

Certification

Mgs. Verónica Segarra Faggioni

CERTIFIES THAT:

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

Loja, March 2011

Mgs. Verónica Segarra Faggioni

THESIS ADVISOR

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Authorship

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

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Dedication

This thesis is dedicated to all those who believe in the richness of
learning.

Sara y Verónica

Acknowledgment

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Abstract

This paper provides a research on A Descriptive Analysis of Anglicisms in Ecuadorian magazines. This research took place in Loja city, using magazines as samples taking into account three different variables: cultural magazines (Pa'labrar and Mediodía), Scholarly magazines (Gestión y economía and Revista Médica del Sur), and general interest magazines (Hogar and Vistazo).

In order to perform this investigation the Qualitative and Quantitative methods were employed. After having analyzed the samples the outcome confirms the word Internet is the most applied anglicism in the three researched variables. Likewise, General interest magazines contain the highest number of borrowings followed by Scholarly ones. Finally, Cultural magazines employ the lowest numbers of Anglicisms.

This paper finishes with an attempt to convey that English influence does not endanger Spanish language; on the contrary, the usage of some borrowings which have no equivalence in Spanish language is an instrument for intellectual, culture, technological, social and commercial relations which are parts of our globalized society.

Introduction

English, in fact is the most popular foreign language in the world generating lexical interference in Spanish language categorized as anglicisms. Indeed, research on the linguistic phenomenon of anglicisms used in Ecuadorian magazines is the general objective of this paper; therefore, is a matter worth being researched as it will give us information about how English is influencing our native language, for it will be use the Qualitative and Quantitative methods.

Another point carried out was the bibliographic research in order to develop and organize scientific contents for The Literature Review. This section entails inquiries on linguistics, branch of linguistics, lexical categories, contact language, language vices, barbarisms, anglicisms, magazines and a collection of previous studies about the researched topic.

It is necessary to highlight that previous studies about Anglicisms in Ecuadorian magazines have not been done yet, but we have some references about researches done abroad such as: Casanova, H., & Bedoya, A. (2009) “Los anglicismos léxicos en el español hablado por un grupo de jóvenes estudiantes de la Pontificia Universidad Javeriana”; Dieguez, M. (2004) in his paper “El anglicismo léxico en el discurso económico de divulgación científica del español de Chile”; Delgado, A. (2005) “Los anglicismos en la prensa escrita costarricense” whose conclusions point out to anglicisms do not represent a risk for Spanish language health.

Although these researches provide important data to our investigation, this thesis attempts to determine the nature and effect of the anglicisms in Ecuadorian magazines.

The beneficiaries of this study will be the Universidad Técnica Particular de Loja whose interest in conducting linguistic investigation is viable through the different graduation programs as well as its distance students who require a research study in order to complete their graduation program and obtain the Bachelor degree as teachers of English as a Foreign Language.

The accomplished level through this investigation is quite satisfactory taking into account the proposed specific objectives, which are described as follow:

- To identify the syntactic and lexical anglicisms more commonly used in Ecuadorian magazines. This objective was fully achieved after a careful tabulation of data. The ten most frequent Anglicism were successfully identified.
- To make a deep analysis of the anglicisms found in Ecuadorian magazines regarding syntactic, semantic, and morphological aspects. In the section Results we developed the required analysis of the thirty anglicisms taken from the overall sample, based on information provided by The Diccionario de la Real Academia de la Lengua Española (DRAE), The Diccionario Panhispanico de Dudas, The Merriam Webster Dictionary, and Dictionary.com.

- To establish which variable (cultural, scholarly, and general interest magazines) contains the highest number of anglicisms. After tabulating data from the charts, the outcomes enabled us to establish with absolute certainty that General interest magazines involve the highest frequency of anglicisms with 60.10%.
- To determine which anglicisms are the most used. After a detailed examination of information displayed on Results section on three variables this thesis concludes that the word Internet is the most employed anglicism in Ecuadorian magazines.

Methodology

This section constitutes the foundation of the whole process we have carried out in order to develop this thesis. The University provided us the theme to be investigated and the content outline to accomplish the research work, whose subject is “A Descriptive Analysis of Anglicisms in Ecuadorian Magazines”. This research was carried out in Loja, from April 2010 to March 2011, concluding with the graduation and commencement ceremony of the new EFL bachelors.

This study began with the Bibliographic Research to organize concepts and relevant information related to the topic: textbooks, dictionaries, journals, articles, thesis and Internet were prolific sources of information; for it some techniques have been used such as readings (skimming and scanning) and note-taking, and instruments like note cards, outlines and source cards. Once we selected the pertinent data, Literature Review was written grounded on themes and concepts that will support our research; besides, we made sure of paraphrasing, summarizing, and citing on the authors of the material we have employed by using the APA Style.

The next stage involved the field research, that is to say to obtain the overall sample of terms considered as anglicisms, which was taken from three different variables that were chosen from Ecuadorian magazines from 2009 to 2010: Cultural magazines Pa’labrar and Mediodía published monthly by Casa de la Cultura

Ecuadoriana “Benjamin Carrion” núcleo de Loja and addressed to audiences which enjoy reading; Gestión y Economía and Revista Medica del Sur are Scholarly magazines issued monthly with economic and scientific content focused on a certain group of readers; finally, Hogar printed monthly and Vistazo on a bimonthly basis which are very popular magazines containing a broad range of topics generally financed by advertising with a great deal of readers.

In order to collect the sample for this research a carefully reading was done in the magazines mentioned above. Each selected word was verified in The Diccionario de la Real Academia de la Lengua Española (DRAE), The Diccionario Panhispánico de Dudas, The Merriam Webster Dictionary, and The Online Dictionary Reference to check if those words were anglicisms.

All the anglicisms found in the magazines were tabulated in three charts, one for each variable. These charts include the name and date of the magazine, the context in which the anglicism appears lexical category, word repetition number, heading and page. This data allowed us to know which are the most frequent anglicisms employed in each variable.

Grounded on this qualitative tabulation we elaborated a quantitative tabulation. In chart number four we present a list of all the most frequent anglicisms in the three variables, ranking them according to their word repetition number, this means from the most used anglicism to the least used ones. Besides, the last quantitative

chart shows a comparative analysis between variables; indeed, in chart number five is displayed the frequency and percentage of anglicisms found in the three variables. This information points out which variable contains the highest number of borrowings.

Finally, from obtained and tabulated data a corpus of thirty anglicisms was chosen, ten anglicisms per variable in order to develop a syntactic-semantic and morphological analysis of each one, Moreover, this analysis includes some remarks on the influence of anglicisms to enrich or impoverish Spanish language.

Discussion

This section is the very fundamental piece of our investigation, through this research we will develop the Literature Review based on scientific and reliable data, as well as the section Results which is presented in five charts. Following, we will write the Description, Interpretation and Analysis of results about the most relevant anglicisms. To end this stage we will expose our conclusions resulting from the research we have carried out.

Literature Review

Nowadays English is a language of greater acceptance around the world; consequently, the enormous number of anglicisms used everyday especially in Spanish language generates lexical interference between both languages, in written and spoken media. Considering that a research about the use of anglicisms in Ecuadorian magazines has not been carried out yet, we consider that the investigation on this field takes on a meaningful relevance.

In order to accomplish this research we are going to develop the following contents that allow us to make perfectly clear concepts and notions that are related to the phenomenon of anglicisms mainly in Ecuadorian magazines.

Linguistics

According to the Columbia Encyclopedia (2008), "Linguistics is the scientific study of language conveying the structure (morphology,

and syntax sounds (phonology), and meaning (semantics), as well as the history of the relations of language to each other and the cultural place of language in human behavior. Phonetics, the study of the sound of speech, is generally considered a separate field from Linguistics”.

Branches of Linguistics

Languages can be studied from different points of view. The field of linguistics as a whole can be divided into several subfields or branches such as morphology, semantics, pragmatics, phonology, and syntax.

Morphology is important because it helps people to understand language and to discern differences in terms of internal construction of words. According to Wikipedia (2010), Morphology is the study of word structure, that is to say the study and description of word formation in a language.

Besides, knowing the meaning of words and expressions used in the communication process is not easy to bring up. The following definition will explain clearly what semantic is about. “Semantics is the study of the intensive meaning in words and sentences. Semantics can be expressed through diction (word choice) and inflexion. Inflexion may be conveyed through an author’s tone in writing and a speaker’s tone of voice, changing pitch and stress of words to influence meaning”, Wikipedia (2010).

Another branch of linguistics refers to pragmatics, which studies the ways in which context contributes to meaning. Pragmatics encompasses speech act theory, conversational implicature, talk in interaction and other approaches to language behavior in philosophy, sociology, and linguistics. It studies 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, knowledge about the status of those involved, the inferred intent of the speaker, and so on. (Wikipedia, 2010)

Phonology is another subfield of Linguistics that encompasses the study of language sounds which include phonetics and phonemics. Phonetics describes the sound we hear, and phonemics studies the elementary units of speech that distinguish one utterance from another. (Wikipedia, 2010)

Finally, one of the most important subdivisions of Linguistics is Syntax. Wikipedia (2010), states that Syntax deals with the ways in which words are put together to form meaningful large sentences, which construct a given language using principles of formal logic and set theory to symbolize the ruling arranging between elements in a sentence.

Syntax: Lexical Categories

As we have seen before Syntax let us understand how words are the basic building blocks to form phrases and sentences. These

words are classified into lexical categories such as nouns, verbs, adjectives, adverbs, pronouns, determiners, prepositions and conjunctions

One typical part of speech is Nouns. Celce and Larsen (1999, p. 15) say, “A noun is the name of a person, place, or thing. Some linguists add “or idea” to account for abstract nouns such as democracy, environment, and life”. A noun can function as subjects of verbs, direct objects of verbs, subject noun predicates, object noun predicates indirect objects of verbs, appositives, object of prepositions, and vocatives.

There are three types of nouns: common nouns which are divisible in count nouns and non-count nouns; proper nouns that can be singular or plural; and, collective nouns which are able to take either singular or plural verb forms. Finally, gender in nouns is only marking specific English nouns such as: actor/actress, host/ hoster, widow/ widower.

The following lexical category is a very important constituent of a sentence. According to Celce and Larsen (1999, p.16) “The notional, or semantic, definition of a verb is that it is a word that denotes an action or state of being”. Four changes of form can be used with English verbs:

- -s of third person singular present tense verbs.
- -ed of past tense verbs.
- -en of the past participle.

- -ing of the present participle.

According to Chalker (1984), there are six types of verbs: Intransitive verbs which do not require an object; transitive verbs which require an object; and ditransitive verbs which take two objects; linking verbs where what follows the verb relates back to the subject; complex transitive verbs where what follows the object relates to the object; prepositional verbs which require a prepositional phrase to be complete.

Verbs have two characteristics which are tense and aspect. Tense refers to the time the action takes place (present, past and future tense); and, aspect shows whether or not the action has occurred early or is still in progress. Furthermore, verbs are marked for number in the present tense or the verb BE, but only with subjects in third person.

Next category is highly complex so we have to devote much attention to these words. Celce and Larsen (1999, p. 17) state, “The semantic definition of an adjective is that it describes or denotes the qualities of something. Adjectives commonly occur between a determiner and noun, or after be or other linking verbs, although they can also follow a noun”.

Many adjectives take suffixes such as -able (capable), -ish (foolish), -ful (wonderful); and, -y (crazy). English adjectives do not agree in number or gender with nouns; but some of them require

suffixes for comparative and superlative forms. Adjectives modify or complement nouns identifying two classes: attribute and predicative.

Another significant and less studied lexical category is adverbs. Celce and Larsen (1997, p. 17) mention, “Adverbs modify verbs and contribute meaning of various sorts to sentences”.

Adverbs classification is the following: direction, location, manner, time, and frequency which can occur in the beginning, in the middle or at the end of a sentence. Some adverbs such as too and very are called intensifiers, because they show the scope of intensity of the following word.

Many phrases and clauses called adverbials may fill the same position in a sentence as single-word adverbs, and can express the same meaning as adverbs.

To continue the study of the lexical categories we will mention pronouns, which are in place of a noun in noun phrases to avoid repeating them. There are different types of pronouns: subject, object, reflexive, possessive, demonstrative, and others. Pronouns within each category are differentiated by number, person, gender, and proximity.

Coming next, we have determiners which precede an adjective or extend directly in front of noun. Determiners can be: articles, (the/a/an), demonstratives (this/that/these/those); and, possessive determiners (my/yours/his/hers/its/ours/theirs).

One more lexical category is prepositions. According to Celce and Larsen (1997, p. 19), “Prepositions connect words to other part of the sentence and have a close relationship with the words that follow”. One word prepositions are: in, to, at, on; and two or three words prepositions such as: out of, on top of, etc.).

Finally, “Conjunctions are words that join”. Celce and Larsen (1997, p. 20). Coordinating conjunctions such as and, but, and or join words or group of words that have the same part of speech. Subordinating conjunctions called adverbial subordinates such as because and although join dependent clause to an independent one.

In order to clarify concepts let see the definition of phrase: “A phrase is a group of words that function together” Celce and Larsen (1997, p. 20). On the other hand, a clause is a construction containing a subject-verb relationship.

There are two types of clauses: independent or main clauses and dependent or subordinate clauses.

