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

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

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Mgs. Vanessa Toro, Thesis Advisor

CERTIFIES THAT:

The following research work has been thoroughly revised. Therefore, authorizes the presentation of this thesis, which complies with all the norms and internal requirements of the Universidad Técnica Particular de

Loja, July 16, 2010

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Date: July 16, 2010

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DEDICATION

I would like to thank my parents and brother for all they have done for me. I wouldn't be here without them, and to my niece who is the girl that I love the most in all my life.

Rogelio Rojas

DEDICATION

I would like to dedicate this work to God and my family .Thanks God for cheering me when I was down, for being there when I was desperate, for leading and keeping me every day; thanks wife and sons for encouraging me to the consecution of our goals, for accompanying me and making me laugh when I was exhausted; thanks parents for supporting me and giving me the chance to be a better man. In sum, thank you God and family for being with us.

Geovanny Alvarez

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ABSTRACT

The topic of this study is “A DESCRIPTIVE ANALYSIS OF ANGLICISMS USED IN ECUADORIAN NEWSPAPERS”. The reason for this research is to demonstrate how anglicisms have affected our newspapers which are written in Spanish, and also our way of living. This thesis details the different types of studies done. The research was done in the city of Azogues, in the province of Cañar.

The material which was used to collect the anglicisms were three different newspapers from the country of Ecuador, these are detailed as follows: A National newspaper titled “El Universo”, a local newspaper titled “La Portada” and a tabloid newspaper titled “Extra”. The statistics of the anglicisms found were recorded in different charts for every newspaper. There are a total of 19 charts used with many different words, these charts also detail the way the word was used and how it is related to the article. Different methods were used in this study; the descriptive and analytic methods were used to examine and portray the results gathered. The instruments used included the interviews and questionnaires, the assessment of the anglicisms found in the newspapers, and the different sets of charts to sort out the variables and sub variables. Different tools were used altogether such as: two laptops, a voice recorder, a questionnaire, paper, pens, pencils, erasers, markers etc.

As a result we have concluded that the English language has greatly influenced our way of living, not only at an individual level but at a mass level. It dictates the way we think due to the great advances in technology which in itself is a great cause of the many new anglicisms which we use today, and are widely recognized by the Spanish speaking, or Ecuadorian community.

INTRODUCTION

The English language has always been a dominant language. It is the world's language, that is why the topic which was researched "A DESCRIPTIVE ANALYSIS OF ANGLICISMS IN ECUADORIAN NEWSPAPERS" is of much importance to the Spanish speaking community. In this research we collected the newspapers and observed that in the different variables and sub-variables there were many anglicisms which were used in order to transmit an idea, thought or meaning. Of course it was taken into account that mother language interference is always present in second language learning or use. In this case it can be seen quite clearly in the way that some words are changed grammatically to fit our speech patterns. This research was done in the city of Azogues. The bibliographical study was based on books and on the Internet. It basically consisted of extensive reading on different types of research done, also many of the different uses in the English language.

The biggest reason for this study was to figure out different aspects of our own newspapers, like why certain newspapers use certain anglicisms and others do not. We have several newspapers available for reading, so it makes perfect sense to have some idea of what we are reading. There is very little study on this topic, especially because our country is very small. This project is also important because there are a

high percentage of readers in Ecuador, and surprisingly there is a very low rate of illiteracy at 7% to 15% in our country. In our small city the national newspaper “El Universo”, is the most read newspaper of the three newspapers we analyzed, it contains several types of articles including but not limited to sports, commerce, lifestyle and many more.

A large amount of time was spent on the research in the newspapers; the most difficult process was looking for relevancy of the words. Meaning that it was difficult sometimes to figure out which words were anglicisms and which were not. Another problem was the length of the national newspaper, so many articles made it hard to be able to accurately pinpoint every anglicism used. The tabulation process involved the statistical reference so that the results are based on specific categories and show a correct portraying of the study done.

There were different factors which apply to the motivation of the research at hand, but the most important one was obviously to obtain the Bachelor’s degree. Besides that reason, there was a great motivation to learn in the process, every word read and used in the newspapers is a contribution to our learning and to our ever growing knowledge of the wonderful language that is English. Another reason and motivating factor was the satisfaction that a person gets when something he has done can contribute to make a better society.

These are some different goals achieved throughout this research based on the objectives that were previously raised or planned to achieve.

Having done this research, we have been able to determinate the level of influence of the English language in our language. However, we found out that this phenomenon is not new; on the contrary, it has been increased throughout our history by some factors, such as technology, immigration and fashion.

Taking into account etymology, syntactic-semantic and morphological aspects, the anglicisms that were more commonly used during our research are *show, rock, hotel, daddy, and club*. None of them has suffered any morphological change while becoming an Anglicism or part of our daily speech; however, semantically and syntactically they have been used for many different purposes as adjectives, verbs, nouns and therefore are given a name for different items.

We have also determined that adds is the writing section where anglicisms are mostly used since this section is addressed to people who like getting the latest news, purchases, discounts and offers. For it, English words call the readers` attention better than the Spanish words and are well used since a single word in English can replace a long sentence in Spanish; as a result of it space and money is saved.

Based on the results obtained by the research we found out that the level of acceptance that Ecuadorians have on the use of anglicisms in newspapers has been increased lately, yet some are conscious about it and others use them just because they got comfortable with them.

METHODOLOGY

The study of this topic was done in the suburban areas of the city of Azogues. There were many steps done in this research, and all of them had to be done in a precise and scientific manner in order to give the research study its creditable approach.

The first step to do this research study was to investigate the many meanings, uses and differences on anglicisms. Different dictionaries were used to get the meanings, while providing different sources to rely. This ensured that all the connotations were used and to have a neutral standpoint when it came to using the words. An extensive theoretical background research was concluded so that we could have a better idea or knowledge on the topic, this way we knew what studies had been done so it could be, either skipped, or improved on.

There is very little research on anglicisms in Ecuadorian newspapers, but some very helpful information was found and read to improve the study. The selection of newspapers came next, and the method of choice was not at random; due to the fact that it is the largest and most read newspaper in Ecuador, El Universo was chosen for the national newspaper. There is basically only one well known tabloid in our country which is called “Extra”, so that made the choice quite easier and

out of our hands. The last newspaper which had to be a local newspaper caused a small difficulty because these were not daily newspapers but weekly newspapers creating an obstacle in obtaining seven consecutive issues. The sections were picked based on the variables suggested and used for all three newspapers. Next the words were chosen in all newspapers and labeled according to variable and sub-variable. They were later organized in specific charts showing their use and context on the newspaper.

