



UNIVERSIDAD TÉCNICA PARTICULAR DE LOJA

La Universidad Técnica Particular de Loja

ESCUELA DE CIENCIAS DE LA EDUCACIÓN

MENCIÓN INGLÉS

MODALIDAD ABIERTA Y A DISTANCIA

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

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

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2011

CERTIFICATION

Mgs. Alba Vargas Saritama, Thesis Advisor

CERTIFIES THAT:

This research 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, May, 2011.

THESIS ADVISOR

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AUTOR

AUTHORSHIP

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

Loja, May, 2010.

AUTHOR

DEDICATION

All credit and dedication is given to my everlasting-loving-marvelous wife, Pamela. Moreover, this piece of work is dedicated to my second grandmother, who passed away during the days of the development of this thesis. The rest of my inspiration is placed in the arms of God since I know the Lord moves in mysterious ways, although sometimes He duckwalks.

Carlos Andrés

ACKNOWLEDGEMENT

I express my eternal gratitude to those spirits and souls who have touched my heart and mind. I have truly known many masters along the winding road of my life, a few loves, but all of them are in my memories.

Attitude, will, spirit and faith were my indivisible engines. Hope was always held in the hands of my mother, who provided me with the necessary conscience for my education. Thanks to my real friends and my wife who supported me through the sour and sweet times.

Finally, I would embrace gratitude to my patient thesis advisor, who guided me to get this goal.

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ABSTRACT

Nowadays, it is very common to find words such as *show*, *night club*, *hobby* and others in Spanish written texts, terms that linguistically speaking are called Anglicisms.

A Descriptive Analysis of Anglicisms Used in Ecuadorian Newspapers is a study aimed at discovering the most common Anglicisms used in Ecuadorian newspapers.

This qualitative and quantitative research was conducted in the city of Guayaquil. The sample for the study included three newspapers: a national, a local and a tabloid. This study examines the use of Anglicisms from the etymologic, semantic, morphologic and syntactic point of view in the News section, Advertisements, Reports, Social pages and Sports section of each newspaper.

Reading techniques, underlining, note-taking and interviews to remarkable linguists were applied to collect information and to know their opinions about the acceptance or rejection of the use of Anglicisms.

Results show that the national newspaper displayed the highest number of Anglicisms specially in the Ads section: Also, it was concluded that the level of influence of English on the linguistic expressions found in Ecuadorian newspapers is increasing rigorously, proving that there is a sense of replacing the equivalent Spanish term with the corresponding Anglicism which in most of the cases fails to enrich the language.

INTRODUCTION

This research named *A Descriptive Analysis of Anglicisms used in Ecuadorian Newspapers* explores the use of anglicisms in all newspaper sections. This study arises out of the desire to know how the economical power and dominance of the United States has influenced Spanish language in Ecuador. Thus it was necessary to know how the RAE (Royal Spanish Academy) has reacted regarding this phenomenon. This investigation details how Ecuadorians have incorporated, assimilated and accepted anglicisms into Spanish since the majority of these words apply the same functions they had in their original language.

Although little research was found on the topic, there are some studies that evidence several features and information about the insertion of anglicisms or neologisms into Spanish language. Erichsen (2005) tells how the use of English is to be expected as long as the American culture continues to play the role it does. He shows examples where anglicisms about technology or entertainment crop up naturally into the Ecuadorian society. However, he surprisingly describes a situation where the use of anglicisms was completely unexpected. Also, Kehoe (2009) emphasizes the necessity of publishing a series of lists of neologisms for English teachers, because he insisted that new lexical information is available in any kind of journalistic text. Moreover, Galinsky (1980) details how neologisms were inserted

into the German language in the late 70's. He also mentions that modern German words were borrowed from American English, emphasizing that these words are known because of their integration and adaption into the recipient language, the emotional attitudes towards them, and their stylistic functions.

This investigation is of great importance because in this modern and accelerated world in which we live in, most of the citizens in any society have access to information from newspapers, being this physically or digitally. The common interest of the people is to be informed –or to inform others- about any topic whatsoever: the creation and spread of social websites attach the young and adults similarly to a process of permanent exchange of information. It is in this sense that English is the most widespread language and has caused the adoption of anglicisms.

This study presents a descriptive, linguistic and sociological analysis of written language in Ecuadorian newspapers to know, analyze and identify the impact of anglicisms used in the three variables of this study: National newspaper, local newspaper and tabloid, as well as in the five subvariables: News, Ads, Social Pages, Reports and Sports.

This research took place in Guayaquil. Books, electronic articles, and newspapers were consulted so as to fully understand the researched topic.

The research included objectives such as:

To determine the level of influence of the English language on the linguistic expressions used in Ecuadorian newspapers. It has been determined that the level of influence of English language in Spanish is relevantly high because of the release of electronic devices, music styles, sports jargon, and any kind of entertainment.

To identify syntactic and lexical anglicisms most commonly used in newspaper material in Ecuador. These anglicisms were identified in all the researched newspapers by organizing and obtaining the percentage in which anglicisms were mostly used or most repeated. It was determined that most anglicisms were nouns and adjectives which usually had the same meaning in both English and Spanish.

To make a deep analysis of the anglicisms found in Ecuadorian newspapers regarding their etymological, syntactic-semantic and morphological aspects. It was found that most of the anglicisms found in the research came from Middle English, Old English and Modern English.

To know the level of acceptance Ecuadorians have on the use of anglicisms in newspapers. Remarkable linguists were interviewed. They shared their point of view about the use of anglicisms in Ecuadorian newspapers and why this theme is in controversy as the time passes by. There was only one linguist

who supported the everyday use of anglicisms; the rest of the linguists confirmed their conclusions by the avoiding and correction when using anglicisms in any kind of communicative means.

To determine the written sections of Ecuadorian newspapers in which anglicisms are mostly used. This objective was completely achieved as shown in Advertisements (Real Estate, Automobile, Computer products, Sexual Services and Sexual-Oriented products), Social Pages and Sports where more anglicisms from all the researched sections were found.

Finally, strategies and sources were used and those were included in the Literature Review and in various references from remarkable Spanish authors. Moreover, a personal outlook, opinion and input about this research were taken into account to conclude that people use anglicisms because they are shorter and easier to remember than Spanish terms and because they want to appear more modern, fashionable and comfortable to use. All this information is shared in this research, which might objectively be considered as one of great importance in language evolution and usage.

METHODOLOGY

This qualitative and quantitative study was done by conducting a field and literature review on anglicisms and on related topics to scientifically support and provide an accurate description, analysis and criteria of the collected data regarding anglicisms in Ecuadorian newspapers.

This research took place in Guayaquil. The sample for this research includes a national newspaper Diario El Universo, a local newspaper Diario Expreso and a national tabloid Diario Extra.

First of all, different sources such as books, electronic articles, and newspapers were checked in order to understand better the researched topic and to write literate reviews.

Then, the field research was conducted, for that the three newspapers were collected for 7 consecutive days, in order to be analyzed by applying the skimming and scanning reading techniques and anglicisms were selected in the subvariables News, Advertisements, Social Pages, Reports and Sports sections by using the note taking technique. Additionally, data collection formats, cards and tables were used as instruments to gather the field data.

After that, anglicisms were carefully checked by using a dictionary. Then, the results were organized in charts per variables and subvariables.

For the analysis, ten (10) anglicisms were selected according to each subvariable, for analyzing them deeply, regarding their etymological, syntactic-semantic and morphological aspects. The anglicisms found were underlined or highlighted in the corresponding newspapers. The RAE dictionary was consulted to confirm whether or not the terms were anglicisms.

Fifteen charts were used to tabulate the collected data. Each of these charts encloses the type of newspaper (variable: National Newspaper, Local Newspaper or Tabloid) and the corresponding section (News, Reports, Sports, Advertisements, Social Pages). Every chart included the anglicism found, the sentence or statement where this was found, the title of the news, the number of times the anglicism was repeated, and the date. Three additional charts contained all anglicisms found per variable in general, and there was a last chart which included the anglicisms that were most repeated.

In the Linguistic Analysis from seventy two (72) anglicisms found, thirty (30) anglicisms were chosen randomly for further analysis. The sample refers to the three newspapers. To analyze these terms, it was necessary to check first the origins and roots of the words to verify if they were anglicisms or not and to determine which of these terms were accepted by the Royal Spanish Academy, their grammatical function in English as well

as in Spanish, the example where the anglicisms were found, and the meanings of these anglicisms. All these steps constituted the Qualitative Results.

After this, a Comparative Analysis was made. Each and every variable was analyzed with its subvariable. Each analysis explained which anglicisms were more repeated and why this happened. Then, every variable was analyzed in general terms. It is important to highlight that every analysis had its backup in the Literature Review.

Finally, to consider the personal point of view of linguists about this phenomenon, interviews to remarkable professionals were applied. The information provided and shared by these linguists was extremely useful to learn more about the correct or incorrect use and development of anglicisms in our language as well as to obtain additional information from the sociological perspective and to draw general conclusions.

RESULTS

This section contains the anglicisms found in a national newspaper, a local newspaper and a national tabloid, which are sold and distributed in Guayaquil and in Ecuador, and the samples were taken from the 19th of October, 2009 until the 25th of October, 2009.

The first newspaper, Diario El Universo, is a daily newspaper that is distributed throughout the entire country. It is also the oldest newspaper in Ecuador.

The second analyzed newspaper, Diario Expreso, is also distributed daily, but just in the city of Guayaquil.

Finally, the third source consulted was the Diario Extra tabloid; a national tabloid that obtained its popularity by giving sensationalist information to their readers that is often presented with a mixture of both implicit and explicit sexual content and disturbing images of dead people.

The results are organized per variable and subvariable according to the qualitative and quantitative charts as follows:

QUALITATIVE RESULTS

Chart One

Variable: National Newspaper "Diario El Universo"

Subvariable: News

anglicisms	Examples	Word Repetition number	Title of the article	Date
buffete	¿Cómo puede ser el buffete del jefe político ...?	1	Fabricio sugiere meter en prisión al "Circulo Rosa"	19/10/2009
mail	En poder de Fabricio Correa, hay un mail de Invermun...	1	Fabricio sugiere meter en prisión al "Circulo Rosa"	19/10/2009
smoking	La fauna criminal de smoking y del champán...	1	El derecho penal del enemigo	19/10/2009
express	Los sospechosos del cometimiento de secuestro express ...	1	El derecho penal del enemigo	19/10/2009
fairplay	En el nombre del deporte y del llamado fairplay ...	1	¡Uf, que alivio!	20/10/2009
banner	Le regaló un banner , 2000 tarjetas de presentación y un lote de medicinas.	1	Presidente dice que Fabricio es "mitómano" y quiere poder	23/10/2009
call center	El call center es parte de la estrategia de difusión del organismo de control...	2	Call center habilitado para consultar tarifas	23/10/2009

Author: Carlos Andrés Blacio

Source: Diario El Universo

Chart Two

Variable: National Newspaper "Diario El Universo"

Subvariable: Ads

anglicisms	Examples	Word Repetition number	Title of the article	Date
suite	Alquilo suite en Ceibos.	12	Real Estate	19/10/2009

full	Chevrolet Aveo full equipo. Flamante.	55	Automobile	19/10/2009
cyber	Vendo cyber por viaje.	2	Real Estate	19/10/2009
laptop	Vendo laptop , Windows Vista.	3	Products	19/10/2009
suite	Alquilo o vendo suite...	10	Real Estate	20/10/2009
full	Chevrolet full equipo...	45	Automobile	20/10/2009
jacuzzi	Vendo casa con piscina y jacuzzi	2	Products	20/10/2009
suite	Alquilo o vendo suite...	17	Real Estate	21/10/2009
full	Chevrolet full equipo...	53	Automobile	21/10/2009
unisex	Cortes de cabello unisex...	3	Beauty Services	21/10/2009
suite	Alquilo para estudiantes suite...	11	Real Estate	22/10/2009
full	Hyundai Matrix full equipo...	39	Automobile	22/10/2009
discjockey	Ofrecemos servicio de discjockey para todo evento social...	3	Jobs and services	22/10/2009
suite	Garzota alquilo suite amoblada...	19	Real Estate	23/10/2009
full	Twingo full equipo...	63	Automobile	23/10/2009
call center	Trabajar para el call center...	2	Jobs and Services	23/10/2009
discjockey	Luces, laser, discjockey y karaoke	4	Jobs and Services	23/10/2009
unisex	Solicita estilista de cortes unisex	5	Jobs and Services	23/10/2009
jacuzzi	Villa con piscina y jacuzzi	2	Products	23/10/2009
suite	Estreno suite 1 o 2 dormitorios...	15	Real Estate	24/10/2009
full	Ford Ecosport 2004 full equipo...	59	Automobile	24/10/2009
cyber	Ayudante para cyber medio tiempo...	3	Jobs and Services	24/10/2009
laptop	Vendo laptops...	5	Products	24/10/2009
tour	Furgonetas para tours dentro y fuera de la ciudad	4	Jobs and services	24/10/2009

suite	Alquilo suite para matrimonio...	19	Real Estate	25/10/2009
full	Chevrolet Grand Vitara full ...	51	Automobile	25/10/2009
cyber	Cyber buen estado excelente ubicación...	6	Real Estate	25/10/2009
laptop	Se reparan laptops a domicilio...	3	Jobs and Services	25/10/2009

Author: Carlos Andrés Blacio

Source: Diario El Universo

Chart Three

Variable: National Newspaper "Diario El Universo"

Subvariable: Social pages

anglicisms	Examples	Word Repetition number	Title of the article	Date
lobby	Turistas extranjeros en el lobby del hotel...	1	Napo y Leo en MAS	19/10/2009
hobby	Cuarentazo, hobby que practica desde los 15 años.	1	Culmino en Guayaquil el 2do campeonato de 40	19/10/2009
jam session	A manera de jam sessions ...	1	Ojos de Brujo, fusión de hip hop aflamencado	19/10/2009
on-line	Las propuestas se enviarán vía on-line ...	3	Ganador de concurso creará un personaje	20/10/2009
show	El show se ofreció en el Centro Cultural...	2	Una velada de humor...	20/10/2009
web	La representación de las web 2.0	4	A la pesca de clientes on-line	21/10/2009
clic	Debe hacer clic en el anuncio y ganará un premio...	2	A la pesca de clientes on-line	21/10/2009
e-mail	Un mensaje en su e-mail ...	1	A la pesca de clientes on-line	21/10/2009
web	Lanzó un prueba del Seven en la web .	1	Sale a la venta Windows 7	22/10/2009
show	Habla sobre sus próximos shows ...	1	La vida nos enseña mucho y yo se aprender	22/10/2009

click	Sin hacer click ...	1	Sale a la venta Windows 7	22/10/2009
show	Ofrecerá un show en el restaurante...	3	Agenda de Fin de Semana	23/10/2009
six pack	Intenta comprar un six pack de cervezas...	1	Quería mas alcohol	23/10/2009
marketing	Aunque los gabinetes de marketing ...	1	Windows 7, la esperanza financiera de Microsoft	23/10/2009
laptop	Los usuarios de Twitter para laptops ...	3	Ideas tecnológicas de la tierra del Twitter	24/10/2009
jeans	50 estilos de jeans ...	1	Tañón presentó su línea de ropa	24/10/2009
marketing	Por costos de marketing mas altos...	1	Televisores y teléfonos mejoran la crisis de LG	24/10/2009
pub	Entre a uno de sus pubs ...	1	Cotswolds	25/10/2009
software	Coloquen software que bloquee páginas negativas...	1	Niños en la red social	25/10/2009
bungalow	Que son bungalows de lujo en medio de la selva.	1	Placeres del Tayrona	25/10/2009
mix	Disfrutó cada probada de este mix turístico...	1	Placeres del Tayrona	25/10/2009
blogger	Junto con el blogger ecuatoriano Andrés Santos...	1	Placeres del Tayrona	25/10/2009
cake	El conocido cake con frutas confitadas...	2	Ambiente navideño	25/10/2009
snacks	La Loncherita, un grupo de diferentes snacks ...	1	Ambiente navideño	25/10/2009
webcam	Para una webcam de marca D-Link...	1	Dr. Tecno	25/10/2009
driver	Al momento de buscar el driver a pesar de...	1	Dr. Tecno	25/10/2009
blog	Blog sobrio	5	Blog sobrio	25/10/2009
spots	A través de spots publicitarios...	1	Iphone vs Blackberry	25/10/2009
retail	Una empresa de retail y diseño de interiores...	1	El rey está de visita	25/10/2009
tour	Este tour se ha vuelto mas popular...	2	Salango Mojado	25/10/2009

web	Para Fadango, web de venta de tiques...	4	El ultimo baile de Michael Jackson	25/10/2009
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Author: Carlos Andrés Blacio

Source: Diario El Universo

Chart Four

Variable: National Newspaper "Diario El Universo"