Contact Languages

English language has been changing through time to the point that words have been modified regarding their spelling and meaning, some others even have disappeared.

According to an article from The University of Caroline at Chapel Hill (2002) Sociolinguistics states that languages make connections in speech communities whose members speak different

languages; this interaction called language contact affect the different linguistic systems. Next we will review some definitions on contact language phenomena.

Borrowing's phenomenon can be divided into lexical which is not only the appropriation of words, but the loan translation ("calques"); structural that allows the borrowing of phonological, morphological, or syntactic features; phonological borrowing is the allocation of the sounds; morphological borrowing, and finally syntactic borrowing.

Linguistic borrowing is affected by many factors such as intensity of contact and prestige (or status); instead, structural borrowing calls for intense contact. Similarly, language convergence it is originated through the broad and long-term contact that allows languages to combine many properties establishing the union of languages.

Besides, contact language may involve language shift which refers to "A group of speakers shift from using a usually lower prestige language to a higher prestige language". The University of Caroline at Chapel Hill (2002)

In addition to these facts language death is another result of contact language, which occurs when the speakers of a lower prestigious language shift to a higher status language despite of their own language is dying.

Another relevant phenomenon to distinguish is pidgins and creoles. Pidgins are simplified speech used between speakers with different languages for the purpose of trade and business. An important characteristic of Pidgins is not complexity contrary to primary languages. Pidgin's vocabulary is taken from the superstrate language, because of substrate speakers have not chance to be educated in the superstrate language, and they just acquire lexical items. In contrast, creoles are languages that have evolved from pidgins but serve as the native language of a speech community.

To summarize, researching the process of a linguistic change through the speech of a community implies social factors, different speech tools, and the speech of people from different groups.

These enquiries point out to the relevance that contact language happens at all levels, originating the use of foreign words as a natural matter. Indeed, it is easy to see how this phenomenon is very common in magazines.

Language Vice

Human beings have a powerful tool for communication: "Language". The use of a language involves mistakes, faults, and improprieties which may vary according to the idiom spoken by a specific community. Conforming to the article ("Los Vicios del Lenguaje" 2010) there are two notorious categories of vices of language: Diction vices are the misuse of a word regardless its

grammatical relationship with other word in a sentence. On the other hand, construction vices are the incorrect usage of words within a grammatical structure.

The following are the most common vices of languages: Vulgarism is the lack of pronunciation or formation of words by illiterate people. E.g. “juimos”, “dentrar”, “agomitar”, “yosabo”, “comeríamos”, etc. Neologism is the overuse with new words or expression E.g. Necesito tu “laptop”. Cacophony is the mixture of discordant or dissonant sound. E.g. “Cuando estuviste, viste el estadio”. Archaisms is the use of outdate words or phrases. E.g. “amare/hubiere amado”. Solecism is the use of words not following grammatical rules. Pleonasm is the redundancy or the use of more words than necessary to express an idea, redundancy.

Barbarisms

Barbarism refers to the loan of words from other languages. Barbarisms can be called Anglicisms, Gallicisms, and Germanisms according where they come from.

As we have seen before barbarism or foreign words is the usage of a word, expression or structure taken from a foreign language and included into other languages. The word barbarism comes from Greek barbarian word, through the Latin barbarous which intends the wrong use of outside expression rather than the expression of the language itself.

In a broader sense, according to Real Academia Española barbarisms are vices language such as lack of spelling, erroneous linguistic accents, archaisms, neologisms, etc. Barbarisms in Spanish may come from French, English, Italian, indigenous languages and even from German and Portuguese.

According to Fowler (n-d) there are two problems in distinguish barbarisms: One is the absence of knowledge to determine whether a word is a barbarism or not; yet if a barbarism is identified people would not cease using it.

Nowadays, Linguistics purity is not important any more, and people continuous inventing etymological Hybrids in a huge and carefree way.

Anglicisms

Nowadays English is a language of greater acceptance around of the world; therefore, it takes the role of lingua franca in the different activities that use English as a standard language.

English currently has an influence on Spanish because the prevalent status of English as a global language makes it the vehicle of knowledge and culture, and the means of contemporary international communication situation; consequently, English impacts on the majority of the world's languages today, not just Spanish.

Furthermore, in their interaction with other languages, both Spanish and English throughout their history have both loaned and borrowed vocabulary. It is worth mentioning that Linguistic change is an inevitable part of the constant evolution that human society goes through.

Some authors do not agree about Anglicisms definition; however, considering the diversity of such concepts Anglicisms can be explained as the influence of English on other languages.

According to Wikipedia (2010) Anglicisms are words taken from English language to another language. Anglicisms are so frequent due to poor written or spoken English material, although sometimes they are the result of the inability to find a proper word that translates the same meaning.

Stone (1972) states that Anglicisms are English words, words that come from other languages into English, and this into Spanish or from English to Spanish through French; expressions and words made up of English speakers and introduced to Spanish; semantic loans and cross-contamination; and translation of metaphors and English idioms.

Casanova and Bedoya (2009) highlight that Anglicisms refer not only to lexical isolated foreign words, but every linguistic feature that leaves its hallmark at all linguistic levels. In addition to language modification, anglicism is the Spanish language production and

imitation grounded on English language. Anglicisms are classified in four categories: neological, ingrained, superimposed, and essential.

Neological anglicisms are not accepted by the Real Academia Española; ingrained anglicisms are those adapted from English and approved by the Real Academia Española so they belong to the Spanish linguistic heritage; superimposed anglicisms replace words that already exist in Spanish; and, essential (compulsory) Anglicisms point out to those words that express new concepts in Spanish language, that is to say there is not a similar word in Spanish to define that meaning.

In Spanish language fields such as economics, technology, medicine, science, fashion, education, are the most influenced with the use of anglicisms. Indeed, powerful media and prevalence of English-speaking countries are actual factors causing this phenomenon.

It is a fact that all mass media (magazines, newspaper, TV, radio, etc.) have been strongly influenced by anglicisms. This is evident particularly in show business, and women trends where the employment of anglicisms (shorts, jeans, gloss, lifting, celebrity, mall, happy hour, shopping) is abundant. Furthermore, sports area is the most influenced by the use of anglicisms depending on the place the sport comes from and the spectator acceptance.

Technology is another field affected by this phenomenon. Journalists are the most regular users of anglicisms regarding

scientific information and technology since they think that translating them is a lost of accuracy and the employment of more vocabulary e.g. Blog- diario en la red.

It is obviously important to sign there are many semantic calques in computing. Computer users should try words that already exist in Spanish or translate them correctly instead of using semantic calques. e. g. Directory="directorio" the correct word could be "guia".

It is easy to realize that economics entails the use of lots of anglicisms because of globalization. Most newspapers, magazines, news programs include economic information for its relevance in society development. E. g. Desinvestment = "desinversión".

At last, it is no surprising the hard influence of American culture in all activities of entertainment and amusement which is revealed in the use of words such as: Thriller, primetime, show, hobby, etc.

Borrowings and Loans

As we have researched so far, English is now the main source of borrowings and loans entering to Spanish language. Now we are going to take a closer look at this importation.

According to Wikipedia (2010), "A loanword (or loan word) is a word borrowed from one language and incorporated into another". Loanwords are also named borrowings.

Within this importation it is necessary to distinguish the concept of calque, which is the borrowing of the meaning or idiom rather than the word itself. Loanword or borrowing does not transmit the right meaning because words cannot be sent back to the donor language.

Most of the borrowings are used to convey exotic concepts or ideas, depending on the meaning of the word exotic. Similarly, the technical vocabulary borrowed from Italian to refer to classical music. On the other hand, pronouns, numbers, and words referring to universal concepts are not borrowed.

Transfer words occur at different degrees. First come nouns, second adjectives followed by few verbs, and last adverbs and grammatical words like pronouns.

The following is a classification developed by Duckworth (1977); based on Betz's nomenclature. It expands and complements the systems with English terms:

1. Importation
 - Foreign word is a non-integrated word from a foreign language.
 - Loanword is an assimilate word from a foreign language whose spelling is adapted by the receiving language.
2. Partial substitution in which the composite words are formed by one borrowed part and another substituted one.
3. Substitution
 - Loan Coinage

- Loan Formation
 - Loan Translation is the translation of all components of a foreign word.
 - Loan rendering is the translation of part of the components of a foreign word.
- Loan Creation, is the independent creation of the foreign word, whose goal is to substitute a foreign word.
- Loan Meaning “Indigenous word to which the meaning of the foreign word is transferred”.

The wide influence of anglicisms in Spanish language is evident; in any case, speakers are responsible for their own preference to use and repeat borrowings delimiting their employment to a specific field. Otherwise, phrases and sentences are borrowed when the conditions are appropriate.

Magazines

Mass media use a great deal of anglicisms, one of them particularly interesting is magazines which are by far one of the most preferred sources of information and entertainment selected by people; therefore, they will be an excellent source of data for our proposal.

In Icasatti’s (2006) opinion, magazine is a sort of publication whose main target is to attract readers by using a wide range of technical elements such as images, color, reader’s suggestions,

etc. Contrary to the newspapers, magazine focuses on relevant issues taking care of the content in a broader space of time.

Likewise, Jorge Halperin former director of “3 puntos” magazine states that a well-designed magazine cover catches reader’s interest. In addition, features such as paper texture, colored graphics, beautiful and striking pictures, durability, among others give magazines the resources to entertain, report, analyze and so on.

Because English is now so widely used, the spread of anglicisms has been analyzed for different researchers in written and spoken Spanish language. According to our data most of these investigations have been done in Spain.

One of these researches published by Gonzalez and Orellana (2006) have studied the “Anglicismos en el Léxico disponible de la provincial de Cádiz”. The sample was taken from 20 schools, the variables took into account were sex, education level, sociocultural level, geographic situation, types of school. The frequency studies were based on a previous corpus and the questionnaires were applied about 16 indicators.

The results of this studies show that linguistic loans exceed the number of foreign words at all levels. The authors’ conclusions point out to poor contribution within the variable lexical, which does not represent a threat against purity of the language.

Another study done by González (2003) about “Anglicismos Innecesarios en el Habla Culta de las Palmas de Gran Canaria” researched this phenomenon in twelve participants between 28 and 71 years old of both sexes male and female with higher education. The corpus (50 anglicisms) was based on the Nuevo Diccionario de Anglicismos except those which have not equivalent in Spanish language. The survey included the Spanish meaning of its corresponding anglicisms. This research gets focus in usage; it confirms the knowledge and employment of great deal of unnecessary anglicisms. Besides, it shows the impact of sex and age in linguistic behavior. Men know and use anglicisms more often than women as well as young people.

Moreover, Guzmán (2003) in his paper “The impact of lexical Anglicisms in Spanish film magazines: a case study across time” analyzed these words for the years 1999, 2000 and the first nine months of 2001 in two magazines with similar circulation and scope. She concentrated only in words and expressions related to films in as wide a sense as possible. This research established the main concern is not so much the number of loan words, but the effect of a precedent habit of borrowing. Spanish is old and strong enough to endure floods foreign loans.

As far as Hispano-American countries concerned, Haensch (2005) in his inquiry “Anglicismos en el Español de América” conducted a survey on linguists from nineteen Hispano-American

countries. The questionnaire was about 750 lexical units as well as the lexical material from Spanish dictionaries such as the Nuevo Diccionario de Colombianismos (NDC), el Diccionario del Español de Cuba-Español de España y el Diccionario del Español de Argentina-Español de España.

This research highlights that Hispano- American anglicisms are used with different meanings or words make up of Spanish elements. Borrowing and lexical from English are an important factor that difference American Spanish lexicon from Peninsular Spanish.

Likewise, this subject was developed by Casanova and Bedoya (2009) in Bogota D.C. in their investigation “Los anglicismos léxicos en el español hablado por un grupo de jóvenes estudiantes de la Pontificia Universidad Javeriana”. The interviews were about entertainment such as academic subjects, “rumba”, sports, and leisure. At times the unstructured interview turned to a structure one, getting the informality the research was looking for.

Some results suggest that most of the anglicisms used in the interviews are accepted by RAE, 65.21% are rooted anglicisms and 34.79% are neologisms; concluding that the use of anglicisms by young students does not represent a risk for language health.

Another author Fernandez (2001), analyzed the use of anglicisms in Argentina, España, Uruguay, Ecuador, Cuba, Chile and Venezuela in his research “Anglicismos en el español urbano

de Salta”. The collect data was gathered through surveys at different variables: age, education level and sociocultural stratum. About 90% of interviews were taken on-line or e-mail; in Argentine were conducted 66 surveys, 55 in Salta and 11 in other cities, the other ones were gathered in other countries.

As a result a great deal of anglicisms used in Spanish language from 60% of specific anglicisms, 40% is used by speakers. That is to say a great amount of anglicisms have a general usage, ending that the influence of computer science through internet, e-mail entails an extensive usage of anglicisms into Spanish.

The following research “Los Anglicismos en la prensa escrita Costarricense” done by Delgado (2005), took data during one week from news in the different sections such as national, sports, revista viva, economics, internationals and opinion finding that news and social calendar use the highest number of anglicisms; on the contrary, internationals use the least number. The author concluded that technology, economic, science, sport, and general information have introduced into Spanish a great deal of neologisms with no translation. The goal would be that scientific community become aware that Spanish language is worth and deserve protection.