Furthermore a small questionnaire was prepared using simple, but straightforward questions which helped us to have a clear idea of what people thought about this topic. These interviews are relevant because they also clear up misconceptions on the general knowledge of people and what they read, why they read, and their general feelings about the topic being researched. The participants were not given multiple choice questions because we needed to know exactly what they think about anglicisms and their current use in our newspapers. In the interviews the people chosen were not picked randomly, but were chosen based on their knowledge in English. A linguist was picked and four other readers with some knowledge on the English language, which made this a meaningful qualitative research.

The charts contain the newspaper's name, the sub-variable which it belongs to, the name of the article where it was found, the number of times it was used and the sentence where it was used.

The bibliographical method was used in this study so we could conduct the respective research while avoiding plagiarism. The strategies used were interviews, note taking to have the correct information; also the analytic and descriptive method was used so that the information which we came upon during the field research would be correctly interpreted.

RESULTS

This section will portray a series of charts which basically shows all the different variables which were used, and they are also separated in their respective sub-variables. The national newspaper and by far the biggest is El Universo which is the most widely known newspaper in Ecuador. The Local newspaper is from a small editorial which is issued weekly in a small town called Azogues. The tabloid is another paper which is distributed nationwide called Extra. Seven samples from each newspaper were used; they all had to be consecutive issues.

Chart One

Variable: National Newspaper El Universo

Sub variable: Ads

Anglicisms	Examples	No. Veces que se repita la palabra	Title of the article	Date
city	Guayaquil city	1	Teatro la mueca	08-01-2010
jeans	Jeans made in Ecuador	1	Sambo	
web	Fue el sitio en la web más buscado	1	Los 10 más del 2009	01-01-2010
internet	Asesoramiento jurídico en internet	3	Derecho	06-01-2010

Author: *Geovanny Álvarez Torres y Rogelio Rojas Merchán*

Chart Two

Variable: National Newspaper El Universo

Su variable: Social pages

Anglicisms	Examples	No. Veces que se repita la	Title of the article	Date
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		palabra		
show	El rey de los show	11	Elvis	08-01-2010
look	Con el look típico	2	Elvis	08-01-2010
DVD	Un DVD y un folleto	1	Elvis	08-01-2010
top	Éxitos en la lista top 20	2	Elvis	08-01-2010
punk	La banda de punk	3	Punk Ecuatoriano	08-01-2010
ranking	En los diferentes rankings	1	Los 10 mas pedidos de MTV	08-01-2010
ballet	El ballet nacional	3	Cuba celebra	
pendrive	Un pequeño dispositivo llamado pendrive	1	La década de la revolución tecnológica	06-01-2010
chat	Época de los chats	1	La década de la revolución tecnológica	06-01-2010
Smartphone	Smartphone invade el mercado	1	La década de la revolución tecnológica	06-01-2010
blogs	Blogs de las redes sociales	1	La década de la revolución tecnológica	06-01-2010
flasbacks	Estos flashbacks llegan hasta variar la calidad	1	Critica de TV	07-01-2010
closet	La puerta de su closet	1	La medida de su hijo	07-01-2010
playlist	Los participantes de playlist	3	apuntes	07-01-2010
Ping-pong	Obra titulada ping-pong	1	Obra del artista Roberto Noboa	07-01-2010
discovery	Los canales de cable discovery	3	Cadenas ESPN y discovery	07-01-2010
chef	Chef ejecutivo del hotel	1	Listo el menú para los globos de oro	07-01-2010
fans	Miles de fans despidieron	3	El cantante de todos será enterrado hoy	06-01-2010
shock	Murió de un shock	2	El cantante de todos será enterrado hoy	06-01-2010
rock	Podía cantar rock	15	El cantante de todos será enterrado hoy	06-01-2010
jean	Uso esmoquin como si fuera jean	2	El cantante de todos será enterrado hoy	06-01-2010
hotel	Hotel continental	8	Ruta de la rosca de reyes	06-01-2010
funk	Su lado más funk	1	Artistas internacionales	05-01-2010
pop	El artista pop	1	Música	01-01-2010
country	La costa country club	1	Compromisos sociales	01-01-2010

Author: Geovanny Álvarez Torres y Rogelio Rojas Merchán

Chart Three

Variable: National Newspaper El Universo

Sub variable: Reports

Anglicisms	Examples	No. Veces que se repita la palabra	Title of the article	Date
record	Records de temperatura	1	Frio llega a 46 bajo cero	08-01-2010
record	En su record	1	migración	05-01-2010
campus	La primera parte del campus	1	La facultad de CC. NN.	02-01-2010
web	Navegar en la web	1	Internet	01-01-2010
ballet	Bailar ballet	1	vacacionales	01-01-2010
jazz	Bailar jazz	1	vacacionales	01-01-2010

Author: *Geovanny Álvarez Torres y Rogelio Rojas Merchán*

Chart Four

Variable: National Newspaper El Universo

Sub variable: Sports

Anglicisms	Examples	No. Veces que se repita la palabra	Title of the article	Date
status	Tenemos el mismo status	1	polideportivo	08-01-2010
rally	La jornada del Rally	1	Polideportivo	05-01-2010

Author: *Geovanny Álvarez Torres y Rogelio Rojas Merchán*

Chart: Five

Variable: National Newspaper El Universo

Sub variable: News

Anglicisms	Examples	No. Veces que se repita la palabra	Title of the article	Date
flash	Los flashes de las cámaras	1	Con música se despidió a cuatro gigantes	08-01-2010
express	Sicarios y secuestro express	1	Nuevo grupo policial	08-01-2010

Author: *Geovanny Álvarez Torres y Rogelio Rojas Merchán*

Chart: Six

Variable: Tabloid El Extra.

Sub variable: News

Anglicisms	Examples	No. Veces que se repita la palabra	Title of the article	Date
daddy	El daddy	11	El daddy	
ovni	Ovni en Cuenca	4	Alarma ovni en Cuenca	03-01-2010
karaoke	A pocos metros de un karaoke	1	En la ´playa	04-01-2010
amateur	Futbol amateur	3	Cargaron f�retro hasta la playa	03-01-2010

Author: Geovanny  lvarez Torres y Rogelio Rojas Merch n

Chart Seven

Variable: Tabloid El Extra.

