘hippies’.



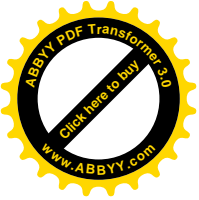
The Spanish equivalent for this Anglicism is "jipi", but it has long ago been replaced by the anglicism.

Mail

According to the Pan-Hispanic Dictionary of Doubts, the word "mail" is an abbreviation for the word "e-mail", and its use is unnecessary because there are other words in Spanish that can be used such as "correo" ó "correo electrónico".

Whereas, the Wikipedia Dictionary (2010) states that in English "mail" is not only a system of sending messages through the computer network", it is also "a method of transmitting information and tangible objects, where in written documents, typically enclosed in enclosed in envelopes and also small packages are delivered to destinations around the world". The Wiktionary Dictionary (2010) states that this Anglicism comes from Middle English male, from Old French male "bag, wallet, of Germanic origin. This anglicism has not been included in the DRAE yet, however it may be in a near future due to its wide use.

In the only example found in the cultural magazine, "Con el servicio express mail service recibe doble cupón", the word mail functions as a noun, referring to "a way of communication through the internet". There is a difference in semantics for this word, as in English it refers not only to a computerized communication, but also to the regular sending of written messages through postal service. In English the term is more commonly found as "e-mail", while in Spanish it has been abbreviated as only mail.



The equivalents in Spanish are "correo electrónico", "dirección electrónica", "dirección de correo electrónico", "mensaje electrónico", however, the Anglicism is preferred and especially in Ecuador has replaced the terms in Spanish, because it is a short word with a broad meaning.

Rol

The Pan-Hispanic Dictionary of Doubts states that this term is as a graphic adaptation of the English voice "role", which is applied especially in sociology and psychology, meaning the "function that someone performs". This is a settled anglicism, which was introduced to Spanish on the XIX century. Although its use is not censured, it is recommended to use the traditional Spanish terms "papel o función" which are equivalents for this term. The term has been accepted by the RAE with the same meaning as the one stated above.

According to YourDictionary (2010) this term was first recorded in English in 1606, and came from the French, with the meaning "a part one has to play". The word "role" in its earlier history (old French rolle) had meant "a roll, as of parchment" particularly with reference to a manuscript roll. The word could also mean "a legal document" or "a list or register." From such uses it also came to refer to the text from which an actor learned a part.

This Anglicism was found only once, in the scholarly magazine, as in the example "El rol del Estado en la diversificación y transformación", and functioning as a noun. In both languages this



term functions as a noun. Morphologically the term has changed in time, dropping the “e” and leaving the term “role” only as “rol”.

Business

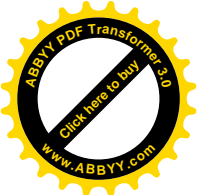
The Merriam Webster Dictionary (2010) indicates the origin of this term from Middle English. This word has not been accepted by the (RAE), but Spanish speakers have adopted this word in the business field, since trade is important for all people around the world. The Merriam Webster Dictionary (2010) defines “business” as a commercial or sometimes an industrial enterprise. The word in both languages is used as a noun.

According to the Pan-Hispanic Dictionary of Doubts, this term is unnecessary because there are equivalents in Spanish, such as “negocio”, “comercio”, or “actividad comercial”. Therefore, because the Spanish terms are still being used, the Anglicism “business” has not been able to replace them yet. A close observation should be kept to follow the trends of frequency in the use of this word in the future.

In the example taken from the scholarly magazine, “La empresa ganó en la categoría de business”, the term functions as a noun, is used in its original English form, and the meaning is similar in both languages.

Facebook

Etymologically, the word “facebook” comes from the U.S. college students. It is a compound word formed by face plus book, both nouns.



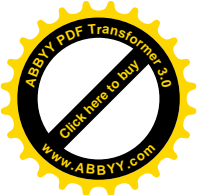
The social networking Web site dates the term from 2004. The Online Etymology Dictionary (2010), defines the word “facebook” as “a publication for an organization, such as a school or business, which helps members identify each other”; also as “an online version of this, with profiles including a picture, name, birth date, interests, etc.” The word “facebook” refers specifically to a network that links people and allows them to communicate and transmit information through a specific internet site. People can use graphics and get entertained while chatting. It functions as an electronic directory made up of individuals’ information, so they can create a personal profile, and exchange messages.

In the example taken from scholarly magazine, “..Descargar miles de aplicaciones en su celular como twitter, facebook, youtube, entre otras”, the word “facebook” functions as a noun.

This Anglicism is widely used as a term to refer to a specific internet site, therefore there is no equivalent in Spanish. The term has been adopted in its original form, phonology, spelling and meaning.

Light

The Merriam Webster Dictionary (2010) states that the origin of the word “light” is from Middle English, and defines this term in a different way as Spanish does, since in English it has different meanings and functions. It can be used as verb, noun, or adjective. Among some of these meanings are: “something that makes vision possible”, “the sensation aroused by stimulation of the visual



receptors", "a source of light", "a particular aspect or appearance".

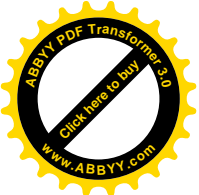
According to the Pan-Hispanic Dictionary of Doubts, which is a RAE publication (2005) says that the word "light" is an English voice widespread in modern Spanish, which is used as an adjective, with different meanings depending on the noun it describes. There are alternative words that could be used in Spanish; therefore it is an avoidable anglicism. This anglicism has been accepted by the RAE, and its meaning is "a processed food or drink with fewer calories than usual", or a "cigarette with less harmful elements".

In the example "Ensalada fría light", taken from the general interest magazine, the word "light" functions as an adjective, and it is used in its original English form, while its meaning is "low in calories".

The Spanish word that had been replaced by this anglicism is "hipocalóricos", which means "bajo en calorías" when talking about food. In the other hand, when talking about cigarettes the term that has been replaced is "bajo en nicotina".