Similarly, Rábago, Romero, and Saldivar (2008) researched in newspapers as well. The study “Los medios impresos en la transformación del lenguaje: Anglicismos en diarios

Bajacalifornianos” performed in Mexico and The United States analyzed the most recurrent lexical used in the largest circulation newspaper in Baja California and California, as well as a linguistic analysis of such terms. According to the newspapers’ audience the lower socioeconomic level the higher use of anglicisms, while newspapers with selected audiences use terms without translations. These authors concluded that the language used in this region looked for establish links between Spanish and English in order to support communications.

Another important study fulfilled in Chile by Diéguez (2004), analyzed data from a list of the lexical Anglicisms found in informative magazines written by economics and professional journalist: *Gestión* and *Capital*. After this they were registered in index cards with the most relevant information such as morphology, gender, anglicism’s origin, definition, description, and equivalent. This research called “El Anglicismo léxico en el discurso económico de divulgación científica del español de Chile” attempted to contribute and begin new studies in different areas of scientific discourse. Besides, these results could be used to analyze other fields such as informatics, publicity, aeronautics.

Finally, one last study executed in two radios and newspapers in Buenos Aires Argentina was done by Tocaimaza (2003). During four months the researcher listened daily to several hours of programming on the radio and checked the articles and

advertisements on the newspapers registering when and where English borrowings were found in entertainment section. The borrowings were included in the survey conducted in 24 participants.

This paper named “Anglicisms in Buenos Aires Spanish” brought up that anglicisms are constantly being incorporating into Argentine language. They are accepted by the speakers and spread by phonetic, morphological and semantic forms; they have been incorporating not only in sport, but into other fields such as entertainment.

Results

Qualitative Tabulation

Chart one

Variable: Cultural magazines

Magazine and dates	Anglicisms	Examples	Lexical category	Word repetition number	Heading	Page
Palabrar No° 9 2009	moteles	Un niño flechaba destinos en los moteles y las margaritas se abrían....	noun	1	Febrero de chocolate	12
	jacuzzi	Llegamos al jacuzzi, había pétalos de rosas blancas.....	noun	1	Febrero de chocolate	12
	lipstick	Tus muñecas y el lipstick de tus indigos años.	noun	1	Febrero de chocolate	12
	robot	...esta oxidada lata de robot insensible...	noun	1	Fauno Iracundo	14
	folklore	Eduardo Pucha un investigador asiduo del folklore literario y la antropología social nos traslada a través...	noun	1	Naùn Briones Leyenda y Tradición	16
	tatuar	...o en un fino lienzo tatuar nuestro corazón abierto...	verb	1	Una apología entre el error y los microrelatos	25
	ring	... y brincan al ring más forzudos con...	noun	1	Ecuador desplumado	46
	estándar	-Así como actualmente, es un estándar básico de la lectura.. -Para que un estándar pre-básico educativo sea la...	noun	2	Refugio de arcilla y soledad	49

	Internet	El Internet no tiene utilidad si no se sabe leer con criterio,...	noun	1	Refugio de arcilla y soledad	50
	detective	El detective fue hasta la otra habitación.....	noun	1	Antonio Campo-verde	51
Medio-día Revista de Literatura y Arte N° 57 Febrero 2010	Lider	..., como un verdadero líder de las tendencias...	noun	4	Ángel F. Rojas se cuenta así mismo	30
		-..., el paradigmático ejemplo del líder revolucionario,.... -...según uno de los más esclarecidos líderes estudiantiles,...			La ideología socialista en Banca de Ángel Felicísimo Rojas	68 69
		..., los líderes políticos de los paltas-garrochambas			La misteriosa Garrochamba de los paltas	152
	liderar	...como lo plantean algunos países liderados por Fidel Castro...	Verb	3	Ángel F. Rojas se cuenta así mismo	48
		...fueron los caciques Acaro que lideraban a los garrochambas-paltas.			La misteriosa Garrochamba de los paltas	147
		Alonso de Mercadillo, que lideró la conquista,...			La misteriosa Garrochamba de los paltas	151
	porcentaje	Los campesinos morlacos que constituyen el más elevado porcentaje de romeros.	noun	1	Feria	82

Internet	-...gracias al Internet se ha logrado levantar algunos de sus trabajos...	noun	1	El "Eugenio Espejo" de Manuel Ygnacio Monteros Valdivieso	95
rol	Loja jugó un rol protagónico en la gestación de esta corriente y ...	noun	3	El "Eugenio Espejo" de Manuel Ygnacio Monteros Valdivieso	96
	-..., como parte de su bienestar y rol en la sociedad;... -..., que regrese a su rol de ama de casa...			Matilde Hidalgo de Procel	190 192
turismo	...sus entradas de exportación y de turismo acusarían cifras...	noun	1	Las lecciones de Benjamín Carrión	131
turísticos	Atractivos Turísticos Arqueológicos.	Adj.	1	Arqueología del cantón Catamayo	158
hat	...como ya se lo está haciendo con los célebres panamá hat de nuestros alfareros...	noun	1	Las lecciones de Benjamín Carrión	131
slogan	-...Benjamín Carrión fue candidato para la vicepresidencia de la República formando binomio con Antonio Parra Velasco, que llevaban el slogan "Parra-Carrión, Revolución".	noun	1	Las lecciones de Benjamín Carrión	133
flash	-La luz de magnesio es sustituida por el flash electrónico....	noun	3	Historia de la fotografía en Loja	180

		-..., por el flash electrónico de duración indefinida... -Trae a Loja el primer flash electrónico,...				182
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Authors: Darquea Sánchez Sara Eugenia

Espinoza Celi Verónica Soledad

Chart Two

Variable: Scholarly magazines

Magazine and date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
Gestión Economía y Sociedad Abril 2010	Internet	Llega al mercado la primera radio por Internet...	noun	13	Indice	4
		-Monitoreo de la existencia de la red de Internet -...utilizando un acceso a través del Internet			Publireportaje	45
		-Llega al mercado la primera radio por Internet para autos. -La primera radio por Internet para autos del mundo. -La conexión a Internet se hará a través.... -Esta radio por Internet, ... -...para llevar la radio de internet al auto... -...se pueden escoger fácilmente las emisoras de Internet favoritas... -...o a la información que desea escuchar de Internet. -...que permite la conexión del teléfono con Internet.			Llega al mercado la primera radio por Internet para autos	70

		-..., para realizar la conexión a Internet. -El precio de la primera radio por Internet para autos...				
	porcentaje	...está pendiente la definición de porcentaje de excedentes...	Noun	9	Este mes	8
		-...como porcentaje del PIB, las.... -...el balance primario del presupuesto como porcentaje del PIB... -...y los ingresos como porcentajes del PIB... -...relacionado con la edad como porcentaje del PIB... -...con una expansión gradual como porcentaje del PIB.			¿Se va a la quiebra la economía de EEUU?	17 21
		-...que pretende cubrir un gran porcentaje del déficit de.....			¿Hacia dónde va el sector energético en el mundo y en el Ecuador?	44
		-Como resultado el porcentaje de mujeres.... -...y reduce el porcentaje de personas.....			Ese será el tamaño de la economía China el 2040 Están advertidos	80
	gasolina	...acuerdo binacional de intercambio de crudo por gasolina.	Noun	1	Este mes	12

	fútbol	-...para celebrar la relación de Puma con el fútbol... -...tres de los jugadores más premiados del fútbol.	Noun	3	Vida empresarial	14
		-...que podrían llenar 29 canchas de futbol			Las más verdes	38
	turismo	..., la nueva operadora de turismo receptivo,..	Noun	4	Vida empresarial	14
		-liderados por autoridades del comercio y turismo. -...es similar en este sector: playas, turismo urbano,...			Ecuador y Perú pueden ir juntos para exportar a un mismo destino.	52 54
		-..., educación, salud, turismo comunitario....			Israel: la cooperación técnica ayuda a manejar mejor los recursos.	60
	turista	-...y a \$80 en clase turista.	Noun	2	Las más verdes	41
		-...y méritos para atraer turistas.			Ecuador y Perú pueden ir juntos para exportar a un mismo destino.	54
	Turístico	...para liderar el campo turístico,.. -...como uno de los destinos turísticos más importantes... -...es una plataforma de ofertas turísticas ...	Adj.	8	Vida empresarial	14

		-...la gran oferta empresarial, turística y gastronómica...				
		-Pasando a temas turísticos, ... -¿Cómo aplicar en el sector turístico la lógica de una ... -La integración turística es un deseo... -...hay que desarrollar productos turísticos			Ecuador y Perú pueden ir juntos para exportar a un mismo destino	54
	liderar	...para liderar el campo turístico,...	Verb	1	Vida empresarial	14
	líder	-La compañía líder del segmento de bebidas...	Noun	7	Las más verdes	39
		-Como líder intermedio,.... -...por la necesidad de un líder que encauce... -..., debemos pensar que ese líder es él. -¿Un líder que pretende con su presencia... -...está cruzada por la idea del líder fuerte...			Estantería	68
		-...no son desconocidas para los líderes chinos...			Ese será el tamaño de la economía China el 2040 Están advertidos	80
	aerolínea	...,la lista actual correspondiente a aerolíneas ... -...de las 14 aerolíneas de todo el mundo...	noun	2	Vida Empresarial	14

	interferir	...y tienen el potencial de interferir en la relación....	Verb	1	Vida Empresarial	15
	e-mail	...que simplifica la emigración de e-mail, calendario y....	noun	1	Vida empresarial	15
	web	..., visite la página web.	Noun	3	Vida Empresarial	15
		...miles de emisoras de la web...			-Llega al mercado la primera radio por Internet para autos	70
		...en la página web de la presidencia...			Nos contaron que	72
	récord	Los actuales niveles récord de deuda...	noun	1	¿Se va a la quiebra la economía de EEUU?	17
	default	-La única otra alternativa sería el default puro y... -El banco dice que la grave posibilidad de un default en la deuda soberana de Grecia ha levantado la preocupación... -..., el default o controles financieros. -...un riesgo de default han aumentado... -Los expertos recuerdan que el riesgo de default o de...	noun	5	¿Se va a la quiebra la economía de EEUU?	17
	estrés	...antes de que el estrés creciente de los... -En los ranking del Deutsch Bank del estrés de la deuda...	noun	2	¿Se va a la quiebra la economía de EEUU?	19

	spreads	-...es evidente en los spreads de CD... -El declive en los spreads de los swaps.... -..., los spreads de los swaps. -Y aunque los spreads de los CD de EEUU... -Comparando el spread de los swaps....	noun	5	¿Se va a la quiebra la economía de EEUU?	
	swaps	-El declive en los spreads de los swaps de EEUU. -..., los spreads de los swaps. -La tasa de interés de los swaps... -Comparando los spreads de los swaps entre países,...	noun	4	¿Se va a la quiebra la economía de EEUU?	19
	ranking	-En los rankings del Deutsch Bank.. -...promediando los rankings de las relaciones...	noun	4	¿Se va a la quiebra la economía de EEUU?	19
		-...según el ranking verde de electrónicos...			Las más verdes	38
		-Israel nació como una economía netamente agrícola. Hoy ocupa los primeros puestos en los rankings mundiales de innovación.			Israel: la cooperación técnica ayuda a manejar mejor los recursos.	60
	logístico	-...al facilitar el apoyo logístico la flota británica.	Adj.	1	OEA paralela: un viejo sueño con nuevas interrogantes	35

	poliéster	-...se convertirán en hilos de poliéster	Adj.	1	Las más Verdes	38
	software	-Se trata de un software desarrollado...	Noun	3	Las más verdes	39
		-Hoy, ese programa utiliza software israelí.			Israel: la cooperación técnica ayuda a manejar mejor los recursos.	61
		-..., sin instalar ningún software adicional,...			-Llega al mercado la primera radio por Internet para autos	70
	estándar	-...y cumplimos con estándares internacionales ...	noun	3	Las más verdes	39
		-..., que es un sistema estándar para comunicación...			Llega al mercado la primera radio por Internet para autos	70
		-...cultiva los más altos estándares de vida en el mundo.			Ese será el tamaño de la economía China el 2040 Están advertidos	81
	robot	-...por “brazos inteligentes” – robots- que aceleran...	noun	1	Las más verdes	39
	offset	...procedentes del proceso de impresión offset,...	noun	1	Las más verdes	41
	target	...que tengan problemas de liquidez podrían ser un target para las...	noun	1	¿Hacia dónde va el sector energético en el mundo y en el Ecuador?	43

	supermajor	Hasta que se cree un pequeño grupo de supermajors como en el sector...	noun	1	¿Hacia dónde va el sector energético en el mundo y en el Ecuador?	43
	marketing	Cada compañía deberá cumplir con las principales etapas de la puesta en marcha de una empresa: el diseño del producto, la elaboración de un plan de negocios, la capitalización de la compañía, y el marketing y las ventas de los productos creados.	noun	1	¿Hacia dónde va el sector energético en el mundo y en el Ecuador?	44
	commodities	...por efecto del precio de los commodities.	noun	1	Ecuador y Perú pueden ir juntos para exportar a un mismo destino	53
	datacenter	-¿Por qué su empresa necesita un datacenter? -Para el datacenter, se utiliza.... -Datacenter es un área reservada en la cual pueden.... -El datacenter debe ser en un lugar...	noun	9	Publirreportaje	45