Sub variable: Ads

Anglicisms	Examples	No. Veces que se repita la palabra	Title of the article	Date
night club	De oportunidad un night club	1	Bienes raices	02-01-2010
hot	Hot ladies	4	Zona picante	02-01-2010
mall	Mall del sol	3	Cartelera de cines	02-01-20107
vip	Salas VIP	3	Cartelera de cines	04-01-20107
mall	Mal del sur	2	Cartelera de cines	04-01-20107
laptop	Tu laptop	3	Cartelera de cines	04-01-20107
call	Call center	1	clasificados	05-02-2010
gay	DVD gay	2	clasificados	05-02-2010
sex	Sex shop	4	clasificados	05-02-2010
divas	Divas de la Tv	1	Calendario 2010	02-01-2010
full	Full inform�tica	1	Colegio de se�oritas	06-01-2010
hiper	Hiper market	4	Aprende gratis con hiper market	06-02-2010
market	Hiper market	4	Aprende gratis con hiper market	06-02-2010
sexy	La morenita sexy	2	Nunca se recupero	06-02-2001
covers	Por unos covers cantados	1	Nunca se recupero	06-02-2001
cheerleaders	Campeones de cheerleaders	1	Colegio mixto internacional	01-01-2010
shopping	A pocos minutos del shopping	1	Bienes raices	09-01-2010

test	Test y respuestas	1	Más de un millón de respuestas	04-01-2010
complot	Complot en el polo norte	1	Programación DE TV	01-01-2010
Cover	No cover	1	Crítica de cine	01-01-2001
Sports	Fox sports	1	TV pagada	01-01-2010

Author: Geovanny Álvarez Torres y Rogelio Rojas Merchán

Chart Eight

Variable: Tabloid El Extra.

Sub variable: Social pages

Anglicisms	Examples	No. Veces que se repita la palabra	Title of the article	Date
relax	Después de varios días de relax	1	Los camisetazos de la Tv	01-01-2010
daddy	El daddy	11	El daddy	02-02-2010
album	Tu propio album	1	Lunes sexy	02-01-2010
manager	Indicó el manager	1	¡ODA7 viene	02-01-2010
casting	Se realizó un casting	1	¡ODA7 viene	02-01-2010
pop	El tema de pop tropical	1	Cristian Vuelve	02-01-2010
forever	Forever tango	4	Forever Tango	02-01-2010
show	El show Latino	2	El show Latino	02-01-2010
miss	Candidata a miss	1	La srta. solidaridad	02-01-2010
rock	Cantante de rock	2	Sandro se nos fue	02-01-2010
show	Hacer su show con un dispositivo	2	Sandro se nos fue	02-01-2010
shock	Un cuadro de shock	1	Nunca se recupero	06-02-2010
slogan	Lo enuncia su slogan	1	Catorce jóvenes quiere se reina	09-01-2010
top	Se imponía en el top 20	1	Ecuador se toma MTV	09-02-2010
look	Cambios de look	1	La nueva princesa del pop	09-01-2010
Pop	La nueva pop -start	8	La nueva princesa del pop	09-01-2010
internet	En sus sitios de red	2	Nunca se recupero	06-02-2001

Author: Geovanny Álvarez Torres y Rogelio Rojas Merchán

Chart Nine

Variable: Tabloid El Extra.

Sub variable: Reports

Anglicisms	Examples	No. Veces que se repita la palabra	Title of the article	Date
hacker	Un hacker introducido	4	Hackers: entre el bien y el mal	09-01-2010
software	Por robar un software	2	Hackers: entre el bien y el mal	09-01-2010

Author: Geovanny Álvarez Torres y Rogelio Rojas Merchán

Chart: Ten

Variable: Tabloid El Extra.

Sub variable: Sports

Anglicisms	Examples	No. Veces que se repita la palabra	Title of the article	Date
club	El club capitalino	4	Liga bicampeón	02-02-2010
club	Jugo en otro club	5	Sobra un extranjero	02-01-2010
debut	Año del debut	2	Sobra un extranjero	02-01-2010
facebook	Joao dijo en su facebook	1	Extra sapada	06-01-2010

Author: Geovanny Álvarez Torres y Rogelio Rojas Merchán

TABULACIÓN CUALITATIVA

Chart Eleven

Variable: Local Newspaper: La Portada

Sub variable: News

Anglicisms	Examples	No. Veces que se repite la palabra	Title of the article	Date
kits	Recepción de kits de uniformes	4	Entregan kits de uniformes a escuelas rurales	7-11-2009
university	Departamento de Monah university	1	El agua de lluvia es segura para la salud	14-11-2009
items	Midio con los 115 items de calidad	1	Instituto José Iglesias se sitúa entre los mejores	28-11-2009
sandwich	El sándwich de pavo cuesta 1 dólar	2	Centro Comercial Serrano se celebra hoy el día del pavo	21-11-2009

deficit	La compañía tiene un déficit muy alto	1	Alternativas para cobrar cartera vencida	5-12-2009
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Author: Geovanny Álvarez y Rogelio Rojas

Chart Twelve

Variable: Local Newspaper: La Portada

Sub variable: Ads

Anglicisms	Examples	No. Veces que se repite la palabra	Title of the article Type of advertisement	Date
dragon ball	10H00 dragon ball	1	Shows	7-11-2009
super	20H00 Super cine	1	Shows	7-11-2009
sueters	Lo mejor en sueters para damas	2	Clothes	7-11-2009
motors	Servi Motors	1	Automobile	14-12-2009
okey	Barrilitos okey	1	Business	14-12-2009
cooler	Por cada compra recibe un cooler de regalo	1	Automobile	19-12-2009

Author: Geovanny Álvarez y Rogelio Rojas

Chart Thirteen

Variable: Local Newspaper: La Portada

Sub variable: Reports

Anglicisms	Examples	No. Veces que se repite la palabra	Title of the article	Date
alma mater	Esta noticia involucra a nuestro alma mater	1	La Universidad Jose Peralta al pais	14-11-2009
punching ball	Te golpean como un punching ball humano	2	Las mujeres pagan por pegarle	14-11-2009
ninja	Pensé que era un ninja	3	Se creyo ninja y se rompió el gluteo	21-11-2009
internet	Tiene una página en internet	1	Los Papa Noel se protegen de la gripe	21-11-2009
miss	Ella participara en Miss Ecuador	5	Representante de Cañar participara en Miss Ecuador	5-12-2009