Tips

According the Oxford Dictionary (2011) the word "tips" comes from Middle English from Old Norse *typpi* (noun), *typpa* (verb), *typptr* 'tipped'; related to top. Its singular term is 'tip' which is an English word, and it can function as verb or noun. As a verb, it means "give someone a sum of money as a way of rewarding them for their services:", and as a noun it means "a sum of money given to someone



as a reward for their services” or “a small but useful piece of practical advice”.

The English function and meaning may change depending on the context.

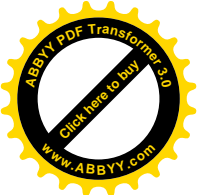
The term “tips” is not accepted by the RAE, and functions only as a noun.

In the example taken from the general interest magazine, “Tips para ser organizados en las tareas”, the word “tips” functions as a noun. It refers to a helpful hint. This word has the same function and meaning as it does in Spanish. Morphologically analyzing this term, the word can either appear in singular or plural form. To make the plural a letter ‘s’ is added to the singular term ‘tip’; thus, its plural is ‘tips’. The plural form is the same in Spanish and English.

The anglicism is The Spanish word that this Anglicism has replaced is “consejos”. There are no any equivalents for this word.

Show

The Wiktionary (2010), states that the word “show” comes from the Middle English. The Merriam Webster Dictionary (2010) includes several meanings for the word “show”, which can be used as a noun or verb. Among some of these meanings as a verb are: “to cause or permit to be seen”, “ exhibit”, “to offer for sale”, “to present as a public spectacle”, “to perform, “to reveal by one's condition, nature, or behavior”, “To give indication or record of”, “to point out or direct



attention to". As a noun it refers specifically to "a public spectacle" that can either be in person, on a stage, on TV or film.

According to the definition given by the RAE, the Anglicism "show" means "a spectacle or an action or thing of exhibition, just like the definition given by The Merriam Webster Dictionary.

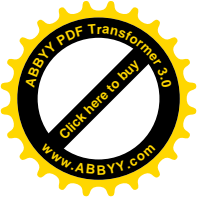
In the example "La exhumación fue transmitida por televisión, un show que sería ridículo en cualquier lugar..." taken the general interest magazine, the word "show" functions as a noun. It keeps the original spelling in English and the same meaning for the use of the word as a noun. The plural is made only adding an "s" the same as in English.

According to the Pan-Hispanic Dictionary of Doubts, the word "show" is an unnecessary anglicism because there is an equivalent in Spanish, which is "espectáculo".

The Spanish term is commonly used in Ecuador; however in other regions, especially countries nearer the USA, such as Central American countries, the anglicism is preferred. This word has been accepted by the RAE, and it is currently used in the show business.

Jacuzzis

The history of this word stated by Wikipedia (2010) says that around 1900, seven brothers named jacuzzi immigrated to the United State from Italy. They designed a unique propeller known as the "Jacuzzi toothpick". The word 'jacuzzis' functions as a noun in both languages, English and Spanish. According to the Webster's Dictionary, it refers to "a large whirlpool bathtub with underwater jets



that massage the body". The term is included in the DRAE, as a word from the English language. Its definition is "bañera para hidromasaje".

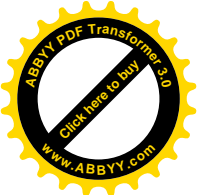
The term was found only once, in the general interest magazine: "Ha sido un retorno a lo natural, nada de jacuzzis, de duchas..." This word has the same meaning and function in both English and Spanish. It has suffered morphological changes through the years, as in Spanish it was originally written as "yacusi", but in time the letter "j" was replaced by the letter "y", and the "s" was replaced by the double "zz". The word may appear in its plural form, adding a letter 's' to the singular form 'jacuzzi'; thus, its plural is 'jacuzzis'.

The equivalent for the word "Jacuzzi" is "bañera de hidromasaje". The anglicism is used because more people everyday buy these devices for their homes, or use them at the "spa" as a relaxing therapy.

Stock

The Merriam Webster Dictionary (2010) it indicates that the origin of this term is from Middle English. It provides 47 different definitions as a noun, among which the meanings that are more similar than that found in the example analyzed in this study are: "the capital raised by a corporation", and "the merchandise that a shop has on hand". It also includes 14 definitions as a verb, such as "to provide with material requisites; to store; to fill; to supply", ten definitions as an adjective, and one as an adverb.

This Anglicism is a word accepted by the RAE, which defines it as "the quantity of goods that are stored". The Pan-Hispanic Dictionary of



Doubts says that this Anglicism is use in Spanish but it is considerate an unnecessary Anglicism, because it can be substituted by terms such as "existencias" "mercancías almacenadas" or "en depósito", or "reservas" in Spanish.

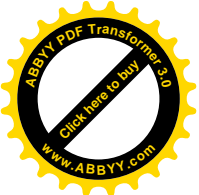
In the example found in the general interest magazine, "Completo stock de repuestos", the word "stock" functions as a noun. This example clearly shows the function and meaning of this word, which matches one of the English definitions as a noun. This word is frequently use in the commercial field, in its original form in English, with no morphological changes, either in singular or plural.

Golf

Etymologically, the origin of the word golf is from Middle English. The Merriam Webster Dictionary (2010) defines this word as "a game in which a player using special clubs attempts to sink a ball with a few strokes as possible into each of the 9 or 18 successive holes on a course."

The word "golf" has been included in the DRAE as an anglicism that refers to a Scottish game, which uses a special stick to propel a small ball and place it in a series of open pits in a large field usually covered with grass. The player who wins makes the trip with the least number of strokes.

This term does not have an equivalent in Spanish, but it is broadly use in Spanish to refer to this specific game, using the original spelling in English and in its singular form.



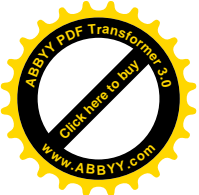
In the example found in the general interest magazine, “La recepción fue en el Quito Tennis y Golf Club”, the word “golf” functions as a noun, the same as in English. This Anglicism is used in its original form, because there is no equivalent in Spanish as it is an Anglo-Saxon typical sport that is also practiced in Ecuador.

Cheerleaders

This word has not been accepted by the (RAE), yet this term is used broadly in the Spanish language, especially in recent years due to the strong influence of mass television on Ecuadorian youth.