		-El aire acondicionado de precisión que se utiliza en los datacenter es un.... -En un datacenter, se debe instalar.... -...cualquier evento dentro del datacenter,... -...ver desde cualquier computador que pasa dentro del datacenter. -Sin duda el contar con un datacenter debidamente diseñado....				
	on-line	-La alimentación eléctrica debe provenir desde dos UPS on-line. -Es conveniente que los UPS sean de tecnología on-line...	Adj.	4	Publirreportaje	45
		-...y de buscar opciones online en miroamer.com ... -Compra on-line de boletos...			Llega al mercado la primera radio por Internet para autos	70 71
	racks	-...equipos de telecomunicaciones que van en los racks, se requiere.... -...y distribuirlo ordenadamente desde cada rack a su destino. -...del piso elevado y llegue a los racks,....	noun	3	Publirreportaje	45

down flow	--acondionados de precisión de tipo down flow, se...	noun	1	Publirreportaje	45
modem	-utilizando el modem inalámbrico...	noun	1	Publirreportaje	45
polo	-..., hacer los cuellos de polos (camisetas)...	noun	1	Ecuador y Perú pueden ir juntos para exportar a un mismo destino	53
rol	-En primer lugar, defina el rol y las responsabilidades...	noun	1	Selección estratégica de personal	56
stakeholder	...con las partes interesadas clave (stakeholders) ...	noun	1	Selección estratégica de personal	56
chequeo	Realice un chequeo de antecedentes minucioso...	noun	1	Selección estratégica de personal	56
vagón	...y buses de tres vagones para 250 personas.	noun	1	Hay razones para cuestionar el metro para Quito	58
know how	-Es decir, el know how...	noun	1	Israel: la cooperación técnica ayuda a manejar mejor los recursos	58
hich tech	-...semillas, High tech, tecnologías... -..., agricultura, High tech, etc.	noun	2	Israel: la cooperación técnica ayuda a manejar mejor los recursos	62
boom	...que protagonizó el boom en los años....	noun	1	Estantería	65

	audio	...es fabricante de equipos de audio especializados ...	Noun	1	Llega al mercado la primera radio por Internet para autos	70
	multimedia	-... especializados en dispositivos multimedia para autos,... -...de una verdadera experiencia multimedia durante la conducción... -...los avances más modernos en dispositivos multimedia para autos...	Adj.	3	Llega al mercado la primera radio por Internet para autos	70
	coctel	...siquiera hacían coctelitos y programas...	noun	1	Nos contaron que	72
Revista Médica el Sur Nº 6 2010	Porcentaje	-...mostraron que un porcentaje más alto de estas células...	Noun	6	Las mujeres más débiles ante el VIH	11
		..., cuyo mayor porcentaje de pacientes se encontraba en la edad...			“Prevalencia de lesiones escamosas intraepiteliales de cérvix de alto grado por grupos de edad en tres años de experiencia del servicio de ginecología Solca-Núcleo de Loja	18

		...tomando en cuenta varios parámetros como el aumento en porcentaje de partos...			Incidencia de embarazo ectópico	52
		-... y predominan en porcentaje los diabéticos y vasculares... -En todos los registros existe además un porcentaje considerable...			Causas de insuficiencia renal crónica terminal en el Hospital Isidro Ayora	56
		Se detectó un alto porcentaje de pacientes...			Prevalencia de enfermedad arterial periférica en población mayor de los afiliados del SSC mediante determinación del índice tobillo brazo.	71
	hormonal	...los científicos estudiaron si los niveles hormonales de las mujeres podrían estar involucrados.	Adj.	1	Las mujeres más débiles ante el VIH	11
	hormona	-Hay evidencia que la hormona de crecimiento... -...estudios reportaron la presencia de receptores de hormona de crecimiento... -..., en quienes el exceso de la hormona de crecimiento...	noun	3	Miomatosis uterina gigante	60

	detectar	El primer caso detectado en 2009 se detectó el 28 de marzo,...	verb	9	Influenza AH1N1 o gripe porcina	13
		...por probable cáncer de vejiga detectado por ecografía previa.			Ureterocele	37
		-El primer caso detectado en 2009 se detectó el 28 de marzo,...			Influenza AH1N1 o gripe porcina	13
		-...la realización de análisis mensuales para detectar la presencia de la gripe porcina.				14
		-Por lo tanto la detección oportuna de las lesiones... -La detención temprana de H-LIE nos permite una evaluación oportuna...			Prevalencia de lesiones escamosas intraepiteliales de cérvix de alto grado por grupos de edad en tres años de experiencia del servicio de ginecología Solca-Núcleo de Loja	18
		...y por lo tanto a veces no permite detectar causas importantes...			Abdomen agudo: diagnóstico y tratamiento laparoscópico	47

		-La prevalencia de enfermedad arterial periférica fue mayor que la detectada en otros estudios. -Se detectó un alto porcentaje de pacientes...			Prevalencia de enfermedad arterial periférica en población mayor de 50 años de los afiliados del SSC mediante determinación del índice tobillo brazo.	68 71
	cibercafé	En oficinas, cabinas telefónicas y cibercafés, limpiar teclados y ratones de las computadoras ...	noun	1	Influenza AH1N1 o gripe porcina	16
	estándar	Radiografías estándar del tórax y simple de abdomen...	Adj.	1	Neumatosis quística intestinal	33
		En la actualidad el estándar terapéutico para la resolución...	noun	1	Adenomectia prostática laparotómica preperitoneal	
	score	-...la utilización de este procedimiento no evidencia mejoría en el score... -Un metanálisis que incluye 37 estudios establece que disminuye el score del... - ...evidenciándose significativa reducción de la severidad del score...	noun	3	Manejo del crup: ambulatorio y hospitalario	

	shock	...dolor extremo, uso de drogas, estado de shock, demencia o lenguaje incomprensible.	Noun	2	Abdomen agudo: diagnóstico y tratamiento laparoscópico	46
		...y horas más tarde fallece por shock hipovolémico...			Disgerminoma de ovario	78
	test	...serian innumerables las determinaciones de laboratorio que se pueden realizar en urgencias: test de embarazo, análisis de orina...	noun	1	Abdomen agudo: diagnóstico y tratamiento laparoscópico	47
	láser	-...el corte de estrechez con un láser a través de un telescopio...	noun	2	Estenosis uretral	65
		-..., o un láser que se manipula desde el extremo del cistoscopio para cortar la estenosis.				66
	estrés	El hueso se deforma por múltiples fracturas de estrés que puede llevar...	noun	1	Adenomec-tomia prostática laparoscópica preperitoneal	87
	fax	...como es el embarazo y la lactancia que por más adelantada que este la ciencia no podemos hacerlo por fax...	noun	1	Proclamación de la mujer medica 2010	93

	Internet	...que por más adelantada que este la ciencia no podemos hacerlo por fax, Internet	noun	1	Proclamación de la mujer medica 2010	93
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Authors: Darquea Sánchez Sara Eugenia

Espinoza Celi Verónica Soledad

Chart three

Variable: General interest magazines

Magazine and date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
Hogar Abril 2010	Fans	...tiene acostumbradas a sus fans a su cuerpo escultural...	noun	2	En la playa y de traje	12
		...esperar atraer a las fans del beisbol...			Solo para fanáticas	18
	glamour	¡A esto se llama glamour!	noun	3	Pelucas felinas	14
		Glamour urbano			Glamour urbano	48
		...se vivió un despliegue de glamour y elegancia...			Sofisticación en la alfombra roja	116
	glamourosa	Es una colección sumamente glamourosa,...	Adj.	1	Glamour urbano	58
	Web	...a través de la página web...	noun	2	Pelucas felinas	14
		Los internautas de este sitio web británico...			Las reinas del Pop	150
	Sexy	...lavando platos con un sexy vestido.	Adj.	1	Madonna como una mas	14
	Look	Altero digitalmente fotos de famosa celebridades para darles un look de alienígenas de Avatar	noun	5	La moda Avatar	18
		Con un cambio de look de morena a rubia...			Sandra Bullock: la mejor	119
		-...sus constantes cambios de look...			Las nuevas reinas del Pop	151

		-..., con un look a lo Audrey Hepburn...				152
		Renueva tu look			Arriba los 30	158
	béisbol	-La prenda está teniendo mucha acogida entre las seguidoras de ese equipo de beisbol. -...espera atraer a las fans del béisbol con esta prenda.	noun	3	Solo para fanáticas	18
		...y la nominación vino como sucede un juego de beisbol...			Sandra Bullock: la mejor	120
	masterado	Solo que ningún título académico, ni masterado, ni Phd...	noun	1	Nuestros tiempos	20
	tip	..., te damos estos tips	noun	3	Cocinando juntos	24
		Interesantes tips			La revolución del maquillaje	35
		A partir de esta edición te damos algunos tips sobre técnicas básicas...			El arte de hornear	90
	peeling	..., se empieza con un peeling corporal.	noun	1	Mesoterapia virtual	34
	silicón	-...que lanza al aire a base de silicón; una manguera...	noun	2	La revolución del maqui-	35

		-Gracias al silicón tiene una durabilidad...			llaje	
blush		Además sirve para aplicar el blush y los iluminadores.	noun	1	La revolución del maquillaje	35
liderazgo		..., para reflejar una mayor capacidad de liderazgo.	Adj.	1	¿Lista para dirigir?	36
líder		..., líder en tecnología de rastreo,...	noun	1	Noti Empresas	153
interferir		...se logra satisfacer las necesidades de la organización sin interferir con los derechos...	verb	1	¿Lista para dirigir?	36
rol		...sabe cómo combinar su profesión son su rol de madre y,...	noun	3	Claudia Camposano: el alma de la fiesta	42
		-...esta actriz es capaz de interpretar roles más maduros,...			Sandra Bullock: la mejor	119
		-...la propuesta para desempeñar un rol en el que pudo...				
show		Tras su triunfo en dicho show, le propusieron participar en un par de episodios.	noun	3	Claudia Camposano: el alma de las fiesta	43
		-Un show de chorinho, un género musical...			24 Horas en Sao Paulo	88
		-Puedes ir al show del Maksoud Plaza,...				

	flash	...cuando empezaron nuestros disparos de flashes con ella vestida de India,...	noun	1	Claudia Camposano: el alma de las fiesta	43
	staff	...se disfraza de Rosita para formar parte del staff del programa...	noun	1	Claudia Camposano: el alma de las fiesta	43
	estatus	..., continúa siendo sinónimo de lujo, calidad y estatus.	noun	1	El sofisticado estilo de Cartier	44
	cóctel	...y en los vestidos de noche o cóctel.	noun	3	Glamour Urbano	59
		..., sirve algunos cocteles como martinis.			Arriba los 30	158
		..., ofreció un cóctel en honor a los alumnos...			Noti Empresas	169
	estrés	Es sicóloga de profesión, pero su cambio de actividad lo explica como una gran alternativa al estrés de mi profesión...	noun	6	Joyas como obras de arte	64
		...la ingesta de anticonceptivos , por estrés, cansancio...			Consultas al ginecólogo	74
		-No más estrés. -..., aliviaras la ansiedad y los niveles de estrés. -Dar un respiro profundo cuando los niveles de estrés suben al máximo...			No más estrés	156
		...combatir resfriados e infecciones generados por estrés.			Come inteligentemente	158

	chequeos	-Chequeos a tiempo. -Los chequeos ginecológicos son la mejor forma... -El mejor momento del mes para hacerse los chequeos ginecológicos...	noun	3	Chequeos a tiempo	70
	hormonal	...un dosaje hormonal para determinar el estado...	Adj.	19	Chequeos a tiempo	70
		-..., las vitrinas del buen funcionamiento hormonal por parte de...			Consultas al ginecólogo	72
		-..., los respectivos exámenes hormonales,...				73
		-Trastornos hormonales. -..., suelen presentar las pacientes por efecto hormonal es el acné... -... un estudio completo ginecológico con ecografía endovaginal, pruebas hormonales,...				74
		-..., por cese de la producción hormonal,...				
		-..., debido a las alteraciones hormonales.				
		-...las famosas terapias hormonales. -Este arsenal terapéutico hormonal es...			El poder de las hormonas	76

		-Las candidatas a una terapia hormonal son...				77
		-...la terapia de reemplazo hormonal (THR)...				
		-...se torna necesario el tratamiento hormonal,...				
		-La terapia de reemplazo hormonal, ya sea...				
		-...investigar mecanismos hormonales exógenos...			Todo sobre los quistes de ovario	79
		-...de trastornos hormonales y de sobrepeso.				
		-...cada mes por la acción hormonal dentro del ciclo...			Endometrio: ¿Problemas a la vista?	80
		-..., a base de medicamentos de tipo hormonal,...				81
		-...que no paran con el uso de componentes hormonales.				
	Hormona	El poder de las hormonas	noun	12	El poder de las hormonas	76
		La ingesta de anticonceptivos u hormonas durante...			Consultas a ginecólogo	74
		-...las hormonas poseen mucha ayuda a...			El poder de las hormonas	76
		-...es imprescindible acudir a las hormonas.				
		-¿Qué son las				