Subvariable: Reports

anglicisms	Examples	Word Repetition number	Title of the article	Date
express	Asalto, secuestro express , sicariato...	1	Mas ataques del hampa	20/10/2009
boy scout	Le dedicaba más horas a ser boy scout ...	1	Una graduada de la Católica	20/10/2009
call center	H.de Infectología se prepara para dar citas por call center .	2	H.de Infectología se prepara para dar citas por call center .	21/10/2009
show	Se realizara show con cantantes	1	Alistan marcha por Guayaquil "Sin Violencia"	22/10/2009
comic	Las aventuras de Asterix y Obelix, comic francés...	1	Toda la Galia...	24/10/2009
ring	Ñaños en el Ring	1	Ñaños en el Ring	25/10/2009

Author: Carlos Andrés Blacio

Source: Diario El Universo

Chart Five

Variable: National Newspaper "Diario El Universo"

Subvariable: Sports

anglicisms	Examples	Word Repetition number	Title of the article	Date
hit	Conectaron 13 hits ...	1	Yankees triunfan en 13 entradas	19/10/2009
inning	En el undécimo inning y después...	1	Yankees triunfan en 13 entradas	19/10/2009

hit	En los que diseminó 3 hits...	1	Filis barrió 11-0 a Dodgers	20/10/2009
playoff	En los playoff del 2005 terminó...	1	El Momento de Alex Rodriguez	20/10/2009
flow	También como se denomina estado flow .	1	El Momento de Alex Rodriguez	20/10/2009
club	Raúl Román no continuará en el club en el 2010.	5	Román ya no será torero en el 2010	20/10/2009
inning	8 innings completos...	1	Yankees apaleó ayer 10 -1 a Angelinos	21/10/2009
hit	Quien permitió cuatro carreras y seis hits...	1	Yankees apaleó ayer 10 -1 a Angelinos	21/10/2009
rally	Obtuvo el titulo en el campeonato nacional de rally	2	Azuayo se impuso en rally nacional	21/10/2009
club	Kaká ante su antiguo club	2	Kaká ante su antiguo club	21/10/2009
inning	Quien retiró un inning y un tercio en blanco	1	Filis, otra vez a la Serie Mundial	22/10/2009
club	El lateral argentino del club brasileño Cruzeiro...	2	Juan Pablo Sorín, ciudadano honorífico	22/10/2009
hit	Aunque permitió un hit , se quedó con el triunfo.	1	Angelinos extendieron la serie	23/10/2009
playoff	Mavort va con ventaja en el segundo partido de playoff	2	Mavort va con ventaja en el segundo partido de playoff	23/10/2009
club	El arquero retornó al club albo...	1	Manuel Mendoza entrena en Liga(Q)	23/10/2009
rally	Como copiloto de rallies , Todt se ha forjado una reputación...	2	Jean Todt sucede a Mosley en la presidencia de la FIA	24/10/2009
club	El club guayaquileño viajará a Latacunga	5	Sin opción de perder	24/10/2009
set	Que el primer set lo perdió...	1	Lapentti perdió en Copa Petrobras	25/10/2009

club	En el empate 1-1 de su club ...	4	Benítez y Castillo se destacan	25/10/2009
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Author: Carlos Andrés Blacio
Source: Diario El Universo

Chart Six

Variable: Local Newspaper "Diario Expreso"

Subvariable: News

anglicisms	Examples	Word Repetition number	Title of the article	Date
clik	Abad indica que se puede tener a golpe de clik en las aplicaciones más comunes...	1	Réquiem para el Vista	19/10/2009
mix	Tenemos 265 comercios con un mix comercial que lo tiene todo.	1	Isabel Noboa en negocio de telefonía	19/10/2009
call center	Este consiste en un sistema de call center al que la ciudadanía puede reportar...	1	Ojos de Águila en Milagro	19/10/2009
laptop	Que se han instalado en algunas laptops ...	1	Windows 7 está listo	19/10/2009
kits	Los talleres autorizados para instalar los kits anuncian el cierre...	10	El proyecto de gas para taxis se frena	20/10/2009
walkman	Esa fue la gota que derramo el vaso, ya que ese día unos walkmans no funcionaban.	1	Carlos Vera volverá recargado	20/10/2009
show	Habrá un show de baile y flamenco...	1	Plaza Mayor presenta eventos socioculturales para clientes	20/10/2009
stickers	La denuncia sobre los stickers clonados...	1	Gas para taxis: un proyecto con fugas	20/10/2009

boom	Las que iniciaron todo este boom fueron mi mama y abuela...	1	Sixto Suarez Noboa lleva al Club Patria en la sangre	21/10/2009
ranking	Ecuador desciende 9 puestos en el ranking	3	Ecuador desciende 9 puestos en el ranking	21/10/2009
shock	Hablo al principio de pequeño shock , de moda de los suicidios.	1	Trabajar a muerte, literalmente	21/10/2009
software	A no ser que estimule a los desarrolladores de software ...	2	La batalla de computación en nube	22/10/2009
relax	El debate para reformar en materia penal no impide el relax de los asambleístas	1	El debate para reformas en materia penal no impide el relax de los asambleístas	24/10/2009
light	Son combos de pollo, de ensaladas y sándwiches light .	1	El rey de las hamburguesas se toma su tiempo para las fundaciones	25/10/2009
web	La reproducción de contenidos en la web sin necesidad de descargarlos.	2	Rebelión en la red gratuita	25/10/2009
copyright	El copyright se ha convertido en un deber cívico.	1	Rebelión en la red gratuita	25/10/2009

Author: Carlos Andrés Blacio

Source: Diario Expreso

Chart Seven

Variable: Local Newspaper "Diario Expreso"

Subvariable: Ads

anglicisms	Examples	Word Repetition number	Title of the article	Date
night club	Vendo de oportunidad Night Club "Lookers"	1	Real Estate	19/10/2009
full	Matrix full equipo color blanco	7	Automobile	19/10/2009

suite	Suite alquilo para estudiantes	3	Real Estate	19/10/2009
full	Datsun camioneta full equipo...	4	Automobile	20/10/2009
suite	Suite para alquiler planta baja	3	Real Estate	20/10/2009
full	Chevrolet Aveo full ...	6	Automobile	21/10/2009
full	Twingo full equipo...	7	Automobile	22/10/2009
call center	Secretarias disponibles para call center	1	Jobs and Services	22/10/2009
smoking	Alquiler smoking , trajes de gala	1	Products	22/10/2009
full	Full equipo camioneta Dimax	5	Automobile	23/10/2009
suite	Suite para jóvenes estudiantes...	4	Real Estate	23/10/2009
laptop	Vendo laptops , cámaras, teclados	3	Products	23/10/2009
full	De oportunidad full equipo Hyundai...	5	Automobile	24/10/2009
suite	Alquilo centro suite . Informes.	3	Real Estate	24/10/2009
full	Tucson 2005 full equipo...	5	Automobile	25/10/2009
suite	Playas alquilo suite ...	2	Real Estate	25/10/2009
laptop	Vendo laptops de oportunidad	2	Products	25/10/2009

Author: Carlos Andrés Blacio
Source: Diario Expreso

Chart Eight

Variable: Local Newspaper "Diario Expreso"
Subvariable: Social pages

anglicisms	Examples	Word Repetition number	Title of the article	Date
showman	El showman del año	1	Galardones para artistas ecuatorianos	19/10/2009
ranking	Los rankings de las emisoras locales	1	Galardones para artistas ecuatorianos	19/10/2009

mix	Suben los músicos y tocan un mix ...	1	Di Blasio: Piano, humor...	19/10/2009
show	JS contará con shows en vivo...	1	Galardones para artista ecuatorianos	19/10/2009
sexy	Las mujeres mas sexys del 2002	1	Danielle Minogue	20/10/2009
web	En la pagina web ...	1	Felipe y Leticia	20/10/2009
show	En el show de Victor Saume	1	Mirla Castellanos	20/10/2009
casting	Casting para modelos...	1	Fashion Week Salinas	21/10/2009
sexy	Rihanna mas sexy	2	Rihanna mas sexy	21/10/2009
look	Con cambio de look	2	Con cambio de look	21/10/2009
show	El show durará 2 horas...	1	Recordando a Mercedes Sosa	22/10/2009
casting	Para realizar un casting en RTI...	1	Sara Corrales: Jessica era lo máximo	23/10/2009
web	A través de la página web se puede elegir...	1	Hoy se elige a la Reina de Cuenca	23/10/2009
hobby	Me inicié como un hobby ...	1	Sara Corrales: Jessica era lo máximo	23/10/2009
tour	Anunciaron los detalles del tour ...	1	Bon Jovi visitará 30 países en nueva gira	24/10/2009
show	Ellos dejaron contentos al público con el show mostrado.	2	Concierto entre amigos	24/10/2009
look	Salió al escenario con un look mas juvenil...	1	Concierto entre amigos	24/10/2009
baby shower	Las amigas de Denisse, quienes organizaron un entretenido baby shower ...	1	Denisse de Zavala se convertirá en madre	24/10/2009
sexy	Las novias del año y el ejercicio mas sexy	2	Las novias del año y el ejercicio mas sexy	25/10/2009
clown	Los clowns son personajes que no hacen chistes...	4	A los payasos no les causa gracia	25/10/2009

show	El show de títeres, caras pintadas...	2	A los payasos no les causa gracia	25/10/2009
discjockey	Acentuándose con los estratégicos cambios de ritmo del discjockey .	1	Mezcla de murga y zamba	25/10/2009

Author: Carlos Andrés Blacio
Source: Diario Expreso

Chart Nine

Variable: Local Newspaper "Diario Expreso"
Subvariable: Reports

anglicisms	Examples	Word Repetition number	Title of the article	Date
test	Cientos de alumnos quienes no tenían los conocimientos para aprobar el test de ingreso.	1	La igualdad de acceso en duda	19/10/2009
gay	Luteranos casaran a los gays	1	Luteranos casaran a los gays	23/10/2009

Author: Carlos Andrés Blacio
Source: Diario Expreso

Chart Ten

Variable: Local Newspaper "Diario Expreso"
Subvariable: Sports

anglicisms	Examples	Word Repetition number	Title of the article	Date
hit	Tras conectar un hit , cerró su puño...	2	A la caza de bravos peloteros	20/10/2009
inning	En el inicio del 5to inning ...	2	Ecuador busca un triunfo ante Venezuela	20/10/2009
ranking	Válida por el ranking mundial...	2	Sara arrasó con las medallas	20/10/2009
out	Con dos outs en la pizarra...	2	Angelinos logran primera victoria...	21/10/2009

hit	Despues que anotara el hit ...	1	Angelinos logran primera victoria	21/10/2009
cake	La organización les regaló un refresco y cake .	1	El Colegio Alemán de Medellín se impuso...	22/10/2009
club	Las felicitaciones llegaron por parte de los dirigentes del club ...	1	Me quedé admirado de la belleza del estadio	22/10/2009
game	Como sucedió después del cuarto game ...	4	Gómez y Clerc dieron clase de tennis	24/10/2009

Author: Carlos Andrés Blacio
Source: Diario Expreso

Chart Eleven

Variable: Tabloid "Diario Extra"
Subvariable: Ads

anglicisms	Examples	Word repetition number	Title of the article	Date
suite	Alquilo suite para una o dos personas	3	Real Estate	19/10/2009
full	Camión Caterpillar full equipo	7	Automobile	19/10/2009
laptop	Vendo laptop de oferta	4	Products	19/10/2009
night club	Vendo de oportunidad Night Club "Lookers"	1	Real Estate	19/10/2009
sexy	Chicas sexy . Envía SEXY .	4	Sexual Services	19/10/2009
spray	Spray prolongador de venta	4	Products	19/10/2009
jacuzzi	Villa 6 baños y jacuzzi ...	1	Real Estate	19/10/2009
cyber	De oportunidad vendo cyber ...	2	Real Estate	19/10/2009
stock	Stock de Repuestos	1	Products	19/10/2009
hot	Envía HOT	4	Sexual Services	19/10/2009
gay	Videos gay	2	Sexual Services	19/10/2009

chat	Chat en vivo	2	Sexual Services	19/10/2009
suite	Alquilo suite para una o dos personas	3	Real Estate	20/10/2009
full	Camión Caterpillar full equipo	7	Automobile	20/10/2009
laptop	Vendo laptop de oferta	4	Products	20/10/2009
night club	Vendo de oportunidad Night Club "Lookers"	1	Real Estate	20/10/2009
sexy	Chicas sexy . Envía SEXY .	4	Sexual Services	20/10/2009
spray	Spray prolongador de venta	4	Products	20/10/2009
jacuzzi	Villa 6 baños y jacuzzi...	1	Real Estate	20/10/2009
cyber	De oportunidad vendo cyber...	2	Real Estate	20/10/2009
stock	Stock de Repuestos	1	Products	20/10/2009
hot	Envía HOT	4	Sexual Services	20/10/2009
gay	Videos gay	2	Sexual Services	20/10/2009
chat	Chat en vivo	2	Sexual Services	20/10/2009
suite	Alquilo suite para una o dos personas	3	Real Estate	21/10/2009
full	Camión Caterpillar full equipo	7	Automobile	21/10/2009
laptop	Vendo laptop de oferta	4	Products	21/10/2009
night club	Vendo de oportunidad Night Club "Lookers"	1	Real Estate	21/10/2009
sexy	Chicas sexy . Envía SEXY .	4	Sexual Services	21/10/2009
spray	Spray prolongador de venta	4	Products	21/10/2009
jacuzzi	Villa 6 baños y jacuzzi...	1	Real Estate	21/10/2009
cyber	De oportunidad vendo cyber...	2	Real Estate	21/10/2009
stock	Stock de Repuestos	1	Products	21/10/2009
hot	Envía HOT	4	Sexual Services	21/10/2009

gay	Videos gay	2	Sexual Services	21/10/2009
chat	Chat en vivo	2	Sexual Services	21/10/2009
suite	Alquilo suite para una o dos personas	3	Real Estate	22/10/2009
full	Camión Caterpillar full equipo	7	Automobile	22/10/2009
laptop	Vendo laptop de oferta	4	Products	22/10/2009
night club	Vendo de oportunidad Night Club "Lookers"	1	Real Estate	22/10/2009
sexy	Chicas sexy . Envía SEXY .	4	Sexual Services	22/10/2009
spray	Spray prolongador de venta	4	Products	22/10/2009
jacuzzi	Villa 6 baños y jacuzzi...	1	Real Estate	22/10/2009
cyber	De oportunidad vendo cyber...	2	Real Estate	22/10/2009
stock	Stock de Repuestos	1	Products	22/10/2009
hot	Envía HOT	4	Sexual Services	22/10/2009
gay	Videos gay	2	Sexual Services	22/10/2009
chat	Chat en vivo	2	Sexual Services	22/10/2009
suite	Alquilo suite para una o dos personas	3	Real Estate	23/10/2009
full	Camión Caterpillar full equipo	7	Automobile	23/10/2009
laptop	Vendo laptop de oferta	4	Products	23/10/2009
night club	Vendo de oportunidad Night Club "Lookers"	1	Real Estate	23/10/2009
sexy	Chicas sexy . Envía SEXY .	4	Sexual Services	23/10/2009
spray	Spray prolongador de venta	4	Products	23/10/2009
jacuzzi	Villa 6 baños y jacuzzi...	1	Real Estate	23/10/2009
cyber	De oportunidad vendo cyber...	2	Real Estate	23/10/2009
stock	Stock de Repuestos	1	Products	23/10/2009
hot	Envía HOT	4	Sexual Services	23/10/2009

gay	Videos gay	2	Sexual Services	23/10/2009
chat	Chat en vivo	2	Sexual Services	23/10/2009
suite	Alquilo suite para una o dos personas	3	Real Estate	24/10/2009
full	Camión Caterpillar full equipo	7	Automobile	24/10/2009
laptop	Vendo laptop de oferta	4	Products	24/10/2009
night club	Vendo de oportunidad Night Club "Lookers"	1	Real Estate	24/10/2009
sexy	Chicas sexy . Envía SEXY .	4	Sexual Services	24/10/2009
spray	Spray prolongador de venta	4	Products	24/10/2009
jacuzzi	Villa 6 baños y jacuzzi...	1	Real Estate	24/10/2009
cyber	De oportunidad vendo cyber...	2	Real Estate	24/10/2009
stock	Stock de Repuestos	1	Products	24/10/2009
hot	Envía HOT	4	Sexual Services	24/10/2009
gay	Videos gay	2	Sexual Services	24/10/2009
chat	Chat en vivo	2	Sexual Services	24/10/2009
suite	Alquilo suite para una o dos personas	3	Real Estate	25/10/2009
full	Camión Caterpillar full equipo	7	Automobile	25/10/2009
laptop	Vendo laptop de oferta	4	Products	25/10/2009
night club	Vendo de oportunidad Night Club "Lookers"	1	Real Estate	25/10/2009
sexy	Chicas sexy . Envía SEXY .	4	Sexual Services	25/10/2009
spray	Spray prolongador de venta	4	Products	25/10/2009
jacuzzi	Villa 6 baños y jacuzzi...	1	Real Estate	25/10/2009
cyber	De oportunidad vendo cyber...	2	Real Estate	25/10/2009
stock	Stock de Repuestos	1	Products	25/10/2009

hot	Envía HOT	4	Sexual Services	25/10/2009
gay	Videos gay	2	Sexual Services	25/10/2009
chat	Chat en vivo	2	Sexual Services	25/10/2009