According to the Dictionary.com (2011) “cheerleader” is Americanism, a compound word form by “cheer” and “leader”, both nouns. The origin of the word “cheer” is Anglo-Norm, and has many definitions like: a shout of encouragement, approval, congratulations, to encourage or show enthusiasm for an athletic team, contestant, gladness, and animation. The word “leader” refers to a person or thing that leads, and comes from Middle English. This is why “cheerleader” means “a person who leads in traditional or formal cheering, at a pep rally or athletic event”.

The word “cheerleader” was found functioning as a noun in the general interest magazine, as in the example “..el colegio ha sido parte del equipo de cheerleaders....”, where it refers to people who cheer for a team. The word “cheerleader” is the singular form of the word “cheerleaders”, and the plural is made only adding an “s” as in the English syntax.



The equivalents for this word in Spanish are “animadores”, “organizador”, “alma de la campaña”. The anglicism has replaced all of these terms in Spanish, and is preferred in Ecuador because of the strong influence of the USA on the youth.

Online

The Merriam Webster Dictionary (2010) defines the word “online” as connected to, served by, or available through a system and especially a computer or telecommunications system (as the Internet) (an online database); also: done while connected to such system (online shopping).

As well, the Pan-Hispanic Dictionary of Doubts states that the word “online” is a compound word formed by the preposition “on” and the noun “line”. It means “indirect connection with a central system and, especially through an internet connection”. It is frequently used as an adverb, expanding the meaning of a verb.

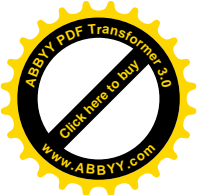
It is said in general that something is “online” (en línea) if it is connected to a network or to a larger system, in colloquial language, the larger network in question is usually the Internet, so “online” describes information that is accessible through the Internet, as stated by Wikipedia(2010).

In the example was taken from the general interest magazine, “Las maestrías en la modalidad online, entre ellas la de Educación...” the word “online” functions as an adjective, because online is qualifying the subject “modalidad”.

After analyzing the thirty most frequent anglicisms found in Ecuadorian magazines, it is clear that anglicisms are introduced in the Spanish



language through the media and by the contact language produced by English speaking foreigners visiting the country. At the same time, the use of anglicism definitely have impact on the Spanish grammar, as it produces linguistic changes in order to adapt the new terms not only phonetically but also syntactically. It is also opening the possibility for the RAE to include the anglicisms most frequently used in the Spanish dictionaries, words such as "miss", "internet" and "mail". Based on the results of this study, we have reached the conclusion that anglicisms are widely used in all social levels and in different areas of interest. Therefore, it can be predicted that the use of anglicisms would increase even more in the next years, based on the fact that the Spanish language lacks specific terms in its vocabulary to refer to new inventions or techniques. It is our opinion that anglicisms are necessary to be able to communicate fluently in the scientific, commercial, technological, and educational areas, and that these new terms definitely enrich the Spanish language and improve communication. However, we also think that anglicisms should be incorporated only if there is not an equivalent of the word in Spanish, otherwise the Anglicism will eventually replace the Spanish term and this will deteriorate the language. Proof of this is that the RAE has incorporated into the DRAE only terms with no equivalent in Spanish, and will continue to do so with new terms based on future needs.

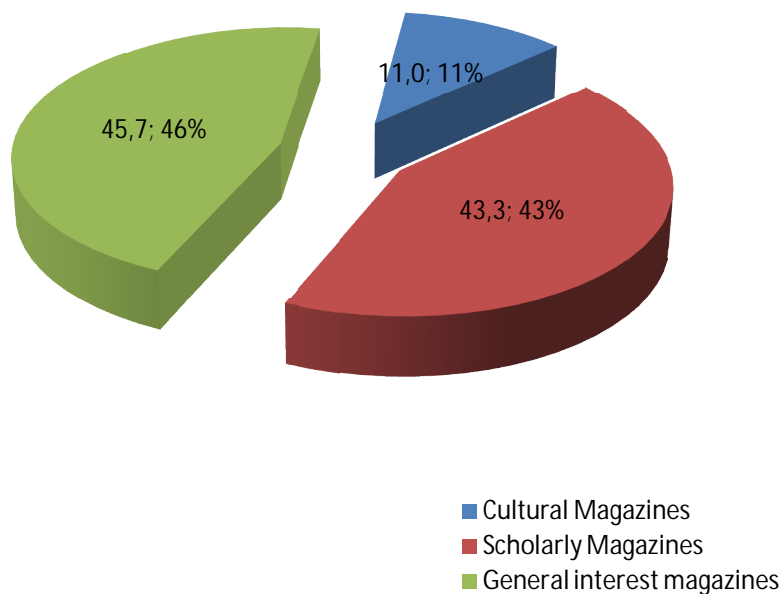


Comparative Analysis:

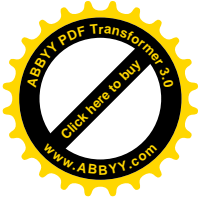
After completing the linguistic analysis a comparison between frequencies and percentages will follow, to determine the number of anglicisms found in each of the three variables used for this study: cultural, scholarly and general interest. The frequency of anglicisms would be compared in each of the magazines within each variable. This will help to determine which variable had more anglicisms and the reasons for it.

From the three variables, the cultural magazines had 11 percentage of anglicisms, the scholarly magazines had 43.3%, while the general interest magazines reached 45.7%. The reason is that the cultural magazines used for this study are publications including different cultural activities and artistic manifestations. They include book reviews, articles of cultural interest, poetry, and articles about common interest. Most people living in Ecuador and interested in these kinds of magazines are intellectual, scholars, readers, and/or writers.

TABLE 5: COMPARISON BETWEEN VARIABLES
TOTAL PERCENTAGES



In the two cultural magazines used for this study, 11 anglicisms were found, with a word repetition of 14. There was a significant decrease in the use of anglicisms in the last edition. La Casa No.1, Ed. 70 (2010) had nine anglicisms; Edu@news No. 7, Ed. Primer bimestre (2010) showed a decrease of four, only a total of five anglicisms. From this, we can infer that the writers are trying to reduce the number of anglicisms in these cultural publications. For example, the term "chip" was found four times in the scholarly and once in the general interest magazine, but none was found in the cultural variable. This means that the term is rarely used in a cultural context, but it is frequently used in the business field.



