



UNIVERSIDAD TÉCNICA PARTICULAR DE LOJA
La Universidad Católica de Loja

ESCUELA DE CIENCIAS DE LA EDUCACION
MENCION INGLES

MODALIDAD ABIERTA Y A DISTANCIA

A DESCRIPTIVE ANALYSIS OF ANGLICISMS
USED IN ECUADORIAN MAGAZINES

AUTHOR:

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

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2011

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CERTIFIES THAT :

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

Loja, May, 2011

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Abstract

This research about Anglicisms in Ecuadorian magazines, which has been carried out in Guayaquil, shows a descriptive analysis of them. Three variables have been chosen to carry out this study: Cultural magazines, Scholarly magazines and General interest magazines. The anglicisms were found in each variable. Then, the syntactic, semantic and morphological analysis were done. This study was done with the main purpose of determining which of them has the highest quantity of anglicisms and the frequency with which they are mostly used.

The quantitative and qualitative methods were used to carry out this study, which provides a linguistic and comparative analysis of the anglicisms found. This study demonstrates that General Interest Magazines use more anglicisms, this represents almost 50%. The other 50% is shared between Scholarly and Cultural magazines. Scholarly magazines, that engages the science, technology and economic fields, have the highest number of repetition of anglicisms, such as : déficit, default. Commodities, football, spread, ranking, swap, internet. Unnecessary anglicisms like: business, online, and skinhead were noticed in General interest magazines.

The study also showed that most of the anglicisms (90%) were nouns. Only 10% of adjectives and verbs were found.

Introduction

The theme of this work is a descriptive and linguistic analysis of Anglicisms in written Ecuadorian magazines, in which we will focus specifically on lexical terms known as Anglicisms and how they are used in magazines. This research will focus on a descriptive study through which it will be possible to get the linguistic information, in order to identify and analyze the anglicisms used in Ecuadorian magazines at present. The Qualitative and Quantitative Methods will be used to carry out this research study.

The general objective of this study is to research the linguistic phenomenon of anglicisms used in Ecuadorian magazines.

The specific objectives are to identify the syntactic and lexical anglicisms more commonly used in Ecuadorian magazines. To make a deep analysis of the anglicisms found in Ecuadorian magazines regarding syntactic, semantic, and morphological aspects. To establish which variable (cultural, scholarly, and general interest magazines) contains the highest number of anglicisms. To determine which anglicisms are mostly used.

Six Ecuadorian magazines were selected: two Cultural magazines, two Scholarly magazines and two of General interest. The magazines corresponded to the months of January, March, April and May 2010.

The samples were taken from articles corresponding to these months, and the collection of data was made through record cards, note taking, skimming and skanning.

Previous studies have been made about Anglicisms; therefore, many English expressions have been introduced into a wide variety of languages, making them good Interlingua expressions.

According to Martínez (2007), in his study *Towards a Corpus-Based Analysis of anglicisms*, the press and TV are the main vehicles to introduce anglicisms. He establishes a comparison between the lexicon used by Latin American people and by Peninsular Spanish people. Through statistics, it was found that 50 percent of the information in the CREA (Corpora of Royal Spanish Academy RAE) comes from Spain, while the other half is shared by twenty American countries and the Phillipines.

Zurita (2006) in her study *Economic Anglicisms*, points out that we need to know when we are dealing with a word and when we are dealing with a term in specific contexts. It is clear for the author that the Anglo-Saxon language has a predominant influence, especially in the economic field, and that the market is expanding and therefore increasing a number of linguistic terms in other languages.

Gòmez (1997) intends to show the present situation about the cultural borrowings from English to the Romance languages,

especially contemporary English as a model for Western languages. The degree of modification of the foreign model and degree of novelty of the foreign form.

This research about anglicisms has contributed in a great deal to the professional field, because it has demonstrated the influence of the English over the Spanish language. Their differences in pronunciation and word meanings. The linguistic changes undergone in a speech community, and how unnecessary anglicisms are used as a tool to better communicate to replace the Spanish words, especially when living in a foreign country.

Since the main purpose of the Universidad Técnica Particular de Loja is to conduct a linguistic investigation through the different graduation programs, the information collected will contribute in great deal as a background study to the University and for further generations.

This research has contributed to identify the morphological, semantic, syntactic and lexical changes that Anglicisms have recently suffered in written Ecuadorian magazines, which will also be of assistance for further investigations.

One of the limitation found in some cases was not finding the Spanish equivalents in technical vocabulary such as *commodity* or *rating* are the most evident cases, especially in Scholarly magazines.

Another limitation was not finding reference books which included the origin of anglicisms. This, in order to have the Theoretical support and to establish the linguistic and comparative analysis.

Methodology

This research was carried out in the city of Guayaquil. To conduct this investigation, the qualitative and the quantitative methods were used. Six magazines were selected according to the variables established: two Cultural magazines, two Scholarly magazines and two of General interest magazines to search for the anglicisms.

Once the samples were collected, it was found that most of the anglicisms were lexical, because they come from a particular kind of text, which identify the language of the magazine.

The words were included in charts to make the qualitative and quantitative analysis. This was done in order to establish the highest number of anglicisms and its frequency, as well as to determine its lexical or syntactic characteristic.

For this purpose, record cards, note taking, skimming and scanning techniques were used for the bibliographic data collection, considering the concepts and definitions of the words that were going to be applied in the Literature Review.

In regard to this process, the anglicisms were investigated first to know their origin, and the grammatical function they had. All the words were registered in charts together with the context in which they were found.

Three tables were established for each variable with the name of the magazine, the anglicism, the lexical category, the word repetition and the paragraph where the anglicism was found.

Another table showed the frequency of the anglicism in each variable.

The procedure was based on the Linguistic and Comparative Analysis of the anglicisms. The Linguistic Analysis showed us the syntactic, semantic and morphological analysis, to determine whether the word is or not accepted in the Real Academy of Spanish and its equivalence or replacement in our Spanish language. The Comparative Analysis helped to identify which are the ten most used anglicisms.

DISCUSSION

Literature Review

There seems to be a general concern in language specialists about the linguistics consequences, because of the incorporation of many anglicisms into the Spanish language. The amount of English words in the Spanish language have increased highly due to many reasons such as politics, migration, business, computer science, religion and tourism.

In order to carry out this research, it is necessary to understand that an Anglicism is a linguistic term; therefore, we need to get into the linguistics field and its history, how anglicisms have developed throughout decades, and especially in magazines, by also analysing the terms magazine, contact languages, barbarisms, borrowings and loans and language vices.

According to Nicholls (2003) previous research has been made on the presence of loanwords or anglicisms through cultural, economics, and social magazines, as well as articles, where the tourism and computer language shows an increasing influence of English.

This study analyses the frequency and usage of anglicisms in the language of any report found in eight different publications

aimed at the public in general. Most of the articles are related to finances, culture, social and scholar magazines (adventure, sports or tourism).

The most habitual terms derived from interference between English and Spanish used in cultural, economic and social magazines are included as a result of this study, lexical categories will be also used in this study.

In order to develop this research project about Anglicisms, different authors' concepts shall be considered about terms related, which can provide a complete understanding of the topic.

Linguistics

Chomsky (1975, p. 55) says "*Linguistic is the study of acquisition and development of a language as a result of unfolding of innate propensities triggered by the experimental input of the external environment*".

Jirka (2006) argued that Linguistics is the scientific study of human language. It tries to observe language to describe it accurately. Then draw conclusions about the general nature of human language. On the other hand, Piaget (1970, p.69) emphasizes that a language is learnt taking into consideration the need of the

human being to structure its experience in order to comprehend it. He also argues that there are qualitative different stages of development and that entrance into a given stage depends upon the kind of structure a child is able to coordinate.

Branches of Linguistics: Morphology, Semantics, Pragmatics, Phonology, and Syntax: (Parts of Speech)

McArthur (1998, p. 56) argues that Linguistics comprises a large number of branches, several of them hybrids with other disciplines. In his opinion, *Morphology* is the structure of words where there is a systematic relation between words, and *Morphemes* are the building-blocks of words, the smallest linguistic unit which has a meaning or grammatical function. In contrast, *Semantics* is the literal meaning of sentences, phrases, words and morphemes.

Pragmatics deals with what is not encoded in language, and applies to all language use. In language teaching, on the other hand, "pragmatics" generally refers to the encoding of particular communicative functions, especially those relevant to interpersonal exchanges, in specific grammatical. *Phonology* describes the way sounds function within a given language or across languages to encode meaning. *Syntax* refers to the phrase and sentence structure, the composition of words.

On the other hand, Hanna (2002) linguistics overlaps and (ideally) cooperates with psychology, sociology, anthropology, philosophy, logic, mathematics, computer, science, speech pathology, acoustics, music, crypt-analysis, etc.

According to the above mentioned author, *Morphology* is the internal construction of words and its study, where there might be a systematic relation between words called *Morphemes*. A *Morpheme* is a minimal linguistic unit, or the building-blocks of words, that can not be divided into smaller parts., but can stand alone as a word. Therefore, *Semantics* is the study or science in meaning in language. It is the literal meaning of sentences, phrases , words and morphemes.

In Hanna`s opinion *Phonology* is the study of sound patterns, and *Pragmatics* are the studies of language use, the study of the aspects of meaning and language use that are dependent of the speaker, especially how context influences in the interpretation of utterances. The same sentence can be used to do different things in different situations. Overall, semantics is the literal meaning and pragmatics is the intended meaning.

In contrast, *Syntax* is the study or rules whereby words or other elements of sentences are combined in order to form grammatical sentences.

Chomsky (1975, p. 55) and his Chomskyan linguistics, begin with his *Syntactic Structures*, challenge structural linguistics and introduces Transformational Grammar, in particular, a context-free grammar extended with transformational rules. In this views, a child learning a language need only acquire the necessary lexical items (words, grammatical morphemes, and idioms) , and determine the appropriate parameter settings, which can be done based on a few key examples.

He also argues that there are qualitative different stages of development and that entrance into a given stage depends upon the kind of structure a child is able to coordinate.

Baker (2003) claims that for decades, generative linguistics has said little about the differences between verbs, nouns, and adjectives. This study seeks to fill this theoretical gap by presenting simple and substantive syntactic definitions of these three categories.