Author: Geovanny Álvarez y Rogelio Rojas

Chart Fourteen

Variable: Local Newspaper La Portada

Sub variable: Social pages

Anglicisms	Examples	No. Veces que se repite la palabra	Title of the article	Date
top model	Eres una top model	1	La top model que se convirtió en chica de calendario	7-11-2009

pin up	Fotos estilo pin up	1	La top model que se convirtió en chica de calendario	7-11-2009
secret	La ropa de Victoria's secret	1	La top model que se convirtió en chica de calendario	7-11-2009
grammy	Los premios grammy	4	Paulina Aguirro gana el primer grammy para Ecuador	7-11-2009
hotel-casino	La recepción fue en el Hotel-Casino	1	Paulina Aguirro gana el primer grammy para Ecuador	7-11-2009
filme	Trabajaran en un filme	2	Ryder se one film con Portman	14-11-2009
ballet	El ballet no se puede imitar	2	Ryder se one film con Portman	14-11-2009
american music awards	Ella asistió a los American Music Awards	1	Imagen hace suponer nuevo embarazo de Nicole Kidman	28-11-2009
country	Cantante de música country	1	Imagen hace suponer nuevo embarazo de Nicole Kidman	28-11-2009
kid	Interpreta al karate kid	1	Hijo de Will Smith protagonista del nuevo Karate Kid	5-12-2009
karate	Tuve que practicar mucho karate	1	Hijo de Will Smith protagonista del nuevo Karate Kid	5-12-2009
remake	Es protagonista del remake de la película	1	Hijo de Will Smith protagonista del nuevo Karate Kid	5-12-2009
pop	Cantante de música pop	1	María José regala sensuales fotos a admiradores	5-12-2009
shooting	Se realizo un shooting fotográfico	2	Doutzen Kroes en San Barths	14-21-2009
topless	Posa topless para revista	1	Rihanna posa topless para una revista	19-12-2009
sex appeal	Estoy orgullosa de mi sex appeal	1	Rihanna posa topless para una revista	19-12-2009

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Chart Fifteen

Variable: Local Newspaper La Portada

Sub variable: Sports

Anglicisms	Examples	No. Veces que se repite la palabra	Title of the article	Date
indor	Hoy se juega el campeonato de indor	3	Indorfutbol	14-11-2009
junior	El Jugador de boca junior	2	No está satisfecha	14-11-2009
fair play	En este partido no se reconoció el fair play	1	Irlanda pide repetir el partido contra Francia	21-11-2009
Mr.	Esta tendrá la presencia de Mr.	3	Mr. Cañar	28-11-2009

	Ecuador			
básquet	Selección de basquet	1	Selección de básquet viajo al Perú	5-12-2009
miss	Miss Ecuador coronada	4	Alessia Andrade fue la ganadora de Miss Premios Fox Sports	14-12-2009
sports	Fox Sports	5	Alessia Andrade fue la ganadora de Miss Premios Fox Sports	14-12-2009
champions league	El portero jugo en la Champions League	2	Multan al arquero orino en pleno partido	14-12-2009

Author: Geovanny Álvarez y Rogelio Rojas

Tabulación Cuantitativa

Chart Sixteen

Variable: National Newspaper EL Universo.

Anglicisms	Section	f	%
	News	2	2,33%
	Ads	6	6,98%
	Social pages	70	81,40%
	Sports	2	2,33%
	Reports	6	6,98%
	Total	86	100%

Autor: Geovanny Álvarez Torres y Rogelio Rojas Merchán

Chart Seventeen

Variable: Local Newspaper: La Portada

Anglicisms	Section	f	%
	News	9	13.63%
	Ads	6	9.11%
	Reports	8	12.12%
	Social pages	22	33.33%
	Sports	21	31.81%
	Total	66	100%

Autor: Geovanny Álvarez Torres y Rogelio Rojas Merchán

Chart Eighteen

Variable: Tabloid Sensacionalista El Extra.

Anglicisms	Section	f	%
	News	19	16,38%
	Ads	42	36,21%
	Social pages	37	31,90%
	Sports	12	10,34%
	Reports	6	5,17%
	Total	116	100%

Autor: Geovanny Álvarez Torres y Rogelio Rojas Merchán

The Most Frequent Anglicisms in all Variables

Chart Nineteen

Anglicisms	Section	f	%
	Show	11	20,37%
	Rock	15	27,78%
	Hotel	8	14,81%
	Daddy	11	20,37%
	Club	9	16,67%
	Total	54	100%

Autor: *Geovanny Álvarez Torres y Rogelio Rojas Merchán*

DISCUSSION

Theoretical Background

(Burneo, 2006) states that anglicisms are words and expressions in English, especially from the United States, that are used instead of Spanish words that are considered erroneous.

Another definition provided by Wikipedia is that an anglicism, as most often defined, is a word borrowed from English into another language. Speakers of the recipient language usually consider an anglicism to be substandard or undesirable (as a form of language contamination). "Anglicism" also describes English syntax, grammar, meaning and structure used in another language with varying degrees of corruption.

Gerald Erichsen's (2005) study in anglicisms in our country provides great value due to the fact that he has experienced firsthand what type of influence it has in our language. He argues that English words are found in our daily lives, one of his findings was an article in a Guayaquil newspaper, where the words "*una produccion de reality*" was found in indication of the creation of a T.V reality show. He argues that anglicisms emerge in situations involving technology and entertainment, such as the term *CD player*, pronounced as in English, during the Spanish-language announcement of what had to be turned off before departure in an

airplane. He states that as long as U.S. culture continues to play the role it does today in Latin America and even Spain, we can expect even more anglicisms to become part of the language.

LANGUAGE

Richard Nordquist succinctly defines Language as a "human system of communication that uses arbitrary signals, such as voice sounds, gestures, or written symbols."

According to Sapir (1921) "Language is a purely human and non-instinctive method of communicating ideas, emotions and desires by means of voluntarily produced symbols."