		<p>hormonas?</p> <p>-..., progestágenos y andrógenos son hormonas esteroides...</p> <p>-Estas hormonas se agotan,...</p> <p>-..., se pueden administrar estas hormonas cuando...</p> <p>-...es imprescindible una terapia a base de hormonas...</p>				77
		...por la acción de hormonas.			Endometrio: ¿Problemas a la vista?	80
		<p>-Los testiculos también producen la hormona masculina...</p> <p>-La testosterona es la hormona que...</p>			Conociendo mas sobre ellos	82
	porcentaje	..., la mujer pierde, en un alto porcentaje;...	noun	2	Consultas al ginecólogo	74
		Es un bajo porcentaje se da el caso...			El poder de las hormonas	77
	turístico	<p>-..., un guía turístico que había abandonado...</p> <p>-Según mi guía turístico, su formalidad...</p>	Adj.	2	24 Horas en Sao Paulo	87
	turismo	Sao Paulo es una cuna de intenso turismo cultural por sus cientos de teatros	noun	1	24 Horas en Sao Paulo	87

turista	-... que aprovechan el descuido de los turistas para... -...formas para movilizarse, incluso para los turistas.	noun	2	24 Horas en Sao Paulo	87 89
sándwich	..., algo similar a un sándwich de mortadela.	noun	1	24 Horas en Sao Paulo	88
shopping	...si no vas en plan de shopping...	noun	1	24 Horas en Sao Paulo	89
bar	... a través de sus más de 38 mil bares y restaurantes,...	noun	2	24 Horas en Sao Paulo	89
	En la sala se aprecia un armario/ bar, cuyas puertas...			Terrazas: cálidos ambientes	101
ranking	..., ubicado en el ranking de los 20 primeros.	noun	1	24 Horas en Sao Paulo	89
football	...; el futbolista Cafu y la cantante...	noun	2	24 Horas en Sao Paulo	89
	...los mejores jugadores universitarios de football americano...			Sandra Bullock: la mejor	119
aluminio	..., cubre con papel aluminio poniéndole algún peso...	noun	1	El arte de hornear	91
grill	..., pez espada al grill,...	noun	1	La cocina una pasión	98
relax	Ideal para un ambiente de relax.	noun	1	Terrazas: cálidos ambientes	100
jacquard	..., tapizado en Jacquard llano café...	noun	1	Terrazas: cálidos ambientes	101
puff	..., así como el puff redondo con diseño marroquí...	noun	1	Terrazas: cálidos ambientes	104

hall	La mesa del hall de línea moderna...	noun	1	Terrazas: cálidos ambientes	106
strapless	Los vestidos strapless fueron los preferidos...	Adj.	1	Sofisticación en la alfombra	114
film	Cubre con papel film y refrigera...	noun	9	El arte de hornear	91
	-...participo en el film The Blinde Side,... -El filme, donde Bullock fue productora y protagonista fue aplastado unánimemente por la crítica. -...en esos maravillosos filmes de pequeño presupuesto.			Sandra Bullock: la mejor	119
	En Corazón Rebelde, filme por lo que fue nombrado...			El triunfo de Jeff Bridges	122
	Como su filme también es el mejor del año...			Kathryn Bigelow: La gran triunfadora	124
	..., que incluye filmes emblemáticos... -..., quien participo en el filme Big Fish,..			Galardonados en París	156
	Es el complicado dilema de Jane en el filme			Para revivir la relación	165
filmico	..., pienso que él es un realizador filmico extraordinario	Adj.	1	Kathryn Bigelow: La gran triunfadora	124
filmar	..., aprendió algo específico	verb	1	Kathryn Bigelow:	124

	sobre la manera a de filmar?...			La gran triunfadora	
country	...de un decadente cantante country de los años 60...	Adj.	1	El triunfo de Jeff Bridges	122
catering	...esta empresa de eventos y catering quiere otorgar a sus clientes	noun	1	Plaza L'argentine	138
stock	...un moderno stock de 6000 variedades de manteles	noun	1	Plaza L'argentine	138
pop	-Las nuevas reinas del pop. -..., la siempre reina del pop es y será Madonna. -...quien es la actual reina del pop no tiene lugar a discusión,.. -...hay muchas princesas en la corte real del pop,... -...que buscaba a la estrella del pop más importante,... -...ha contagiado al mundo con sus toques del pop clásico...	Adj.	10	Las nuevas reinas del pop	150
	-...y de cantantes pop como Michael Jackson... -..., el arte pop y la moda,... -...Su estilo musical se afianzó cuando incorporó el género pop... -...pero sabe que ella ha revolucionado			Las nuevas reinas del pop	151

		la música pop...				
	rap	-..., seguida por el rapero Eminem... -..., inspirado en rap y punk de la vieja escuela...	noun	2	Las nuevas reinas del pop	154
	glam	Con un estilo glam de rockeros...	Adj.	1	Las nuevas reinas del pop	151
	rockeros	Con un estilo glam de rockeros como David... Bowe....	noun	1	Las nuevas reinas del pop	151
		-Su estilo rockero y descarado... -...pero con un toque rockero, descarado...	Adj.	2	Las nuevas reinas del pop	152
	performance	Se trata de todo un conjunto de cosas: performance, el arte...	noun	1	Las nuevas reinas del pop	151
	single	-...35 millones de singles en todo el mundo digital. -...pero en el 2009 arraso con su single Tik tok...	noun	2	Las nuevas reinas del pop	151 154
	dance	... en su espectáculo de vanguardismo y música dance...	Adj.	1	Las nuevas reinas del pop	151
	tabloide	...y ha acusado a los tabloides ingleses...	Noun	1	Las nuevas reinas del pop	152
	monitorear	...el nuevo dispositivo GPS que podrá monitorear taxis,...	Verb	1	Noti Empresas	153

	on-line	La reina de las recargas on-line.	Adj.	1	Las nuevas reinas del pop	154
	punk	..., inspirado en rap y punk de la vieja escuela...	noun	1	Las nuevas reinas del pop	154
	video	Tiene solo dos videos musicales	noun	1	Las nuevas reinas del pop	154
	happy hour	Programa una cena o un happy hour con viejos amigos...	noun	1	Arriba los 30	158
	affair	...cuando ella vive este affair con su marido...	noun	1	Para revivir la relación	165
Vistazo Abril 2010	web	En la página web de la Superintendencia de...	noun	5	Nuevas reglas	8
		Todavía no relacionan esta presencia web como una...			Presencia en la red	33
		...pretende difundir el internet, el emprendimiento web y...			Cultura geek: Ecuador 2.0	45
		...vienen con cámaras web incorporadas...			Webcam en lata definición	50
		..., el museo cuenta con la web,...			Alabado sea el museo	61
	web cam	El chat, la web cam, skype y las redes sociales configuran...	noun	3	Presencia en la red	33
		..., el uso del web cam para autocomplacerse...			Sexualidad online	42

		Webcam en alta definición.			Webcam en alta definición	50
	call center	-...y la instalación de un call center para informar de los avances de la gestión. -Aún se analiza si el call center, con capacidad...	noun	2	Desmantelados	12
	líder	..., por pedido de su líder, Rafael Correa...	noun	4	No quiere estar en la bandera	12
		Necesitamos líderes como el para avanzar...			La asamblea debe fiscalizar	23
		...quien en su natal Brasil ha sido un líder de opinión muy activo...			Vencer al enemigo de la infancia	48
		Serrano asegura que forma jóvenes líderes e independientes.			Aniversario	55
	liderar	...y ocho de las 20 carteras ejecutoras están lideradas por mujeres.	verb	1	Gabinete a imagen y semejanza	18
	detectar	Evaluamos el cumplimiento del acuerdo en noviembre y detectamos problemas	verb	1	Enemigos Íntimos	27
	rol	Es uno de los roles de la política concertar la...	noun	1	Entre líneas	30

	snack	...que van desde pulpa de jugos, hasta huevos de codorniz en conserva, tés y encapsulados medicinales, snacks,...	noun	1	Fábricas para llevar	33
	pickles	...que van desde pulpa de jugos, hasta huevos de codorniz en conserva, tés y encapsulados medicinales, snacks, frutas secas, pickles encurtidos,...	noun	1	Fábricas para llevar	33
	online	-Barómetro de presencia online. -¿Qué puede concluir sobre la presencia online de las empresas ecuatorianas?	Adj.	5	Presencia en la red	33
		Sexualidad online			Sexualidad online	42
		La solicitud de inscripción online la encuentra en www.utpl.edu.ec .			Congreso de Química	47
		...y la popularidad en términos de menciones o apariciones en medios online o redes sociales.			Presencia en la red	33
	retail	...de siete sectores: alimentos y bebidas, automotriz, construcción, financiero, industrias,	noun	1	Presencia en la red	33

		retail y servicios.				
	ranking	Ninguna de las 30 empresas ecuatorianas figura en el ranking de las 20 mejores...	noun	1	Presencia en la red	33
	surfista	Domingo Pianezzi, un surfista peruano,...	noun	1	Nada es imposible	39
	Internet	-Internet y los nuevos medios... -..., lo que pasa es que el Internet las visibiliza. -Con el Internet-dice la terapeuta toda es más...	noun	15	Sexualidad online	42 43
		-...algunos solo vean en Internet un medio... -Sin embargo, la masificación del Internet y las redes sociales,... -..., director de Incom, agencia de marketing en Internet,... -...el 25.7 por ciento de los ecuatorianos ha usado alguna vez Internet. -..., van configurando la identidad de una persona en Internet. -..., las impresiones que circulan en Internet sobre una variedad... -Internet fue el contexto en el que se			Cultura geek: Ecuador 2.0	44

	<p>encontraron.</p> <p>-...los viajes suelen incentivar el uso de Internet.</p> <p>-...una empresa proveedora de cable e Internet.</p> <p>-...se pretende difundir el Internet,...</p> <p>-...tiene presencia en Internet con sus más de 22.500 tweets...</p>					45
	Supervise el uso de la computadora y el Internet.			Seguros ante todo		46
chat	<p>-El chat, la web cam, skype y las redes sociales configuran...</p> <p>-..., los chats eróticos...todas estas son vías....</p>	noun	4	Sexualidad online		42
	<p>-...las aplicaciones preferidas son el correo electrónico, el chat y las descargas,...</p> <p>-Hoy ella se comunica con su madre vía chat.</p>			Cultura geek: Ecuador 2.0		44
chatear	...un medio para mandar un correo electrónico, chatear y compartir,....	verb	1	Cultura geek: Ecuador 2.0		44
video	..., sino que se ha mediatizado: las fotos, los videos,...	noun	10	Sexualidad online		42

		-...nuevos equipos eficientes para videos por la red. -...la mayoría con video de 720p-...			Webcam en alta definición	50
		-...aplicaciones de comunicación y entretenimiento : música, video, fotografía,.. -...equipos que toman fotografías y videos en muy alta definición. -...contenidos multimedia: fotos, videos, o música. -Reproduce y graba videos en alta definición.... -...se reúnen contenidos multimedia (videos,.. - ...actualizaciones de redes sociales, llamadas, mensajes, videos, fotos,..			Teléfonos muy sociables	51
		..., habrá una estancia para proyectar videos como...			Alabado sea el museo	61
	boom	Esto impulsa el boom de las redes sociales eróticas...	noun	1	Sexualidad online	42
	swinger	-Esta comunidad de swingers tiene un café bar... -...que tienen una conducta	noun	2	Sexualidad online	43

	sexual no convencional como por ejemplo los swingers,...				
bar	Esta comunidad de swingers tiene un café bar en Quito,..	noun	1	Sexualidad online	43
geek	-Cultura geek: Ecuador 2.0 -..., los geek forman parte de las comunidades 2.0...	noun	2	Cultura geek: Ecuador 2.0	44
gadgets	Normalmente asociados con gadgets, videojuegos...	noun	5	Cultura geek: Ecuador 2.0	44
	...la competencia entre fabricantes de gadgets es voraz,...			Teléfonos muy sociables	50
	-Cada día tenemos más gadgets, cargadores y... -El modelo i4 carga hasta 4000 tipos de gadgets diferentes... -i4 funcionan con todos esos gadgets gracias a la posibilidad...			Cargas múltiples	51
comics	...asociados con gadgets, videojuegos. Comics, y ciencia ficción...	noun	1	Cultura geek: Ecuador 2.0	44
marketing	..., director de Incom, agencia de marketing en Internet,...	noun	1	Cultura geek: Ecuador 2.0	44
timeline	-...revisa por las noches el timeline de... -..., la revisión de un timeline muestra que la	noun	3	Cultura geek: Ecuador 2.0	44

		mayoría.... -..., consultas se publican en los timelines a diario en....				45
	nicks	..., los rostros son remplazados por avatares y los nombres por nicks.	noun	1	Cultura geek: Ecuador 2.0	44
	link	Mensajes con links que conducen	noun	1	Cultura geek: Ecuador 2.0	44
	audio	... que conducen a una imagen, texto o audio	noun	3	Cultura geek: Ecuador 2.0	44
		...botones de control en cada uno de los cascos para manejar el volumen del audio.			Para fanáticos de wow	50
		..., no tendrá guías humanos sino un sistema de audio guía.			Alabado sea el museo	61
	e-mail	Ella se comunica con sus clientes via e-mail.	noun	3	Cultura geek: Ecuador 2.0	45
		...redes sociales, llamadas, mensajes, videos, fotos, e-mail...			Teléfonos muy sociables	51
		...una vertiginosa correspondencia vía e-mail.			Una maraca millonaria llamada Larsson	62
	blog	-...que interactúan a través de blogs y redes sociales.... -...diseñadores y programadores encuentran en	noun	3	Cultura geek: Ecuador 2.0	45

		blogs y aplicaciones.... -...tiene presencia en Internet con sus más de 22.500 tweets y su blog blog.				
	podcasts	..., que abarca podcasts y programas en vivo sobre	noun	1	Cultura geek: Ecuador 2.0	45
	Máster	La máster en educación Mimi Doe, reconocida por sus libros sobre infancia y adolescencia.	noun	1	Seguros ante todo	46
	Light	Y esta reducción ya permite calificar a un alimento como light o bajo en sal.	Adj.	1	Vencer al enemigo de la infancia	48
	Hormona	-En esta última en que se producen hormonas que controlan...			Vencer al enemigo de la infancia	
	Monitor	El dispositivo viene con una base flexible que se acomoda a monitores, ...	noun	1	Webcam en alta definición	50
	Software	...una edición especial que contará con un software diseñado por...	noun	1	Para fanáticos de wow	50
	Interfaces	-...equipos de características e interfaces que responden... -Aplicación de la nueva interface de Sony...-... es que nos deja cargar con un dock sin cables	noun	2	Teléfonos muy sociables	50 51