Author: Carlos Andrés Blacio
Source: Diario Extra

Chart Twelve

Variable: Tabloid "Diario Extra"
Subvariable: Social pages

anglicisms	Examples	Word repetition number	Title of the article	Date
show	Brahma brindó caravana para el show .	2	La búsqueda de la chica sexy del barrio	20/10/2009
casting	El casting se realizo en la ciudadela Kennedy.	1	Guayaquil busca su nueva reina...	20/10/2009
sexy	La búsqueda de la chica sexy del barrio	1	La búsqueda de la chica sexy del barrio	20/10/2009
sexy	Con su vestido sexy , entrevistó a Carlos Vera	1	Mirelly deslumbró a Carlos Vera	23/10/2009
show	Alberto Plaza se robó el show	1	Alberto Plaza se robó el show	24/10/2009
gay	Escándalo: Coronan a Miss Gay Internacional	2	Escándalo: Coronan a Miss Gay Internacional	25/10/2009

Author: Carlos Andrés Blacio
Source: Diario Extra

Chart Thirteen

Variable: Tabloid "Diario Extra"
Subvariable: Reports

anglicisms	Examples	Word repetition number	Title of the article	Date
web	Hablan las prepagos de la web	1	Información de la web	20/10/2009

Author: Carlos Andrés Blacio
Source: Diario Extra

QUANTITATIVE RESULTS

Chart Fourteen

Variable: National Newspaper "Diario El Universo"

anglicisms	Section	F	%
	News	8	1,30%
	Ads	515	83,60%
	Social pages	51	8,27%
	Sports	35	5,68%
	Reports	7	1,14%
	Total	616	100%

Author: Carlos Andrés Blacio

Chart Fifteen

Variable: Local Newspaper "Diario Expreso"

anglicisms	Section	f	%
	News	29	21%
	Ads	62	44,93%
	Social pages	30	21,73%
	Sports	15	10,87%
	Reports	2	1,56%
	Total	138	100%

Author: Carlos Andrés Blacio

Chart Sixteen

Variable: Tabloid "Diario Extra"

anglicisms	Section	f	%
	News	0	0%
	Ads	245	96,45%
	Social pages	8	3,14%
	Sports	0	0%
	Reports	1	0,39%
	Total	254	100%

Author: Carlos Andrés Blacio

THE MOST FREQUENT ANGLICISMS

Chart Seventeen

Anglicism	Word repetition number
Full	454
Suite	139
Night Club	50
Laptop	48
Sexy	35
Spray	28
Hot	28
Cyber	25
Club	20
Gay	18
Web	18
Show	17
Chat	15
Jacuzzi	11
Kit	10
Call Center	8
Unisex	8
Disc-jockey	8
Tour	7
Stock	7
Hit	7
Ranking	6
Blog	5
Inning	5
Clown	4
Game	4
Click	4
Rally	4
Mail	3
On line	3
Software	3
Mix	3
Cake	3
Playoff	3
Smoking	2
Express	2
Casting	2
Out	2
Hobby	2

Marketing	2
Buffete	1
Fairplay	1
Banner	1
Boom	1
Shock	1
Relax	1
Light	1
Copyright	1
Showman	1
Look	1
Baby Shower	1
Test	1
Lobby	1
Jam Session	1
Six Pack	1
Jeans	1
Pub	1
Bungalow	1
Blogger	1
Walkman	1
Flow	1
Set	1
Snack	1
Webcam	1
Driver	1
Spot	1
Retail	1
Boy Scout	1
Comic	1
Ring	1
Sticker	1
Showman	1
Total	1055

Author: Carlos Andrés Blacio

Source: Diario El Universo, Diario Expreso, Diario Extra

DISCUSSION

This section contains the Literature Review, in which meanings, concepts, facts, opinions and suggestions from teachers, philosophers, psychologists and specialized linguists are presented to support this research. It also provides the position of the Royal Spanish Academy towards anglicisms. Additionally, this section contains the qualitative analysis of 30 anglicisms taken from the variables (the three different newspapers) and the quantitative analysis in which a comparative analysis of the anglicisms found in the three newspapers is presented.

Finally, conclusions based on the results about the use of anglicisms in Ecuadorian newspapers are provided in order to offer a clear picture of the most common anglicisms used in Ecuadorian newspapers and to let people know their impact toward our cultural identity and native language.

Literature Review

English, like other languages, has evolved through times and ages. It is not only a plain evolution influenced principally by Latin, but English has also printed a seal of originality and globalization into Spanish.

In the current times we have been adopting and adapting, constantly, English words into its different communities.

No matter what language is spoken in any of the 6 continents, English vocabulary is drilling inside out and outside in.

Due to this literary situation, Ecuador has been taking participation from a long time ago. Ecuadorians have been continuously and consciously using anglicisms.

Not only in oral usage, but also in written usage, anglicisms are making their way to feel free to form (or deform) any communicative channel among the Ecuadorian citizens. The written media, specifically newspapers and tabloids, due to their rich visual property, offer tens and hundreds of anglicisms that are read without any obstacle or previous analysis.

It is still a matter of discussion for linguists to define what an anglicism is. As aforementioned, it is necessary to know a lot more about the impact of anglicisms in Ecuadorian newspapers and tabloids.

Language

Through the history of humanity, language has been improved and adapted into many languages. The complex difference between a communicative sound and a language sound are discussed by numerous linguists; all of them confirmed the fact that language is more than a matter of sounds and symbols.

Additionally, it is remarkably true that humans are the only ones that can create styles of speech through a vocal and sound variation.

Furthermore, Wikipedia (2009, page 1) cites the following: “A common progression for natural language is that they are first spoken, and then written, and then an understanding and explanation of their grammar is attempted.”

Linguistics

According to Norenberg (2003) Linguistics deals with the study of all aspects of human language regarding the way in which users employ it and what they must know for using it in a communicative way.

When people know a specific language, they can be understood by others who also know the same specific language. A normal hearing person, who knows any language, can produce sounds that have meanings and they can also understand sounds made by others that also contain meanings. In the same context, deaf people can produce and understand sign language, which is equivalent to a spoken language.

Linguistics describes what people know about language. Say this in other words, they do not tell people how to speak but study the way they do.

To have linguistic knowledge, any individual must have the following:

- Knowledge of the Sound System: which sounds or signs are applied for a determined language and what

they mean. It is necessary to know which sounds may start a word, end a word, and follow one another.

- Knowledge of Sentences and Non-Sentences: the use of the appropriate sentences for certain situations since no person speaks in single, isolated words. In this knowledge, people combine words to make a sentence using a finite vocabulary.

Branches of Linguistics

Asseburg (1999) emphasizes that linguistics is the study of language is composed of many different fields of investigation. Moreover, some branches of linguistics emphasize on particular languages in turn and their structures, such as morphology or syntax, while others attempt a wider establishment of language use in contexts, like sociolinguistics, focusing on the relations between language and society; furthermore, psycholinguistics investigates the connections between language and the human brain. Theoretical Linguistics has five main concerns which are the following: Morphology, Phonology, Syntax, Semantics and Pragmatics.

Morphology

Morphology studies the way that formal expressions vary through time in communities; the way a language changes over time and the way words and structures are formed.

Morphologically speaking, Burneo (2006) expresses that this field deals with the identification, report, combination and accounting of morphemes by using a set of word-formation rules.

A Morpheme can be described as the smallest unit of meaning: This is to say, the components of a word form.

Also, Morphemes may be free (unbound) or complimenting another morpheme (bound). Say another way clarifying with an example, “Play” is an unbound morpheme while the ending “-ing” is a bound morpheme. Whenever they are formed together, they make up a combined morpheme (“Working”).

Semantics

Semantics studies the meaning in a language, in other words, the clear relationship between what is said (written or signed) and what is meant. Moreover, this relationship can be distorted or changed through time.

Burneo (2006) refers to semantics as the study of symbols, signs and structures of meaning in words and sentences. Two types of meanings can be identified: Word meaning and speaker’s meaning.”

Word meaning refers to the central meaning; the one found in dictionaries. While, speaker’s meaning refers to what the speakers intend to convey when they use the language to communicate ideas, feelings or opinions.”

Wikipedia (2009) tells about semantics and its changes that usually the modern meaning is radically different from the original one.

One of the best examples is the change from the original meaning of “guy” to the modern and contemporary usage of the same word; at the very beginning of its usage, “guy” was used to refer a “bad or grotesque person”, nowadays we mention the word to call “any person in any gender” (E.g. “Hey, all you guys please stand up!” could be directed to a group of men or women or both).

Syntax

According to Burneo (2006) the syntax of a language is the set of essential rules that speakers use and follow when they unify words into sentences; Syntax studies the grammatical relations between words and other units in a sentence.

These relations, says Burneo (2006), are regulated by a set of grammatical principles that allows the users to combine words into phrases, clauses and statements in a language in order to communicate.

Nevertheless, each and every person consciously, although sometimes unconsciously, knows the syntax of a language. Without giving too much emphasis, the grammar of any language stands on an internalization of a natural process of language acquisition and adaption.

In addition, the syntax of -or in- a language is a matter of understanding and not describing. Since a person who is developing a language, may find it too hard or even illogical to just give a set of phrases or expressions to memorize. Thus, syntax refers to the language competence of a speaker.

Pragmatics

Pragmatics is the study of language used in social context, including its effects on the interlocutors.

According to Burneo (2006) Pragmatics considers the study of language use in communication. Pragmatics examines the relationship between utterances and the social context in which they are brought forth.

Phonology

Phonology is the study of speech sounds in language with reference to their distribution and patterning to tactic rules governing pronunciation.

Espinoza and Benitez (2006) refer to Phonology as a science, branch of linguistics, which deals with the speech sounds in general, according to their creation, constitution, administration and function within the language.

In these four ways and matters, phonology also requires phonetics – the study of sounds from a physiological point of view- and phonemics – the distribution and function of speech sounds- .

Morphological procedures

The web page Askoxford.com (2009) expresses that the creation of new words is abundant in the current times. But it is difficult to consider and analyze which era has had the highest amount of created words. New words do not get into the Oxford English Dictionary at the exact moment of its creation: it will take five years or so to take into consideration and analysis before it is inserted it in the Dictionary.

The creation of a new word and its morphological procedures, does not come from the semantics branch of linguistics, which they are sometimes confusing and confused: what one person views as a new use of an old word, another person might view as a new word derived from an old one and identical to it in form.

Crystal (1999) states that Derivation is used to form new words, like *happi-ness* and *un-happy* from the term *happy*, or *determination* from the term *determine*. A contrast is intended with the process of inflection, which uses another kind of affix in order to form variants of the same word, as with *determine/determine-s/determin-ing/determin-ed*.

There, the linguistics makes its appearance. Specifically the syntax, because when the English suffix “-ly” changes adjectives into adverbs (sad into sadly) there can also be mentioned some exceptions of words that the concept of derivation

cannot be applied, such a word as “lovely” (which stays as an adjective).

Wikipedia (2009) refers to composition or compounding as the word-formation that makes up compound lexemes, which is the other word-formation process being derivation.

Saying this in another way, composition somehow compounds or combines new words with old words. This occurs when a person attaches two or more words to make a new one. The meanings of those words interact that a new meaning is born differently from the original meanings they separately still have (e.g. “deadline”)

Moreover, another morphological procedure exposed in the creation of new words is the procedure of Parasynthesis. The Merriam-Webster online Dictionary (2009) defines it as “the formation of words by adding a derivative ending and prefixing a particle.”

All this comes from the main objective which is derivation, and can also be referred to as a synonym not only in a theoretical but also in a practical way.

Historical Linguistics

Aronoff and Renssler (1999) mention that Historical Linguistics is an approach of linguistics that is focused with language variation and change in general and with specific

editions in languages, and specially with distinguishing them, with cataloguing them, and finally, with explaining them.

Wikipedia (2009), Historical linguistics -also called diachronic linguistic-) is the study of language change; it also mentions that it has its most important concerns that are to describe and account for observed changes in particular languages; also, to reconstruct the pre-history of languages and determine their relatedness, grouping them into language families; moreover, to develop general theories about how and why language changes; furthermore, to describe the history of speech communities and finally to study the history of words (Etymology).

About all these concepts and definitions, Bammesberger (1998, page 3) argues that:

“The roots of historical linguistics as practiced nowadays go back no further than the late eighteenth century: Sir William Jones’ famous 1786 address hailed in a new approach which grounded language research on verifiable and falsifiable statements and distanced itself from earlier methods. Indeed throughout antiquity and the Middle Ages human beings had been interested in finding out about their language(s).”

Additionally, Bammesberger states that Historical Linguistics is one main branch within in English philology. Semantics as well

as archaeology and anthropology must play their roles in historical linguistics, too.

Historical linguistics should be concerned with the full range of the development of human activities to which language is basic and central.

Language change

From his work, Ritt (1997, page 43) cites that “Language change represent evolutionary processes in a sense that we nowadays tend to associate with Darwinism. This view is not exactly new, but has never really established itself within the community of historical linguists.”

Moreover he states that language change “goes back, at least, to August Schleicher, to whom we owe the notion of linguistic ‘family trees’ and who viewed languages as similar to organisms with life-cycles in the sense that they are first ‘born’, then grow into fully-developed, or maximally complex ‘adults’, and may finally degenerate, lose their complexity and possibly ‘die’.”

Similarly, Dawkins (1982 and 1989) attempted to propose that language evolution is based on mental replicators into mankind.

These sources and reports demonstrate that sooner or later, evolution will not be a word for discussion but for appliance. Of course, starting from the point that language does not have a bit of genetic feature within it.

However, in reality it is not language that changes: speakers and writers are the ones who change the way they use the language, not only in taking up new words but also in modifying their pronunciation. Each alteration intends to vary through time, in physical space, and socially. The source of change through time is always current variation. All language change originates in variation. A linguistic change is employed in a language when there has been a new use for a word and when it begins to be used, altering its original form. Then, when the new form is propagated, it means that the change is in progress. After that, when the new form replaces the original, it means that the process of changing is fully completed.

Croft (2000) states other reasons for language change. He declares that only altered replication of utterances may direct to language change and these utterances are the only clear forms in linguistics. Also, language change consists of two different processes which are innovation and propagation. Innovation is the creation of new ways of expressing in any language. Propagation is a selected method of new ways of expression, which is generally overlooked by current approaches to language change, while at the same time socio-historical linguistics usually miss innovative mechanisms. The process for innovation is functional. On the other hand, the process for propagation is social.

Language Vice

Language vice refers to as the corruption of a language which considerably affects the means of communication.

From the perspective of an evolution of language and the beginning of a language (first as a sound then as a written sign), the natural development of a language may guide it into vices that can be discussed in general terms.

Carreño (2009) states that language vices are divided into three groups that are naturally defined as Pragmatic Vices, Syntax Vices, and Semantic Vices.

Pragmatic vices declare that may the grammar form of this language structure be the correct one, including its meaning, it may also be interrupted due to new trends of communication; this is to say, explaining clearly what an Archaism (old words that are not often used or even forgotten by people. For instance, “Turn off your mobile phone *whilst* enjoying the film.” *Whilst* has been almost replaced by *while* in the current times) and a Neologism are about.

Syntax vices are the ones that affect linguistically the way people communicate and, beyond this, it deforms the language into the needs of the executor or the receiver.

Syntax vices include Catachresis, which refers to the stressed syllables in a word; words like *address*, *progress* or *object* can be pronounced differently and their meaning changes.

Solecisms define the excess, lack or replacement of articles, conjunctions, or adverbs. Judd (1999) cites in *The Independent*, a British newspaper that Frank Dobson, former Health Secretary of the United Kingdom, uses “different to” instead of “different from”. Monotony is the lack of verbs, nouns or adjectives usage; it is also the use of verbless sentences, easy speak, and even babbling in a hysterical stream of consciousness. Pleonasm refers to the repetition of equal meanings in a phrase or a sentence. For instance, characters in the movie “A Clockwork Orange” often repeat pleonasms like “*righty right*” or “*let’s see to watch it...*” Finally, Cacophony emphasizes in the difficulties in understanding – principally listening- what it really means. (E.g. “Leave her alone / liver alone”).