A total of 36 anglicisms were found in all three magazines, with a total of 127 word repetition. However, anglicisms are mainly found in ads. From a total of 36 anglicisms found in all three variables, 23 were found in the general interest variable, with a frequency of repetition of 58. The magazines used for this study were: *Mujeres*, which is a magazine mostly read by woman over 15, from middle low to high class. It includes articles about health, decoration, fashion, movies, healthy recipes, horoscope, as well as some interviews to important people like stars. It uses both formal and informal language. A total of five anglicisms were found.

Vistazo, is a magazine read by both men and women, mostly over 18, with great acceptance among people of the middle low and even low class. It includes articles that make reference to news about politics, sports, advertisements, and updated news. This magazine includes vernacular terms, and uses both formal and informal language. A total of 20 anglicisms were found.

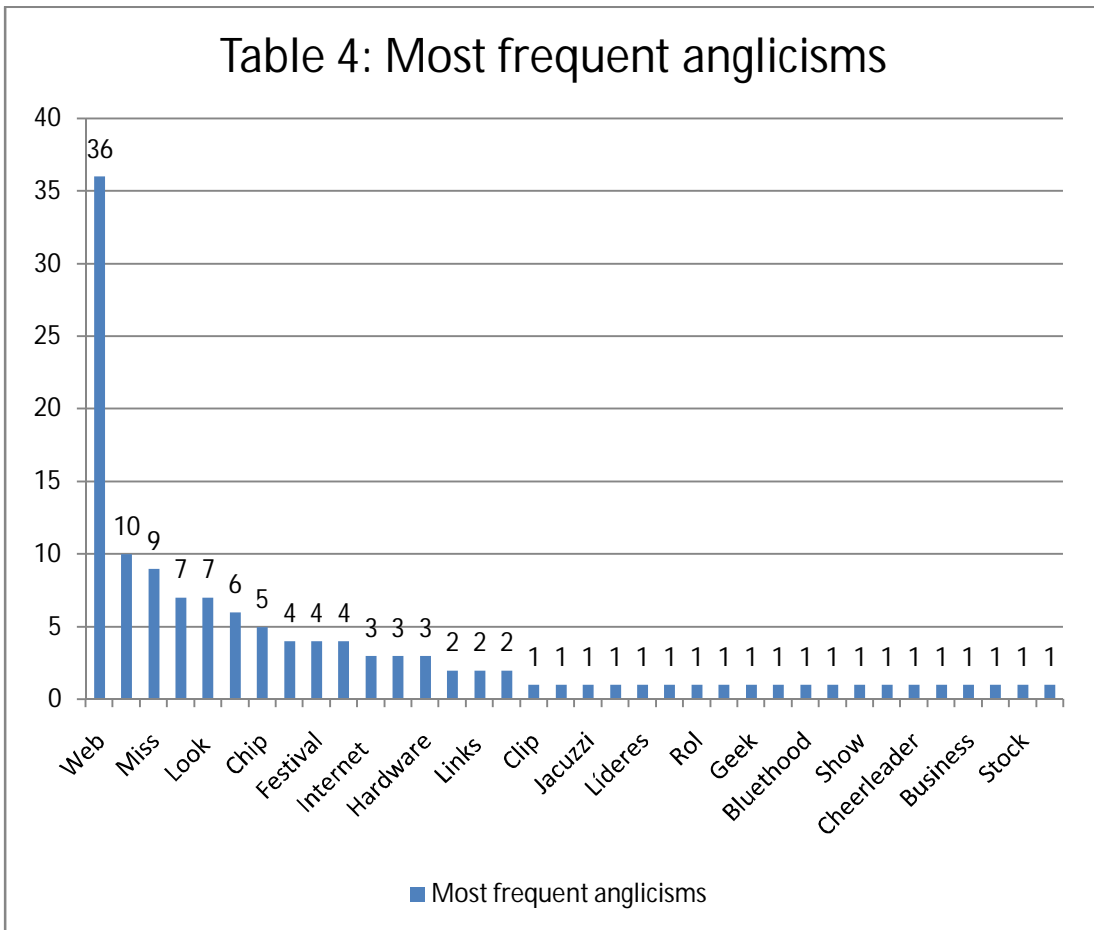
The magazine that had more anglicisms was *Vistazo*, because it has more sections and articles related with news about politics, sports, advertisements, and updated news, were most of the anglicisms are found.

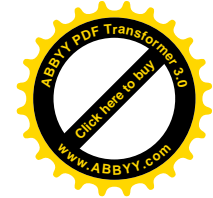
The ten most frequent anglicisms found were Web, software and chip, which are technical terms related to the computer world. Terms such as Miss, club, hobby, look, festival, and tenis belong to the fashion



and entertainment world, while marketing is a business term widely used.

All terms were found in the general interest variable, while only the technical terms were found in the scholarly variable. The terms related to entertainment and fashion were not found in the cultural variable. From these ten most frequent anglicisms, only web and marketing were found in the cultural variable, but in small percentages.





Conclusions

- This study demonstrates that there are Spanish words that could be used instead of Anglicisms; for instance, the word “mercadotecnia” has been replaced unnecessarily by the Anglicism “marketing”.
- This research demonstrates how morphological changes have been done in certain words like the word “football” which has been adopted to Spanish by means of changing the writing form to “fútbol” with an accent or “futbol” without an accent.
- In this study regarding the syntactical aspect in all instances, the Anglicisms analysed function as nouns or adjectives, but not as verbs such as the following example shows: the word “look” only functions as a noun, but in English it could be found functioning as a noun, adjective or verb.
- This study indicates that most of the Anglicisms found do not suffer semantic changes, since the majority of them have the same meaning. However, the Anglicism “futbol” in Spanish and in English has different meanings.
- Based on the tabulation of the data, from the 36 most frequent Anglicisms 45.7% were found in the general interest variable, 43.3% in the scholarly variable and 11% in the cultural variable. This is due to the fact that general interest magazines included a



wider variety of sections and articles where Anglicisms are more commonly used such as in the case of entertainment.