	Dock	...es que nos deja cargar con un dock sin cables.	noun	1	Cargas múltiples	51
	multimedia	-La primera proporciona acceso fácil y directo a contenidos multimedia:...	Adj.	3	Teléfonos muy sociables	50
		-...nos revela una pantalla donde se reúnen contenidos multimedia.				51
		Una de las salas es multimedia,...			Alabado sea el museo	61
	Megapíxel	-Trae una cámara de 12 megapíxeles con foco... -Trae una cámara de 8 megapíxeles,... -..., tarjeta de 8Gb de memoria y cámara de 8 megapíxeles.	noun	3	Teléfonos muy sociables	50
	Feed	A manera de feed o listado cronológico...	Noun	1	Teléfonos muy sociables	51
CD	-...personal administrativo del Parlamento están grabando un CD de... -...con algunas ayudaditas tecnológicas sonaran armoniosas en el CD.... -La presentación del CD está prevista para...	noun	3	Voces legislativas	52	

Authors: Darquea Sánchez Sara Eugenia

Espinoza Celi Verónica Espinoza

QUANTITATIVE TABULATION

Chart four

The most frequent Anglicisms

Anglicism	Word repetition number
Internet	31
Hormonal	20
Porcentaje	18
Hormona	16
Líder	16
Film	12
Turístico	12
Video	11
Detector	10
Online	10
Pop	10
Web	10
Datacenter	9
Estrés	9
Fútbol	9
Rol	8
Estándar	7
Multimedia	6
Ranking	6
Turismo	6
Coctel	5
Default	5
Gadget	5
Liderar	5
Look	5
Spreads	5
Audio	4
Chat	4
Chequeos	4
e-mail	4
Flash	4

software	4
swaps	4
turista	4
bar	3
béisbol	3
blog	3
cd	3
glamour	3
megapíxel	3
racks	3
rockeros	3
score	3
show	3
timeline	3
tip	3
webcam	3
aerolínea	2
boom	2
call center	2
fans	2
geek	2
high tech	2
interfaces	2
interferer	2
láser	2
marketing	2
rap	2
robot	2
sándwich	2
shock	2
silicón	2
single	2
swinger	2
detective	1
down flow	1
dvd	1
esnifar	1

Estandarizar	1
Estatus	1
Fashion	1
Fax	1
Feed	1
Filmar	1
Fílmico	1
Folklore	1
fútbol-tenis	1
Gasoline	1
Glam	1
Glamourosa	1
Grill	1
Hall	1
happy hour	1
Hat	1
Jacuzzi	1
Jacquard	1
Jingle	1
Knick	1
know how	1
Liderazgo	1
Light	1
Link	1
Lipstick	1
Logístico	1
Máster	1
Mediática	1
Modem	1
Monitor	1
Monitorear	1
Motel	1
Offset	1
Outsider	1
Peeling	1
Performance	1
Pickles	1

podcast	1
poliéster	1
polo	1
puff	1
punk	1
relax	1
récord	1
retail	1
ring	1
rock	1
rugby	1
sexy	1
shopping	1
slogan	1
snack	1
staff	1
stakeholder	1
stock	1
strapless	1
surfista	1
supermajor	1
supermercados	1
tabloide	1
target	1
tatùar	1
test	1
vagón	1
TOTAL: 132 anglicisms	

Authors: Darquea Sánchez Sara Eugenia

Espinoza Celi Verónica Soledad

Chart five

Comparisson between variables

	Variable	f	%
Anglicisms	Cultural Magazines	20	10.10
	Scholarly Magazines	59	29.80
	General Interest magazines	119	60.10
	Total	198	100

Authors: Darquea Sánchez Sara Eugenia

Espinoza Celi Verónica Soledad

Description, Interpretation, and Analysis of Results

In this practical section we are going to work with thirty anglicisms chosen from a corpus based on the findings presented in the charts introduced in the Results section, ten samples per each variable which will be discussed in detail later. Regarding these anglicisms, they were picked for relevant facts such as their frequent usage, their stylistic effect, and their spelling variations.

This research will present a linguistic or qualitative analysis, with a syntactic-semantic and morphological study; in addition, it will include a comparative or quantitative interpretation. Next on we will carry out the analysis of the chosen anglicisms.

Linguistic Analysis

The linguistic analysis encompasses a syntactic-semantic study of the chosen anglicisms detailing their grammar function and meaning within the researched context. Besides, a morphological analysis is done in order to know if these words have gone through some adjustment in Spanish language.

Moreover, this analysis is finished with complete information about the equivalence of these anglicisms or if they have replaced an existing Spanish term. Finally, all these anglicisms have been tested in order to confirm if they are accepted by Diccionario de la Real Academia de la Lengua Española (DRAE)

call center

This compound noun is made up for two words and is not registered neither The Merriam Webster Dictionary nor the Diccionario de la Real Academia de la Lengua Española (DRAE). However, The Dictionary.com gives the following meaning: a center equipped to handle a large volume of telephone calls.

As we can consider in the following passage: “...y la instalación de un *call center* para informar de los avances de la gestión...”, this term syntactically in Spanish functions as a common noun, and regarding its semantic connotation it has the same meaning in both languages a place equipped for giving information.

As we stated above, this borrowing is not accepted by the Diccionario de la Real Academia de la Lengua Española (DRAE); hence, this anglicism is used with its English morphological structure. In addition, it is an important example of a new concept and recent advance in large companies or organizations. Therefore, in this case the use of this borrowing is justified as there is no equivalence in Spanish language.

default

According to the Merriam Webster dictionary, this word comes from Middle English defaute, but it is not registered in the Diccionario de la Real Academia de Lengua Española (DRAE). Syntactically this term fulfills the functions of noun and verb in

English but in Spanish is used only as a noun. Regarding its semantic function default refers to failure to pay financial debts.

In the example found in our research: “El banco dice que la grave posibilidad de un *default* en la deuda soberana de Grecia ha levantado la preocupación...,” clearly this word functions as a noun that implies a deep concern to the bank about Greek debt. The semantic aspect of this anglicism used in Spanish language remains the same as in English language.

Despite this anglicism is not accepted by DRAE it is mostly used in scholarly magazines which are specialized in economics and business because there is not a Spanish equivalent for it, therefore its spelling does not undergo morphological change.

detectar

In accordance with the Diccionario de la Real Academia Española (DRAE), this term originates from English word to detect, but with a necessary morphological change by adding the Spanish infinitive form for verbs the suffix ar “detectar” and syntactically executes the function of verb which denotes the sense of discover the nature, existence, presence or fact of. Similarly, the Merriam Webster Dictionary categorizes this word in the lexical category of verbs, which semantic aspect expresses the same meaning in both languages: action of discover something hidden, not clear, etc...

As we can see in the next context: “Se *detectó* un alto porcentaje de pacientes...” this term fulfills the syntactic function of verb. In this context the verb *detectò* points out to a past action to find out a specific quantity related to the patients, so the spelling of the verb *detectar* experiences morphological adjustments in its last syllable in order to form the past tense by dropping the ending *ar* by letter “*o*” and stressing it.

By reason of there is no equivalent of this anglicism in Spanish language this borrowing is accepted by DRAE and widely used in different contexts.

detective

According to the Diccionario de la Real Academia de la Lengua (DRAE) this word comes from the English term *detective* with no morphological changes, having only the syntactic function of a noun; In addition, the Merriam Webster Dictionary states this word may be a noun and an adjective. The semantic analysis show that this anglicism has the same meaning in both languages: it refers to a person employed in detecting or getting information that is not readily accessible.

In the following setting: “El *detective* fue hasta la otra habitación...”, this word functions syntactically as a noun because is the person who is carrying out the action of the verb.

In addition, there is no equivalence in Spanish language, so in this case the use of the anglicism is justified and commonly used.

estándar

As stated in Diccionario de la Real Academia de la Lengua Española (DRAE), this word precedes from English expression standard functioning as adjective and noun. Likewise, the Merriam Webster dictionary labels this word as adjective and noun. Syntactically in the researched model: "...para que un *estándar* pre-básico educativo, sea la lectura,..", this word functions as a noun that establish compulsory features to be observed in education. As a noun both dictionaries give the same meaning: something set up and established by authority as a rule for the measure of quantity, weight, extent, value, or quality.

Also, about morphological analysis the English word standard when using as a noun has been adapted to Spanish language with some adjustments by adding letter "e" at the beginning, dropping "d" at the end, and stressing the second syllable "estándar". Although, this borrowing has equivalent words in Spanish such as *patrón*, *modelo* the quantitative data shows that its usage is present in Ecuadorian magazines, concluding that *estándar* is an unnecessary anglicism that can be avoided.

estrés

In concordance with the Diccionario de la Real Academia Española (DRAE), this term comes from English stress and fulfills the function of noun. In addition, the Merriam Webster dictionary labels this word as noun and verb. As a noun its semantic

function is the same for English and Spanish: it refers to the emotional and physical strain caused by our response to pressure from the outside world.

As stated in the following example: “Es sicóloga de profesión, pero su cambio de actividad lo explica como una gran alternativa al *estrés* de mi profesión,...”, the word *estrés* is syntactically a noun whose semantic aspect denotes the same meaning that the English term stress.

Concerning, morphological modifications the English word stress has experienced some changes to become an Spanish noun by adding letter “e” at the beginning, dropping letter “s” at the end, and stressing the last vowel “e”: stress-*estrés*. Grounded on qualitative and quantitative information this anglicism is used the most in scholarly and general interest Ecuadorian magazines because it is in style, even if it can be avoided substituting the anglicism by the appropriate equivalent in Spanish such as *tensiòn*, *sobrecarga*.

film

Conforming to the Diccionario de la Real Academia Española (DRAE), this borrowing arises from English term film, functioning as noun that suggests a story conveyed with moving images. In the following considered sample: “El *filme*, donde Bullock fue productora y protagonista, fue aplastado unánimemente por la crítica.”, this ingrained anglicism syntactically works as a common

noun that refers to the unwelcome movie produced by Bullock. In the same manner, the Merriam Webster Dictionary conferees this term two lexical categories noun and verb; as a noun it has the same meaning as the Spanish word *filme*.

In the borrowing of this term as a noun a minor morphological change takes place by adding the suffix “e” to the English word *film*: “*film-filme*”. Despite of this anglicism is accepted with its respective adaption by the *Diccionario de la Real Academia Española (DRAE)*, Spanish language has an expression for this word which is *película cinematográfica*. This anglicism is widely used in General Interest Magazines.

flash

According to the *Diccionario de la Real Academia Española (DRAE)*, this anglicism comes from English word *flash* and such it performs as noun having the notion instantaneous illumination by picture taking. As well, the Merriam Webster dictionary gives four lexical categories to this word: noun, verb, adjective and adverb. Taking the function noun, it means a device for producing a flashlight for taking photographs.

In the context of the following sample: “*La luz de magnesio es sustituida por el flash electrónico...*”, syntactically the term *flash* fulfills as a noun which is a device used for taking a picture. In addition, this anglicism is a simple and direct borrowing of the

English word flash, being used in Spanish language with the same meaning as the English noun.

Actually there is no Spanish equivalence for this term; therefore, is accepted by DRAE without any morphological change being widely employed in Ecuadorian magazines.

folklore

On this matter, the Diccionario de la Real Academia Española (DRAE) does not register this word; nevertheless, this well-known anglicism is approved as a common noun with a slight morphological change of letter “k” by letter “c”. Moreover, conforming to the Merriam Webster Dictionary, this word performs as a noun that denotes traditional beliefs, legends, etc. or a culture. This anglicism accomplishes the same grammatical function, as well as it has the same meaning in English and Spanish languages.