In his opinion, the various superficial differences found in particular languages have a single underlying source which can be used to give better characterizations of these ‘parts of speech’. These definitions are supported by data from languages from every continent, including English, Italian, Japanese, Edo, Mohawk, Chichewa, Quechua, Choctaw, Nahuatl, Mapuche, and several Austronesian and Australian languages. Baker argues for a formal, syntax- oriented,

and universal approach to the parts of speech, as opposed to the functionalist, semantic, and relativist approaches that have dominated the few previous works on this subject.

Gómez (1997) pointed out that in grammar a lexical category (also a Word class, a lexical class, or in traditional grammar a part of speech) is a linguistic category of Word (or more precisely lexical items) which is generally defined by the syntactic or morphological behavior of the lexical item in question.

This author also mentioned that common linguistic category includes noun and verb among others. Different languages may have different lexical categories, for example Japanese has as many as three classes of adjectives, where English has one. Chinese, Korean and Japanese have classifiers, while European languages do not grammaticalize three units of measurements (a pair of pants, a grain of rice).

He also states that many languages do not make any distinction between languages and verbs, adjectives and verbs or adjectives and nouns.

Some argue that the formal distinction between the parts of speech must be made within the framework of a specific language or language family.

Contact Languages

According to Samarin (1968):

“A contact language is any language which is created through contact between two or more existing languages. This may occur when people who share no native language need to communicate, or simply when a language of one group becomes used for wider communication with other groups, often with significant changes to its grammar as a result. Such languages are one type of lingua franca, a general term meaning a language used for widespread communication. An example of a contact language is the widespread use of Greek koiné in the Eastern Mediterranean around the fourth century AD.”

Peter (2002) notes that a Contact language is a marginal language or a type of lingua franca. It is used for purposes of basic communication by people without a common language.

Ancient Greek around the Mediterranean basin, or later Latin throughout the Roman empire, were both contact languages.

“When the contact between groups of people is prolonged, a hybrid language can develop known as pidgin. These tend to occur in situations where one language dominates, and there are two or more languages at hand.

According to Werner (1983), languages come in contact because of the speakers who are in contact with each other, not only by themselves. It is always the speakers of the languages who are in

contact. Their attitudes towards each other will affect the way they speak.

If speakers of a language want to identify with each other, they may find themselves the way of adjusting their speech to eliminate the more obvious differences in pronunciation or vocabulary . If the speakers do not want to identify with each other, they may emphasize the differences in their speech, particularly if someone from the "outside" is present. Generally, the reasons why people want to associate with each other or not do not have much to do with the language they speak. It has more to do with the status or prestige of one or the other of the groups of people.

Trinidad (2002) states that speech differences come to represent social, political and geographic divisions between groups of people. These differences may also reflect differences in economic and political power. While we may react to someone's speech with a positive or negative attitude, we are really reacting to the whole complex of social, economic, and political connotations which we have associated with that speech variety.

He also agrees that when one group is very powerful they may use that power, unintentionally or otherwise, to attempt to eliminate

the speakers of another language, or, as is more often the case, to eliminate their speech variety. Differences in economic or political power and prestige almost always put the (speakers of the) less-powerful language at a disadvantage. People may decide to stop speaking it in order to avoid the social stigma of being part of the less-powerful group. Sometimes, however, speakers of such a language resist having their identity (as marked by their language variety) taken away from them and they may react to the pressures to use the more prestigious language by working all the harder to preserve, protect and develop their traditional language of identity.

Wherever languages come in contact with each other there exists a greater need for at least some individuals to become bilingual. Bilinguals have proven to linguists who want to know how people cognitively and mentally organize the structure of their language(s) and how those structures may interact with each other. Bilingualism at the level of an entire society is of great interest to sociolinguists who want to know how communities determine "who speaks what language to whom, and when".

Shaw, B. (2005) emphasizes that Great Britain and America are 'two countries divided by a common language'. This point of view can be also applied to Spain and Mexico, the Spanish-speaking countries

with different language varieties and dialects that have been formed under the influence of specific historical, cultural, political and social events.

The study of this author also tries to take into consideration the differences in pronunciation, the different language varieties and dialects between the Spanish and Mexican people.

He also argues that despite the fact that Spanish is spoken in many countries, the major varieties of Spanish can be observed in Latin America and Spain, residents of Mexico and Spain, (middle level class) the media. Some words were taken for analysis, such as : Okay, translated as Sale in Mexico, and as Chungo in Madrid; similarly, the word 'work' is rendered as 'chambear' in Mexico and as 'curar' – in Spain. Another difference that distinguishes Mexican Spanish from Spanish in Spain is the preservation of archaisms in the Caribbean and Highland Latin American dialects. Such words and expressions as 'Órale' (All right), 'Ya mero' (almost) or 'Qué pedo?' (What is going on?) are normal for Mexican Spanish, but they are not utilised in Spain.

Language Vice

The American Heritage Dictionary of the English Language. (4th.ed.) (2009) defines Language Vice as an evil, degrading, an

immoral practice or habit. A serious moral falling, which corrupts any language. It is also a character representing generalized or particular vice in English morality plays.

The Collins Thesaurus of the English Language – Complete and Unabridged (2nd Ed.) (2002) defines Language Vice as a moral weakness. Frailty, evilness, evil – the quality of being morally wrong in principle or practice; it attempts to explain the origin of evil in the world” , an specific form of evildoing, a vice which offends the moral standards of the community.

Barbarisms

Foster, John Bellamy; Clark, Brett (2004) in their article Empire of Barbarism say that the concept of “barbarism” has a long and is completely related to social thought in general and in particular the socialist. The Greek word barbarous originally referred to anyone who didn't speak Greek. The Greeks like all ancient civilizations portrayed themselves as living at the center of the world and all others residing in a geographical and cultural periphery (or semi-periphery). After the Greek triumph in the Persian Wars all barbarians were viewed as inferior.

According to McArthur (1998) :

“A barbarism is a non-technical term for a WORD considered to offend against good taste by combining elements from different languages, especially classical with vernacular, or being used in an unsatisfactory way”.

He also pointed out that the following words were widely considered to be barbarisms when first used: escalate, back-formed from escalator, finalize, GREEK – ize added to LATIN final; a mob a clipping of Latin mobile vulgus”.

Iversen (1974) argued that barbarism and civilization are salt and pepper concepts that are always linked. In the Western world, “barbarism” is derived from the classical Greek word barbarous (barbarian) that referred originally to foreigners who did not speak Greek. In the modern world, barbarism carry a negative connotation of unrefined and savage. “Civilization” is derived from the Latin word civis (citizen) that referred originally to those living in a Roman city. In the modern world, civilization carries a positive connotation of education and sophistication.

Anglicisms

Patt (1997) emphasizes that the noun Anglicism is an expression that is limited to English as spoken by Englishmen (especially as contrasted with American English) Synonyms: Briticism. Britishism.

Zurita (2006) points out that some lexical everyday interferences are generated by the enormous amount of anglicisms used in Spanish or any other language. This thesis project provides a semantic analysis of the changes in lexis this language contact brings about, through the different linguistic mechanisms of inter-language adaptation involved. When anglicisms come from the current tendency to include English words in Spanish discourse or speaking.

Trinidad (2002) states that a growing number of anglicisms are being exported into the Spanish Language nowadays. Their usage seems to be increasing in Spain, inundating language with new words and expressions, often unnecessary.

An anglicism, is most often defined, as a word borrowed from the English into another language. "Anglicism" also describes English syntax, grammar, meaning, and structure used in another language with varying degrees of corruption. In other words, this author argues that because of the changes that a word suffers when is borrowed from another language, it tends to corrupt the original language.

Guzmán (2002) in *The Impact of Lexical Anglicisms in Spanish Film Magazines*, points out that these kind of magazines are perhaps one of the most well-known source where there is a huge influence of the English language, as a reflex of the dominating Anglophone

culture of our times, on the languages of the rest of the world, and, especially, on those of the so-called “Western world” 2.

This case study is also a complement of the study of Anglicisms because we can also notice that any change in vocabulary and pronunciation produced sometimes by the accent or dialect can turn into an Anglicism, especially if we refer to Mexican people who is largely influenced by the USA, and consequently the English language.

According to Barber (1964, p. 190-225) the entrance of French words in the Middle English encouraged English speakers to borrow words from abroad, apart from the English influences due to the Roman settlements around the British Isles, the peak period of Latin Loans was between 1550 and 1560. During the Middle English Period some other Latin words were also borrowed, especially those religious terms due to the big influence of Christianity ; words like Requiem or Gloria are good examples. Law words related to the previous religious power appeared (executor, conviction, memorandum) and were set by then. Finally, science and medical words appeared, for example recipe, distillation, concrete, comet or equator. But as we previously said, it will be during the early Modern English when Latin words will be more predominant . This huge door to Latin borrowings will adopt different forms; those preserving

their original form (species, cerebellum, radius, specimen, apparatus, focus, tedium or antenna, with the same meaning most of the time.

Fischer (2008) argues that the English language has a lot of loan-borrowings on the French language, because English itself borrowed a great amount of French vocabulary after the Norman Conquest. Some anglicisms are actually Old French words that dropped from usage in French over the centuries but were preserved in English and have now come back into French.

For instance, one attested origin of the verb "to flirt" cites influence from the Old French expression *conter fleurette*, which means "to (try to) seduce". (Other possible origins for the word include *flit*, E. Frisian *flirt* (a flick or light stroke) and E. Frisian *flirtje* (a giddy girl)). This expression is no longer used in French but the English gallicism "to flirt" has made its way back over the Channel and has itself now become an anglicism in French.

Another type of anglicism is a phrase or structure that is calqued from the English. For example, the valediction *Sincèrement vôtre* is regarded as an anglicism, a direct translation of the English "Sincerely yours," when a native French valediction would be more appropriate.

Note that there are also some words that were borrowed from English into French centuries ago, such as *clown* (pronounced "kloon"), *square* (meaning "public square") or *spleen* (meaning "melancholy" rather than the organ). These are not considered anglicisms but rather are perfectly good French words fully accepted by the Académie française.