- The percentage of Anglicisms in the scholarly variable is very close to the general interest variable, as these magazines focus on technology and business, both related matters that have recently showed a trend to use technical terms in their original form, most of them from the English language.
- Cultural magazines tend to have the less percentage, as they are aimed towards readers with a higher level of education and interested in cultural matters; therefore, the articles included are written trying to keep the Spanish language as pure as possible.
- Finally, we conclude that the Anglicism with the highest frequency in all three variables was "web", with a frequency of repetition of 36 times; this is because the world of computers and all their related technology have invaded all areas and fields worldwide.



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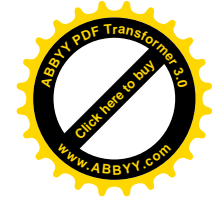
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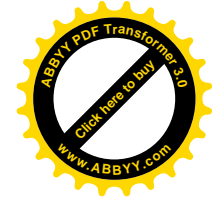
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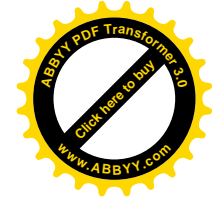
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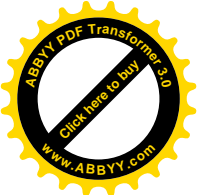
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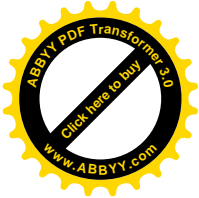
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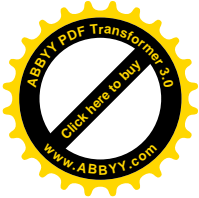
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Annexes



QUALITATIVE TABULATION

Table one

Variable: Cultural magazine

Magazine and date	Anglicisms	Examples	Lexical category	word repetition	heading	Page

Author(s):



Table two

Variable: Scholarly magazines

Magazine and date	Anglicisms	Examples	Lexical category	word repetition	heading	Page				

Author(s):



Table three

Variable: General Interest magazines

Magazine and date	Anglicisms	Examples	Lexical category	Word repetition	heading	Page

Author(s):



Table Four

The most frequent anglicisms (in all variables)

Anglicisms	word repetition No.
Total:	

Author(s):

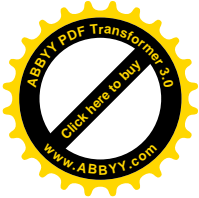
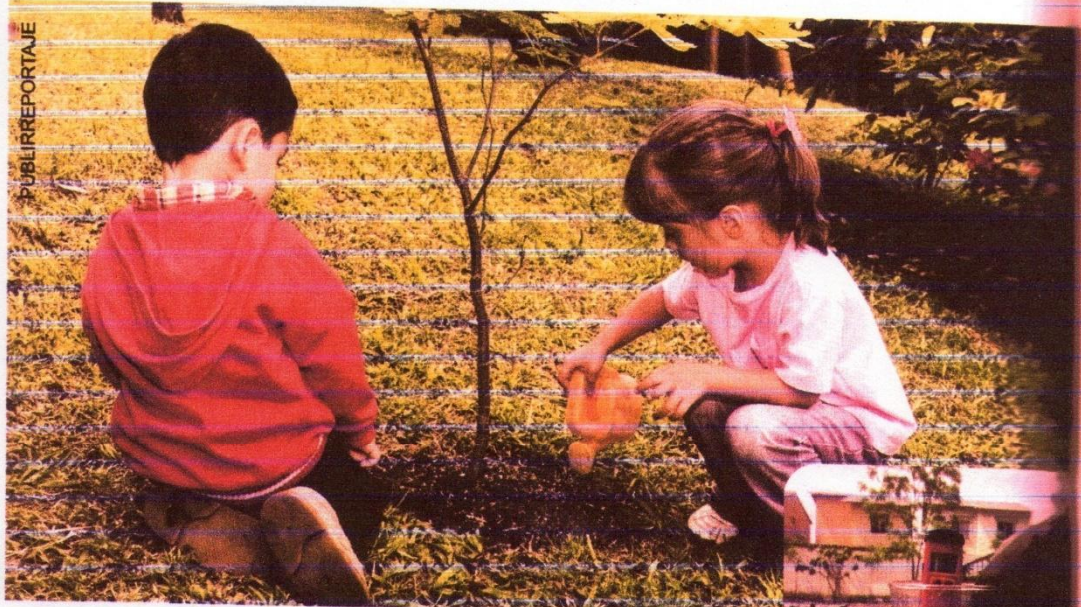
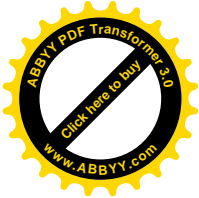


Table Five
Comparison between variables

	VARIABLE	f	%
ANGLICISMS			
	TOTAL		

Author(s):



Urbanizaciones que protegen el medio ambiente para beneficio de sus habitantes y las futuras generaciones.



Los sistemas SOTAS permiten reutilizar las aguas tratadas y no generan ningún olor.

Todo ser humano sueña con un mundo mejor, sin contaminación, con áreas verdes, agua limpia y todo lo que implica contar con un lugar adecuado para vivir.

En muchas de las nuevas urbanizaciones ubicadas en las vías a Samborondón, a la Costa y a Daule ya se vive esta realidad; la gente que allí habita se beneficia de un sistema comunitario muy bien organizado porque, además de contar con los servicios básicos, están tranquilos gracias al adecuado tratamiento de aguas servidas que son tratadas para reutilizarse o evacuarse de manera segura.

Los habitantes de ciudades como Altos del Río, Arcadia, Belo Horizonte, Camino Real, Ciudad Celeste, La Joya, Lago Sol, Terranostra, Villa Club, Portal al Sol, entre otros muchos conjuntos habitacionales ven como el agua que desechan de sus viviendas se puede reutilizar en el riego de las áreas verdes, sin ningún tipo de consecuencia para la salud humana ni para el ambiente.