In their *Outline of Linguistic Analysis* Bloch & Trager (1942) wrote "A language is a system of arbitrary vocal symbols by means of which a social group co-operates."

LINGUISTICS

According to Wikipedia Linguistics is the scientific study of natural language. Linguistics encompasses a number of sub-fields. An important topical division is between the study of language structure (grammar) and the study of meaning (semantics and pragmatics)

Muriel-Saville (2006) “There have been two foci for the study of SLA from a linguistic perspective since 1960: Internal and external. The internal focus has been based primarily on the work on Noam Chomsky and his followers. It sets the goal of study as accounting for speakers internalized, underline knowledge of language (Linguistic Competence), Rather than the description of surface forms as in earlier structuralism. The external focus for the study of SLA has emphasized language use, including the functions of language which are realized in learners’ production at different stages of development.”

Chomsky argues that the behaviorist theory of language acquisition is incorrect because it does not fully give details about our linguist sense. He explains that “innate capacity in language acquisition has been revised to include more abstract notions of general principles and constraints that are common to all human languages as part of universal grammar.”

His views on what is known as external focus are as follows: Functionalisms is basically the foundation on language infrastructure, and it states that information content of utterances is very important and that the language is used as a means of communication.

BRANCHES OF LINGUISTICS

MORPHOLOGY

As found in Wikipedia, Morphology is the identification, analysis and description of the structure of words (words as units in the lexicon are the subject matter of lexicology). While words are generally accepted as being (with critics) the smallest units of syntax, it is clear that in most (if not all) languages, words can be related to other words by rules. For example, English speakers recognize that the words dog, dogs, and dog catcher are closely related. English speakers recognize these relations from their tacit knowledge of the rules of word formation in English. They infer intuitively that dog is to dogs as cat is to cats; similarly, dog is to dog catcher as dish is to dishwasher (in one sense). The rules understood by the speaker reflect specific patterns (or regularities) in the way words are formed from smaller units and how those smaller units interact in speech. In this way, morphology is the branch of linguistics that studies patterns of word formation within and across languages, and attempts to formulate rules that model the knowledge of the speakers of those languages.

(Aronoff, 2005, 1-2) “The term morphology is generally attributed to the German poet, novelist, playwright, and philosopher Johann Wolfgang von Goethe (1749-1832), who coined it early in the nineteenth century in a biological context. Its etymology is Greek: *morph-* means shape, form, and *morphology* is the study of forms or forms. In linguistics *morphology* refers

to the mental system involved in word formation or to the branch of linguistics that deals with words.”

According to Morris (2001) morphology is the identification, analysis and description of word structures. While words are generally accepted as being the smallest unit of syntax, it is clear that in most languages, words can be linked to other words by rules. For instance, English speakers recognize that the words dog, dogs, and dog catcher are closely related. They recognize that these relations from their tacit knowledge of the rules of word formation in English. They infer intuitively the dog is to dogs as cat is to cats; similarly, dog is to dog catcher as dish is to dishwasher. The rules understood by the speaker reflect specific patterns in the way words are formed from smaller units and how those smaller units interact in speech. In this way, morphology is the branch of linguistics that studies patterns of word formation within and across languages, and attempts to formulate rules that model the knowledge of the speakers of those languages.

SEMANTICS

According to Sartor, Semantics is the field that studies the meaning of words and sentences. The main goal of linguistic description concerns a reflection of a speaker’s semantic knowledge. She states that it is known that words, sentences, texts, and discourses have significance in

themselves. The meaning of a specified linguistic article can be unearthed due to a complicated linguistic investigation which has for a purpose to discover the exact interpretation or the semantic depiction innate to it. The interpretation of an utterance, a discourse, a text, is never absolutely inferable from the linguistic object only but requires for dissimilar types of background information.

Understanding semantic properties imply knowing three main points that are: a) Know the words and morphemes that compose them. b) Know how meanings of words combine into phrases and sentence meanings. C) Interpret the meaning of utterances in the context in which they are made. Lexicon is the part of grammar which deals with the knowledge speakers/hearers/readers possess about individual words, morphemes, including semantic properties.

SYNTAX

(Burneo, 2009) Syntax is a branch of Linguistics that studies the formation of meaningful grammatical structures consisting of words, phrases, clauses and sentences. Then the purpose of English Syntax is to provide students of the English Language with the necessary tools to understand, analyze, and apply grammatical structures to the use of this language in communication.

(La Polla, 1997) The term syntax is from the Ancient Greek *syntaxis*, a verbal noun which literally means arrangement or setting out together. Traditionally, it refers to the branch of grammar dealing with the ways in which words, with or without appropriate inflections, are arranged to show connections of meaning within the sentence. The expressions of an idiom entail an association among a series of sounds and a meaning, and this relationship is mediated by grammar, a central part of which is syntax, in English and numerous other languages, the display of words is an essential aspect in shaping the meaning of an utterance.

On the other hand, Syntax concerns the construction of phrases and clauses, for instance, the word order which is very important, the agreement between subjects and verbs etc. Here, there are some examples: 'The little young red cat vs. the red little young cat' (incorrect) or 'Joseph gave a rose to Edith vs. Edith a rose Joseph gave' (incorrect). So we must remember that Word Order in English is important as it carries meaning. It is the competence (or linguistic knowledge) that helps us to understand which is the well-formed sentence and which is the ill-formed sentence

PRAGMATICS

(Morris, 1938:6) "Pragmatics is the study of the relation of signs to interpreters." This definition of course is quite out of date with newer and different authors stating various analyses.

(Mey, Jacob) a modern, communication-oriented terminology, we prefer to talk about messages and language users; in contrast to traditional linguistics, which first and foremost concentrates on the elements and structures such as sounds and sentences that the language users produce, pragmatics is interested in the process of producing language and in its producers, not just in the end-product, language.

Sartor again explains that Pragmatics is the study of "how to do things with words" or the study of the meaning of language in context, it is considered to be part of the wider field of discourse analysis. Pragmatics is "the study of the contribution of context to meaning". Pragmatics initiates from the observation that people use language to bring about many kinds of acts, acknowledged as speech acts, as different from corporal acts like eating a meal or mental acts like thinking about eating a meal. The plan of Speech acts is inquiring, for instance, for a meal, making promises, issuing warnings or threats, giving orders, making requests for information, and many others.