Other definitions of Anglicisms

According to the American Heritage & Dictionary of the English Language, (4th.ed.) (2009) an anglicism is a uniquely English expression used when speaking or writing Interlingua. Many English expressions have penetrated into a wide variety of languages, making them good Interlingua expressions. Novice speakers sometimes assume that an English expression is example, a novice may use *Lassa nos considerar le optiones* to mean 'Let's consider the options', as in English.

In Interlingua, an international auxiliary language, which was developed to combine a simple, mostly regular grammar¹ with a vocabulary common to the widest possible range of languages, this expression means 'Permit us to consider the options'. A more international expression is *Que nos considera le optiones*, literally "That we consider the options."

Borrowings and loans

Gòmez, (1997). intends to show the present situation about the cultural borrowings from English to the Romance languages, especially contemporary English as a model for Western languages. The degree of modification of the foreign model and degree of novelty of the foreign form.

He argues that Europeans scholars, books about phonetic borrowing, morphological borrowing, syntactic borrowing, semantic borrowing, lexical borrowing, which are typologies of borrowings were chosen according to the linguistic level affected as the most efficient attempts of classification for several reasons:

This kind of typology explains about many particular instances of interferences and borrowings, and bears a clear relation to the phenomena of neology capable of enriching a given language and not as mere incorrectness in normative terms. It allows to detect which levels are in danger (for instance: semantic and syntactic rather than lexical).

In Spanish and Italian some scholars have studies the greater frequency of bien/bene o bueno as a loan translation of English well as initial elements in answers especially in dubbings from American films. (discourse markers) discourse routine and speech rules: The discourse routine when answering a telephone call is : “dìgame “in

Spanish and “pronto” in Italian, because of inappropriate translations in American films. The same with literal loan translations with: “forget it” quiet common in the dubbing of American films and TV series.

Nicholls (2003) concluded that borrowed words also often compete with typologies of borrowings. It allows to detect which levels are in danger (for instance: semantic and syntactic rather than lexical) existing words in the borrowing language. That no language ever took a word from another language with the intention of one day returning it.

The selection of words that this author analyzed was taken from the Robert H. Hill Dictionary of False Friends (1982) and also from the pop and youth culture, technology (in particular, the internet, the media and advertising. This means that the collection of data for this study was done considering different types of environments and topics.

According to Fortin M, (2009) an English word is shortened and the new shortened word is applied to the same things or concept- as the original longer word. Korean is a particularly shortener of English loan words., and by doing this is creating a number of false friends for the learner of English and Korean. A good example of this is Korean: super English: supermarket.

The author's conclusion is that when an English word with an *-ing* ending is used, it creates a new noun or (rarely) adjective in the borrowing language. Loans take a number of different forms, though many will fall into more than one category, and they can all lead to the creation of False Friends.

Diatiz (2003) states that nowadays English, and especially the US varieties of English, have become far more of a lender than a borrower.

He also emphasizes that in the 20th century and the beginning of the 21st, globalization and the level of contact between countries has meant that English words have spread more widely and in greater number than ever before. This is largely due to the cultural and political predominance of the USA, in particular.

The above mentioned authors recommend to Teachers of English, particularly to beginners, that they need to raise learner's awareness of the existence of English-origin words in their mother tongues and, most important, of the fact that some can be trusted and some cannot. Writers of courses and reference books for learners of English, too.

Gómez J, (1997, pag.81-94) states that borrowings can even lead to loan words outnumbering indigenous words, as they do in Korea (which borrows heavily from Chinese and English in particular)

by an estimated ratio of 60% to 40%. In Iceland a board has been set up dedicated to translating words for new phenomena into more Icelandic-based words to prevent this happening.

According to Zurita, P. (2006) a loan is a word borrowed from another language; is a word borrowed into modern English.

In his opinion, the enormous number of anglicisms used everyday in Spanish language generates lexical interference between both languages. A semantic analysis of the changes in lexis this language contact brings about, through the different linguistic mechanisms of inter-language adaptation involved. When these anglicisms come from the current trend to include English words in Spanish discourse, we also add appropriate equivalents which could avoid the excess of redundant neologisms.

We have also found out about one of the most important variables of this research, the magazine and the impact created in the public for its current use of anglicisms.

Anglicisms in different kind of Ecuadorian magazines are very common nowadays, that is why we need to find out what a magazine is and how the language used influences a great deal in the public.

Magazine Definitions:

Houghton (2009) notes that a magazine is a printed publication

which contains a variety of articles on various subjects, and can be published weekly, biweekly, monthly and quarterly.

They are usually printed in color on coated paper.

He also argues that a standard internationalized language called

Esata is used in magazines. Esata is a Creole or corrupted version

of English, that means “how to speak”, with which publishers expect to gain control over the “vulgarized” form of the language.

Kennedy, J. & Kurt, T. E. (Eds.). (1928) emphasize that the computer programming language is one of the less complex high-level languages with commands similar to English, which can be easily learnt by schoolchildren and novice programmers.

Target Audience

According to the Babylon Spanish/English Dictionary (2006) Target Audience refers to a particular group of people, a target population identified as the receiver or listener of an advertisement or message. He also argues that there are qualitative different stages of development and that entrance into a given stage depends upon the kind of structure a child is able to coordinate. The most habitual terms derived from interference between English and Spanish used in cultural, economic and social magazines are included as a result of this study, lexical categories will be also used in this study.

Quantitative Tabulation

Table Four
The Most Frequent Anglicisms (in all variables)

Anglicisms	Word repetition number
Internet	7
Default	5
Commodities	5
Spreads	5
Swaps	5
Default	5
Déficit	4
Ranking	4
Capital	4
CD	4
Leader	3
Television	3
Rock	3
Leader	3
Vision	3
Show	3
Video	3
Laptop	3
Fashion	2
Film	2
Show	2
DVD	2
Actor	2
Club	2
Album	2
Glamour	2
Laser	2
Single	2
Fan	2
Online	2
Gay	2
Cash flow	2
Rock	2
Look	2
Top	2

Audiovisual	2
Dollar	2
Best seller	2
High Tech	2
Ranking	2
Resort	2
Skinhead	2
Skycraper	2
Shock	2
Stock	2
Natural	1
Cassette	1
Country	1
Roll	1
Cyber	1
Radio	1
E-mail	1
Original	1
Blog	1
Link	1
Affair	1
Sandwich	1
Marketing	1
Director	1
Slogan	1
Version	1
Total Anglicisms : 60	Total : 142

Table Five
Comparison between variables

	Variable	F	%
	Cultural Magazines	17	28.33
Anglicisms	Scholarly magazines	15	25.00
	General interest magazines	28	46.67
	Total	60	100 %

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Description, Interpretation and Analysis of Results

After analysing the three variables where sixty Anglicisms were found, it can be demonstrated that General interests magazines contained the highest number of Anglicisms, 46.67%, Scholarly magazines 25% and Cultural magazines with 28.33% of the Anglicisms.

Even though General interests magazines showed the majority of anglicisms, Scholarly magazines had the highest number of repetition of words, because most of the economic terms are English, and Latin America people who make business with the United States of America are in the need to use these terms.

Film

It is a noun and also a verb (used without object, re-film) also called movie, un-filmed (adjective) filmlike (adjective), to direct, make, or otherwise engage in the production of motion pictures. This word comes from bef. 1000; 1890–95 for def. 6; 1900–05 for def. 7; ME *filme*, OE *filmen* membrane; akin to *fell*. Old English *filmen* membrane; related to Old Frisian *filmene*. It comes from the

19th century in Germany. It is a morphemic transportation, defined a direct transfer of a lexeme, also called lexical borrowing.

This word is a noun in the paragraph found : “Allí el **film** cobra una vida especialísima, porque comenzamos a entender los orígenes de un trabajo que sale de la sangre.”

It has equivalence in Spanish, but this morpheme has replaced the Spanish word “filme” especially in Latinamerica when referring to movies, or to record something. However, the word “filme” is very used in Spain, and “film” in Latinamerican countries, which means “película”. It has suffered morphological changes in Spanish, because a lot of people use this Anglicism also as *filmar*, instead of *grabar*.

In spite of having similarity in Spanish, it has an extra morpheme “e”. It is accepted by the Spanish and English Real Academy.

This word has deteriorated our Spanish language because people tend to use the anglicism *film* instead of *grabar*, *película*.

Ranking

It is defined in the Longman Dictionary as : “categoría or clasificación” with a noun function. It is mostly used in the economy, culture, tourism, internet and entertainment fields.

In Spanish is also used as : high ranking : *de alta graduación*, *de alto rango*, superior *de alto cargo*, or top-ranking : *alto rango*.

The word was found in the following context: “La pirateria ocasionò en España durante el 2005 unos 800 millones de euros de pèrdidas , lo que sitúa al país en el primer puesto del **ranking** de esa pràctica ilegal.” In this case the word ranking is a noun, which determines the classification in which piracy is at the moment.

It has an equivalence in our language Spanish because it means the same: classification, category. The word is mostly used in business in Spanish as well as in English with the same meaning.

The above mentioned word is accepted by the RAE. It has deteriorated our Spanish language because this word has its equivalence, which is “categoría”.

Spread

It comes from Middle English *sprede*, from Old English *-sprædan* (as in *tōsprædan*, *to spread out*); see *sper-* in Indo-European roots.] Also from Old English *sprædan*; related to Old High German *spreiten* *to spread*, Old Lithuanian *sprainas* *stiff*].

It is a verb which has many meanings, such as : *to extend or unfold to the fullest with, to extend or cause over a larger expanse of space or time , to apply or be applied in a coating, to*

distribute or be distributed over an area or region, to display or be displayed in its fullest extent. It is also an Idiom: spread (oneself) To work on too many projects: to over extend oneself.

In the paragraph found, the word is a noun: “El aumento del riesgo es evidente en los **spreads** de los CDs para la deuda de los Estados Unidos. In this case, a noun is created from a verb, and the –s is a lexical morpheme called also inflection, under the category of number.

It is a calque or lexical morpheme, a foreign word, which does not have equivalence in our language, but even though this word is used, especially in the economy field, this Anglicism is not used in other Spanish contexts.