Esto es posible gracias a los SOTAS (Sistema Ovalado de Tratamiento de Alta Suspensión), estructuras que copian el mismo sistema existente en la naturaleza para la descomposición de la materia orgánica. Todo se fundamenta en el oxígeno y el trabajo de las bacterias del mismo medio.



ESTIMACION DEL TIEMPO DE LLEGADA EN UN CANAL RAYLEIGH DESDE UNA PERSPECTIVA DE LA COTA INFERIOR DE CRAMER-RAO

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Resumen

Este documento presenta un modelo utilizado para el estudio de los parámetros de interés que modifican la precisión en la estimación del instante de Tiempo de Arribo (TOA) de la señal emitida por un suscriptor móvil que opera en un sistema en acceso múltiple por división en código (CDMA) que hace uso de un receptor RAKE como parte de su operación. Este modelo se ajusta a sistemas tales como IS-95, CDMA 2000 o WCDMA, para señales que se propagan en condición Rayleigh. Este trabajo muestra el desempeño del receptor en función del número de estimaciones de canal disponibles, el número de sensores que conforman el arreglo de antenas y el tipo de fuente de señal cuando la tasa de muestreo es superior a la tasa de chip. La señal recibida se modela a partir de distribuciones estocásticas, y se consideran tanto los casos de fuentes distribuidas parcialmente coherentes, como los casos de fuentes completamente coherentes y completamente incoherentes.

Palabras Clave. Cramer-Rao Bounds (CRB), CDMA, Rayleigh Channel, RAKE receiver.

Introducción

Los sistemas de posicionamiento de suscriptor móvil han adquirido gran relevancia en la última década debido al gran potencial que presentan para la provisión de una nueva gama de servicios basados en localización (LBS), sobretodo en sociedades donde la penetración de usuarios móviles es superior al 60%, tales como las encontramos en América del Norte y Europa por ejemplo, donde según varios reportes el gasto que realizan los usuarios en LBS totalizaron sumas de alrededor de doscientos millones de dólares a finales de 2006.

Si bien es cierto que los esquemas de posicionamiento de unidades móviles en general pueden clasificarse como basados en red y basados en GPS, son muy variadas las técnicas que pueden aplicarse dentro del primer grupo, siendo las más importantes las técnicas basadas en la estimación de la Diferencia de los instantes de Tiempo de Arribo Observados (OTDOA), de forma que incluso se ha estandarizado el uso de esta técnica para sistemas móviles de Tercera Generación.

Un componente fundamental en sistemas móviles que operan con Acceso Múltiple por División de Código (CDMA) es el receptor RAKE que permite identificar las componentes de señal originadas en propagación multitrayecto, y posibilita su aprovechamiento en términos de diversidad.

Los resultados mostrados en este artículo asumen que el proceso de estimación del primer retardo se hace para un sistema CDMA que utiliza un receptor RAKE, y que el proceso de estimación del primer retardo es el mejor posible. En efecto se estudia el impacto que se tiene sobre la precisión en la estimación del TOA para el primer retardo en función de parámetros tales como: el

número de estimaciones de canal disponibles, el número de sensores que constituyen el arreglo de la antena, el grado de coherencia temporal en las estimaciones de canal que se utilizan para el proceso de estimación de TOA y el período de muestreo cuando éste se realiza a una velocidad mayor que la tasa de chips del sistema.

Materiales y métodos

Este trabajo está muy relacionado con otro anterior, en el que se estudió el impacto de varios de estos parámetros pero bajo el supuesto de que la tasa de muestreo de la señal se realizaba a la tasa de chip [1].

Para este estudio se considera una señal dispersa caracterizada estocásticamente, y el error en la estimación del instante de llegada (TOA) se calcula utilizando la Cota Inferior de Cramer-Rao (CRB) a partir del modelo de señal que describe el escenario móvil.

El modelo toma en cuenta las siguientes consideraciones:

1. Se asume que el canal tiene un tiempo de coherencia para las amplitudes que siguen las expresiones de Jake usuales, sin embargo el tiempo de coherencia de retardos y ángulos de llegada es mucho mayor, siendo posible obtener muchas estimaciones de canal a objeto de mejorar la precisión de las estimaciones de TOA.
2. El ruido presente en las estimaciones de canal es blanco y gaussiano.
3. El ruido es incoherente en retardo y ángulo, lo cual corresponde a una situación en la cual el suscriptor móvil se mueve y los diferentes rayos reflejados experimentan desvanecimiento rápido incorrelado.



Rosalía Arteaga

LA CAPACIDAD DE PENSAR

La presente edición de Edu@news está dedicada a algo que es indispensable resaltar, sobre todo cuando de procesos educativos se trata, por lo que tocará la temática fundamental del pensamiento crítico, de la capacidad cultivada de quienes se forman en las aulas de los diferentes niveles educativos, de pensar, de utilizar su capacidad intelectual para aproximarse a las cosas, a los fenómenos, a las realidades, a las personas; y de hacerlo con las herramientas que da el conocimiento, de tal manera que junto a ese pensamiento, podemos encontrar maneras de actuar, reacciones, propuestas, que de alguna manera nos indiquen caminos nuevos de hacer las cosas o, tal vez, caminos perfeccionados.

Esta revista es un instrumento en manos de los educadores ecuatorianos, está a su disposición; en ella encontrarán temas de actualidad, columnas permanentes que de alguna manera pretenden contribuir al mejoramiento de la calidad de la educación en el Ecuador.

De igual manera queremos recordar a los maestros ecuatorianos de los

niveles de educación inicial, educación básica y bachillerato, que el Tercer Concurso de Excelencia Educativa ya está abierto; pueden ilustrarse respecto de las características del mismo, a través de la página web de Fidal: www.fidal-amlat.org. De esa forma estarán actualizados y podrán participar en el mismo.

Pero volviendo al tema central de la revista, podemos decir que es indispensable el que los maestros vayan inculcando en sus alumnos, a cualquier nivel, la capacidad de pensar, de reflexionar, de expresar ese pensamiento y de hacerlo sin temores, con la conciencia de que así construimos un Ecuador mejor, más saludable, equitativo y progresista.