Semantic vices from which it is said that darkens the contextual meaning of a sentence or phrase. Here, we find the term Amphibology (the ambivalence of being misunderstood). A clear example of this vice is the sentence *Pam goes to Ann’s house in her car*. Whose car is the one mentioned? Pam’s or Ann’s;

Additionally, Barbarisms applies for the adaption of words coming from another language which is not the native one of a certain speaker. For instance, the terms *debut* and *fiancée* are French words that English have adopted.

Neologisms

“A neologism is a newly coined word that may be in the process of entering common use, but has not yet been accepted into mainstream language” (Wikipedia 2009, page 1).

Although the term can also be applied to other sciences such as theology or psychiatry, its linguistic reference mentions that they are often created by combining existing words or by giving words new and unique suffixes or prefixes.

Neologisms can also be created through abbreviation or acronym, by intentionally rhyming with existing words or simply through playing with sounds.

The excerpt about Neologisms from Carreño (2009) expresses that languages have an evolution due to the literary progresses. While some words get old and not often used, others support and replace them to form new terms. When a word or phrase is no longer "new", it is no longer a neologism. However, Neologisms may take decades to become "old". This is the case of the word “stress” which is a contemporary neologism and has not got old.

Opinions differ on exactly how old a word must be to cease being considered a neologism or even to mark a comparison between anglicisms and Barbarisms.

Barbarisms: Anglicisms

Its definition is not yet clarified but a barbarism is a non standard word or expression in a language. Wikipedia (2009, page 1) tells that “the word barbarism was originally used by the Greeks for foreign terms used in their language... As such, anglicisms in other languages, or Gallicisms, Germanisms, Hispanisms, Americanisms and so forth in English can also be construed as examples of barbarisms.”

Wikipedia (2009) says an anglicism, as most often defined, is a word, idiom or feature of the English language borrowed by another language. Speakers of the recipient language usually consider an anglicism to be substandard or undesirable (as a form of language contamination). Anglicisms also describes English syntax, grammar, meaning and structure used in another language with varying degrees of corruption.

Anglicisms are “linguistic borrowings” from English to any other language. While sometimes they are just a matter of adaptation from a language to another, in other occasions they are simply invented due to the lack of meaning or existence of a word that can be appropriate for a specific topic or theme.

According to all these mentioned differences, it is also mandatory to identify the three stages that anglicisms face before being considered as one:

Stage 1: The clear and direct use of terminology according to the native language coming from.

Stage 2: The formation of those words turned into the native language to which are going to be adapted.

Stage 3: Usage of options to make a reference of the anglicism to be used. Those can be pronounced and written the same as the original, or halfway translated into the native language receiver, or changing its pronunciation and writing.

Most anglicisms make their appearance in sports topics at the very beginning. Currently, anglicisms can be found in technological, economical, cultural, musical and leisure topics.

Foreign Language Interference

Language interference is the effect of language learners' first language on their production of the language they are learning. The effect can be on any aspect of language: grammar, vocabulary, accent, spelling, etc.

As a consequence of this interference, Nesterenko (2007) states that learner's errors in producing the second language, occur specially in the beginning levels, stem from the learner's assumption that the target language operates like the native language.

Interference may be conscious or unconscious. Consciously, the student may guess because he has not learned or has forgotten the correct usage. Unconsciously, the student may

not consider that the features of the languages may differ, or he may know the correct rules but be insufficiently skilled to put them into practice, and so fall back on the example of his first language.

Furthermore, in relation to this topic, Nesterenko (2007) refers to the “Native language Effect” and “Interlanguage”. From the former, she states that the native system will exercise both facilitating and interfering effects on the production and comprehension of the new language; the interfering effects are likely to be the most salient. From the second, she says “Second language learners tend to go through a systematic or quasi-systematic developmental process as they progress to full competence in the target language. As a consequence, “In the mind’s eye of learners, a good deal of what they say or comprehend may be logically ‘correct’ even though, from the stand point of a native’s speaker’s competence, its use is incorrect. Nesterenko also states that a successful interlanguage development is partially a result of utilizing feedback from others.

As mentioned earlier, the native language interference can affect any aspect of language. The following are some examples of such interference.

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

to drop the third person singular -s. This can lead to errors such as “*the gentleman help the lady.*”

Another example of mother tongue influence is the following sentence: *The glass green is on the table.* The influence from Spanish is obvious due to the fact that the native speaker relies on the word order of his/her language, which differs from the English word order.

Phonological Interference is defined as items including foreign accent such as stress, rhyme, intonation and speech sounds from the first language influencing the second.

Lexical Interference happens when the learner takes words from the native language and converts them to sound more natural in another.

In this case, the native language can influence the interpretation of a target language message, and sometimes that influence leads to learners inferring something very different from what speakers of the target language would infer.

Most of the time, learners of a second language are not aware of the fact that they fall back on the structures of their mother tongue.

Newspaper and Tabloid

The webpage Wikipedia, the Free Encyclopedia (2009, page 1) refers to newspaper as “A written publication containing

news, information and advertising, usually printed on low cost paper called newsprint.”

The same web page also states that general interest newspapers often show articles on political events, crime, business, art, entertainment, society and sports. Most traditional papers still feature an editorial page containing essays or articles which express the personal opinions of writers or citizens. Supplementary sections also include advertisements, comics, food coupons, TV programming and other printed media.

Newspapers are most often published on a daily or weekly basis, and they usually focus on one particular area where most of their buyers or readers are settled. Despite the intense and continuous use of technology especially internet, the classic, old-fashioned newspaper is still the most iconic media for news.

On the other hand, a Tabloid can be defined as a commercial term for a smaller newspaper format; this one focuses on local-interest stories and entertainment. Tabloids are generally distributed almost free of charge or at a very low cost. Tabloids tend to sensationalize, emphasize or exaggerate sensational crime stories; furthermore, it contains gossip columns repeating scandalous and innuendos about the personal lives of celebrities, media stars, pop stars, and sports stars. The term "tabloid" is now related to “down-market newspapers”. Say this in other words, the

standards of journalism employed in this media are poor and vague.

Previous studies

It is necessary and quite important to mention and clarify that even though there are not enough previous studies about any analyses of anglicisms in Ecuadorian newspapers, some similar features were found during the research.

Guzmán (2003), a linguist from the University of León in Spain, tells about the impact of lexical anglicisms in Spanish film magazines. In order to start her research, she defined that an anglicism is a neologism: This is to say, an innovation in the Spanish language whose source is a foreign language; in this case, English. Guzmán selected for her study what is generally known as lexical anglicisms used in film magazines that are aimed at the general public interested in movies and the cinema. The anglicisms found were subdivided in categories such as Technical Language, Film Genres, Artistic Movements, Words Related to Marketing, Awards and Publicity, and Words Containing the stem “film”. Guzman found out that in some cases, there is an impossibility of finding Spanish equivalents, particularly in technical vocabulary referring to filming (blue-backing, travelling, split-screen), words denoting people, things or situations (sheriff, gánster, hitchhockeano, cowboys), and trademarks (Technicolor, Cinemascope). Guzman states that it is very true that a great

number of anglicisms are entering the Spanish language, however, what the members of the Royal Spanish Academy are most concerned about is not so much the number of loanwords; rather, they are worried by the habit of borrowing and combining words including semantic, syntactic, morphological and phonological anglicisms with the general low levels of knowledge of Spanish.

López Zurita (2005) from Universidad de Cádiz, provides a semantic analysis of the changes in lexis this language contact brings about when using lexical anglicisms referring to economical terms. According to her analysis, López Zurita expresses that it is clear that the Anglo-Saxon economic supremacy along with its expanding market increases the number of linguistic terms into other languages. Additionally, globalization impacts on a cultural level and the Spanish language is no exception. This tendency is taking place all over the world, nevertheless, its main effects are observed in South American Spanish, where language contact brings about continuous interference.

Kehoe (2009), a linguist from The Research and Development Unit for English Studies (RDUES), based in the School of English at Birmingham City University, published a series of lists of neologisms for English teachers. Each list contains “new” words from British newspapers *The Independent* (pre-2000) and *Guardian* (2000-). This is because new lexical information is available every day whereas in journalistic and

other kinds of text, regrettably, English teachers do not have the leisure time to obtain, search and organize these neologisms. All these words were identified as new by an outstanding project called APRIL (Analysis and Prediction of Innovation in the Lexicon). This project is about the creation and development of a system for the semi-automatic classification and organization of rare words in journalistic texts, over a certain amount of years, with a view to inferring and generalizing from the resultant analysis and predicting some features and aspects of the future structure of the language. According to this system, neologisms are those words which have not appeared in previously processed newspaper text for the same type. However, the lists offered to the public have been selected arbitrarily as “interesting” examples. They have not been rigorously analyzed. Nevertheless, these lists can properly form a basis of vocabulary teaching in schools or universities.

Galinsky (1980) specifically mentions that the American neologisms inserted in German newspapers. He expresses how in the late 70's, the word *recycle* was adopted by German newspapers; at that time, neologisms into the German language were absolutely unthinkable, even though the word *recycle* must have ceased being a technical term years ago for the Americans. Galinsky also mentions that modern German borrows words from American English; he stresses that these words are known about

their integration and adaption into the recipient language, about the emotional attitudes towards these words and about their stylistic functions. Finally, this author emphasize that neologisms are both fascinating and irritating and have interested native speakers and foreigners for a long time.

Erichsen (2005) presents a personal experience being a student at an adult Sunday school in Quito, Ecuador. Erichsen expresses that it is no secret that English is sneaking into the Spanish language. He says that sometimes the use of English is to be expected, as in a newspaper article he read about “una producción de *reality*” in reference of the popular reality TV shows. Nevertheless, Erichsen surprisingly narrates that while attending an adult school class, his instructor asked a question and didn’t get the answer she was hoping for. Then, she said “Yes o no” in order to indicate that the question was not hard at all. Erichsen asked himself where that instructor picked that phrase and how come her point seemed to be understood.

Additionally, Furiassi and Hofland (2007), in their article “The retrieval of false anglicisms in newspaper texts” present a project aimed at building a specialized corpus of Italian newspaper texts and at developing a computational technique to retrieve new false anglicisms from it. This procedure originated a refined word list in which false anglicisms were searched. The corpus is available for future work and may be exploited not only to find

false anglicisms but also to retrieve anglicisms, neologisms, and to analyze lexical features of Italian newspaper language.

Rodríguez González (1999) shares that Spanish anglicisms have been the focus of research for Spanish and Hispanists anglicists since the 1950s and 1970s, when anglicisms became profoundly rooted in the Spanish language. Moreover, Rodríguez González assures that language borrowing will continue in the future for all languages. With increasing literacy and a greater contact with English as a second language, it is difficult to foresee a diminution of the use of anglicisms in Spanish.

DESCRIPTION AND ANALYSIS OF RESULTS

This section presents a detailed analysis of the data collected from the linguistic, comparative and sociological point of view.

For this analysis, a national newspaper, a local newspaper and a tabloid of the city of Guayaquil were selected and collected for 7 consecutive days from October the 19th, 2009 until October the 25th, 2009.

The national newspaper is Diario El Universo: a well-known newspaper that has its headquarters in Guayaquil. For that reason, most of its readers are found in this city. However, it has the widest range of circulation throughout the entire country of Ecuador.

The next analyzed newspaper was the local newspaper Diario Expreso circulates mostly in the city of Guayaquil. Nonetheless, other cities and provinces of Ecuador enjoy the reading of this media.

Finally, the tabloid Diario Extra was considered to be part of this investigation. This tabloid is, by far, the printed media that has the highest sells in the country. Its sensationalist style offers the reader a raw and usually bizarre vision of the news presented on its pages. Considered by many people as an offensive printed media, the tabloid Diario Extra sells approximately the important and relevant amount of 100,000 copies every weekday.

The newspaper sections that were analyzed are news, ads, reports, social pages and sports.

LINGUISTIC ANALYSIS

This linguistics analysis starts with the variable national newspaper, in which ten anglicisms per variable will be widely analyzed considering their grammar inference, meanings in the context found in the newspaper and the morphological changes that these words have experienced when used in Spanish contexts.

It is important to mention that the Spanish definitions were taken from the RAE (Royal Spanish Academy) webpage (drae.rae.es), Diccionario del uso correcto del español en Ecuador, Diccionario de uso del español actual CLAVE, and Diccionario María Moliner. The definitions in English were taken from the Cambridge Online Dictionary (dictionary.cambridge.org), the Free Dictionary (www.thefreedictionary.com) and Merriam-Webster Dictionary and Thesaurus (www.merriam-webster.com).

Variable: National Newspaper “Diario El Universo”

Mail

The word **mail** comes from Middle English term *male*, from Anglo-French, of Germanic origin. It dates around the 13th century. Its origin comes from a relation to Old High German in which the word means “*malaha*” or “*bag*” in current English.

Morphologically, the word **mail** has not suffered any variation. Nowadays, **mail** refers to “*a material sent or carried in the postal system or a nation’s postal system*”. This term has not been accepted by the Royal Spanish Academy. Nonetheless, María Moliner Dictionary (2010) has included the term in its source.

Ever since communicative technology has spread this anglicism, specifically in the year 1982, the term is applied to the “*means or system for transmitting messages electronically, or messages sent or received electronically through an e-mail system*”.

So, this is to say, that the term **mail** carries the same definition as in **e-mail**, which stands for “*electronic mail*”. The variation of the word is simple: postal services in our recent societies are being segregated and discarded by the use of digital technology, where the electronic messages take place firmly. The word **mail** is consequently inferred and understood as **e-mail**.

Mail is a word that grammatically speaking functions as a noun or as a transitive verb. This is the example found in the researched newspaper: “*En poder de Fabricio Correa hay un **mail** de Invervum*” found on October 19th, 2009 in the article “*Tras denuncias, Fabricio sugiere meter en prisión al Circulo Rosa*” (News section), the word is clearly functioning as a noun and its meaning refers to “*Correo electrónico*” whose meaning is similar to the Spanish meaning found in the María Moliner Dictionary. As a transitive verb it means “*to send by mail. To post*”

At present, **mail** has been unofficially incorporated and accepted by Spanish speakers, from which it can be concurred that the use of this term, somehow eases the way people communicate not only in Spanish, but also in any other language because decidedly that is the purpose of language communication.

Cyber

Its etymology comes from the year 1991 when the term was applied to “*whether involving computers or computer networks*”. The concise origin of the term **cyber** is vague and blurring: starting from the fact that dictionaries determine that the etymology of the word, citations and authors in The Encyclopedia Britannica and the Online Cambridge Dictionary have sourced the word around the 1970’s, where it is said it was established the word **cyber** as a synonym of “*computing*”.

The vocabulary word **cyber** is still referring to computers. Not only this, but there are also many applications for the term, from which we can mention examples such as “**cyberspace**” meaning “*abstract space where digital technology flow among computers*”, or “**cyber café**” which refers to “*coffee shops providing computers for accessing the Internet*”, or even “**cybersex**” meaning “*sex-oriented material or conversations on a computer*”.

Syntactically, its grammatical function carries the use of the word as an adjective or a prefix. They both end up in making the word **cyber** refers to “*computers*” or “*computer networks*”.

In the researched newspaper, the applied Spanish context results in having the word **cyber** inferred as **cyber café** in “*Vendo **cyber** por viaje*” found on October 19th, 2009 in the Real Estate advertisements. This term is being incorrectly used as a noun. Like the previous analysis with the word “mail”, the term **cyber** is understood as **cyber café** in Ecuador and many Latin American countries. Again, this anglicism has varied in Spanish, since people have transformed the term from being an adjective into a noun.

Moreover, the Royal Spanish Academy Dictionary has morphologically replaced **cyber** by **ciber**, altering its spelling and pronunciation, but not its original syntactic function as an adjective or prefix which its equivalent term in Spanish refers to “*cibernético*”. However, the use of the word **cyber** as a noun in the Spanish context clearly alters the correct use of the language: it must be corrected and spoken as its grammar function demands. The word **cyber** must be used as a prefix or adjective. Therefore, the correct use of this anglicism, referring to the place where computers are available to internet, must be **cyber café** and not simply **cyber**.

Jacuzzi

A trademark, the term **Jacuzzi** was originated thanks to Candido Jacuzzi: inventor of this kind of whirlpool bathtub that

contains jets into the sides of the tub that pump water inside of it, making a similar feeling of massaging with water.

Morphologically, the term has not varied or evolved ever since. Its origin dates back to 1968 and it was conceived as the trademark **Jacuzzi** that still remains in the current days. Thus, morphologically the word has to be always spelled starting with a capital letter.