Carrying out the syntactic-semantic analysis of the following considered sample: "...Eduardo Pucha, un investigador asiduo del folklore literario y la antropología social nos traslada a través de la historia..." the word folklore syntactically works as a noun that involves the same English meaning. Additionally, we can see that in this setting this anglicism is used in its original English spelling, this is because The Diccionario Panhispánico de Dudas accepts as correct the words that preserves the etymological letter “k” as in folklore, folklorista, folklórico. Therefore, this anglicism

is not a threat to Spanish language because is rarely used in Ecuadorian magazines according to the data obtained from qualitative tabulation.

gadgets

In consonance with the Merriam Webster dictionary, this expression fulfills as a noun denoting a small mechanical or electronic device with a practical use but often thought of as a novelty. In the next researched model: "...la competencia entre fabricantes de *gadgets* es voraz,...", this neological anglicism takes the syntactic function of a noun that delimits what kind of objects manufacturers are making. Besides, it is important to emphasize that the Diccionario de la Real Academia Española (DRAE) does not register this term; even though, it is an incorporated calque that has no morphological changes and keep the same meaning of the English voice gadget. Despite this anglicism is not accepted by DRAE, we found it in general interest magazines because those devote a great deal of attention to technological field.

hat

The Merriam Webster dictionary assigns to this word two lexical categories noun and verb; as a noun means a covering for the head usually having a shaped crown and brim. In the following studied setting: "..., como ya se lo está haciendo con los sombreros de paja toquilla, los célebres panamá hat;...", the anglicism hat takes the syntactic function of a noun that denotes

the famous object made of paja toquilla. This word is an incorporated loan into Spanish language even though it is not accepted by the Diccionario de la Real Academia Española (DRAE); however its usage is sporadic and does not entail morphological changes. Additionally, Spanish language has the appropriate term for this anglicism which is sombrero.

hormonal

In keeping with the Diccionario de la Real Academia de la Lengua Española (DRAE), this word function as an adjective that comes from the noun hormona whose meaning designates of or relating to or caused by hormones. In the same way, the Merriam Webster dictionary labels hormonal as an adjective in order to indicate relating to, or effected by hormones. Regarding morphological analysis this adjective does not abide any change, but the Spanish word hormona from which hormonal is derivated comes from the English term hormone. Which is accepted by DRAE with a single morphological change: by dropping letter “e” by letter “a”.

Considering the measured statement: “...los científicos estudiaron si los niveles *hormonales* de las mujeres podrían estar involucrados.”, the syntactic-semantic analysis of this word illustrates that hormonales function as an adjective that in this case following the grammar Spanish rules it must be in concordance with the number of the noun that is modifying. That

is to say we form the plural of hormonal by adding the suffix “es”. Besides, hormonal has the same meaning in English and Spanish languages.

It is worth to highlight that this anglicism is commonly spread out through every day people’s communication particularly on healthy matters. Indeed, based on quantitative and qualitative data the majority of the variables used this common anglicism.

Internet

This compulsory anglicism is very popular and has been recently incorporated by DRAE without any morphological change. As stated in the Diccionario de la Real Academia Española de la Lengua (DRAE), Internet is a noun used to designate a global system of interconnected computer networks. In the same manner, the Merriam Webster dictionary defines the noun Internet as an electronic communications network that connects computer networks and organizational computer facilities around the world.

Developing a linguistic analysis of this anglicism in the following context: “...como es el embarazo y lactancia, que por más adelantada que esté la ciencia no podemos hacerlo por fax, *Internet*,...”, Internet works as a proper noun which must be capitalized. We can observe that it does not have any changes in the syntactic and semantic aspect; besides, Internet keeps the same spelling in English and Spanish languages.

In addition, Spanish language does not have a direct equivalence for Internet because this anglicism is about a technological advance developed in English speaking countries and is widely used in all researched variables of Ecuadorian magazines.

láser

Being approved by the Diccionario de la Real Academia Española (DRAE), *láser* may work as an adjective and a noun. As a noun it is an acronym that defines a device that produces an intense monochromatic beam of light; similarly, the Merriam Webster dictionary gives the same semantic description to this part of the speech conferring an additional lexical category that is, it may function as a verb too.

Analyzing the syntactical function of this word in the next context: "..., o un *láser* que se manipula desde el extremo del cistoscopio para cortar la estenosis,..", the word *láser* takes the function of a noun that illustrates a technological tool used to perform medical procedures. This anglicism has already been incorporated into the Spanish language as a "palabra grave" that is to say we have to stress the penultimate syllable "laser-láser".

To sum up, the extent of the Spanish concept for this anglicism is long and impracticable, so the usage of this anglicism is very helpful and does not represent a threat to our language.

líder

In line with the Diccionario de la Real Academia Española (DRAE), this word comes from English leader. Both DRAE and the Merriam Webster Dictionary refer to this word as noun with the same meaning: Person who is in charge or in command of others.

In the next collected sentence: "...según uno de los más esclarecidos *líderes* estudiantiles...", the word *líderes* has the syntactic function of a common noun that keeps the same meaning of the English word leader.

Morphologically, on the other hand, the English term leader has been accepted by DRAE having some spelling changes; that is, by changing letters "e" and "a" in the first syllable by letter "i". Moreover, the first syllable is stressed and as we can see in the analyzed sentence above *líderes* is a plural count noun which is formed according to the Spanish rules by adding the suffix "es".

Researching on DRAE, we have found out that this borrowing has equivalences in Spanish language such as: "guía, jefe, dirigente"; however, its widespread usage is evident in all Ecuadorian magazines.

light

In accordance with the Diccionario de la Real Academia Española (DRAE), *light* performs the function of adjective whose meaning is kind of drink or food made of fewer calories than usual. In addition, the Merriam Webster Dictionary attributes it

four speech levels such as noun, verb, adjective, and adverb. Related to the semantic aspect the adjective *light* has the same meaning than the Spanish connotation: it refers to something made with lower calorie content or with less of some ingredient (as salt, fat, or alcohol) than usual.

Syntactically, this unnecessary anglicism functions as an adjective in the following setting. E.g.: "Y esta reducción ya permite calificar a un alimento como *light* o bajo en sal", the adjective *light* is modifying the noun *alimento* allocating it features of low salt food.

The morphology of this term remains the same in Spanish; even though the anglicism *light* is in style, according to the quantitative and qualitative data obtained from this research its usage is sporadic in general interest magazines. This superimposed anglicism has its Spanish equivalents such as *ligero*, *liviano*, *bajo en calorías*.

look

This unnecessary anglicism according to the Diccionario de la Real Academia de la Lengua Española (DRAE), is an English voice that performs as a noun meaning appearance or aspect of people or things. Alternatively, in line with the Merriam Webster Dictionary the expression *look* function as verb and noun, as a noun it means physical appearance.

In order to study this superimposed anglicism, we will analyse the following pattern: "...alteró digitalmente fotos de famosas celebridades para darles un *look* de los alienígenas de Avatar.", where this anglicism has the syntactic function of a noun and it is used in the same English sense.

To complete this analysis it is important to point out this word is accepted by DRAE without any morphological alteration; although, is widely used by Spanish speakers and general interest magazines it can be avoided by using Spanish counterparts such as *apariciencia*, *aspecto*, or *imagen*.

marketing

The following term, in keeping with the Diccionario de la Real Academia de la Lengua Española (DRAE) is a noun used generally to refer to a set of principles and procedures seeking for trade rise; similarly, the Merriam Webster Dictionary labels *marketing* as a noun as well with similar meaning.

Carrying out the linguistic analysis grounded on syntactic-semantic and morphological study this superimposed anglicism has not gone through any changes

Hereafter, the investigated context illustrates the usage of this anglicism as a noun: "Cada compañía deberá cumplir con las principales etapas de la puesta en marcha de una empresa: el diseño del producto, la elaboración de un plan de negocios, la capitalización de la compañía, y el *marketing* y las ventas de los

productos creados.”; therefore, in this case marketing is a common noun that names an important process in order to get the success of an enterprise.

Besides, it is an incorporated borrowing very common in specialized contexts as well as in general ones. Clearly, there is no necessity to use the foreign word marketing not only because most of the people do not know the meaning of this anglicism but also because we have a Spanish equivalent. Evidently the use of this borrowing impoverishes Spanish language; indeed, mercadotecnia is losing popularity in favor of the borrowing.

máster

“Máster” is an approved anglicism by the Diccionario de la Real Academia Española (DRAE), this entry comes from English word master and as a noun means maestría; besides that, the Merriam Webster Dictionary has two different entries for master: noun and adjective. When this entry word is used as a noun identifies a person holding an academic degree higher than a bachelor's but lower than a doctor's.

Moreover, considering the following example: “La máster en educación Mimi Doe, reconocida por sus libros sobre infancia y adolescencia,...”, máster works syntactically as a noun that refers to a high academic education achieved by Mimi Doe. Regarding its semantic aspect as we can see in the setting this term preserves the same meaning of the English noun.

This term goes through morphological changes in order to be accepted by DRA, these changes occurs only in its first syllable by stressing letter “a”. To conclude, the use of this anglicism is justified as there is no equivalence in Spanish language, and its usage has been generalized in scholastic field.

multimedia

This is a compulsory anglicism, in accordance with the Diccionario de la Real Academia Española (DRAE) comes from English word multimedia, this word fulfills the function of adjective that describes a medium as having multiple content; likewise, the Merriam Webster Dictionary labels multimedia as noun and adjective. The main definition for adjective multimedia is: using, involving, or encompassing several media. Let’s analyze the example below:

The syntactic function of the word multimedia in the following context is of an adjective: “La primera proporciona los avances más modernos en dispositivos *multimedia* para autos” that qualifies the noun dispositivos which encompasses the instruments using different images, sounds, texts in order to convey information. Furthermore, from a semantic analysis multimedia as an adjective has the same meaning in English and Spanish language.

This expression does not have equivalence in Spanish language; in addition, it is accepted by DRAE without any

morphological change, and it locates its application in innumerable areas such as advertisements, education, entertainment, medicine, business, scientific research and so on.

online

The next widespread anglicism is not registered in the Diccionario de la Real Academia de la Lengua Española (DRAE). However, The Diccionario Panhispanico de Dudas qualifies it as a calque that functions as an adjective. In addition, the Merriam Webster Dictionary refers to online as an English adjective that means connected to, served by, or available through a computer network as the Internet.

Elaborating the syntactic-semantic analysis of the following example: “La solicitud de inscripción online se encuentra en www.utpl.edu.ec...”, we can state that in Spanish the word online falls into the lexical category of adjectives and takes the meaning of the English adjective. This anglicism is used in Spanish language keeping its English spelling.

There is no Spanish word equivalent for online; however, the Diccionario Panhispanico de Dudas recommends the use of the expression “en linea”.

porcentaje

Conforming to the Diccionario de la Real Academia de la Lengua Española (DRAE), the noun porcentaje comes from the English word percentage that expresses certain amount and

number of something; similarly, the Merriam Webster dictionary defines the noun percentage as a part of a whole expressed in hundredths.

As shown in the coming example:“..., los campesinos morlacos, que constituyen el más elevado *porcentaje* de romeros.”, the word porcentaje takes the syntactic function of a noun that mentions an exact quantity of people called campesinos morlacos. In Spanish context porcentaje keeps the same meaning of the English word percentage.

Besides, the word percentage in order to be accepted by DRAE have gone through changes in its morphological structure by changing vowel “e” by “o” in the first syllable, and changing consonant “g” by letter “j” in its last syllable.

Although the anglicism porcentaje has an equivalent expression “tanto por ciento” in Spanish language, this borrowing is approved by DRAE becoming a common employed in all researched Ecuadorian magazines.

ranking

In line with the Diccionario de la Real Academia de la Lengua Española (DRAE), the noun ranking is an English voice which means classifying from highest to lowest, useful to establish assessment criteria; On the contrary, the Merriam Webster Dictionary states the word ranking functions as an adjective that means having a high position.

The syntactic-semantic analysis done in the next studied sample: "...Israel nació como una economía netamente agrícola. Hoy ocupa los primeros puestos en los *rankings* mundiales de innovación,...", illustrates that this superimposed anglicism takes the syntactic function of a noun. Regarding, the semantic aspect the noun ranking in Spanish context points out a specific position within a categorization.

Finally, Spanish language has equivalent terms to ranking such as *lista*, *tabla*, *clasificación*; however, this anglicism is accepted by DRAE without morphological changes and it is very common in scholarly and entertainment magazines. The usage of this unnecessary anglicism endangers purity of Spanish language.

rol

This superimposed anglicism proceeds from English word *role*, both the Diccionario de la Real Academia de la Lengua Española (DRAE) and the Merriam Webster Dictionary label this word as a part of speech called noun that means the actions and activities assigned to, or required or expected of a person or group function.

Inquiring into the next passage: "... que regrese a su *rol* de ama de casa....", on the linguistic analysis we have to state that in Spanish language the term *rol* within the syntactic context of the example above is categorized as a noun. Furthermore, the meaning of this anglicism remains the same in both languages.

Regarding morphological changes this term undergoes a little variation by dropping vowel “e”: role-rol. Despite this anglicism is employed in all researched variables, it is unnecessary and must be avoided substituting it by the appropriate Spanish equivalents such as “función, papel”.

show

Show is also a very commonly used word in Spanish, but it appears in the *RAE Dictionary* as an English word which fulfills the noun function meaning any kind of public exhibition or exposition. Besides, the Merriam Webster Dictionary assigns two lexical categories to this entry: noun and verb, as a noun expresses a demonstrative display.