La tarea de los maestros es desafiante y maravillosa; comprende los retos de toda una vida, por lo cual es necesario dejar los hábitos de la rutina y lanzarnos a explorar los nuevos rumbos que se nos presentan, con entusiasmo, con fe, con esperanza. Si así lo hacemos, los niños, los jóvenes, alcanzarán una madurez de pensamiento que le hará mucho bien a sí mismos y también al país.

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REVISTA EDUCACION Y CULTURA

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El LOOK DE... Isa TKM

María Gabriela De Faria Chacón, se ha ganado el corazón de niñas y adolescentes que siguen la serie Isa TKM. Ella da vida al personaje de Isabella Pascuali, la protagonista de esta historia, quien es una muchacha divertida, soñadora y carismática.

Maquillaje

El look de María Gabriela le gustan los colores y texturas bajos, casi a tonalidad natural de su piel. No usa base para maquillarse, porque las adolescentes no la necesitan, solo un corrector igual al color de su piel para ojeras, manchitas o barritos.

Isa como es conocida por las fanáticas de su serie, da tono a la piel con un polvo compacto beige y coloca en la zona de las mejillas un rubor rosa tenue.

En cuanto a sombras, María Gabriela emplea colores pasteles, entre los tonos rosados, salmónes, verdes suaves. Y un color iluminador en el ángulo debajo de la ceja.

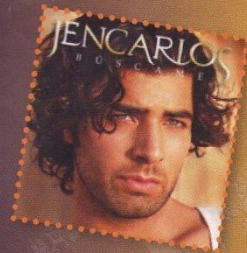
Estilo al vestir

Su predilección es hacia la ropa casual, en tonos claros que varían entre rosados y verdes claros. Además, son de su agrado las boinas y sombreros. Nunca se olvida de jeans o faldas que le dan un toque personal.

María Gabriela cree que el look ideal para las adolescentes tiene por base lucir lo más sencillas posibles, porque en realidad la belleza de las chicas nace en su interior y el aspecto exterior es solo un complemento.



Amor Quédate Jencarlos Canela



No quiero que te vayas
Aun la noche es larga
Cada momento nuestro
Quisiera detenerlo
En esta cama

Que larga son las horas
Cuando tu te demoras
Me vuelvo loco
Esperarte me mata

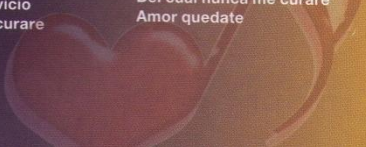
Amor quedate quedate
Quiero mas de tus besos
Necesito tu cuerpo
Hazme el amor matame de placer
Amor quedate quedate
Desearte asi es un vicio
Del cual nunca me curare
Amor quedate

De ganas yo me enfermo
Cuando tu amor no tengo
Hasta escuchar tus pasos
Y verte entre mis brazos
Me siento preso
Que larga son las horas
Cuando tu te demoras
Me vuelvo loco
Esperarte me mata

Amor quedate quedate
Quiero mas de tus besos
Necesito tu cuerpo
Hazme el amor matame de placer
Amor quedate quedate
Desearte asi es un vicio
Del cual nunca me curare
Amor quedate

Soy adicto a tu boca
A como me provocas
A tus ojos de cielo
A tu risa y tu pelo
A tu forma de ser
Adicto a tu querer

Amor quedate quedate
Quiero mas de tus besos
Necesito tu cuerpo
Hazme el amor matame de placer
Amor quedate quedate
Desearte asi es un vicio
Del cual nunca me curare
Amor quedate





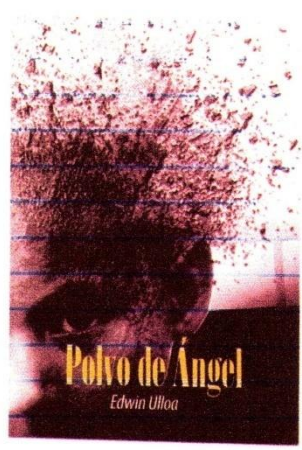
...riendo la grabadora y per-
 ... sin más, me cuente sus
 ... memas de agua de fuego
 ... me ofrezca una visión de la
 ... época en que se rompió el
 ... asociación de la literatura...

... idea de formar Sicoseo
 ... surge cuando nos vincula-
 ... mos con el Frente Cultural de
 ... La entrañable relación
 ... se manteníamos con Marco
 ... Antonio Rodríguez, Raúl Pérez
 ... Iván Egúez, Abdón Ubi-
 ... Smón Zabala, Alejandro
 ... Fernando Tinajero,
 ... Estrella, era una relación
 ... socialista, producto
 ... de la influencia que ejerció la
 ... Revolución Cubana. Éramos
 ... jóvenes en esa época,
 ... en el año 69, muchos
 ... de nosotros ya estábamos en
 ... la vida universitaria, y hubo
 ... gente que vino de Europa
 ... con toda la experiencia de
 ... del 68 y del arte que se
 ... estaba haciendo allá (Enrique
 ... Pedro Saad, Ilonka
 ... que querían llegar a Cuba
 ... para mirar cómo funcionaba
 ... el socialismo y que convier-
 ... a Guayaquil y a la Casa de
 ... Cultura en punto de con-
 ... vergencia y, por tanto, de
 ... de ideas. Aquí hubo,
 ... por otra parte, una genera-
 ... de teatreros argentinos y
 ... una tendencia universitaria la-
 ... tinoamericanista, que se nu-
 ... tía, además, de los Panteras
 ... Negras y de lo que ocurría en
 ... las universidades norteameri-
 ... canas.

De toda esta composición
 de ideas, nació la de confor-
 mar Sicoseo. ¿Quiénes fuimos
 los gestores? Hugo Salazar Ta-
 mariz, poeta notable, el más
 viejo, un talento impresionante;
 Carlos Rojas, Fernando Nieto,
 Fernando Artieda.

Pero Sicoseo no solo fue
 literario: tuvo historiadores, so-
 cialólogos, pensadores que lle-
 garon de países como Chile
 y México, es decir, tuvo inten-

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 arte,
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ciones mucho más abarca-
 doras, y probablemente por
 eso duró tan poco, pese a
 que posteriormente ingresaron
 jóvenes talentosos como Raúl
 Vallejo, Fernando Balseca, Jorge
 Martillo, Mario Campaña y
 Fernando Itúrburu.»