This word enriches our Spanish language because it expands our vocabulary and allows business people to understand new terms that globalization brings nowadays. It is accepted by the RAE.

Club

It comes from Middle English *clubbe*, from Old Norse *klubba*; akin to Old High German *kolbo* club . First Known Use: 13th century
It is a noun and also an adjective., for example a club sandwich.

Semantically it has different meanings : a heavy tapering staff especially of wood wielded as a weapon., a stick or bat used to hit a ball in any of various games, playing card marked with a stylized figure of a black *clover* b plural but sing or plural in constr : the suit comprising cards marked with clubs .

Also an association of persons for some common objective usually jointly supported and meeting periodically; *also* a group identified by some common characteristic <nations in the nuclear *club*> *b* : the meeting place of a club <lunch at the *club*> *c* : an association of persons participating in a plan by which they agree to make regular payments or purchases in order to secure some advantage *d* : nightclub *e* : an athletic association or team.

It has a straight equivalence and similarity with Spanish because the spelling is the same, and there is no word that can replace it. People use the word club as it is, meaning a place to meet and enjoy for sports, music, dancing, tourism, etc .

It is a Neologism coined in English on classical roots, a semantic Anglicism, a calque or loan translation, that has enriched our language. Accepted by the RAE.

Deficit

It is a noun which comes from British *dih-fis-it*, since 1775 .
Dèficit (it) lacks, 3rd. person, singular, present, indicator of ofdèficere.

It means the amount by which a sum of money falls short of the required amount. The amount by which expenditures or liabilities exceed , income or assets., a lack or shortage; deficiency. , a disadvantage, impairment, or handicap: *The team's majordeficit is it s poor pitching* ,a loss, as in the operation of a business.

It is a negative difference between incomes and expenses of the administrations for a concrete period. Also the lack of money, food or any other thing.

The word was found in the following context: “ tener grandes **déficits** primarios es el primer factor de riesgo.” the word acts a a noun.

The -s is a grammatical morpheme, called inflection, under the category of Number. It has not suffered morphological change in Spanish.

There is no straight equivalence for this word in Spanish, but it has similarity, because it is also used in the following situations and with the same meaning: “Déficit presupuestario”, “Déficit commercial”, and Déficit Alimenticio”.

This term enriches our language, because it expands our vocabulary. This word can not be replaced with any Spanish equivalent. It is accepted by the RAE,

Fashion:

It comes from Middle English *facioun*, from Old French *façon*, appearance, manner, from Latin *factiō*, *factiōn-*, a making, from *factus*, past participle of *facere*, to make, do.]

Semantically, it is the prevailing style or custom, as in dress or behavior: *out of fashion*. Something, such as a garment, that is in the current mode: *a swimsuit that is the latest fashion*.

The style characteristic of the social elite: *a man of fashion*. Manner or mode; way: *Set the table in this fashion*.

A personal, often idiosyncratic manner: *played the violin in his own curious fashion*. A kind or variety; sort: *people of all fashion*, shape or form; configuration.

It has suffered some morphological changes: *-ioned*, *-ion·ing*, *-ions*. It has the gramatical function of a noun: *fashioner*, *fashioned*, *fashioning*, *fashion show*~ *show* (noun), which is a parade of models. Also works as a transitive verb and as an adjective: *fashionable*. *out of fashion*, (no longer popular) *pasado de moda*,

Bell bottom pants are out of fashion, skinny jeans are back in. out of fashion adj (outmoded).

In Spanish this word has equivalence with the English term and is very commonly used to express that a person dresses with the latest of the mode, which means “a la moda” “con ropa de actualidad”, but also means :

carrerilla - desfile - despatarrarse - infantil - moda - modelo - modista - modisto - predisponer - última - último - usarse - árbitro - arrastrar - boca - boga - caletrearse - capricho - casa - corriente - creador - desorden - desordenadamente - diseñador - diseño - estampado - figurín - grito - imponer - llevar - loro - momento - novedad - ordenadamente - papagayo - paporreta - planta - revista - usar.

Even though the above mentioned word has not totally replaced the above terms in Spanish, it has enriched the Spanish language.

It is also accepted by the RAE.

Download:

It comes from the word *downlink* , which is a transitive verb , from 1977. It is an internet term of uncertain origin. An act or instance of downloading something, for example: I will download all

the information, which in Spanish means “bajar o descargar información”

In the following paragraph found in a magazine download is a noun: “Espere mientras se lleva a cabo la conversión. Cuando termina haga click en Download.”

This is a compound word : down-load, which is also considered a morphemic importation, defined as a direct transference of a lexeme, that is, both meaning and form: In fact, importation is usually identified with "lexical borrowing" itself: anglicisms such as *club*, *pop*, *best-seller*, *poster*, *show*, *CD-Rom*, *down-load* are shared by nearly all the Romance languages, being the largest category of borrowing.

It is also a noun , a calque, which has not got into any morphological term, since it is a new invented computer term.

It is accepted by the RAE, but does not have similar equivalence with Spanish because it means “*volcar o bajar información*”, and only has replaced the word descargar in the computing field.

In the market field it has not been replaced, because in Spanish it is not said : download the fruit, it is said : descargar la fruta, es bajar la fruta de un camión.

This word enriches our vocabulary because all the instructions about computers are given in English.

Default

It comes from Middle English *defaute*, from Old French, from past participle of *defaillir*, *to fail, grow weak*: *de-*, *intensive pref.*; see **de-** + *faillir*; see **fail**.]

It is a transitive verb, a noun and also an idiom, with the following meanings: with the failure to perform a task or fulfill an obligation, especially a financial obligation, failure to make a required court appearance in the law field, or a situation or condition that obtains in the absence of active intervention. Idiom: in default of : through the failure, absence or lack of. It has not suffered morphological change.

In the context found “ La única otra alternativa será el **default** puro y duro. El banco dice que la grave posibilidad de un **default** en la deuda de Grecia “ the word is a noun, and means the failure to perform a task or fulfill an obligation. It is a Neologism coined in English on classical roots, a semantic Anglicism. a calque or loan translation.

It has not replaced the word “*Falla*” in the function of something or in the system in Spanish. This Anglicism is only used in the economy field to give more relevance to the topic or to differentiate from the word deficit.

The word has equivalence with Spanish, and is accepted by the RAE, but it has not replaced any word, because it is only used in economic magazines, because the term “falla” or “no aparecer en un juicio” o incumplimiento de contrato” is usually used in our language in all other contexts.

Gay

From Middle English, from Anglo-French *gai*, of Germanic origin; akin to Old High German *gāhi* quick, sudden germany.

It can be used as a noun or as an adjective. It is also a biographical name : Gay or Gay-Lussac.

As an adjective it means : happily excited : **a**: “ in a *gay* mood”
b : keenly alive and exuberant : having or inducing high spirits: “a bird's *gay* spring song”, or light, lively, brilliant in colors : gay sunny meadows. As a noun it means homosexual **a**: “*gay* men” **b** : of, relating to, or used by homosexuals “the *gay* rights movement” “a *gay* bar”.

The word was found in this paragraph: “Ricky Martin confesó su homosexualidad en la entrega de premios que celebran anualmente la Alianza de **gays**.” In this case the term gay refers to homosexual or gay man in a gay movement.

The -s ending is the regular noun inflection to distinguish the singular noun gay from the plural noun gays.

The anglicisms can sometimes help to take off rawness to words that are pejorative. It is not the same to say “gay” than “maricón” or “homosexual” . In Spanish we have the expression “invertido” but it does not sound natural either, so “gay” fills in that inexistant space in Spanish.

It is a word which has not had any morphological changes recently, and it has equivalence in its meaning in Spanish. It has replaced the word homosexual. It is also used as an adjective hombre gay, with the same meaning of homosexual, but never used as light, lively or brilliant.

The above mentioned word is accepted by the RAE, but it has deteriorated our vocabulary because it has its straight equivalence: invertido, maricòn, homosexual.

Laptop

The first use of laptop was in 1984, of uncertain origin, mostly used in the United States. It means a computer of a size and design that makes operation and use on one's lap convenient.

After Desktop, because that computers were kept on tables, people wanted to work out of office, so they wanted to work while travelling,

so the portable computers were developed which could be kept on your lap while travelling, so the name laptop, now recently palmtop has been developed, which can be operated keeping in your palm.

It can be used as a noun or adjective. It is also a compound noun.

In the context found “En medio de espesos bosques, entre animals y caminos de tierra, una profesora pregunta a los alumnos ¿saben ustedes que es una **laptop**? “una computadora pequeña.”

It does not have equivalence in Spanish and has replaced the term “computadora pequeña o portátil in Spanishm and it is not accepted by the RAE as a compound noun.

The above mentioned word deteriorates our language because it is an unnecessary term.

Cash flow

Modification of Middle French or Old Italian; Middle French *casse* money box, from Old Italian *cassa*, from Latin *capsa* chest. Its first known use was in 1593.

It is a compound word, that has the grammatical function of noun. And it means ready money, or its equivalent (as a check) paid for goods or services at the time of purchase or delivery.

This term was found in the following context : “ Nos fue posible mantener una liquidez estable, pero sin embargo la compañía está buscando nuevas formas de cash flow”. In this paragraph the word refers to physical money.

In Old French the word cash referred to an object where money was kept. Now the term is a compound noun, which refers to a measure of an organization’s liquidity that usually consist of net income after taxes plus noncash charges against income. But it is also a noun derived from the verb cash.

This term is accepted by the RAE. It is mostly used in economic magazines, in business, in terms of liquidez, but it is not too much in the Spanish lexicon, because when people refers to have an economic solvency they use the word “dinero” , they do not use the word cash.

The word “*cash*” has equivalence in Spanish, because it is used alone as an informal term, and means: “*Estoy sin cash*” , *cambio, dinero suelto*” or “*monedas pequeñas*” , but cash flow, does not have equivalence.

It has enriched our language because it is synonym of “Liquidez” in the economic field.

Stock

It comes from Middle English *stok*, from Old English *stoc*; akin to Old High German *stoc* stick . First known use: before 12th century.

This word has three grammatical functions, as a noun, verb or adjective. It is a loan borrowing from German.