Considering the upcoming example: “Tras su triunfo en dicho *show*, le propusieron participar en un par de episodios,...”, is clear that show is working as a noun. The meaning in this context is the same as in English: “a demonstrative display”. Morphologically is used without any spelling changes.

Also, the use of borrowing show is considered unnecessary because there is a Spanish word to replace it “espectáculo”. Additionally, researching on DRAE we have found out that this term has been proposed to be deleted.

slogan

In accordance with the Merriam Webster Dictionary, this word functions as a noun meaning an attention-getting word or phrase used to publicize something.

The next collected sample: "...Benjamín Carrión fue candidato para la vicepresidencia de la Republica formando binomio con Antonio Parra Velasco, que llevaban el *slogan* «Parra-Carrión, Revolución.»", shows us that slogan is an English voice that in this Spanish context functions as a noun.

In addition, the Diccionario de la Real Academia de la Lengua Española (DRAE) approves this term with its respective morphological change that entails to add letter "e" in its first syllable: slogan-eslogan. In brief, this word is a common term in Spanish language for different contexts of Ecuadorian magazines.

software

The Diccionario de la Real Academia de la Lengua Española (DRAE) states this word arises from the same English voice which performs as a noun denoting a set of programs, instructions and rules computer to perform certain tasks on a computer. Equally, the Merriam Webster Dictionary defines this word as a noun that means the entire set of programs, procedures, and related documentation associated with a system and especially a computer system.

Looking at the following sentence: “Hoy, ese programa utiliza *software* israelí.”, is easy to realize that syntactically software fulfills the function of a noun, keeping the same meaning in both languages and without experiences morphological changes.

Although this borrowing is widely used in computing there are some Spanish expressions that could be used: “programas informáticos o aplicaciones informáticas” Furthermore, this borrowing is a new reality and it is accepted by DRAE because is shorter than the Spanish translation created to replace this concept.

tatuar

According to the Diccionario de la Real Academia de la Lengua Española (DRAE) this word comes from English tattoo functioning as a verb; both DRAE and the Merriam Webster Dictionary have the same meaning for this entry: to mark or color (the skin) with tattoos. However, in English language the word tattoo performs two lexical categories noun and verb.

In the linguistic analysis on the following setting: “...o en un fino lienzo *tatuar* nuestro corazón abierto.”, the word *tatuar* in Spanish is categorized as a verb because it carries out the action of marking or designing. This anglicism as a verb keeps the same English meaning.

Regarding its morphological aspect this verb is formed from the English word tattoo by dropping the last syllable “too”, adding consonant “u” and the Spanish verbal ending “ar”: tattoo-tatuar.

test

This unnecessary anglicism is accepted by the Diccionario de la Real Academia de la Lengua Española (DRAE), whose meaning is to assess knowledge or skills, in which you have to choose the correct answer from several options previously set up. Alternatively, the Merriam Webster Dictionary assignees this word three functions: noun, adjective and verb. As a noun it signifies a critical examination, observation, or evaluation.

Analyzing the following context: “Serian innumerables las determinaciones de laboratorio que se pueden realizar en urgencias: *test* de embarazo, análisis de orina,...”, we can assert that in Spanish the word *test* function as a common noun, preserving the same meaning of the English language.

This English voice is approved by DRAE without morphological changes; although, from the point of view of the Spanish language it could be preferable to use words such as “prueba, evaluación, examen” in order to preserve the purity of language.

turismo

This anglicism according to the Diccionario de la Real Academia de la Lengua Española (DRAE) is a noun that comes from the English word tourism. In the same way, the Merriam Webster

Dictionary gives to the noun tourism the same meaning as in Spanish.

Analyzing the following sentence: “Sao Paulo es cuna de intenso *turismo* cultural por sus cientos de teatros,...”, the syntactic function of word turismo is a common noun having the same connotation as the English word tourism.

During the incorporation of this word into Spanish there have been some morphological adaptations, by dropping letter “o” in the first syllable and adding letter “o” in the last one: tourism-turismo.

It is also interesting to highlight that the word turismo has developed into new lexical unities, in Spanish, such as turístico that falls into adjective lexical category.

To conclude de Linguistic study based on the corpus of thirty terms analyzed previously, were drawn from several interesting issues arose from this research work. Most of the anglicisms are accepted by the Diccionario de la Real Academia de la Lengua Española (DRAE) which have been adapted and assimilated to Spanish language with minor morphological variations; hence, these terms do not represent a threat to Spanish language. In addition, after looking up in the Diccionario de la Real Academia de la Lengua Española (DRAE) a small number of words in the researched corpus such as Internet, multimedia, flash, láser are used because these words are shorter than the Spanish translations created to replace a new reality or concept.

Some other terms such as call center, default, gadget are not registered by DRAE however they are used because there are no similar Spanish words to define these anglicisms. The usage of these anglicisms is not very common except in particular articles of scholarly and general interest magazines for this reason they do not impoverish Spanish language.

Besides, taking account that the field research was done in different variables which cover different fields, interests, audiences and they are prolific sources of information, report, analysis and entertainment the usage of anglicisms involves multiple senses and explanations. One of them is definitely the enormous influence of English around the world; consequently, most of these terms have been incorporated into Spanish lexicon because they are necessary to cover the communications needs, particularly in journalistic, economical, medical, sporting, and technological fields among others.

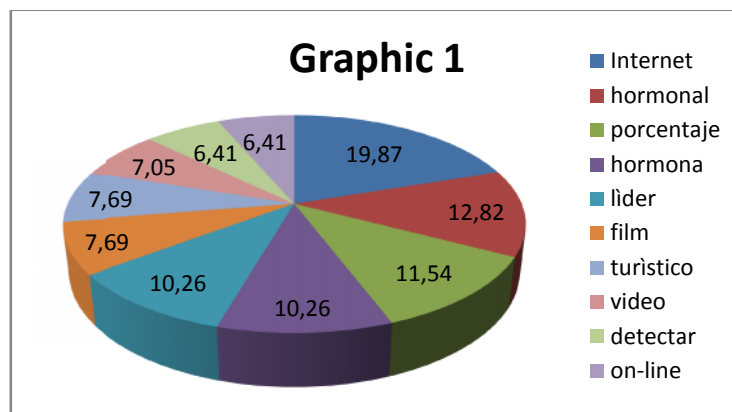
It is suitable to point out that Spanish language is impoverished as there is an improper use of some anglicisms instead of using their Spanish counterparts. After analyzing the previous corpus we can state that few anglicisms are misused. On the other hand, it is evident that Spanish language to a certain extent is not self-sufficient and it does not have all words for all objects, concepts, actions, realities.

Spanish languages communities enrich its language through written media with the inclusion of necessary borrowings of other languages which provides direct or indirect communicative relationships.

Comparative Analysis

In addition to the Linguistic analysis, the following Comparative study grounded on the information obtained from quantitative tabulation that contains frequencies and percentages enable us to determine ten of the most frequent anglicisms in Ecuadorian magazines which have been drawn from a sample of 132 founded borrowings and their probable foundations, as well as to determine which variable (cultural, scholarly, and general interest magazines) comprises the higher amount of anglicisms.

Next, we will present the results obtained from our research work in Ecuadorian magazines proposed in three variables: cultural, scholarly, and general interest. In order to get a proper corpus that allows a meaningful analysis, these words were listed by frequency of usage (see chart 4). The overall results show the following information: First comes the word Internet, followed by hormonal, porcentaje, hormona, lider, film, turistico, video, detectar and on-line.



Graphic 1: Ten most frequent anglicism in Ecuadorian magazines.

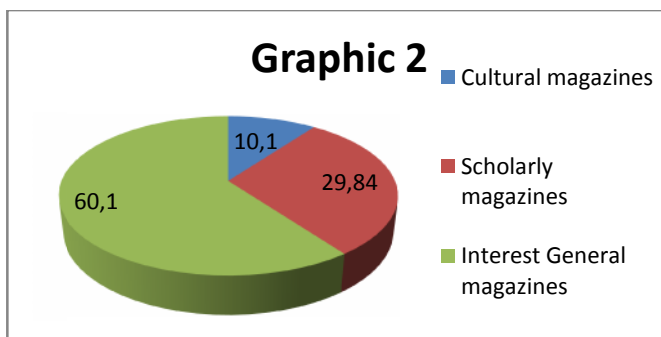
First of all, these ten anglicisms have been found in almost all variables, for this reason their frequency is evidently higher than the other ones. Furthermore; all these words with the exception of the anglicism on-line have been already accepted by DRAE being this an important fact that publishers of Ecuadorian magazines specially scholarly and cultural ones take into account when employing these terms in their issues.

Another reason that locates these anglicisms at the top of the chart is these lexical terms regarded as anglicisms are part of people`s everyday vocabulary in almost all activities because they have been adapted to Spanish language in their syntactic, semantic and morphological aspect. Indeed, these well-known words such as Internet, hormonal, porcentaje, lider, on-line, turistico are commonly employed in Spanish language by written media in reports, articles, news, health, entertainment whose main target is to grasp reader`s attention.

Moreover, according to the results displayed in graphic number one the word Internet show the highest rate of usage with 19.87%. This is because this essential anglicism is not only a term in style, but also it is a practical and necessary borrowing in intellectual, cultural and commercial information that magazines convey.

In order to conclude this stage we will carry out the comparative analysis among variables (cultural, scholarly and

general magazines) based on the results of chart five. For better illustration this data is displayed in the graphic below.



Graphic 2: The variable with the highest percentage of anglicisms.

According to these results, it is interesting but not unexpected to confirm that general interest magazines contain the highest number of anglicisms with 60.10% pointing out several reasons for such outcome.

General interest magazines are easily accessible, addressed to all kind of audiences. That is to say they are interesting for professionals, teenagers, adult people, housewives, politicians therefore; the language used in this kind of magazines is plenty of attractive, in style, understandable vocabulary including the usage of anglicisms. Besides, the magazines chosen within this variable (Vistazo and Hogar) have a broader content than the others researched variables, because they cover a wide variety of topics.

In spite of most of the anglicisms used in general interest magazines are registered in DRAE, sometimes writers have the necessity to use English terms that do not have Spanish

counterparts particularly to communicate readers magazines new concepts, technologies and ideas.

It is worth mentioning that scholarly magazines comes in second place with 29.80% that is because specialized magazines on scientific areas are very much carefully in using appropriate terms. However, lack of scientific and technological lexicon justifies the use of several anglicisms.

Finally, as expected cultural magazines is the variable with lower percentage 10.10% of anglicisms in their issues. By in large, writers and publishers take care on purity of language and show a deep concern for linguistic and cultural identities.

Conclusions

The present research attempts to clarify on the phenomenon of Anglicisms used in written language, focusing on Ecuadorian magazines taking account three variables (cultural, scholarly, general interest). The most relevant conclusions of this research work are the following:

- According to data researched from selected Ecuadorian magazines, the ten most employed anglicisms by usage frequency are: Internet 19.87%, hormonal 12.82%, porcentaje 11.54%, hormona 10.24%, líder 10.26%, film 7.69%, turístico 7.69%, video 7.05%, detectar 6.41% and on-line 6.41%
- After the syntactic-semantic and morphological analysis on the thirty chosen anglicisms, fifty percent of them have gone through changes in their linguistic structure. These are: detector, detective, estándar, estrés, filme, folklore, hormonal, láser, líder máster, porcentaje, rol, slogan, tatuar and turismo.
- The anglicism with the highest percentage of usage is the word Internet (19.87%) and was found in all researched variables. This is because Internet is a new concept that has been recently accepted by the Real Academia de la Lengua Española (DRAE) having a deep impact in entertainment, science, education, economy, health, and technology.
- The comparative analysis among cultural 10.1%, scholarly 29.84% and general interest 60.1% variables confirms that the

usage of a high percentage of borrowings in general interest magazines respond to the diversity of topics and audiences they are addressed to.

- Based on the corpus of anglicisms analyzed most of them are accepted by the Diccionario de la Real Academia de la Lengua Española (DRAE) with minor morphological changes such as detector, detective, estándar, estrés, filme, flash, hormonal, Internet, làser, lider, light, look, marketing, màster, multimedia, porcentaje, ranking, rol, show, software, tatuar, test and turismo.
- The linguistic analysis of the thirty anglicisms show that a high number of anglicisms have a Spanish equivalent. For example estrés- preocupación, lider- jefe, show- espectáculo, porcentaje- tanto por ciento. Therefore, the usage of these words can be avoided.

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Annexes

Bibliographic Information Format

Theme	Pg. N°	Information	Form N°
Topic			
Title (book, journal, magazine): Citation, in APA FORMAT			

APA Citation Format

Item	Information	Form N°1
Research question (s) hypothesis:		
Subjects or participants		
Setting or place:		
Methods:		
Results:		
Author's/Authors' Conclusions & Recommendations:		
Limitations identified by the author(s)		
Relevance to your proposed topic?		

Qualitative Tabulation Format

Magazine and date	Anglicism	Examples	Lexical Category	Word Repetition number	Heading	Page

Quantitative Tabulation Format

Anglicism	Word repetition number

Comparison between Variables Format

	Variable	f	%
Anglicisms	Cultural magazines		
	Scholarly magazines		
	General Interest magazines		
	Total		