PHONOLOGY

Spencer, 1996) "The study of speech sounds is partitioned between two distinct but related disciplines, phonetics and phonology. Both terms come from the Greek word meaning sound, and there is a fair degree of overlap in what concerns the two subjects. Thus, the boundaries between

phonetics and phonology are very difficult to draw and there is a good deal of controversy amongst linguists as to exactly where they should lie. Despite the differences, it is clear that each of these sub disciplines relies on the other to a large extent, in the sense that phonological analyses have to be grounded in phonetic facts, and phonetic research has to be geared towards those capacities of the human vocal tract which sub serve language specifically, as opposed to, say, eating or breathing.”

(Morris, 2001) Phonology is the systematic use of sound to encode meaning in any spoken human language, or the field of linguistics studying this use. Just as a language has syntax and vocabulary, it also has phonology in the sense of the sound system. Whereas phonetics is about the physical production, acoustic transmission and perception of the sound of speech, phonology describes the way sound function within a given language or across languages to encode meaning the term "phonology" was used in the linguistics of a greater part of the twentieth century as a cover term uniting phonemics and phonetics. Current phonology can interface with disciplines such as psycholinguistics and speech perception.

Sartor states that the sounds are classified by voicing, place of articulation, and manner of articulation. In studying articulation, the phonetician is attempting to document how we produce speech sounds. That is, articulatory phoneticians are interested in how the different

structures of the vocal tract, called the articulators (tongue, lips, jaw, palate, teeth etc), interact to create the specific sounds. In order to understand how sounds are made, experimental procedures are often followed. They can measure how the tongue makes contact with the roof of the mouth in normal speech production by using a technique called Electropalatography, an instrumental technique for determining tongue/palate contact during speech.

MORPHOLOGICAL PROCEDURES

According to Yule (1985) the way that new words are introduced into a language like that of English, is reasonably simple. Despite some disagreements between some scholars in this field there seems to be some type procedures involved. The way people thought centuries ago to new words was very different than the way we think now. They thought of this as “tasteless innovation”, for example the use of the word *handbook*, but even in these times people are still outraged due to the terms of recent currency. Instead of thinking that the language is being debased, we should instead view this ever going change and invention of new terms and different uses of old terms as a reassuring sign vitality and creativeness in the form a language is shaped by the needs of its user. Following are some examples:

Coinage

One of the least common processes of word formation in English is coinage, that is invention of totally new terms. The most typical sources are invented trade names for one company's product which become general terms (without initial capital letters) for any version of that product. Older examples are *aspirin*, *nylon* and *zipper*; more recent examples are *Kleenex*, *Teflon*, and *Xerox*. It may be that there is an obscure technical origin (e.g. *te(tra)-fl(uor)-on*) for such invented terms, but after their first coinage, they tend to become everyday words in the language.

Borrowing

One of the most common sources of new words is the process simply labeled borrowing, that is, the taking over of words from other languages. Throughout its history, the English language has adopted a vast number of loan-words from other languages, including *alcohol*, *boss*, *croissant*, *lilac*, *piano*, *pretzel*, *robot*, *tycoon*, *yogurt*, and *zebra*. Other languages, of course, borrow terms from English, like in Spanish use of *chatear* ('chat').

A special type of borrowing is described as loan-translation, or calque. In this process, there is a direct translation of the elements of a word into the borrowing language. An interesting example is the Spanish term *casa-blanca* which literally means house-white, which is used for what, in English, is normally referred to as the white house. Nowadays,

some Spanish speakers eat *perros calientes* (literally ‘dogs hot’), or *hot dogs*.

Compounding

In some of those examples that have been considered, there is a joining of two separate words to produce a single form. Thus *perro* and *caliente* which are two separate words are combined to produce *perro caliente* which is talking about one single thing in Spanish. This combining process, technically known as compounding, is very common in languages like German and English, but much less common in languages like French and Spanish.

Blending

This combining of two separate forms to produce a single new term is also present in the process called blending. However, blending is typically accomplished by taking only the beginning of one word and joining it to the end of the other word. In some parts of the United States, there’s a product which is used like gasoline, but is made from alcohol, so the ‘blended’ term for referring to this product is *gasohol*. If you wish to refer to the combined effects of smoke and fog, there’s the term *smog*. An example in Spanish might be the mixtures of the terms *guata* and *tallarín*, combining to form the word *guatallarín*, which is in fact a dish made up of both ingredients.

Clipping

The element of reduction which is noticeable in blending is even more apparent in the process described as clipping. This occurs when a word of more than one syllable (*facsimile*) is reduced to a shorter form, often in casual speech. The term gasoline is still in use, but occurs much less frequently than gas, the clipped form. Common examples are *mate* (matemáticas), *La U* (La Universidad), *tele* (televisión), *cel* (celular) *depar* (departamento).

Backformation

A very specialized type of reduction process is known as backformation. Typically, a word of one type (usually a noun) is reduced to form another word of a different type (usually a verb). A good example of backformation is the process whereby the noun *television* first came into use and then the verb *televise* was created from it. Other examples of words created by this process are: *donate* (from 'donation'), *opt* (from 'option'), *emote* (from 'emotion'), *enthuse* (from 'enthusiasm'), *liaise* (from 'liaison') and *babysit* (from 'babysitter'). Indeed, if you backform anything, you have used a backformation.

Conversion

A change in the function of a word as for example, when a noun comes to be used as a verb (without any reduction), is generally known as

conversion. Other labels for this very common process are '*category change*' and '*functional shift*'. A number of nouns, such as paper, butter, bottle, vacation, am., via the process of conversion, come to be used as verbs, as in the following sentences: *He's papering the bedroom walls.*

Have you buttered the toast?

We bottled the homebrew last night.

Acronyms

Some new words, known as acronyms, are formed from the initial letters of a set of other words. These can remain essentially 'alphabetisms' such as *CD* ('compact disk') or *VCR* ('video cassette recorder') where the pronunciation consists of the set of letters. More typically, acronyms are pronounced as single words .as in *NATO*, *NASA* or *UNESCO*. These examples have kept their capital letters, but many acronyms lose their capitals to become everyday terms such as *laser* ('light amplification by stimulated emission of radiation'), *radar* ('radio detecting and ranging'), *scuba* ('self contained underwater breathing apparatus') and *zip* ('zone improvement plan') code.