The term **Jacuzzi** must only be detailed in its grammar function as a noun. **Jacuzzi** refers to “*a whirlpool bathtub for hydro massages or comforting entertainment*”. The meaning found in the Spanish context inside the article of the researched newspaper maintains the same characteristics in English and in Spanish “*Vendo villa con piscina y jacuzzi*” found on October 20th, 2009 in the Real Estate advertisement, it is functioning as a noun and its meaning refers to “*Bañera para hidromasaje*” and this term is accepted by the Royal Spanish Academy; however, it was not capitalized in the researched newspaper. Anyway, the term does not vary semantically.

This anglicism means the same in any spoken language. It is a trademark and it is used as such. Therefore, it does not affect or alter the language incidentally. This term upgrades the Spanish language because it is considered as a new insertion. This is a kind of exception, since other trademarks have damaged Spanish with their incorrect use; such is the case of the

trademark *Coca Cola* that shows how the word “*cola*” has replaced the word “*bebida gaseosa*”.

Disc-jockey

The word **disc-jockey** (as a whole) comes from Modern English and dates 1941. The term refers to “*an announcer of a radio show of recorded music*”, or “*one who plays recorded music for dancing at a nightclub or a party*”. Nevertheless, the word **disc-jockey** was conceived principally because the person, who refers to this meaning, used to play music on vinyl disc records.

The evolution of this anglicism expresses the way how this occupation is now performed in the modern times: a **disc-jockey** uses recorded music in any means of storage or device from which they may come digitally or physically. Syntactically, this term works as a noun.

This term does not have any morphological variation in Spanish. Nonetheless, its spelling can vary to **disk-jockey** and it is directly shown that this is a compound word which was created by addition of *disc* + *jockey*; furthermore, this analysis mentioned before that **disc-jockey** is a compound word and for that reason it is taken into account each of the units that compose this term in a separate form; it has been researched that:

The word **disc** has not been accepted by the Royal Spanish Academy and its etymological origin comes from Latin “*discus*”.

Syntactically, this English word can function as a noun meaning “*a thin circular object*” and as a transitive verb “*to cultivate with an implement that turns and loosens the soil with a series of discus*”. In Spanish, the pattern given above maintains its function as a noun but not a transitive verb, meaning “**disco**”.

On the other hand, the word **jockey** has not been accepted by the Royal Spanish Academy, but María Moliner Dictionary (2010) includes it in its references. Etymologically, the term comes from 1643 as a noun, and as a verb it dates 1708.

The syntactic functions of this term are two: in English it works like a noun under the meaning “*a person who rides or drives a horse especially as a professional in a race*” or “*a person who operates or works with a specified vehicle, device, object, or material*”; as a verb means “*to drive or ride a horse*” or “*to change the position of by a series of movements*”. In Spanish, this term only works as a noun and it means “*persona que monta por profesión los caballos que toman parte en las carreras*” which has the same equivalent definition into English.

Furthermore in Spanish, the Royal Spanish Academy expresses that the term is written **disc-jockey**, specifically using the hyphen between the words. This is to say, there was a misspelled sentence containing this anglicism found in the article *Jobs and Services* in the Advertisement section referring to this word “*Ofrecemos servicios de **discjockey** para todo evento social*”

because the word was not hyphenated in the newspaper on October 22nd, 2009.

This anglicism has an equivalent term in Spanish, and it is “**pinchadiscos**”, which is rarely used among Spanish speaking countries. The term **disc-jockey** has consistently replaced its equivalent term in Spanish so firmly that there are still Spanish speakers who do not relate the term “**pinchadiscos**” to **disc-jockey**, though its correct spelling must be emphasized and accurate.

Hobby

The word **hobby** comes from Middle English *hoby* or *hobyn*. It dates back to 1553. Its origin comes from the word *hobbyhorse*, which is “*a figure of horse fastened about the waist in the Morris dance -a kind of English old dance-*.”

Morphologically, since 1816, **hobby** has not varied. Semantically and syntactically, this term changed and made it be referred to as “*a pursuit outside one’s regular occupation engaged in especially for relaxation or entertainment.*” Thus, the term has not varied morphologically but it has changed syntactically and semantically, making it function as a noun, which meaning is a synonym of “*pastime*”.

The anglicism **hobby** is a word that syntactically speaking functions as a noun. In the following example from the Spanish context “*Cuarentazo, **hobby** que practica desde los 15*

años” found in the researched newspaper on October 19th, 2009 in the article “Culminó el 2do Campeonato de 40” (Social pages), the word clearly expresses its current definition in contemporary English, this is to say, “***pastime***”.

The word **hobby** can be easily translated into Spanish as “**pasatiempo**”: this must be the equivalent word when speaking about activities that entertain people outside their work activities. The term **hobby** is accepted by the Royal Spanish Academy. The vocabulary word has been inserted into Spanish without any inconvenient, and it nourishes Spanish with a fast and understandable definition so wide that the meaning of the term is little by little replacing its equivalent translation.

Marketing

The term **marketing** summons its origins from 1561, which means “*the act or process of selling or purchasing in a market, as well as the process or technique of promoting, selling, and distributing a product or service.*” This term has been accepted by the Royal Spanish Academy.

In the researched articles, the term maintains its grammar function, which is a noun, and its Spanish context reflects the correct use of the word in the example “*Aunque los gabinetes de **marketing** se encuentran escépticos acerca del impacto de Windows 7*” found on October 23rd, 2009 in the article “Windows 7, la esperanza financiera de Microsoft” (Social pages).

The correct and equivalent word for **marketing** in Spanish is “**mercadotecnia**”, and according to the Royal Spanish Academy Dictionary, the term must be written and spoken in its Spanish equivalent.

The term **marketing** has been incorporated in general situations. Even in academic standards or professional careers at universities in Spanish speaking countries, there is the use of the word **marketing** for professional degrees such as Marketing Engineer translated into Spanish as “*Ingeniero en Marketing*”.

The word “**mercadotecnia**” should be used, according to the Royal Spanish Academy; the anglicism **marketing** is a new incorporation into the Spanish language and preferably must be replaced to the equivalent word. Nonetheless, this is going to be difficult to accomplish because this anglicism is being used more often each day in the current societies.

Morphologically, this term has not been altered.

Ring

The vocabulary word **ring** comes from Middle English, from Old English *hring*, related to Old High German *hring*, before the 12th century.

Morphologically, this term has not suffered any changes. Even though other definitions for this word emphasize that **ring** is related to “*some circular pattern*” the definition for this researched

word tells us that **ring** is “*a square enclosure in which fighting contests take place.*”

Syntactically, the grammar function for this vocabulary word is a verb or a noun. Its meaning in the Spanish context “*Ñaños en el ring*” found on October 25th, 2009 in the Reports section, is the same one working as a noun and its meaning refers to “*Espacio limitado por cuerdas y con un suelo de lona donde tienen lugar combates de boxeo u otros tipos de lucha*”. As mentioned above, the word **ring** not only applies to fighting contests such as boxing, but also to wrestling. Moreover, it is relevant to emphasize that there exists an equivalent for this term in Spanish which is “**cuadrilátero**”.

Ring is now widely used by Spanish speakers, especially sportscasters who employ the word when mentioning the place where a boxing or wrestling competition occurs. This term has been accepted by the Royal Spanish Academy. Therefore, its use is commonly and gratefully accepted.

This anglicism is a new insertion in Spanish language and its equivalent word is equally used and has not been accused or suggested to be replaced with its equivalent anglicism.

Hit

Its etymology comes from Middle and Old English *hyttan*, probably from Old Norse *hitta*, and dates before the 12th century.

The anglicism **hit** means “*to come in contact with or to strike with an object so as to impact or redirect motion.*”

Morphologically, **hit** has not suffered any variation. Syntactically, the grammar function of the word is defined as a verb, which was defined previously, or as a noun meaning “*an act or instance of hitting or being hit*”.

This anglicism was found in the sports section where there was a summary of a Baseball game, in which the term **hit** is usually used by Spanish speakers. Inside the Spanish context “*Aunque permitió un **hit**, se quedó con el triunfo*” found in the article “Yankees triunfan en 13 entradas” on October 19th, 2009, **hit** is basically used when referring to a certain action or play in baseball: This term is used both a verb and noun when the player makes contact with the baseball or when speaking or referring about the latter action –the player made a **hit**-.

In Baseball, **hits** are not counted in the final score so as to decide who wins the game or not, but they’re just a matter of statistics for the result of the game. Thus, sportscasters in Spanish speaking countries use the word **hit** as a way to refer to this specific action. Additionally, the term **hit** has a translation into Spanish which is the word “**sencillo**”. However, this translation is only used inside the Baseball sports atmosphere and does not have an approved incidence in a possible acceptance in the Royal Spanish Academy Dictionary.

Finally, since 1816 when Baseball used codified rules, the term **hit** is being used in Spanish speaking countries regularly, where this sport embraced popularity, and its use is widely accepted. The anglicism **hit** does not have an official translation given by the Royal Spanish Academy; therefore its use enriches the language with the insertion of the word in it.

Inning

The term **inning** originated in Cricket since 1735 and it was applied to Baseball when referring to “*a division of a baseball game consisting of a turn at bat for each team.*”

Inning functions only as a noun. In the researched Spanish context “*En el undécimo **inning***” found on October 21st, 2009 in the article “Yankees apaleó ayer 10-1 a Angelinos” within the Sports section, the anglicism **inning** was correctly developed and syntactically used. Moreover, the Royal Spanish Academy Dictionary does not give an equivalent word in Spanish and has not accepted the term. However, once again in Baseball jargon among Spanish speakers, **inning** is translated into “**entrada**” which means “*En el Béisbol, cada una de las divisiones del juego, que consta de un turno de batear para cada uno de los equipos*”, and this one is neatly used in countries such as Cuba, Mexico and Venezuela: countries where the Baseball sport first initiated its popularity among their citizens.

Ecuadorian journalists use the term **inning** as well as “**entrada**”, just like sports journalists in Cuba, Venezuela or Mexico. The term “**entrada**” does not cause a lack of correctness and accuracy in our language so the equivalent word for **inning** can be employed in written and spoken Spanish.

Morphologically, this vocabulary word has not suffered any changes.

Rally

This anglicism shows its etymology since 1651, however, the word **rally** was first used in the French language, but its true origin comes from English.

Morphologically, the word has not suffered any changes. Syntactically, **rally** works as a transitive verb; this term means “to arouse for action”. As an intransitive verb, it means “to join in a common cause”.

In the researched context “*Como copiloto de **rally**, Todt se ha forjado una reputacion*” found on October 24th, 2009 in the article “Jean Todt sucede a Mosley en la presidencia de la FIA” (Sports section) the term is functioning as a noun which means “*an automobile competition using public roads and ordinary traffic rules with the object of maintaining average speed between check points over a route unknown to the participants until the start of the event.*”

The first time the word **rally** was used in this context dates since January 1911, in Monte Carlo, where this kind of competition originated. This term has been accepted by the Royal Spanish Academy and its definition in Spanish refers to “*Competición deportiva de resistencia, de automóviles o motocicletas, celebrada fuera de pista y generalmente por etapas.*”

The term is largely used in all languages in the world. **Rally** is a new incorporation into the language in order to enrich it. This anglicism is vastly spoken and written especially by sportscasters.

Variable: Local Newspaper “Diario Expreso”

Look

The vocabulary word **look** originated in Middle English from Old English *locian*, akin to Old Saxon *locon*. It dates before the 12th century. The term has been accepted by the Royal Spanish Academy.

Morphologically, **look** has not varied or evolved since the 13th century.

The term **look** has a variety of syntactic functions. It can work semantically and syntactically as a noun meaning “*physical appearance*”, as a transitive verb referring to “*to exercise the power of vision upon*” or as an intransitive verb meaning “*to see*”. In the Spanish context “*Cambio de look*” found on October 21st, 2009

inside the Social Pages of this researched newspaper, this term maintains the same definition that is “*Imagen o aspecto de las personas o de las cosas, especialmente si responde a un propósito de distinción*” which shows the noun function that this anglicism performs.

Incidentally and in a repercussive way, the vocabulary word **look** does not have an equivalent word in Spanish. However, the 22nd edition of the Diccionario de la Lengua Española expresses a proposal for the anglicism **look** to be abolished and replaced with the Spanish word “**apariencia**”. This concurs that, until the next edition of this dictionary, the anglicism **look** can be properly and accurately used in Spanish

Kit

The anglicism **kit** enlightens with its origins coming from Middle English, dating the 14th century.

Morphologically, the word has not been altered. The anglicism **kit** works syntactically as a singular noun or as a verb. As a noun it is defined as “*a set of tools or implements*” or as “*a collection of articles usually for personal use.*” As a verb, the term must be followed by the prepositions “*up*” or “*out*” which means “*to get equipped with a set of tools or implements.*”

For example, in the sentence “*Los talleres autorizados para instalar los **kits** anuncian el cierre*” in the article found on October 20th, 2009 “*El proyecto para taxis con gas se frena*” (News

section), this anglicism functions as a noun and its meaning refers to “*Conjunto de productos y utensilios suficientes para conseguir un determinado fin que se comercializan en una unidad*”. However, the term **kit** does not have an equivalent word in Spanish.

Even though this anglicism does not have an equivalent word, the insertion of this vocabulary word is well accepted in the Royal Spanish Academy Dictionary.

Boom

This word exists since Middle English era from the term *bomben*, or *bummen*. It dates from the 15th century.

Morphologically, the anglicism **boom** has not suffered any variation ever since.

The term has been accepted by the Royal Spanish Academy. Syntactically and etymologically, the anglicism **boom** originated as a transitive verb or as an intransitive verb, with its meaning referring to “*increase greatly in size, popularity or esteem*”, or “*to cause rapid growth and increase in size, popularity and esteem*” correspondingly.

At the same time in the same era, its grammar function developed the term **boom** to work as a noun, meaning “*a rapid widespread expansion or upsurge in interest, activity or popularity.*” The syntactic and semantic function of the term in the Spanish context “*Las que iniciaron todo este boom fueron mi mama y mi abuela*” found in the researched article “Sixto Suarez Noboa lleva

al Club Patria en la sangre” (News section) on October 21st, 2009, details that the term is used as a noun and its meaning refers to “*éxito o auge repentino de algo*”.

Specifically in English, the term **boom** is referring to “*the expansion in interest from a topic*”. The anglicism **boom** is firmly approved by the Royal Spanish Academy and does not offer any equivalent term for its replacement. The insertion of this anglicism is valid and accepted.

Ranking

Etymologically, its origin dates since 1847 and this anglicism was conceived as an adjective meaning “*of the highest rank*”, as a transitive verb meaning “*to arrange in lines or in a regular formation*” and as an intransitive verb meaning “*to take or have a position in relation to others*”.

Morphologically, this term has not suffered any variation. However, there has been a semantic and a syntactic change when using the term **ranking** in the Spanish language. Inside the researched newspapers, the anglicism **ranking** was found in the sports context functioning as a noun when referring to “*the classification from the last to the first in ascendant order.*”

In the Spanish context “*Ecuador desciende 9 puestos en el ranking*” found in the News section on October 21st, 2009, the newspaper details the use of this vocabulary word as the meaning given in the Royal Spanish Academy Dictionary, where **ranking** is

indeed presented as a noun meaning “*clasificación de mayor a menor, útil para establecer criterios de valoración*”.

This semantic and syntactic change takes place in Spanish, thus, is being inserted in the correct usage of the term. This anglicism is used in Spanish as a noun and it has been approved by the Royal Spanish Academy. Additionally, there is no Spanish word to use instead of the word **ranking**. This is to say, this anglicism openly improves and upgrades the language.

Software

This is another anglicism with recent adaption and creation. Etymologically, the origin of the term **software** dates from 1958 and it has been approved and accepted by the Royal Spanish Academy.

Morphologically, **software** has not suffered any variation or change.

This anglicism syntactically works as a noun and it refers to “*something used or associated with and usually contrasted with hardware*.” Another meaning illustrates that **software** is “*the entire set of programs, procedures and related documentation associated with a system and especially a computer system*.”

In the Spanish context “*A no ser que estimule a los desarrolladores de **software**...*” found in the article “La Batalla de Computación en la nube” (News section) on October 22nd, 2009, the term **software** refers to “*Conjunto de programas, instrucciones*

y reglas informáticas para ejecutar ciertas tareas en una computadora”.

This term is clearly an adaption and insertion into the Spanish language since it does not replace any word that can be translated. The term **software** is mainly used and expressed for computer related contexts. For all these aspects, the anglicism **software** has been introduced without any change into Spanish. Moreover, it is considered to be another computer-related anglicism that did not have any problems in the integration to the Spanish language.

Relax

The vocabulary word **relax** dates its origins from the 15th century and comes from Middle English adaptation from Latin *relaxare*, from *re+laxare* which refers “*to loosen*”, and from *laxus* meaning “*to loose*”.

Morphologically, **relax** has not been altered. Originally in the English language, this term functions syntactically as a transitive verb meaning “*to make less tense or rigid*” or as an intransitive verb meaning “*to become less tense or rigid*”.