It is still very used in economy as merchandise kept in store ready for delivery, a supply of capital : Funds: especially: money or capital invested or available for investment or trading , money given to the creditor in a transaction, a debt or fund due (as from a government) for money loaned at interest;, a portion of such stock of one or more companies.

In the economy magazine where this paragraph was found “ El stock de la compañía ha sufrido bajas sustanciales debido a la nverter mundial” this word means money or capital invested.

In this case the noun *stock* has equivalence with the word *capital* in Spanish, as well as with the word *merchandise* or *goods*, *supplies* available. In Spanish it has replaced the words: *dinero para nverter en algún negocio*, *mercadería* or *existencia de mercadería*.

It has not suffered any morphological term from old times, and it is accepted by the RAE, and the Spanish Real Academy.

This word has contributed to enrich our vocabulary because it is very used in Spanish, but has not replaced its synonyms totally.

Commodity

The word *commodity* came into use in English in the 15th century, from the French *commodité*, to a benefit or profit. Going further back, the French word derived from the Latin *commoditatem* (nominative *commoditas*) meaning "fitness, adaptation". The Latin root *commod-* meant variously "appropriate", "proper measure, time or condition" and "advantage, benefit".

In the paragraph found is a noun inflection, under the category of number, because it refers to a plural noun. It is a lexical anglicism.

The -s is a grammatical morpheme, called inflection, under the category of Number.

This word was found in the following context : "Los países en vía de desarrollo, experimentaron antes de la crisis financiera un prolongado crecimiento que estuvo basado principalmente por el incremento en el precio de los **commodities** los mismos que sufrieron un cambio en su tendencia"

In this case the word commodities means a good for which there is demand in the market.

This term commodity is a loan borrowing, which is mostly used in economic magazines, where it also means “*benefit*”, but in the Spanish language is translated as “*producto, mercancía*”, which is always applied in daily commerce.

It is accepted by the RAE and has enriched our vocabulary in terms of business due to the globalization, but it does not have equivalence in the Spanish language.

Television

From television or F. télévision, the first element Gk. telos "far" and the second L. visio "sight".

It's a noun. The first part of a word, often called the "prefix" may give a clue to its origin. The prefix "tele-," for example, may indicate that the word has been formed from Greek. So we have "telegram," meaning "something written from a distance," and "telescope," which means "looking from a distance."

The word "television" is a hybrid, the first part being from Greek and the final part from Latin. Basically, it means "seeing from a distance," which is exactly what we are doing when we look at a TV set.

In the context found “ La televisión Ecuatoriana ante la crítica ciudadana, se defiende” it refers to the group of companies committed to the TV business.

This word has enriched our vocabulary, and has a straight equivalence with Spanish, since it comes from Latin too. It's accepted by the RAE.

Resort

This word comes from Middle English, return, source of aid, from Anglo-French, from *resortir* to rebound, resort, from *re-* + Old French *sortir* to go out, leave. First known use: 14th century.

It is a noun, and also a transitive and intransitive verb.

It means frequent, habitual, or general visiting , a place of popular *resort* , persons who frequent a place, a frequently visited place, a place providing recreation and entertainment especially to vacationers.

In the paragraph found is a noun, an inflection under the category of number that forms a plural noun.

“A tan solo 50 kilòmetros al norte de la frontera con Estados Unidos. Vancouver frente al mar y tan populosa, ha sido reconocida como una de las màs lindas ciudades del continente por sus **resorts.**”

In Spanish is “un lugar de recreación”, and people do not usually use this word “resort” when they refer to a place for entertainment. It is mostly used by the touristic sector to give a more attractive and sophisticated name.

It enriches our vocabulary because it does not replace totally the Spanish word. It is accepted by the RAE.

Rock

It comes from Middle English *rokken*, from Old English *roccian*; akin to Old High German *rucken* to cause to move

It is a transitive verb and a noun. It has several meanings: to move back and forth in or as if in a cradle, to cause to sway back and forth : a boat *rocked* by the wave. To cause to shake violent, to daze with or as if with a vigorous blow , a hard right *rocked* the contender, to astonish or disturb greatly , the scandal *rocked* the community.

It is a morphemic importation from English, as well as from German, which is defined as the direct transference of a lexeme, that is, both meaning and form.

In the context found, this word is an adjective: “De mala calidad o no, en los barcos de los corsarios es posible encontrar

tesoros provenientes de los siete mares, doblones de **rock**, medallones de jazz y blues.

This term has similarity of meanings in Spanish but has not replaced the meanings of roca, peñón, o piedra preciosa”. It is very used as an idiom: “ whiskey on the rocks.” or when we refer to the dancing style “rock and roll”. In this case “doblonos de rock” refers to the quality of the doblones, which is a precious stone. The word qualifies the word doblones.

It is accepted by the RAE and has contributed to expand our vocabulary.

Internet

This word was first used in 1985 . Middle English *nett*, from Old English; akin to Old High German *nezzi* net. Its first known use: before 12th century.

The word internet comes from the word net, first used in 1985.

It is an open-meshed fabric twisted, knotted, or woven together at regular intervals , *or* something made of net. It is an electronic communications network that means connected computer networks and organizational computer facilities around the world.

: It has the grammatical function of a noun, transitive verb and adjective.

In the paragraph found : “Sus canciones sonaron a través del internet en el Sky y MySpace”.

This morpheme is composed by the suffix –inter in order to form the complete word. It is a morphemic importation is defined as the direct transference of a lexeme (inter), that is, both meaning and form.

This term does not have equivalence with its translation in Spanish, so its spelled and pronounced as it is.

It is accepted by the RAE, and has expanded our vocabulary in the computing field.

Skyscraper

The first known use of this word was in 1883. It means a very tall building .

This is a compound noun, usually identified as "lexical borrowing" or calque. It is a word mostly used in general interest magazines or economics.

It does not have a straight equivalence in Spanish because it has two separated words “sky” cielo and “scrapers” (rascador,

spátula), but translated means rascacielos, which is also used in Spanish very often.

In some kind of magazines it has replaced the word rascacielos, maybe because they want to give a major relevance to the term in order to advertise more.

In the paragraph found “La inversión en **skycrapers** en Japón crece a pasos agigantados”. is a noun inflection, under the category of number, because it refers to a plural noun. It is a lexical anglicism.

It is accepted by the RAE. It is an unnecessary Anglicism which deteriorates the language. It has not replaced the word “*rascacielos*” in Spanish.

Swap

It comes from Middle English *swappen* to strike; from the practice of striking hands in closing a business deal. First known use: 14th century.

It is a transitive verb which means to give in trade or exchange. To take turns in telling. It is also a noun : swap-per. It has suffered morphological changes.

It is a term mostly used in economics, a lexical loan translation that is usually a neological mean almost exclusive of technical languages .

In the paragraph found “El declive en los spreads de los **swaps** en EE.UU es otro indicador de que el riesgo soberano ha aumentado” is a noun.

In this case there is equivalence with its meaning in Spanish, where it is intercambiar, sustituir, and is also used as it is. It has not replaced the Spanish words in other contexts, and it is accepted by the RAE.

It has enriched the Spanish vocabulary, because it has relevance only as a business term.

Football

The first known use of football was the 15th century , in England.

The semantic meaning given from old times is that mankind have always had the urge to kick at stones or other objects. Nowadays is any of several games played between two teams on a usually rectangular field having goalposts or goals at each end and whose object is to get the ball over a goal line, into a goal, or between goalposts by running, passing, or kicking: as *a British* : Soccer *b*.

British : Rugby *c* : an American game played between two teams of 11 players each in which the ball is in possession of one side at a time and is advanced by running or passing *d Australian* : Australian

Rules Football *e Canada* : Canadian Football.

In some occasions proposals have been made to hide the anglicisms trying to make it match to the Spanish language.

The literal translation of this noun Football in Spanish is “balonpié” , but people pronounce the word as it sounds “fútbol” . Actually this Anglicism football has replaced the word “balonpié” . Nevertheless it is accepted by the our Real Academy of the Spanish language.

This word has suffered morphological changes in Spanish, because people can be called futbolista or futbolero .

It has contributed to enrich our vocabulary because of its different transformations as a noun.

Skinhead

It is an Asymmetric loan translation in which part of the model is properly translated and part of it is freely translated: skin-head.

It can be used as a noun or as an adjective. It is a compound word or morpheme . A loan translation from English, derived from German. The -s is a grammatical morpheme, called inflection, under the category of Number.

In the paragraph found, is a noun: “ **skinheads** es un término que significa cabezas rapadas, es utilizado para denominar a los miembros de un movimiento juvenil originado en Gran Bretaña en los años 60.”

It is a compound word or morpheme . A loan translation from English, derived from German. The -s is a grammatical morpheme, called inflection, under the category of Number.

This term has equivalence in Spanish : cabeza rapada, but it is an unnecessary Anglicism which has deteriorated our language, and only an alternative term in Spanish, since these terms are determined by the prestige or snobbism that follows that social interaction of the speakers. Accepted by the RAE.

Show

This word comes from Middle English *shewen*, *showen*, from Old English *scēawian* to look, look at, see; akin to Old High German *scouwōn* to look, look at, and probably to Latin *cavēre* to be on one's guard. Its first known use was in the 12th century

It has the grammatical function of a transitive verb, adjective or noun: show-up: (verb), no-show : (adjective) , horse show (noun), ice-show (noun), and has suffered morphological changes.

It means to cause or permit to be seen, to display, to exhibit, to point out a direct attention, to perform, to demonstrate. To present so as to invite notice or attention. Expose, which suggests bringing forth from concealment and displaying. Show is the general term but sometimes implies that what is revealed must be gained by inference from acts, looks or words.

Intransitive verb : to be or come in view : 3:15 *showed* on the clock, to put in an appearance, failed to *show*, to display one's cards face up. In Spanish it is very common to say : "*vamos al show*", to express a "*musical event*" or "*espectáculo*", or "no *hagas un show*" to mean "*you shouldn't dramatize*".

The word was found in the following context as a noun : "La discoteca Kaos se alista para presentar uno de los shows más esperados de la marquesina electrónica local."

This morpheme has replaced the word *exhibición* in Spanish, especially in the music field, and also in the fashion business.