Derivation

Derivation is accomplished by means of a huge number of small 'bits' of the English language which are not usually given separate listings in dictionaries. These small "bits' are called *affixes* and a few examples are

the elements *un-*, *mis-*, *pre-*, *-ful*, *-less*, *-ish*, *-ism*, *-ness* which appear in words like *unhappy*, *misrepresent*, *prejudge*, *joyful*, *careless*, *bovish*, *terrorism* and *sadness*.

Prefixes and suffixes

In the preceding group of words, it should be obvious that some affixes have to be added to the beginning of a word (e.g. *un-*). These are called *prefixes*. The other affix forms are added to the end of the word (e.g. *-ish*) and are called *suffixes*. All English words formed by this derivational process use either prefixes or suffixes, or both. Thus, *mislead* has a prefix, *disrespectful* has both a prefix and a suffix, and *foolishness* has two suffixes.

Infixes

There is a third type of affix, not normally to be found in English, but fairly common in some other languages. This is called an *infix*, and as the term suggests, it is an affix which is incorporated inside another word. It is possible to see the general principle at work in certain expressions, occasionally used in fortuitous or aggravating circumstances by emotionally aroused English speakers: *Hallebloodylujah!* , *Absogoddamluttelv!* and *Unfreakingbelievable!*. In the movie *Wish You Were Here*, the main character expresses her aggravation (at another character's trying to contact her) by screaming *Tell him I've gone to Singabloodypore!* The expletive may even have an infixed element, as in

godtripledammit! We could view these 'inserted' forms as a special version of infixing.

HISTORICAL LINGUISTICS

Emily (1996) has a point of view that explains that historical linguistics is the study of not only the history of languages, as the name implies, but also the study of how languages change, and how languages are related to one another. It might seem at first that this would be a rather dull, uneventful field of study, but that is far from the truth. Historical linguistics is full of lively debate and controversy, and occasionally some nasty words are thrown around.

The most significant occupation of historical linguists is to gain knowledge of how languages are interrelated. Generally, languages can be shown to be related by having a great amount of words in common that were not borrowed (cognates). Languages often borrow words from each other, but these are more often than not, not too complicated to tell apart from other words. When a related collection of languages has been examined in enough detail, it is possible to know approximately how most words, sounds, and grammar rules have changed in the languages.

(Campbell, 1998) In the past, many had thought that the principal domain of historical linguistics was the study of 'how' language change, believing that answers to the question of 'why' they change were too

inaccessible. However, since the 1960s or so, great strides have been achieved also in understanding 'why' languages change. Today, we can say that historical linguistics is dedicated to the study of 'how' and 'why' languages change, both to the methods of investigating linguistic change and to the theories designed to explain these changes.

He thinks some people imagine that historical linguists mostly just study the history of individual words-and many people are fascinated by word histories, as shown by the number of popular books, newspaper columns and radio broadcasts dedicated to the topic, more properly called *etymology* (derived from Greek *etumon* 'true', that is, 'true or original meaning of a word') the primary goal of historical linguistics is not etymologies, but accurate etymology is an important product of historical linguistic work.

LANGUAGE CHANGE

Language change has been around since the beginning of language, but it is a relatively new field of study. Aitchinson (1999) until recently, the majority of linguists were convinced that language was unobservable; most of them simply accepted that it happened, but could never be pinpointed. A popular assumption was that the language change was a continuous but very slow process, like the rotation of the earth. It happened so slowly and over so many decades that it was quite impossible to detect its occurrence.

You could only look at it beforehand and afterwards, and realize it had happened, just as you might glance at a watch at four o'clock, and then at ten past four. You could note that the minutes had passed by but you would probably not have seen the hands actually moving.

Aitchinson followed the studies of Ferdinand Saussure (1857-1913) which has one much praised methodological principle that with a strict separation of *diachronic* linguistics, the study of language change, from *synchronic* linguistics, the study of the state of language at a given point in time. His statements about the necessity of separating the two aspects of linguistics were dogmatic and categorical: "The opposition between the two viewpoints, synchronic and diachronic is absolute and allows of no compromise". He likened the two viewpoints to cuts through the trunk of a tree. Either one, made a horizontal cut, and examined the language at a single point in time, or one made a vertical cut, and followed the development of selected items over the course of a number of years.

Beard (2006) notes that it is possible to explore ideas about language change by looking at the *internal* history of a language and the *external* history of a language. Traditionally the topic of language change has tended to be approached via the internal route, looking at the way new words have been formed, the influence of dictionaries on spellings and meanings and so forth. This process is described as internal because it

looks at what has happened in a language without referring to any other outside factors.

Trask (1994) comments that language is always changing; today we use many types of sentences that many years ago people would not dream of using, so to some old scholars, the new uses of language feels sloppy and barbaric, but to new speakers they feel right at home with these expression. Although many speakers from the past have stated their displeasure with all the change, they will eventually die, leaving room for the new generation and a complete acceptance of all the changes by everyone.

BARBARISMS

Wikipedia explains that a barbarism refers to a non-standard word, expression or pronunciation in a language the term is little used by linguists today, because of its pejorative tone, and the fact that it is not clearly defined. The term barbarism is contrasted with barbarity as the two terms have different meaning. Barbarism specifically indicates a misuse of language, but also more generally indicates culturally lacking in refinement or distinction. In contrast, barbarity indicates a severity of cruelty or brutality that is generally unacceptable among a civilized people.

A non-technical term for a WORD considered offending against good taste by combining elements from different languages, especially classical with

vernacular, or being used in an unsatisfactory way. The following words were widely considered to be barbarisms when first used: *escalate*, back-formed from *escalator*; *finalize*, GREEK *-ize* added to LATIN *final*; *mob* a clipping of Latin *mobile vulgus*; *television* a HYBRID of Greek *tele-* and Latin *vision*. In *Modern English Usage*, FOWLER pointed to two problems: one might lack the information to decide whether an item is a barbarism or not; even if a philologist were consulted and a barbarism identified, people would not necessarily stop using it. In present-day usage, despite Fowler's strictures, concern for classical and linguistic purity is minimal and the coining of etymological hybrids is casual and massive.