However, in the Spanish context “*El debate para reformas no impide el **relax** de los asambleístas*” found in the News section on October 24th, 2009, the term **relax** suffered a variation that has been changed by the Royal Spanish Academy: this anglicism works as a noun in Spanish and means “*Relajamiento físico o*

psíquico producido por ejercicios adecuados o por comodidad, bienestar o cualquier otra causa”.

This is clearly expressed as a change that the Spanish language offers for the word **relax**. Moreover, the term has been accepted by the Royal Spanish Academy. There is not an equivalent term for this anglicism, referring that **relax** is an accepted adaptation into the mentioned language. Therefore, this anglicism enriches the Spanish language from the moment of its insertion into it.

Light

The anglicism **light** has a variety of meanings and grammar functions ready to be discussed and expressed in the following analysis. Etymologically, the term **light** originated from Middle English, adapted from the Old English *leoht*, also related to Old High German *lioht* meaning “*light*”, as well as the Latin *luc* or *lux*, and from the Greek *leukos*. It dates before the 12th century.

Morphologically, **light**, has not varied ever since.

Semantically and syntactically, the anglicism **light** works and functions as a transitive verb meaning “*to set fire to*”, as an intransitive verb “*to take fire*”, as an adverb meaning “*with little weight or force*” and thus spelled “**lightly**”, moreover, it works as a **noun** meaning “*something that makes vision possible*”, and finally as an adjective that refers to “*not dark; bright*” or “*not dark, not intense, or medium in saturation*”.

Its grammar function obtained from the researched newspapers in the context “*Son combos de pollo, ensalada y sandwiches light*”, found in the article “El rey de las hamburguesas se toma tiempo para las fundaciones” (News section) on October 25th, 2009, indicates that the anglicism **light** is merely used as an adjective in Spanish and its meaning refers to “*Dicho de una bebida o de un alimento elaborado: Con menos calorías de las habituales*” or “*Dicho de un cigarillo: Que se presenta como portador de menos elementos nocivos*”. To sum this up, its definition varies significantly into Spanish, since it is especially used in contexts of food, alcoholic beverages and cigarettes.

Light has been accepted by the Royal Spanish Academy. This anglicism has not employed an equivalent word in Spanish and the insertion of this term incorporates a valid and commonly usage. Therefore, the vocabulary word **light** is a concise adaptation into the enrichment of the Spanish language.

Copyright

The anglicism **copyright** has been accepted by the Royal Spanish Academy. Its etymological origin as a noun dates back to 1735, as a transitive verb to 1806, and as an adjective to 1870. Morphologically, this anglicism has not suffered any alteration.

The syntactic functions of the term **copyright** are three; in English, this word functions like a noun carrying the meaning

“the exclusive legal right to reproduce, publish, sell, or distribute the matter and form of something (as a literary, musical or artistic work)”, as a transitive verb “to secure a copyright on”, and as an adjective meaning “secured by copyright”. In the Spanish context “*El **copyright** se ha convertido en un deber cívico*” found on October 25th, 2009 in the article “Rebelión en la red gratuita” (News section) in the researched newspaper, the word **copyright** is being used as a noun and its meaning refers to “*Derecho que la ley reconoce al autor de una obra intelectual o artística para autorizar su reproducción y participar en los beneficios que esta genere*”. The term maintains its grammar function and its context reflects the correct use of the word in this case. Moreover, it is relevant to emphasize that there is an equivalent for this term in Spanish which is “**derecho de autor**”.

The Spanish word “**derecho de autor**” must be used instead of **copyright**. According to the Royal Spanish Academy, the anglicism **copyright** is a new incorporation into the Spanish language and preferably must be replaced with its equivalent word. Furthermore, the use of the term **copyright** is vaguely and little used by Spanish speakers.

Baby shower

The following compound word **baby shower** (as a whole) has not recorded its origins and etymology. Syntactically, the term **baby shower** has a main interpretation as a noun which its

meaning is referred to “*the way to celebrate the pending or recent birth of a child by presenting gifts to the parents as a formal, invitational party*”.

Morphologically, the term **baby shower** has not suffered any variation or alteration.

Nevertheless, this term does not appear in the suggested English dictionaries for the developing of this thesis, and not even in the Royal Spanish Academy Dictionary. This situation took the research as an intriguing surprise, since an important citation found in Wikipedia the Free Encyclopedia (2009) offers the previously mentioned definition of the term **baby shower** which has been used in a growing list of countries including the United States, Canada, Nepal and Latin American countries. In the Spanish context “*Las amigas de Denisse, quienes organizaron un entretenido **baby shower**...*” found in the article “Denisse de Zavala se convertirá en madre” (Social pages) on October 24th, 2009, this anglicism functions as a noun and its meaning refers to “*Fiesta organizada por amigos o familiares a manera formal para celebrar el próximo o reciente nacimiento de un niño entregando regalos a los padres del mismo*”.

Furthermore, as mentioned before, the anglicism **baby shower** is a compound word. In that manner it’s been considered necessary to analyze each of the units that integrates it in a separate form; thus, it has been researched that:

The word **baby** has not been accepted by the Royal Spanish Academy and its etymological origin comes from the 14th century.

Syntactically in English, this word can function as a noun meaning “*an extremely young child or animal; infant*”, as an adjective “*of, relating to, or being a baby*”, and as a transitive verb meaning “*to tend to indulge with often excessive or inappropriate care and solicitude*” or “*to use or treat with care*”. In the Spanish pattern given above, the anglicism **baby** is functioning as an adjective referring to “*que es de bebé*”.

Additionally, the term **shower** has not been accepted by the Royal Spanish Academy either. Etymologically, its origin as a noun dates before the 12th century and as a verb dates back to the 15th century. Its syntactic functions are two: in English, this term is employed as a noun under the meaning “*a fall of rain of short duration*” or “*a bath in which water is showered on the body*” and “*a party given by friends who bring gifts often of a particular kind*”; as a verb means “*to rain or fall in as if in a shower*” or “*to bathe in a shower*”; in Spanish, this term works as a noun just like the example given above, whose meaning refers to “*Fiesta organizada por amigos o familiares a manera formal*”. However, this definition is translated literally from the English concept.

Therefore, this research reflects that this word must be included as an anglicism in the Royal Spanish Academy Dictionary for various reasons:

While there are not clear and precise patches of information about the creation and adaption of the term **baby shower** as an anglicism, the facts about the existence and constant use of this vocabulary word are accurate enough: this is to say, there is an increasing number of languages that have adopted the term and the acceptance among the speakers is relevantly high.

The term **baby shower** is not only presented in The Encyclopedia Britannica, but also in the Online Cambridge Dictionary referring to the term as “a *party held for a woman just before she gets married or gives birth to a child, when she is given presents for her future home or baby*”. The importance of the discussion whether or not the term **baby shower** must be classified as an anglicism directed the investigation into these dictionaries and sources to be consulted.

The term **baby shower** does not have an equivalent translation into Spanish. The Royal Spanish Academy Dictionary and María Moliner Dictionary do not conclude a concrete definition for **baby shower**, not even mentioning its clear etymology of the words **baby** and **shower** that come from the English language.

Even though the incorporation of the word **baby shower** is pending on the official Spanish dictionaries, its inclusion is just a matter of time because this term is widely and constantly used in many languages in the world since the main objective of the new vocabulary words inserted into a language is to enrich it.

Test

The anglicism **test** comes from Middle English, meaning “*vessels in which metals were assayed, potsherd*”, from Anglo-French *test* and *tees* meaning “*pot*”. Also, it comes from Latin *testum* meaning “*earthen vessel*”; and additionally related to Latin *testa* or “*earthen pot*”, or “*shell*”. Also, its etymological origin as a noun dates back to the 14th century, as an adjective to 1687, and as a verb to 1748.

Morphologically, **test** has not suffered any variations ever since.

Its syntactic functions provide the anglicism **test** with the use as a noun meaning “*a critical examination, observation or evaluation*”, as an adjective “*of, relating to, or constituting a test*”, and as a verb meaning “*to put to test or proof*”.

In the Spanish context “*Cientos de alumnos quienes no tenían los conocimientos para aprobar el **test** de ingreso*” found in the article “La igualdad de acceso en duda” (Reports section) on October 19th, 2009, the anglicism **test** works as a noun and its meaning refers to “*Prueba destinada a evaluar conocimientos o*

aptitudes, en la cual hay que elegir la respuesta correcta entre varias opciones previamente fijadas”.

This anglicism is approved and accepted by the Royal Spanish Academy. Also, this vocabulary word does not present conflicts in the insertion or usage in Spanish since it does not have an equivalent term to be used instead.

Variable: Tabloid “Diario Extra”

Spray

The anglicism **spray** etymologically comes from the Obsolete English *spray* that means “*to sprinkle*”. Also, it comes from Middle Dutch *sprayen*. It dates the year 1621. Its origin consists as noun with the meanings “*water flying in small drops or particles blown from waves or thrown up by a waterfall*” or “*a jet of vapor or finely divided liquid*” and “*a device as an atomizer by which a spray is dispersed or applied*”. As a transitive verb it dates back to 1527 and it means “*to disperse or apply as a spray*” and as an intransitive verb “*to disperse or apply a spray*”.

Morphologically, **spray** has not suffered any alteration or variation.

Semantically and syntactically, the anglicism **spray** was obtained in the Spanish context “**Spray** *prolongador de venta*” and found in the Advertisements section in the researched newspaper on October 19th, 2009, the word clearly expresses its current

function as a noun and its meaning refers to “*Envase con un dispositivo especial para pulverizar los líquidos que contiene*” or “*Sustancia líquida contenida en este envase*”.

Furthermore, this anglicism has not been approved or accepted by the Royal Spanish Academy and does not have an equivalent term in Spanish. The vocabulary word **spray** is inserted in Spanish without any inconvenience since the production of these kinds of devices is continuous and constant. Spanish speakers find the use of this term easy and fast to use.

Sexy

The anglicism **sexy** shows its etymology from the year 1925. Morphologically, the word has not changed through the times.

Syntactically, this term works as an adjective and it means “*sexually suggestive or stimulating*”. The term has been accepted by the Royal Spanish Academy.

In the Spanish context “*Chicas **sexy**.Envía **SEXY***” found in the Advertisements section on October 19th, 2009, the anglicism **sexy** is functioning as an adjective and its meaning refers to “*Que tiene atractivo físico y sexual*”. Additionally, it is relevant to consider that there is not an equivalent for this term in Spanish.

A few years ago, it is important to express that the use of this anglicism was, somehow, banned or tabooed by the

conservative journalists due to the simple fact that its pronunciation is quite similar to the word *sex*.

Although the anglicism **sexy** focuses principally on a sexual-oriented context, in the recent years the term is being applied so as to refer to or describe someone or something generally attractive or interesting, discarding the possibilities of involving any kind of sexual approach.

The term is largely used in all languages in the world. This is to say, the term **sexy** is a new incorporation into the language. This anglicism is vastly spoken and written especially by Spanish speakers and it is internationally recognized.

Show

Etymologically, the word **show** originated in Middle English *shewen*, from Old English *sceawian* which means “to look”, related to Old High German *scouwon*. As a transitive verb, this anglicism dates back to the 12th century and its definition is “to cause or permit to be seen”; as an intransitive verb “to be or come in view” and as a noun it dates the 13th century and means “a demonstrative display”. Morphologically, this term has not been altered or changed.

Syntactically, **show** was found in the Spanish context “*Brahma brindó caravan para el show*” inside the article “La búsqueda de la chica sexy del barrio” on October 20th, 2009, and its noun function refers to “*Espectáculo de variedades*” or “*Acción*”

o cosa realizada por motivos de exhibición". In the researched newspaper, this term maintains the same characteristics and features in English and in Spanish.

The impact of this anglicism in the Spanish is marked; the vocabulary word **show** upgrades the language because it is considered a new insertion since there is not an equivalent word in Spanish that urges to be used instead. Also, this anglicism is accepted by the Royal Spanish Academy. Nonetheless, a similar translation may be "**espectáculo**" even though it does not entirely reflect the true context of the term. Thus, the anglicism **show** is properly accepted by the Royal Spanish Academy and used by most of Spanish speakers.

Casting

The anglicism **casting** has been accepted by the Royal Spanish Academy and its etymological origin as a noun comes from the 14th century and as a transitive verb and as an intransitive verb dates back to the 13th century.

The syntactic and semantic functions of this term are three: in English, this vocabulary word functions as a noun meaning "*the assignment of parts and duties to actors or performers*", as a transitive verb "*to cause to move or send forth by throwing*" or "*to get rid of*", and as an intransitive verb meaning "*to throw something; specifically, to throw out a lure with a fishing rod*".

In the Spanish context “*El **casting** se realizó en la ciudadela Kennedy*” found in the article “Guayaquil busca su nueva reina del carnaval” on October 20th, 2009, this anglicism is working as a noun and its meaning refers to “*Selección de actores o de modelos publicitarios para una determinada actuación*”.

Morphologically speaking, the anglicism **casting** has not suffered any alteration in spelling or pronunciation when inserted in Spanish.

Casting does not have an equivalent translation into Spanish. It is a new incorporation in the Spanish lexical. This anglicism also provides the Spanish language of another term inherited from English. Therefore, the vocabulary word **casting** is a concise adaptation into the enrichment of Spanish.

Gay

The anglicism **gay** expresses an exact and precise example of evolution in the original language and how it was transferred into the other languages due to the globalization phenomenon.

Etymologically, its origin as an adjective started in Middle English, from Anglo-French *gai*, of Germanic origin; related to Old High German *gahi* which means “*quick, sudden*”. This comes from the 14th century and as a noun it dates back to 1953.

This term has been accepted by the Royal Spanish Academy. Morphologically, **gay** has not varied or suffered any alteration since then.

Syntactically, this term functions as an adjective referring to “*happily excited*” or as a noun “*especially, a homosexual male*”. In the Spanish context “*Escándalo: Coronan a Miss Gay Internacional*” found in the Social pages on October 25th, 2009, this term is functioning as a noun and its meaning refers to “*Hombre homosexual*”.

The evolution of the word brings the fact that nowadays, the term **gay** is referred to a **noun** that means “**homosexual**”.

The equivalent word in Spanish must be “**homosexual**”. This is the term that the Royal Spanish Academy Dictionary illustrates. Nonetheless, in the current times and years, the term is used very lightly and is not really emphasized with clarity and criteria.

The incorporation of this vocabulary word deteriorates the language because the real context of the word is derived to mean that a person is “**homosexual**”. Nowadays people use the term **gay** in a common way without really caring and realizing that it reflects a sexual-oriented approach; semantically, people employ the word **gay** when referring to “*sophisticated or sensible*”.

Therefore, the lack of criteria and conscience in the correct definition of this vocabulary word, make this anglicism be

incorrectly applied from its current and accurate meaning. This is to say, the anglicism **gay** must not be used vaguely, but properly in order to express its current meaning.

Web

The anglicism **web** comes from Middle English and Old English *wefan*. It is also related to Old Norse *vefr* meaning “*web*”. Its etymological origin as a noun dates before the 12th century and as a verb dates back to 1604. Morphologically, the anglicism **web** has not suffered any variation since then.

The semantic and syntactic functions of this term are three: In English this word functions as a noun that means “*a network of silken thread spun specially by the larvae of various insects*” or “*an intricate pattern o structure suggestive of something woven*”; as an intransitive verb “*to construct or form a web*” and as a transitive verb meaning “*to cover with a web or network*”.

Once again, like other computer-related terms, since communicative technology started to insert new lexicon into English and thus to the rest of the languages, around the year 1990, the term still functions as a noun and it is applied to the meaning “*a part of the Internet accessed through a graphical user interface and containing documents often connected by hyperlinks*”.

In the Spanish context “*Hablan las prepagos de la **web***” found in the article “*Información de la web*” (Reports section) on

October 20th, 2009, it functions as a noun and its meaning refers to “*Red Informática*”.

So, the term **web** is meant as in **World Wide Web** (which must be capitalized). The variation of the word consists in the resemblance of a spider web or a cobweb compared to the digital systems and accesses given by computer servers connected to Internet. Furthermore, the word **web** has been accepted by the Royal Spanish Academy.

The word **web** can be easily translated into Spanish as “**red informática**”: this must be the equivalent word when speaking about the connection among 2, 3 or more computers.

The anglicism **web** is nowadays an incorporated and accepted word in Spanish, to which it is concluded that the application of this term improves the way people communicate when referring to computer related activities or things, however, its capitalization is mandatory according to the Royal Spanish Academy.

Night Club

Etymologically, the anglicism **night club** (as a whole) was originated as a noun in 1894; furthermore, in 1936 it was first employed as an intransitive verb.