It has deteriorated our vocabulary because it has a straight equivalence in Spanish . It is accepted by the RAE.

Sandwich :

The word sandwich that we use today was born in London in 1762.

The sandwich, which is the most popular with world-wide eaters, functions as a noun or verb, and usually refers to have its name pronounced as sandwich. Besides the more obvious occupation of being edible between two or more slices of bread, metaphorically speaking it also means to squeeze in between two other people, places, things, materials, etc. as, “he is willing to sandwich an appointment in between two other meetings , or her car was sandwiched between two other cars in the parking lot.

In the paragraph found : “ La variedad de sánduches que se exponen en éste Delicatessen son el mayor atrayente de los clientes” the word is a noun.

This is a very common word in our Spanish language, because people say “sandwich” as well but “emparedado” is also a name given to a it. The same word is not used in all Spanish speaking countries, because it is also called “snack” or “bocadillo”.

It has straight equivalence with Spanish and has suffered morphological changes such as : sánduche, sanduchero. It has

replaced the word “emparedado” in our language, which is used mostly in Mexico.

It has contributed to expand our vocabulary and it is accepted by the RAE.

Marketing

This word is mostly used in terms of business and means the activities of a company associated with buying and selling a product or service. It includes advertising, selling and delivering products to people. The four 'Ps' of marketing are product, place, price and promotion.

Marketing means : "taking actions to define, create, grow, develop, maintain, defend and own markets. An approach to business that seeks to identify, anticipate and satisfy customers needs.

This word comes from the word Market, which in Spanish means “*Mercado*” and also “*Mercadeo*” .

It has the grammatical function of a noun, and it is used as: affiliate marketing, direct marketing, event marketing, viral marketing. As a verb it means : marketinear, marquetinear or marketear . And as it can be seen it has suffered morphological changes in Spanish.

In the context found : “La guía única de los sueños, se ven como ejecutivos avanzados los infinitos títulos de marketing”, the word is noun, and refers to the advertising headlines.

The above mentioned word deteriorates the language, since the concept includes the so called Marketing Four Ps , Place, Product, Prize and Promotion which are used in English instead of the equivalents Lugar, Precio, Producto y Promoción . It is accepted by the RAE.

Radio

This word is very common to hear in any community, and means the transmission of signals by modulation of electromagnetic waves with frequencies below those of visible light.

It has the grammatical function of noun, adjective and verb. As an uncountable noun is a system of sending and receiving spoken messages by using electronic signals, for example the system used by the police or pilots.

And as a countable noun, the piece of equipment used for sending or receiving spoken messages using electronic signals.

In the context found “ Ya que debido a donde se mudò, solo se podía sintonizar una estación de radio” , the word is a noun.

In our Spanish language is the same and it has no equivalents. It has not had any morphological change. This word enriches our vocabulary, because it can not be replaced with any other. It is accepted by the RAE.

Origin

This word comes from Middle English "*origine*", ancestry, from Latin *originis*.

It has several meanings depending on the field it is used : the point at which something comes into existence or from which it derives or is derived. Also something that is genuine.

Ancestry: "We cannot escape our origins, however hard we try".

The fact of originating; rise or derivation: The rumor had its origin in an impulsive remark.

In *Anatomy* The point of attachment of a muscle that remains relatively fixed during contraction. In *Mathematics* The point of intersection of coordinate axes, as in the Cartesian coordinate system.

In the context found : "El origen de las inminentes ventajas para la empresa venezolana con la que hizo el contrato " the word is a noun, and it refers to the authenticity of an object, in this case the contract.

It has the grammatical function of a noun and has suffered morphological changes in Spanish, with words such as : original, orìgines. But it has not replaced the word.

The above mentioned word has enriched our language and it is accepted by the RAE.

To conclude this linguistic analysis it can be demonstrated that some anglicisms enrich our Spanish language, but others are unnecessary and deteriorate it, because they tend to give a false image of our people, and also because our traditional values and roots can be lost.

Comparative Analysis

This study was carried out on the basis of the frequency or number of anglicisms found in three selected variables : Cultural magazines, Scholarly Magazines and General Interest Magazines.

Thirty anglicisms have been selected to conduct the analysis, from two cultural magazines, Revista Casa de la Cultura y Ecuatoriano Revista; two scholarly magazines, (Coyuntura Economía y Gestión Económica y Sociedad) (science, technology and economics); and two general interest magazines (Vanidades, La Revista de Diario el Universo, Vistazo).

In order to make a Comparative analysis of the anglicisms collected, all of them were gathered in a chart. They were written in order of repetition to establish the amount of anglicisms found in every variable, and their lowest and highest frequency.

This section started with the analysis of the first variable, cultural magazines which shows 28.33% of anglicisms, which compared to others, each word shows mostly literally connotations. In Scholastics Magazines, which have a 25% of Anglicisms, it could

be seen that has the lowest number of anglicisms, and the terms commodities, spreads, deficit and default are standard terms in the economic field.

The English technical terms can often be attributed to the written medium. They are only used occasionally and do not belong to the common word stock of a language.

As General Interest Magazines, Vanidades, La Revista of Diario el Universo and Vistazo were analysed, and contain 46.67% of anglicisms, which is the highest number of them, due to the variety of topics these magazines have, like : tourism, entertainment, business, sports, etc.

From the thirty anglicisms analysed, the ten most frequent anglicisms used are : internet, commodities, default, deficit, spreads, swaps, chat, download, capital, television.

But the most surprising fact is that the equivalents of some anglicisms are not used in Spanish, especially in fashion, online, sandwich, chat, internet, show, replacing the words that already exist in our language.

Others do not have a straight translation, because they are mostly used in the economy field, such as : commodities, default and deficit. Therefore, these terms are used in the same way as in English.

This typology bears a clear relation to the phenomena of neology capable of enriching a language and not only as mere incorrectness in normative terms. It allows to detect which levels are in danger (for instance: semantic and syntactic rather than lexical).

In addition, anglicisms have been explored with respect to certain language registers and technical languages. While anglicisms in news language and in the language of advertisements have been extensively studied for several decades, other specialized discourses have gained an importance in European research since the 1990s, for instance the language of computer technology, business or medicine.

Conclusions

- General Interest Magazines use the highest quantity of anglicisms, with 46.67%, due to the variety of topics, such as : tourism, business, sports, medicine, followed by Cultural magazines with a 28%. Scholarly Magazines have the lowest number of anglicisms, with a 25% number of repetition.

- In the Scholar field, it was interesting to notice that some scholar magazines accept the Anglicisms as part of the Spanish language, while others see them as negative loanwords, because they do not enrich the language; therefore, they are seen as words which deteriorate the traditional language.

- Most anglicisms function as nouns, and some of them have the grammatical function of adjectives, which change their meanings.

- Some anglicisms have also suffered significant, morphological changes in Spanish, such as Chat: chatear, el chat in internet. Football: fùtbol, futbolista, futbolero. Film: filme, filmar.

- The English technical terms can often be attributed to the written media. They are only used occasionally and do not belong to the common word stock of a language.
- An Anglicism in Spanish may be used to take off the rawness of a word, such as Gay, because it has a pejorative meaning : invertido, maricón or homosexual.
- People tend to use unnecessary anglicisms more often, such as : sandwich, fashion, glamour, ranking, show, etc. as a way to fit into the society, to look more elegant, but with the risk of losing our own heritage, and deteriorate our language.

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8. Annexes

“10 STUDIES ABOUT ANGLICISMS”

Item	Information	Form No. 1
Research questions) or hypothesis:		
Subjects or participants:		
Setting or place :		
Methods :		
Results :		
Author`s/Authors`Conclusions & Recommendations:		
Limitations defined by the author (s)		

**TOPIC: “A DESCRIPTIVE ANALYSIS OF ANGLICISMS IN
ECUADORIAN MAGAZINES”**

RECORD CARDS FOR THE BIBLIOGRAPHIC DATA COLLECTION

Theme	Pg. No.	INFORMATION	FORM No.1
Relevance to your proposed topic?			

TABULACION CUALITATIVA

Table One
Variable: Cultural magazines

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

Table Two
Variable: General interest magazines

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

Table Three
Variable: General interest magazines

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

TABULACION CUANTITATIVA

Table Four
The Most Frequent Anglicisms (in all variables)

Anglicisms	Word repetition number

Total Anglicisms:

Table Five
Comparison between variables

	Variable	F	%
Anglicisms			

Author : Ma. Auxiliadora León B.

Results

Qualitative Tabulation

Table One:
Variable : Cultural Magazines

Magazine and date	Anglicism	Examples	Lexical Category	Word repetition number	Heading	Page
Ecuadorian o Revista. May 2010	Fashion	La fashion industry de España se ha tomado el mundo como una tormenta. ----- El lugar es ya habitado por algunos de los más famosos fashion designers quienes han hecho su residencia en el país Mediterráneo	Adjective ----- Adjective	2	La Industria Española	15
June 2010	Shock	El Director Alemán Tom Tykwer causó un verdadero shock cuando adaptó la célebre telenovela The International. ----- Esa energética fusión de adrenalina artística en	Noun ----- Noun	2	El Hipercinema de Tom Tyker	22

		un ritmo cinematográfico ligado a thrillers de los grandes maestros dejó en shock a los profesionales del cine				
	Internet	Por el simple hecho de que Radiohead les evitò la molestia y lo comercializò a través del sitio que tiene Internet	Noun	1	La Carambola que diò en el ojo del parche.	40
	Slogan	Mary Palacios, productora ejecutiva de película de Tania Hermida, ha emprendido, bajo el slogan :”Que se vea”: Ecuador no se piratea”	Noun	1	Que se vea : Ecuador no se piratea	37
	DVD	Con respecto al DVD es necesario señalar que la productora ha sacado al mercado un paquete confirmado por dos discos que contienen la película. ----- No obstante , que el DVD fue	Noun ----- Noun	2	Que se vea : Ecuador no se piratea	37

		pirateado los primeros días Mary Palacio, , ha enviado una carta a EGEDA.				
“La Casa” Revista de la Casa de la Cultura Benjamín Carrión March 2010	CD	La empresa Audio y Video importa CD`s directament e de casas disqueras como EMY y Sony	Noun	1	El último mohicano	38
		Si antes existía un 100% de personas que compraban CD`s originales, ----- Ahora solo existe in 30% , el otro 70% prefiere CD`s piratas ----- “Los piratas en España logran copiar discos o me compran CD`s que luego copian.	Noun ----- Noun ----- Noun	3	Taller de copia privada	25
	Ranking	La piratería ocasionò en España en el 2005 unos 800 millones de euros de pèrdidas , siendo el pais en el primer puesto del ranking de	Noun	2	La piratería invade España”	5