**¿Quisieron hacer una literatu-
 ra «comprometida»?**

Nosotros no miramos la litera-
 tura desde el compromiso mili-
 tante. Ninguno de los escritores
 de la época padecemos ese
 mal. Al contrario, tuvimos la li-
 bertad de asumir la política sin
 moldes, con la mirada limpia.

Escribir sobre la margi-
 nalidad era una suerte de
 denuncia, pues como seña-
 la Eduardo Galeano, decir la
 verdad en América Latina mu-
 chas veces es denunciar. Es-
 carbamos y descubrimos que
 este es el mundo de la margi-
 nalidad y de la música (ahora
 debe ser el mismo pero con
 otro ritmo, el reguetón ha
 ocupado el lugar del rock, por
 ejemplo).

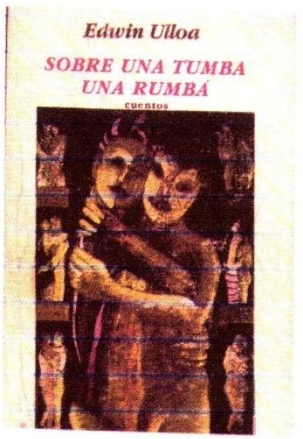
Eso ocurrió, ha pasado
 tanto tiempo, Fernando Nieto
 vive en México hace muchos
 años y Fernando Artieda ha
 muerto, Fernando Itúrburu vive
 en EEUU, Mario Campaña en
 Europa, Raúl Vallejo está en
 Quito; me veo muy poco con
 los que dictan cátedra en Gua-

yaquil, Wellington Paredes, José
 Luis Ortiz, pero ya eso terminó.
 Ahora somos viejos.

Sobre una tumba una rumba

**¿Sobre una tumba una rumba
 es el resultado de aquella
 época?**

La publicación de ese cuen-
 tario, escrito en un inmenso
 libro de contabilidad, fue la
 consecuencia de una tenden-
 cia que nosotros seguimos
 en Guayaquil; una tendencia
 que tiene que ver, no con la
 subcultura, sino con fenóme-
 nos culturales locales. Se tra-
 taba de explorar y redescubrir
 los espacios urbanos, mirar
 a la gente, a los marginales,
 y hablar de ellos; lo cual im-
 plicaba hablar del poder y
 acercarse a los jóvenes que
 miraban, absortos, cómo en
 el país se desarrollaban otras
 costumbres entre la gente de
 su época. En este punto es
 importante hablar de la Salsa,
 género que rompe con las re-
 peticiones sin sentido del son
 cubano, y que crea un esce-
 nario de entendimiento. Íba-
 mos a ver, en el Mesón Car-
 mita (un cabaret), a un grupo
 de cinco músicos estupendos
 que se llamaban Los PAPA-
 sotes, y, por supuesto que hi-
 cimos amistad con las putas
 y redescubrimos el amor en





¿Qué tan saludable está su empresa?

Diagnóstico y remedios

Todo empresario precavido está obligado a preguntarse cuáles son las fortalezas y debilidades de su empresa y cuáles son las amenazas y las oportunidades que tiene. Las amenazas están adentro y las oportunidades están afuera. Sin este primordial diagnóstico sería temerario hacer un plan de negocios, realizar inversiones o gastar en publicidad. Muchos empresarios, sin embargo, se lanzaron al proceloso mar de la competencia, equipados solamente con la intuición y el sentido común. Algunos de ellos lograron éxitos resonantes, pero podría decirse que lo lograron sólo porque no sabían que era imposible. Los que fracasaron no suelen contar su historia.

El desarrollo actual de los conocimientos torna más difíciles los éxitos casuales porque la competencia es muy exigente y cualquier margen en la reducción de costos o incremento de calidad puede hacer la diferencia para que un producto tenga mercado y otro no o para que una empresa obtenga réditos y otra acumule pérdidas.

¿A qué hora trabajo?

La especialización ha convertido en una ciencia independiente cada uno de los saberes de una empresa. Ningún emprendedor puede ser experto, al mismo tiempo, en psicología organizacional, marketing, administración de personal,

Después del diagnóstico los emprendedores deben recibir capacitación y herramientas, para ello el proyecto ha contratado expertos que dictan los cursos de capacitación en el Centro de Estudios del Comercio.

informática, control de riesgo, administración, etc. Se puede apelar al Internet que está lleno de manuales con todos los secretos de la organización empresarial, o acudir a los numerosísimos cursos que ofrecen los institutos empresariales o simplemente esperar la visita de una caterva de conferencistas que recorre el mundo exponiendo todos los secretos del éxito.

El empresario sólo necesita el conocimiento de las recetas y el tiempo para su aplicación, pero, como decía algún empresario, si tengo que hacer todo eso, ¿a qué hora trabajo?

Se puede obtener un diagnóstico técni-

co de una empresa con sólo llenar un formulario. Se trata de un proyecto nuevo de la Cámara de Comercio de Quito que cuenta con expertos en todos los campos que analiza ese formulario y lo califica. Así el empresario sabe en qué está mal y en qué está bien. Allí se enterará de que, por desgracia, debido a la teoría de las restricciones, si una actividad tiene nivel bajo, todas las actividades tendrán nivel bajo. De nada sirve abrir mercados para cien unidades de mi producto si sólo puedo producir cien.

Aprendizaje constructivo

La diferencia con el sistema de hágalo usted mismo y la convincente exposición de los conferencistas está en el aprendizaje constructivo. Eduardo Jaramillo, director de este proyecto denominado 'Tu negocio en marcha', explica que ellos hacen preguntas para generar dudas en el empresario, él mismo debe buscar las respuestas para generar conocimiento. El conocimiento así producido no es devorado por la mala memoria. Los expertos elaboran el formulario de diagnóstico, califican los resultados, determinan los puntos fuertes y los puntos débiles y ayudan al empresario a buscar y aplicar los remedios.

El proyecto nació de un problema de los socios de la Cámara de Comercio difícil de resolver: la necesidad de asesoría