Morphologically, this anglicism is categorized as a compound word, which was a result of the composition process

into **night + club**; however, the anglicism **night club** is respelled as **nightclub** when it works as an intransitive verb. Even though this vocabulary word has not been accepted by the Royal Spanish Academy, Diccionario María Moliner (2010) includes its definition as a noun; also, the word is hyphenated in Spanish and its spelling is **night-club**.

Syntactically, **night club** works as a noun meaning “*a place of entertainment open at night usually serving food and liquor and providing music and space for dancing and often having a floor show*” and as an intransitive verb with the meaning “*to patronize night clubs*”.

In the researched newspaper, the sentence “*Vendo de oportunidad **Night Club** Lookers*” found on October 19th 2009 in the Real Estate advertisements, the anglicism **night club** is being used as a noun and according to Diccionario María Moliner (2010), its definition refers to “*Especie de cabaret que solo abre por la noche*”.

It is also important and relevant to mention that the Spanish term “**club nocturno**” can be considered as an equivalent translation: the Royal Spanish Academy Dictionary emphasizes that the meaning of **club nocturno** is “*Lugar de esparcimiento donde se bebe y se baila y en el que suelen ofrecerse espectáculos musicales, habitualmente de noche*”. Nevertheless, in Spanish and specifically in Latin American countries, the anglicism **night club** is used in order to refer to a kind of cabaret

that includes striptease shows, nudity, and occasionally, prostitution. This is to say, the semantic function of the term changes importantly in Spanish.

As it was mentioned previously, the term **night club** is a compound word and thus it has been considered relevant to analyze separately each of the units that make up this anglicism:

The vocabulary word **night** has not been approved or accepted by the Royal Spanish Academy; etymologically, this term comes from Middle English.

Its grammar function expresses that this word can function as a noun meaning “*the time from dusk to dawn when no sunlight is visible*” and as an adjective which means “*of, relating to, or associated with the night*”.

Additionally, the term **club** has directly been approved and accepted by the Royal Spanish Academy. Its etymological origin as a noun comes from Middle English *clubbe*, from Old Norse *klubba*, related to Old High German *kolbo*, and it dates back to the 13th century. As a verb, this anglicism dates back to 1593.

Syntactically, **club** functions as a noun with the meaning “*the meeting place of a club*”. As a verb, it means “*to unite or combine for a common cause*”. In the Spanish context found in this newspaper, the anglicism works as a noun with the definition “*Local público de diversión donde se bebe o se baila, y en el que suele ofrecerse algún espectáculo*”.

After a meticulous analysis of the term **night club**, there has been found that its semantic function suffers a change when this vocabulary word is being used in Spanish, specifically, in Ecuador.

Morphologically, it is important to notice that the spelling of this anglicism in Spanish must be hyphenated as in **night-club** according to the Royal Spanish Academy Dictionary. Additionally, it must also be considered that this anglicism can be replaced with the equivalent term in Spanish that is “**club nocturno**”.

Full

The anglicism **full** has a variety of meanings and grammar functions. Etymologically, this term originated as an adjective and as an adverb in Middle English, from Old English; adapted from the Old High German *fol*, also related to Latin *plenus*, as well as the Greek *peres* or *plethein*. It dates before the 12th century. Furthermore, as a noun it dates back to the 14th century; as a transitive verb and as an intransitive verb it comes since 1794.

Morphologically, **full** has not been changed or altered. Semantically and syntactically, the anglicism **full** works and functions as a transitive verb meaning “*to make full in sewing*”, as an intransitive verb “*of the moon: to become full*”, as a noun with its definition “*the highest or fullest state or degree*”, as an adverb meaning “*extremely*” or “*entirely*”, and as an adjective meaning

“containing as much or as many as is possible or normal” or *“complete especially in detail, number or duration”*. As it can be noticed, the grammar functions of this anglicism are very extensive.

In the Spanish context *“Vendo camión Caterpillar **full equipo**”* found on October 19th, 2009 in the Automobile advertisements, the term works as an adjective and it means *“completo”*.

There is not an equivalent term in Spanish for this anglicism. It has not been approved or accepted by the Royal Spanish Academy. However, the term **full** appears in Royal Spanish Academy Dictionary in the approved anglicism **“full time”**, which confirms its definition and syntactic function. Nonetheless, the anglicism **full time** is being analyzed by the Royal Spanish Academy in order to be abolished from the Royal Spanish Academy Dictionary in its 23rd edition.

Laptop

Etymologically, the anglicism **laptop** comes from the year 1984 as a noun and as an adjective. Morphologically, this term has not suffered any variation or changes.

Syntactically, this anglicism functions as a noun meaning *“a portable microcomputer having its main components integrated into a single unit capable of battery-powered operation”*

and as an adjective with the definition “*of a size and design that makes operation and use of one’s lap convenient*”.

In the Spanish context “*Vendo **laptop** de oferta*” found in the Advertisement section of the researched newspaper on October 19th, 2009, the anglicism **laptop** functions as a noun and its meaning refers to “*Computadora portátil del tamaño aproximado de un portafolio*” found in the Diccionario María Moliner (2010), or the meaning “*Computadora de tamaño pequeño diseñada para poder ser transportada con facilidad y dotada de cierta autonomía de funcionamiento*” found in the Royal Spanish Academy Dictionary.

Additionally, the terms “**computadora portátil**” or “**ordenador portátil**” are considered to be the equivalent terms in Spanish for the anglicism **laptop**. These equivalent words were found in the Royal Spanish Academy Dictionary; nevertheless, the Royal Spanish Academy has not approved or accepted the term **laptop**.

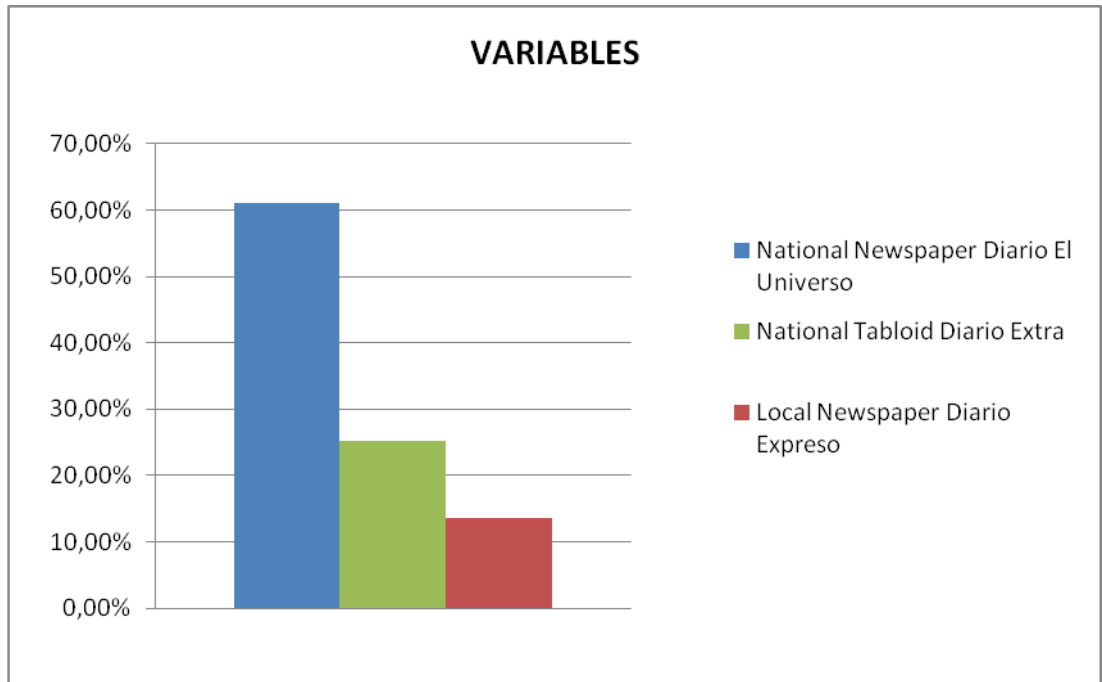
Since there is an equivalent word when speaking about this kind of computers, the vocabulary word **laptop** must not be inserted in Spanish according to the 23rd edition of the Royal Spanish Academy Dictionary.

COMPARATIVE ANALYSIS

The use of anglicisms in Ecuadorian newspapers is a linguistic phenomenon that is widely increasing. It is important to state that the constant and relevant use of anglicisms in this kind of mass media production provokes different results and reactions in readers as well as in writers. About this topic, and after the analysis of the selected variables and subvariables, there are different linguistic situations to consider for the amount of quantity and the level of quality in the use of anglicisms in Ecuadorian newspapers.

It is important to know anglicisms from a linguistic, syntactic, semantic and morphological point of view to find out the way they alter, improve or affect our native language. Additionally, it is also important to know which variable and subvariable has the major number of anglicisms and what can be concluded from that.

First, a Comparative Analysis of all the variables (national newspaper Diario El Universo, local newspaper Diario Expreso and national tabloid Diario Extra) will be made. After that, each variable with each subvariable (News, Ads, Sports section, Reports, Social Pages) will be analyzed. Finally, all the subvariables, without taking into consideration the variable where they belong, will be explained and analyzed.



Graph #1: Variables

Source: Diario El Universo, Diario Expreso, Diario Extra from October 19th, 2009 to October 25th, 2009

Author: Carlos Andrés Blacio

Taking the information from Charts Fourteen, Fifteen and Sixteen, this chart shows that the national newspaper Diario El Universo leads the usage of anglicisms with 61, 10%. In second place, the national tabloid Diario Extra has 25, 20% of the anglicisms and at last the local newspaper Diario Expreso participates with 13, 70%.

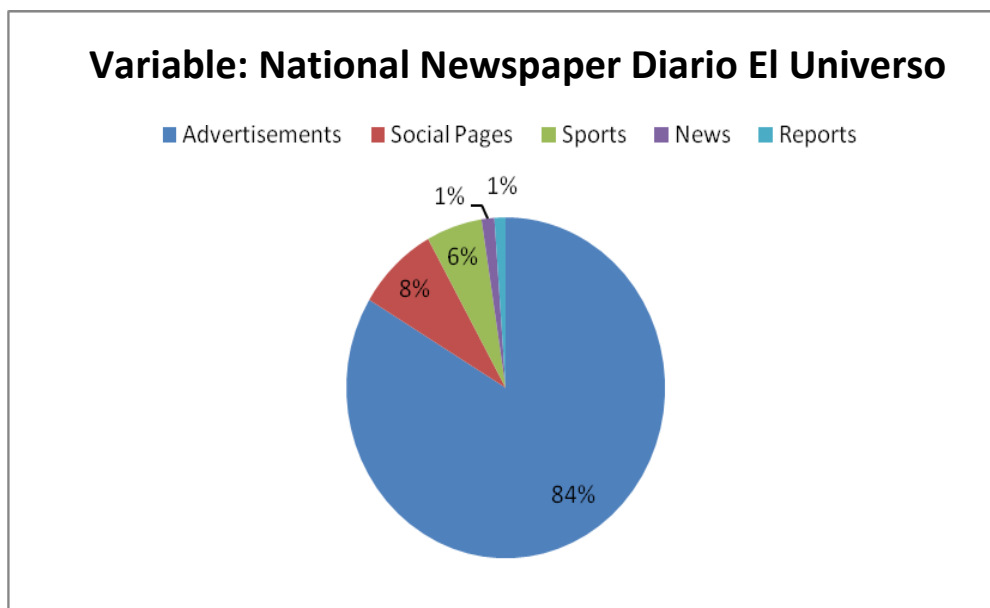
It can be said that the national newspaper Diario El Universo included more anglicisms in its editions because its readers are usually people from a high standard of living. This is to say, they have had a bilingual education at school, high school and college. However, this newspaper failed to use equivalent terms in Spanish and instead it imposed anglicisms upon its

articles even though some of those were not approved or accepted by the Royal Spanish Academy. Chief Editors of this newspaper must consider the fact that mass media require an effective usage of Spanish because Diario El Universo possesses the highest variety and the highest frequency of repeated anglicisms employed in all its sections; this newspaper used 47 different anglicisms which were repeated 616 times along the week from October 19th, 2009 until October 25th, 2009.

Then, we have national tabloid Diario Extra. Even though this is the press media that has the highest amount of copies sold daily, Diario Extra used 15 different anglicisms which were repeated 254 times along the researched week. Moreover, it has been important to highlight the reason for this: most of the articles found in this newspaper are directly related to Ecuadorian news which were edited and published using a raw and plain communicative style, more specifically using Ecuadorian slangs, in order to inform about bizarre reports of murders, offensive editorials, national celebrities gossips and soccer statistics or highlights. Say this in other words; the target audience of this newspaper is readers who obtain this media in order to be informed of daily events, sensational reports, soccer reports or sexual-oriented articles by reading the given information in an informal way.

Finally, we have local newspaper Diario Expreso. This newspaper is the least bought from all the variables. Nonetheless, Diario Expreso employed 36 different anglicisms but it had the least frequency of repeated anglicisms; as shown on Chart Fifteen, this newspaper used anglicisms 138 times throughout all its sections from the researched week. This local newspaper published most of its anglicisms in the sections “Advertisements” and “Social pages”.

In the lines below, there will be made a general analysis of all the variables. The first variable is the national newspaper El Universo. Inside this newspaper, five hundred and fifteen (515) anglicisms were found in the Advertisements (83, 60%), fifty-one (51) anglicisms in the Social Pages (8, 27 %), thirty-five (35) anglicisms in the Sports section (5, 68%), eight (8) anglicisms were also found in the News section (1, 30%), and only seven (7) anglicisms in the Reports (1, 14%).



Graph #2: Variable: National Newspaper Diario El Universo
 Source: Diario El Universo from October 19th, 2009 - October 25th, 2009
 Author: Carlos Andrés Blacio

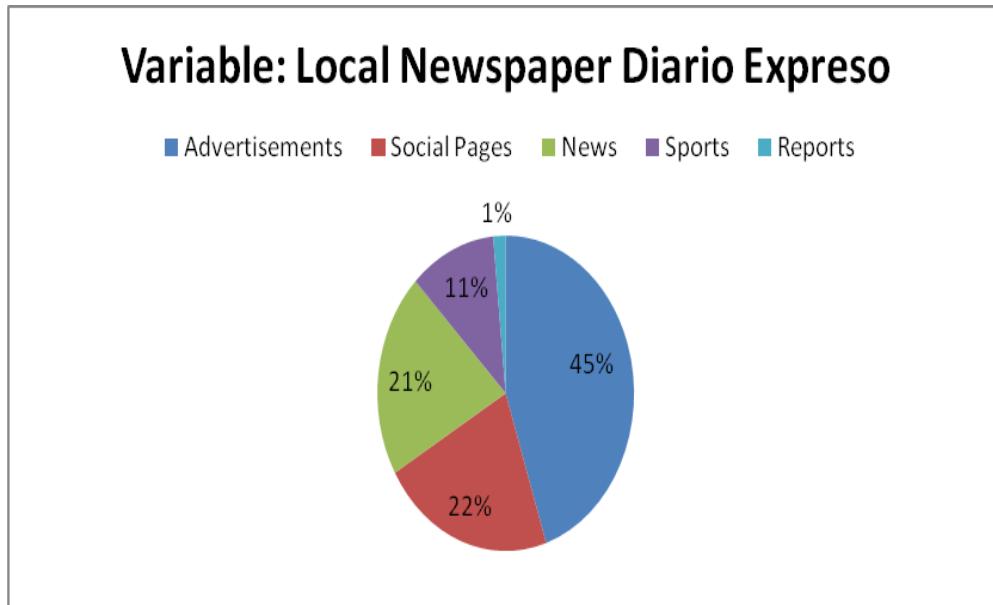
The section Advertisements has more anglicisms because it is remarkable and very important to detail that the frequency of the anglicisms found in the Automobile and Real Estate Advertisement section determine that citizens prefer to publish in Diario El Universo since it is a national newspaper and its contexts, reports, and editorials, along with the rest of subvariables are settled in a consistent, objective, and, principally, a formal way. The subvariable Social Pages follows the list with more anglicisms because journalists included international information of celebrities, movies, and music; most of that information was imported from the internet and came from the United States.

The next subvariable with more anglicisms in this newspaper is Sports. This happened because this section not only

covers national information about soccer, but also international information about baseball and tennis where journalists used anglicisms to report about them. Additionally, during the researched week, the American Major League Baseball Playoffs were taking place, so the reports increased relevantly.

Finally, the subvariables News and Reports used the least amount of anglicisms; although these sections have more pages than the rest, journalists did not use too many anglicisms because news and reports must be written directly, without including any points of view or any kind of free style in their writing. News and Reports were mainly local, about community or city issues.