		<p>esa práctica ilegal.”</p> <p>-----</p> <p>El primer puesto en el ranking lo obtuvo la música pop.</p>	<p>-----</p> <p>Noun</p>			
	Rock	<p>Tesoros provenientes de los siete mares, doblones de rock, medallones de jaz y blues.</p> <p>-----</p> <p>Los doblones de rock se encuentran en perfecto estado.</p> <p>-----</p> <p>El rock `n roll de Elvys Presley ocasionò furor en los años 60`</p>	<p>Noun</p> <p>-----</p> <p>Noun</p> <p>-----</p> <p>Noun</p>	3	De rocas y Corsarios	10
	Laptop	<p>Una profesora pregunta a los alumnos ¿saben ustedes que es una laptop? “una computadora “De mala calidad o no”</p> <p>-----</p> <p>Bebidas dulces, aceites vegetales, podrían ser un día usados para recargar</p>	<p>Noun</p> <p>-----</p> <p>Noun</p>	3	Una laptop revolucionaria con esperanza”	12

		celulares, laptops y otros objetos electrónicos portables. ----- El proyecto de una laptop por niño se inició con computadoras.	Noun			
May 2010	Best seller	El bestseller efectivamente desacralizó el libro, que dejó de ser un símbolo. ----- Se impuso a partir del reinado del best-seller en el mercado editorial.	Noun Noun	2	El fin de la edad del libro.	23
	Marketing	Ven como ejecutivos avezados, los infinitos títulos de marketing .	Noun	1	Crónica anunciada de un pirata	21
	Audiovisual	Pues hace referencia a la situación audiovisual en España. ----- “La piratería reduce a la mitad” venta del sector audiovisual	Adjective Adjective	2	Iberia sumergida	23
	Cinemateca	La cinemateca ha emprendido un proyecto	Noun	1	Para no entrar en tierra de nadie	35

		consistente en recuperar en audio, imagen y palabra.				
	Video	Sabor a Tierra es un símbolo político, por eso vendemos también revistas, videos y libros.	Noun	1	Patente de Corso	23
	Dollar	Los discos en alta mar tienen un precio de dos dólares con cincuenta, es decir un dólar con cincuenta más que los discos piratas del montón	Noun	2	Patente de Corso	23
	Cassette	La globalización me dejó endeudado en los bancos, pues debí comprar las duplicadoras de casetes .	Noun	1	Patente de Corso	23
	Television	Conjuntamente con la radiodifusora y la Unidad de Televisión de la CCE, la Cinemateca ha emprendido un proyecto.	Noun	1	Para no entrar en tierra de nadie	35

	Roll	Lo que demuestra una vez más el rol educador que debe tener la Cinemateca al momento de difundir imágenes	Noun	1	Para entrar en tierra nadie	35
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Author :: Ma. Auxiliadora León

Table Two :
Variable : Scholarly Magazines

Magazine and Date	Anglicism	Example	Lexical Category	Word repetition number	Heading	Page
Coyuntura Economía Jan. 2010	Commodities	Los países en vía de desarrollo, experimentaron antes de la crisis financiera un prolongado crecimiento, basado principalmente por el incremento en el precio de los commodities .	Noun	5	Precio de petróleo y biocombustible	4
		En el mediano plazo, el precio de	Noun			

		<p>los commodities se espera mantengan una tendencia estable.</p> <p>-----</p> <p>La existencia de que inversores de los mercados internacionales lleguen a los mercados de commodities preocupa. A inicios de Marzo del 2009, cuando la crisis se observaba era manejable, el precio de</p> <p>-----</p> <p>los commodities se estabilizaron.</p> <p>-----</p> <p>Los especialistas sostienen que si no hay cambios en los commodities, la economía sufrirá.</p>	<p>-----</p> <p>Noun</p> <p>-----</p> <p>Noun</p> <p>-----</p> <p>Noun</p>			
--	--	---	--	--	--	--

	Skycraper	<p>La inversión en skycrapers en Japón crece a pasos agigantados</p> <p>-----</p> <p>Las compañías Europeas se sienten atraídas por inversiones en skycrapers futuristas.</p>	<p>Noun</p> <p>-----</p> <p>Noun</p>	2	Compañías extranjeras invierten en Japón.	8
	Stock	<p>El stock de las compañías ha sufrido bajas sustanciales debido a la recesión mundial</p> <p>-----</p> <p>Ejemplo del manejo de la crisis financiera fue America Latina, cuyos productos en stock no cayeron en mayor proporción</p>	<p>Noun</p> <p>-----</p> <p>Noun</p>	2	Crecimiento económico Mundial	3
Gestión Economía y Sociedad March 2010	Cash flow	Nos fue posible mantener una liquidez estable, pero sin embargo la compañía está buscando nuevas formas de	Noun	2	Se va a la quiebra la economía de EE.UU.	19

		<p>cash flow</p> <p>-----</p> <p>Una política fiscal austera es difícil políticamente, y la seguridad de un cash flow permanente se desvanece</p>	<p>-----</p> <p>Noun</p>			
	Default	<p>La única alternativa será el default puro y duro.</p> <p>-----</p> <p>El banco dice que la grave posibilidad de un default en la deuda de Grecia.</p> <p>-----</p> <p>Soluciones más drásticas implicarían alguna forma de reestructuración de la deuda, el default o controles financieros</p> <p>-----</p> <p>Los actuales niveles récord de deuda soberana provocan el default.</p>	<p>Noun</p> <p>-----</p> <p>Noun</p> <p>-----</p> <p>Noun</p> <p>-----</p> <p>Noun</p>	5	Se va a la quiebra la economía de EE.UU.	7

		Los indicadores de un riesgo de default han aumentado en la misma proporción	Noun			
	Swaps	<p>Comparando el spreads de los swaps entre países, actualmente el de EE.UU. es más alto que el del Reino Unido.</p> <p>-----</p> <p>La tasa de interés de los swaps cayó a inicios del 2008.</p> <p>-----</p> <p>El déficit presupuestario global permanece casi constante con tasas de interés de los swaps alrededor de</p> <p>-----</p> <p>Tener grandes swaps primarios es el primer factor de riesgo.</p> <p>-----</p> <p>El declive en los spreads de los swaps</p>	<p>Noun</p> <p>-----</p> <p>Noun</p> <p>-----</p> <p>Noun</p> <p>-----</p> <p>Noun</p> <p>-----</p> <p>Noun</p>	5	Se va a la quiebra la economía de EE.UU.	19

	Déficit	<p>Cualquier país que tuvo Déficits globales antes de la reciente crisis financiera, tendrá graves riesgos.</p> <p>-----</p> <p>Una carga mayor en los pagos de la tasa de interés incrementará aún más el déficit global.</p> <p>-----</p> <p>Los especialistas revisan las dinámicas del crecimiento de la relación déficit/tasa de interés.</p> <p>-----</p> <p>Grandes déficits primarios es el primer factor de riesgo que lleva a niveles de deuda inestables.</p>	<p>Noun</p> <p>-----</p> <p>Noun</p> <p>-----</p> <p>Noun</p> <p>-----</p> <p>-</p>	4	Se va a la quiebra la economía de EE.UU.	19
--	---------	--	---	---	--	----

Apr.2010	Spreads	<p>El aumento del riesgo es evidente en los spreads de CD para la deuda de EE.UU.</p> <p>-----</p> <p>El declive en los spreads de los swaps de EE.UU. es otro indicador de que el riesgo soberano ha aumentado.</p> <p>-----</p> <p>Como lo muestra el gráfico 3, los spreads de los swaps</p> <p>-----</p> <p>Comparando el spreads de los swaps entre países, actualmente el de EE.UU. es más alto .</p> <p>-----</p> <p>Y aunque los spreads de los CD de EE.UU ha subido los dos últimos años, permanecen comparativamente bajos.</p>	<p>Noun</p> <p>-----</p> <p>Noun</p> <p>-----</p> <p>Noun</p> <p>-----</p> <p>Noun</p> <p>-----</p> <p>Noun</p>	5	Se va a la quiebra la economía de EE.UU.	19
----------	---------	---	---	---	--	----

	Natural	Pdvsa Ecuador negó haber fracasado en la compañía exploratoria para hallar gas natural en la isla Pun	Ajective	1	Pdvsa desmiente fracaso en Puná	10
	E-mail	Google presentó Google Apps Migration para Microsoft Exchange una nueva herramienta que simplifica la migración de e-mail , calendario y contactos.	Noun	1	Vida Empresarial	14
	Original	Las evidentes ventajas para la empresa venezolana con la que se hizo el contrato original formado el 3 de septiembre del 2009.	Adjective	1	Sacha, joya de la contratación a dedo	26
	Capital	La cooperación energética con Venezuela, que debería darse donde Petroecuador no tenga el capital o la tecnología para por sí	Noun	1	Sacha, joya de la contratación a dedo.	27

		misma.				
		Los consejos provinciales y las entidades u organismos del sector público, podrían participar conjuntamente con el capital privado ,en el capital y en la gestión social de esta compañía.	Noun	3	Los Consejos Provinciales	28
		----- Queda claro que esta modalidad está prevista para compañías compuestas por capital público y privado.	Noun			
		----- El capital social suscrito de la empresa es de \$100,000.	Noun			