The second analyzed variable is the local newspaper Diario Expreso. This local newspaper included sixty-two (62) anglicisms in Ads (44, 93%), thirty (30) anglicisms in Social Pages (21, 73%), twenty-nine (29) anglicisms in News (21%), fifteen (15) anglicisms in Sports (10, 87%), and only two (2) anglicisms in Reports (1, 56%). The subvariables related to Diario Expreso in percentages are shown on the next chart:



Graph #3: Variable: Local Newspaper Diario Expreso
 Source: Diario Expreso from October 19th, 2009 - October 25th, 2009
 Author: Carlos Andrés Blacio

The first subvariable with the highest amount of anglicisms is Ads. This happened because people from middle-high class also prefer to publish their Advertisements in this newspaper. As aforementioned, Real Estate and Automobile advertisements occupy the most frequented anglicisms in this section.

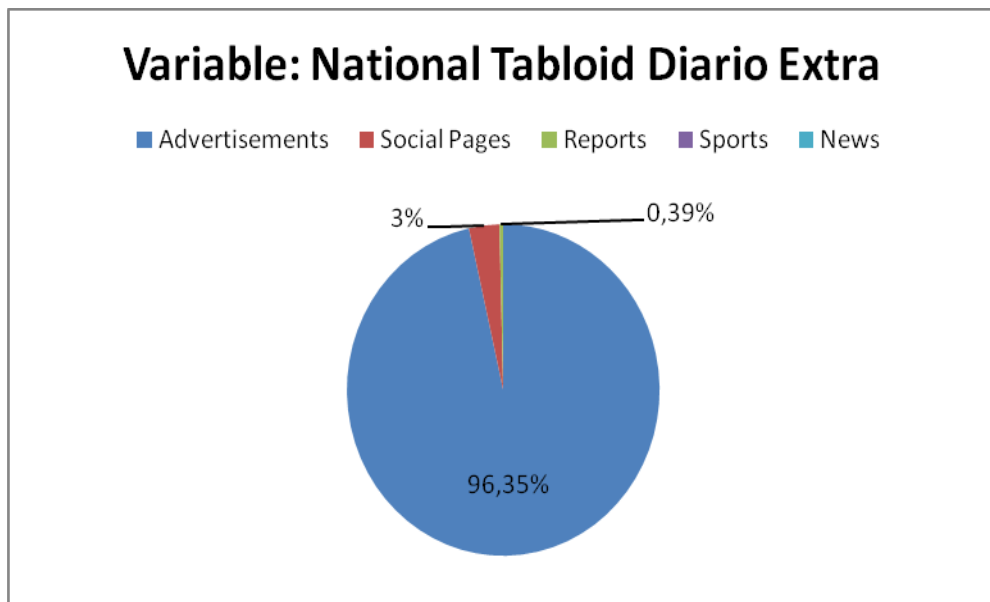
Social pages and News have the second and third place correspondingly in percentage. As mentioned before, there were many anglicisms used in these sections since the Social Pages also inform about international social events; furthermore, the News section covered a few local information because this section is more focused on international news.

The next subvariable is Sports. This section included some anglicisms because during the researched week there was

an important baseball competition –American Major League Baseball Playoffs - and a tennis exhibition match which was held in the city of Guayaquil – Andres Gómez vs. José Luis Clerc- in addition to the soccer reports that are common to find in Ecuadorian newspapers.

Diario Expreso is a local newspaper that in its Reports section covers principally community issues, that's the reason why there were only two (2) anglicisms found in that section.

The last variable is national tabloid Diario Extra. As shown in the chart below, two hundred and forty-five (245) anglicisms were found in Ads (96, 45%), eight (8) anglicisms in Social pages (3, 14%), and only one anglicism in Reports (0, 39%). The subvariables News and Sports did not include anglicisms.

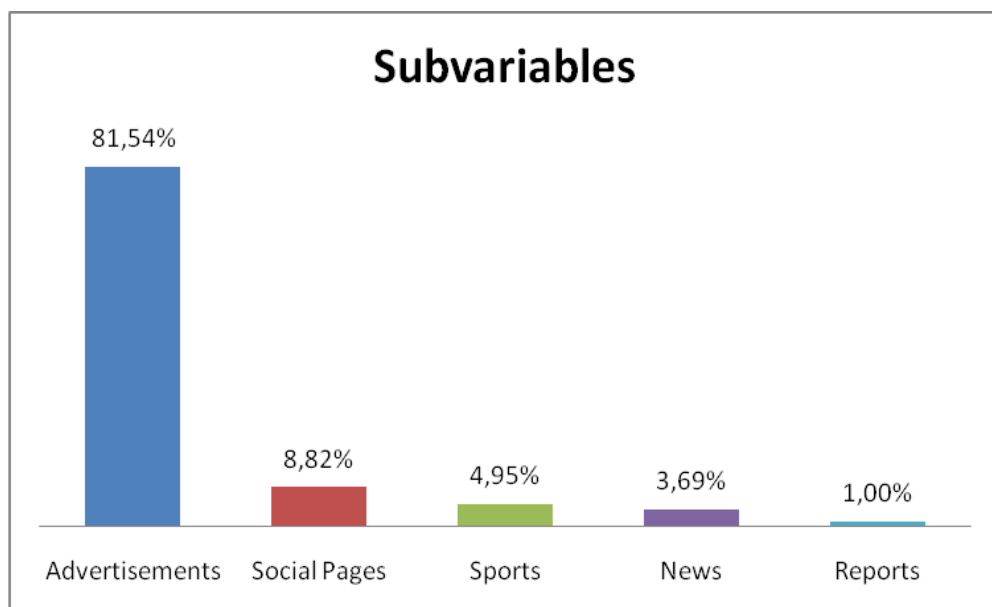


Graph #4: Variable: National Tabloid Diario Extra
Source: Diario Extra from October 19th, 2009 - October 25th, 2009
Author: Carlos Andrés Blacio

It is important to detail that the Advertisements have the highest amount of anglicisms because it is very cheap to pay for this service. Furthermore, readers of this tabloid do not have a high level of education, so the displayed advertisements were mainly sexual services and sexual-related products.

Social Pages was the section that came next with only eight (8) anglicisms found. Only one anglicism was found in the Reports section. Finally, Sports and News sections did not have any anglicisms at all because they were mainly covered with local soccer team reports, and disturbing news of murders narrated by using Ecuadorian slangs.

Now it is time to analyze all the subvariables in general without considering the newspaper they come from.



Graph #5: Subvariables

Source: Diario El Universo, Diario Expreso, Diario Extra from October 19th, 2009 to October 25th, 2009

Author: Carlos Andrés Blacio

As it is shown on the previous chart, the subvariable that contains the most anglicisms is Advertisements due to the constant use of these terms in Real Estate, Automobile, Computer products, Sexual Services, and Sexual-Oriented products. Anglicisms such as **full** and **suite** were the most frequent anglicisms among the total found in this research; pointing the fact that these anglicisms were repeated 454 and 139 times correspondingly in all the three newspapers as displayed on Chart Seventeen. Moreover, the anglicisms **night-club**, **laptop**, **sexy**, **spray**, **hot**, **cyber** and **gay** were continuously employed in this section throughout the researched week. Totally, anglicisms were used eight hundred and twenty-two (822) times in this section.

The next subvariable is Social Pages which used anglicisms a total of eighty-nine (89) times. It can be stated that this section has a considerable amount of anglicisms because its editors inform about national and international events of celebrities, movies, and music taken from the internet and in some cases related to the United States; here, the editors just rewrite the information they obtained from the international source.

After that, the Sports section also contained a significant number of employed anglicisms. Fifty (50) anglicisms were found. In this section, it is easy to read anglicisms especially if there are baseball and tennis events.

Although the News section represents the 50% of the articles found in any newspaper, it just included thirty-seven (37) anglicisms in all three variables. This is a consequence of a concise writing because news must be told without points of views or independent writing styles.

Finally, only ten (10) anglicisms were found in the Reports in all the three newspapers. So, it can be concluded that this section used the least amount of anglicisms because most of its articles reported about community issues and events.

SOCIOLOGICAL ANALYSIS

This analysis is based on data collected through interviews to outstanding linguists in order to explain better this sociological and linguistic phenomenon.

About the use of anglicisms in Ecuadorian newspapers, a professor in IDE Business School in Guayaquil, professional in Spanish Language graduated at the Antioquia University, and Doctor in Art History graduated in Harvard University, said that “the use of these terms are purely a *facilismo*”; he also said that “We have a rich language: the use of anglicisms is to accept what cannot be corrected. Why do we accept the term **fútbol** if we can use the word **balonpié**? It is just as if we accept drugs into our society because we don't know how to deal with drug addicts or junkies.”

Moreover, an anthropologist from University ESPOL, another anthropologist from the University of Guayaquil, and a Literature teacher from the high school Unidad Educativa Bilingüe Torremar commented that “anglicisms deteriorate Spanish; the use of these words make citizens forget or reject the origin of our language. In the current young generations, anglicisms have made the transgression of human values: there is a preference in singing vulgar, rude and often incomprehensible words in modern music styles than in singing our national anthem”.

In contrast to the previous opinions about the use of this terminology, an English teacher from Jose Antonio Echeverria Language School in Habana, Cuba, stated that “anglicisms adjust and make the language flexible. anglicisms enrich the language; languages are living things, they are modified and transformed through the times. The influence among languages is inevitable, up to the important point that Spanish have influenced and inserted words into English as well, such as **cholo** or **puma** which surprisingly were adopted from Quechua”

The total of interviewed linguists consider right the use of anglicisms and conclude jointly that there is a branch of anglicisms that truly feeds the Spanish language: this branch belongs to the computer-related terminology. Anglicisms like **pen drive**, **software**, **blog**, and **chat** do not have equivalent terms in Spanish and can be easily and properly used into our language.

Additional statements about this theme were also found in textbooks and dictionaries from recognized and prestigious linguists. In the “Diccionario del uso correcto del español en el Ecuador” revised and upgraded by the talented Dr. Susana Cordero de Espinosa, there are interesting opinions to be shared with. Cordero de Espinosa (2004) concluded that the national press, with a few exceptions, is a reflection of idiomatic errors that through time and space are being settled until the fact of imposing

the correct oral or written expression not only from our speakers and writers, but also from our great readers.

Regarding this phenomenon, the famous Colombian novelist Gabriel Garcia Marquez highlights the efforts of the extraordinary Spanish lexicographer María Moliner, in order to upgrade and update referent dictionaries in the Spanish language with modern terms. Found in “Diccionario de Uso del Español Actual CLAVE”, Garcia Marquez (2003) declares that all dictionaries of the Spanish language begin downgrading before they are published, and no matter how hard their authors try, they cannot avoid this situation; nonetheless, Maria Moliner showed that she never waited for the words to come; she went looking for them.

As a researcher, some personal inputs and statements as the following are firmly included.

First, it was evidenced through this research that newspapers are one of the most important sources that a society has. Many people do not have access to literature in libraries or bookstores, but they read newspapers. For this reason, editors, journalist and authors of the different articles in the different newspapers must look after a proper and efficient way to fulfill the functions of communication. In fact, people would write, read and speak much better if only the newspapers worried about this matter.

Second, anglicisms from computer-related or technological terms are inevitable to use. This phenomenon takes place because most of the latest technological inventions are manufactured in developed countries, which immediately use English as the international language for naming any invention; for this reason, new anglicisms flourish and must be used since they do not have equivalent translations.

Finally, Spanish is considered a wonderful and highly rich language: masterpieces, such as *The Ingenious Hidalgo Don Quixote of La Mancha*, emphasize the marvelous language that Spanish has been through ages. To use anglicisms –except technological terminology- in Ecuadorian newspapers in order to ease understanding and comprehension, would be underestimating the knowledge and language capacity of the readers. Moreover, it would lead to a loss of cultural identity of our country if more anglicisms are included in the press media.

CONCLUSIONS

- The level of influence of the English language on the linguistic expressions found in Ecuadorian newspapers is increasing rigorously, proving that there is a sense of replacing the equivalent Spanish term with the corresponding anglicism which in most of the cases fails to enrich the language.
- The results evidence that the written section of the Ecuadorian newspapers in where anglicisms are mostly used is Advertisements (81, 54%), specially to advertise Real Estate, Automobile, Sexual Services or Sexual-Oriented products.
- It was discovered that **suite** and **full** are the anglicisms mostly used in the researched newspapers. The term **suite** was repeated four hundred and fifty-four (454) times, while the term **full** was repeated one hundred and thirty-nine (139) times. These terms represent 43% and 13, 18% of all the anglicisms in all the three variables. Moreover, these anglicisms function as a noun and as an adjective correspondingly and did not affect the Spanish syntax or word order when using them.
- Sexual-oriented anglicisms about products or sexual services were only found within the Advertisement section of Diario Extra, this might be because the audience and readers of this

tabloid prefer this kind of articles and advertisements; the most common terms are **sexy**, **spray**, **chat** and **hot**.

- The variable Diario Extra did not include any anglicism in its News and Sports section due to the directors' and specially to readers' preference of publishing bizarre reports and interests of non cultural aspects using Ecuadorian slangs.
- It was found that the anglicisms that were used in the Sports section did not change morphologically into Spanish since these are internationally accepted. Most of these anglicisms belonged to baseball and tennis.
- It was discovered in this research that most of the analyzed anglicisms used in Ecuadorian newspapers etymologically come from Middle English, Old English (for instance, **mail** from *male*, **hobby** from *hoby*, **hit** from *hyttan*) and Modern English (for example: **software**, **laptop**, **sexy**).

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ANNEXES

Chart One

Variable: National newspaper “Diario El Universo”

Subvariable: News

anglicisms	Examples	Word Repetition Number	Title of the article	Date

Chart Two

Variable: National newspaper “Diario El Universo”

Subvariable: Ads

anglicisms	Examples	Word Repetition Number	Title of the article	Date

Chart Three

Variable: National newspaper “Diario El Universo”

Subvariable: Social Pages

anglicisms	Examples	Word Repetition Number	Title of the article	Date

Chart Four

Variable: National newspaper “Diario El Universo”

Subvariable: Reports

anglicisms	Examples	Word Repetition Number	Title of the article	Date

Chart Five

Variable: National newspaper “Diario El Universo”

Subvariable: Sports

anglicisms	Examples	Word Repetition Number	Title of the article	Date

Chart Six

Variable: National newspaper “Diario El Universo”

Subvariable: News

anglicisms	Examples	Word Repetition Number	Title of the article	Date

Chart Seven

Variable: Local newspaper “Diario Expreso”

Subvariable: Ads

anglicisms	Examples	Word Repetition Number	Title of the article	Date

Chart Eighth

Variable: Local newspaper “Diario Expreso”

Subvariable: Social Pages

anglicisms	Examples	Word Repetition Number	Title of the article	Date

Chart Nine

Variable: Local newspaper “Diario Expreso”

Subvariable: Reports

anglicisms	Examples	Word Repetition Number	Title of the article	Date

Chart Ten

Variable: Local newspaper “Diario Expreso”

Subvariable: Sports

anglicisms	Examples	Word Repetition Number	Title of the article	Date

Chart Eleven

Variable: National tabloid “Diario Extra”

Subvariable: Ads

anglicisms	Examples	Word Repetition Number	Title of the article	Date

Chart Twelve

Variable: National tabloid “Diario Extra”

Subvariable: Social Pages

anglicisms	Examples	Word Repetition Number	Title of the article	Date

Chart Thirteen

Variable: National tabloid “Diario Extra”

Subvariable: Reports

anglicisms	Examples	Word Repetition Number	Title of the article	Date

Chart Fourteen

Variable: National Newspaper “Diario El Universo”

anglicisms	Section	F	%
	News		
	Ads		
	Social pages		
	Sports		
	Reports		
	Total		

Chart Fifteen

Variable: National Newspaper “Diario Expreso”

anglicisms	Section	F	%
	News		
	Ads		
	Social pages		
	Sports		
	Reports		
	Total		

Chart Sixteen

Variable: National Newspaper “Diario Extra”

anglicisms	Section	F	%
	News		
	Ads		
	Social pages		
	Sports		
	Reports		
	Total		

The Most Frequent anglicisms

Chart Seventeen

anglicisms	Word Repetition Number
Total	

**UNIVERSIDAD TECNICA PARTICULAR DE LOJA
ESCUELA DE LENGUAS**

INTERVIEW TO LINGUISTS TO GET INFORMATION ABOUT
THEIR CRITERIA RELATED TO THE USE OF ANGLICISMS
IN ECUADORIAN NEWSPAPERS.

Name of the interviewed: _____

Name of the interviewer: _____

Date: _____

What is your opinion about the use of anglicisms in Ecuadorian newspapers?

**In your opinion, is it acceptable the use of these terms?
Why or why not?**

In relation to our cultural aspects, in what sense or matter do the use of anglicisms in Ecuadorian newspapers impact or influence in the society?

Do you think that the use of anglicisms in Ecuadorian newspapers enrich the Spanish language? If not, justify your criteria.

Write your commentaries. Do you think that the use of anglicisms in Ecuadorian newspapers influence on the reading comprehension? If not, write your reasons why.