	High Tech	<p>En general, Israel exporta al Ecuador insumos de agricultura, riego, fertilizantes, semilla, High Tech, tecnología para la cédula inteligente.</p> <p>-----</p> <p>Las demás son representaciones locales de compañías en telecomunicaciones, agricultura, High Tech, etc.</p>	<p>Adjective</p> <p>-----</p> <p>Adjective</p>	2	Israel: la cooperación técnica ayuda a manejar mejor los recursos.	62
	Leader	<p>Un líder que pretende con su presencia resolver y dirimir en todas las decisiones y conflictos.</p> <p>-----</p> <p>Rafael Correa aboga por la necesidad de un líder que encauce correctamente la división y cultura de un país</p> <p>-----</p> <p>Porque sin duda, nuestra</p>	<p>Noun</p> <p>-----</p> <p>Noun</p> <p>-----</p> <p>Noun</p>	3	Una respuesta liberal al libro del Presidente	68

		sociedad, (en todas sus dudas y tendencias, está cruzada por la idea de líder.				
	Vision	Finalmente la visión de que un país es más rico cuanto más excedente comercial genera. ----- Por eso la visión del siglo XXI, (aunque no sepamos muy bien lo que es) sobre la globalización es tan errada. ----- Sinó maneras de encontrar, discutir y compartir visiones estratégicas .	Noun ----- Noun ----- Noun	3	Llega al mercado la primera radio por Internet para autos.	69
	Internet	Las compañías Blaupunk y milRoamer mostraron su producto: la primera radio por Internet. ----- La conexión a Internet se hará a través del teléfono celular.	Noun ----- Noun	4	Llega al mercado la primera radio por Internet para autos	70

		Esta radio por internet , bautizada ppor Blaupunk 600, sería la primera fabricada para llevar -----	Noun			
		la radio de Internet al auto, aunque esto no es lo único que hace el dispositivo.	Noun			

Author : Ma. Auxiliadora León

Table Three
Variable: General interest magazines

Magazine and date	Anglicism	Example	Lexical Category	Word repetition number	Heading	Page
Revista Vistazo Jan.2010	Television	La televisión Ecuatoriana se defiende ante la critica ciudadana. Los programas que actualmente exhibe la televisión ecuatoriana están recargados de violencia	Noun Noun	2	Nuestra TV	15
	Chat	Chatroulette es una controversial sala de chat	Noun	3	La ruleta del chat	52

		<p>que reúne a dos extraños anónimos.</p> <p>-----</p> <p>Andrew Ternovosky navegaba en la red en busca de un sitio que le permitiera chatear con un extraño.</p> <p>-----</p> <p>Tras ingresar a la dirección en el navegador vemos un diseño muy sencillo : dos cuadros para video , uno personal y otro del extraño por conocer- y un tercero destinado al chat por texto.</p>	<p>-----</p> <p>Noun</p> <p>-----</p> <p>Noun</p>			
	Link	<p>Los sitios a los que se invitan se muestran atractivos y generan motivación para que el usuario haga click en un link o imagen que blog o foro de discusión lleva a algún blog o foro de discusión</p>	Noun	1	Precaución en redes sociales	52
	Blog	<p>Los sitios a los que se invitan se muestran atractivos y generan</p>	Noun	1	Precaución en redes sociales	52

		motivación para que el usuario haga click en un link o imagen que blog o foro de discusión.				
	Affair	La chica del affaire Ribéry llegó a la portada de Paris Match, la más célebre de las revistas francesas	Noun	1	Zahia Dejar un regalo prohibido	60
	Skinhead	Skinheads , término que significa cabezas rapadas, es utilizado para denominar a los miembros de un movimiento juvenil originado en Gran Bretaña en los años 60 ----- Los skinheads promueven ideales fascistas a lo largo de Europa.	Noun ----- Noun	2	Tendencias	10
Vanidades April 2010	Resort	A tan solo 50 kilómetros al norte de la frontera con Estados Unidos. Vancouver frente al mar y tan populosa, ha sido reconocida como una de	Noun	2	Wancouver and Whistle	27

		las más lindas ciudades del continente por sus resorts. ----- Estos resorts son visitados sólo por los famosos y cuentan con todas las comodidades.				
	Internet	Sus canciones sonaron a través del internet en el Sky.	Noun	1	La exitosa Lily se va o se queda.	
	Gay	Crew Barrymore fue una de las numerosas caras reconocidas que apoyaron a Ricky Martin, quien hace poco confesó su homosexualidad en la entrega de premios que celebran anualmente la Alianza de gays. ----- La comunidad Gay apoya a Ricky Martin.	Noun ----- Noun	2	“Que escándalo”	2
	Show	La discoteca Kaos se alista para presentar uno de los shows más esperados de	Noun	1	Electrónica	8

		la marquesina electrónica local. ----- David LaChapelle es uno de los fotógrafos contemporáneos más influyentes que emerge, y uno de los más contratados en los shows de los famosos.	Noun	1	David LaChapelle	27
	Film	La Chappelle, uno de los artistas visuales más llamativos, cuya estética surrealista sorprende en los films de las celebridades. ----- Allí el film cobra una vida especialísima, porque empezamos a entender los orígenes de un trabajo que sale de la sangre.	Noun Noun	2	David LaChapelle	21
La Revista "El Universo" Abril 2010	Internet	En la actualidad existen más de 100 millones de sitios Web en internet	Noun	1	Internet un negocio en auge	27
	Video	Parecía destinado a ser relegado	Noun	2	El prolífico y excéntrico	40

		al fondo de las fotos promocionales de su grupo en un video musical.			Robby Williams	
		Muy aparte de su manejo en el escenario y los altos niveles de producción en sus videos , sus canciones son productos bien elaborados				
	Actor	El próximo 1 de enero Disney estrenará Tron: el legado , protagonizada por Garrett Hedlund, un actor de perfil bajo, pero que ha participado en grandes producciones .	Noun	1	Aventura de alta tecnología	29
		----- La capital de Perú es un lugar realmente de sueños, señala el actor guayaquileño Marcelo Varas.	Noun	2	----- La feliz magia de Lima	35
		----- El actor Marcelo Varas conoció el Circuito Mágico del Agua en	Noun			

		Lima.				
	Cyber	Padre e hijo se embarcan en una aventura a vida o muerte s través de in ciber universo	Noun	1	Aventura de alta tecnología	29
	Version	Tron en su primera versión fue una cinta que llegó a ser una auténtica revolución	Noun	1	Aventura de alta tecnología	29
	Director	El director de la película Steven Lisberger dejó claro en una entrevista que eligió el nombre porque le pareció “electrónico”	Noun	1	Aventura de alta tecnología	29
	Country	La película trata sobre un cantante de música country en ascenso.	Noun	1	Aventura de alta tecnología	29
	Radio	Ya que debido a donde se mudó, solo se podía sintonizar una estación de radio .	Noun	1	Aventura de alta tecnología	29
	Suites	Hotel sumergible Amphibious , cual tiene previsto contar con suites flotantes y con vistas submarinas	Noun	1	Obras acuáticas	36

	Club	<p>Los años setenta son una década marcada por las luces y brillos de los clubes nocturnos donde la música disco se impuso.</p> <p>-----</p> <p>Década en que la música disco impuso su género y llevó la moda a los clubes nocturnos.</p>	<p>Noun</p> <p>-----</p> <p>Noun</p>	2	La década disco	43
	Look	<p>Se popularizó el peinado afro o african look.</p> <p>-----</p> <p>Al mismo tiempo, Fawcet fue embajadora de la moda con un look más sport, pantalones de talle alto y acampanados.</p>	<p>Noun</p> <p>-----</p> <p>Noun</p>	2	"Los 70"	45
	Boom	<p>More tan a Woman y Fever Night , que formaron parte de la banda sonora de este filme y que fueron un boom en las discotecas</p>	<p>Noun</p>	1	"Los 70"	44
	Album	<p>Robin y Maurice Gibb, mejor conocidos como los Bee Gees se convirtieron</p>	<p>Noun</p>	1	"Los 70"	44

		<p>en íconos con su álbum Night Fever.</p> <p>-----</p> <p>Actualmente promociona el primer single de su quinto álbum.</p>	<p>-----</p> <p>Noun</p>	<p>-----</p> <p>1</p>	<p>-----</p> <p>Un repertorio esperado</p>	<p>-----</p> <p>71</p>
	Fan	<p>La música disco y la moda de los 70's seguirá despertando la fiebre de sus miles de fans alrededor del mundo.</p> <p>-----</p> <p>Al parece esto es lo que les gusta a sus fans físicos y virtuales que superan los 85.000.</p>	<p>Noun</p> <p>-----</p> <p>Noun</p>	<p>2</p>	<p>“Un repertorio esperado”</p>	<p>71</p>
	Glamour	<p>Se celebró en el hotel Le Blanc con una de las pasarelas donde desfiló el glamur de los diseños de la mexicana Alexia Ulibarri.</p>	<p>Noun</p>	<p>2</p>	<p>Cancún, Glamur y Bachata</p>	<p>46</p>
	Laser	<p>Actualmente, dice Kurjak, se pueden corregir enfermedades del feto dentro del útero mediante</p>	<p>Noun</p>	<p>2</p>	<p>Avances en Obstetricia</p>	<p>68</p>

		<p>cirugías láser.</p> <p>-----</p> <p>Láser de última generación es más rápida, más precisa y más segura.</p>	<p>-----</p> <p>Noun</p>			
	Download	<p>Cuando termina haga click en download</p> <p>-----</p> <p>Download videos se ha convertido en una práctica común y fácil de ejecutarse.</p> <p>-----</p> <p>La industria del internet se ha favorecido con éstos downloads.</p>	<p>Noun</p> <p>-----</p> <p>Verb</p> <p>-----</p> <p>Noun</p>	3	Bajar Videos en Youtube	20
	Single	<p>Afecto digital, disco con el cual triunfaron nacional e internacional mente sus singles, el grupo LEGO hoy en día impulsa un nuevo tema.</p> <p>-----</p> <p>Sobre el single que promocionan actualmente, Otra Oportunidad</p>	<p>Noun</p> <p>-----</p> <p>Noun</p>	2	Un repertorio esperado	71

		fue parte del repertorio de canciones.				
	Top	El grupo LEGO durante varias semanas del 2010 estuvo ubicado en el Top 10 de la cadena de televisión. ----- Afecto digital de Lego en el Top de discos más vendidos de	Noun ----- Noun	2	Un repertorio esperado	71
	Sandwich	La mayor variedad de sánduches se exponen en éste Delicatessen.	Noun	1	Guayaquil Gourmet	25

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