FOREIGNISM

As written in Wikipedia a foreignism is a word or expression which has found its way into one or more other languages. It differs from a loanword in that it is usually deemed “unwanted” by many linguists of the language which it has entered. A foreignism often occurs as a term in a specific category, such as cooking, sports, or business. The reason it is usually considered “unwanted” is that it is frequently misused or overused by the layperson, thereby creating more confusion for others who speak that particular language. But not all foreignisms are bad. In fact, some words which come from other languages are not foreignisms at all, but colorful expressions which express that which would be more difficult if one were to use the words already in his/her language. In this way, the so-

called “foreignism” can be rather useful. Moreover, once it has caught on (i.e., when enough people start using it), it ceases to be called a “foreignism” and is considered to be "naturalized". This means that the term has been officially “adopted” by that language and is now part of the native vocabulary. Oftentimes, a foreign term will be borrowed by another language which lacked a way to say it. The English language has probably more foreignisms than any other language in the world. Almost every major world language has contributed one or more expressions to English. When an English expression enters another language it is often called an Anglicism. But the real main advantage of foreignisms is that those who know them are that much closer to knowing and using a foreign language, thereby creating more of a “global understanding”.

NEOLOGISMS

A neologism (pronounced /ni'ɒlədʒɪzəm/); from Greek νέος (neo 'new' + logos 'word') is a newly coined word that may be in the process of entering common use, but has not yet been accepted into mainstream language. Neologisms are often directly attributable to a specific person, publication, period, or event. According to Oxford English Dictionary the term neologism was first used in print in 1772. Neologisms are often created by combining existing words or by giving words new and unique suffixes or prefixes. Portmanteaux are combined words that begin to be

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

Neologisms often become popular through memetics, by way of mass media, the Internet, and word of mouth, including academic discourse in many fields renowned for their use of distinctive jargon, and often become accepted parts of the language. Other times, however, they disappear from common use just as readily as they appeared. Whether a neologism continues as part of the language depends on many factors, probably the most important of which is acceptance by the public. It is unusual, however, for a word to enter common use if it does not resemble another word or words in an identifiable way.

When a word or phrase is no longer "new", it is no longer a neologism. Neologisms may take decades to become "old", however. Opinions differ on exactly how old a word must be to cease being considered a neologism.

DESCRIPTION AND ANALYSIS OF RESULTS

In this research it was necessary to use three different newspapers: El Universo, which according to our interviewees is the largest and most read newspaper in Ecuador, it was the choice for the national newspaper variable. The second newspaper had to be chosen according to the variable of a tabloid newspaper, El Extra was the only choice available, and therefore it was the paper selected. The last variable was to be a local newspaper; again there were few choices and the paper we selected was La Portada.

LINGUISTIC ANALYSIS

The linguistic analysis constitutes the various methods to interpret the samples found in the newspapers. The etymological review was used to indicate the origin and evolution of the anglicism. The semantic – syntactic analysis was used to detail the grammatical function of the word and its meaning in the context that it was found. A morphological analysis of the anglicisms was applied to indicate which changes and adaptations the term has gone through. The last analysis was meant to explain whether or not the word had equivalency, if it replaced any other word or if it is a brand new incorporation in the Spanish language.

This first section of the linguistic analysis will consist of the anglicisms found in the national newspaper “El Universo”, and are analyzed word for word.

Chat \ 'chat

A new word which is not accepted by the Royal Spanish Academy and according to the Online Etymology Dictionary its background is from mid-15c., short for chatter (q.v.). related: chatted; chatting. As a noun, from 1520s. Chat room in the online sense is attested by 1994, from the days when AOL ruled the Internet. The Merriam Webster Dictionary defines it as:

1: chatter, prattle

2 *a* : to talk in an informal or familiar manner *b* : to take part in an online discussion in a chat room.

This anglicism was found in this context on the newspaper:

En la epoca del **chat**

We can deduce this from this sentence that semantically and syntactically *chat* can be interpreted in both its uses, either as a noun or as a verb; this is because the sentence is not stating whether it is an action or not, it could easily refer to the era of chat rooms or the era of chatting.

Morphologically, as with all new technological word it has not undergone any changes to the way it is spelled, and it is even pronounced the same as in the original language. This word is recognized nationally by many

people, this is due to the fact of the growing popularity of cell phones and internet users in our country which, according to the Conatel web page, has gone up from 329,000 users to 1,8 million users in the last three years alone. After this analysis we can conclude that this word is a very good addition to our vocabulary, for many reasons including its social popularity.

Pop \päp

This word is accepted by the Royal Spanish Academy and is defined by the free dictionary as a music genre of general appeal to teenagers, or a bland watered-down version of rock'n'roll with more rhythm and harmony and an emphasis on romantic love. On the other hand according to the online etymology dictionary it is explained as "having popular appeal," 1926, of individual songs from many genres; 1954 as a genre of its own; abbreviation of popular (q.v.), earlier as a shortened form of popular concert (1862), often in the plural form pops. Pop art first recorded 1957, said to have been in use conversationally among Independent group of artists from late 1954.

This anglicism was found in this sentence on the newspaper:

La estrella de musica **pop**

From a morphological point of view we can see that this word has remained unchanged, this is because it is a new word in our language and because of that there is no reason for change. In the sentence it is used an

adjective because it describes the type of music, which in this case is referring to pop music. This word has enriched our language because semantically it is a word which states a new meaning for something that previously had no name.

CLUB \ 'klɒb \

According to The Merriam Webster online dictionary, the word club comes from Middle English *clubbe*, from Old Norse *klubba*; and, akin to Old High German *kolbo* club. This word is registered in the Royal Spanish Academy Dictionary as: 1. A Society been founded by a group of people with common interests and dedicated to activities of different species, mainly recreational, sport or cultural. 2. A Place where the members of these societies meet. To have a more clear idea about the use of this word as an anglicism in our language, let us analyze this example found in El Universo in one of its social pages:

*Sofia va al **club** todos los sabados.*

In the context of the sentence given above the word club syntactically is functioning as a noun. On the other hand, this word has neither suffered morphological nor semantical changes to be incorporated in the Spanish language yet the way we pronounced it differs from English because Spanish phonology is different than the English phonology, therefore the word club has maintained its original writing; nevertheless, its has different pronunciations. Although there are two meanings for this word, people

are not confused by either definition, and use them both often making this anglicism an efficient word, thus enriching our language.

INTERNET \ 'in-tər-,net

Taking into account its etymology, its background is unknown. The word internet has been registered in The Royal Spanish Academy as a word used to define a decentralized computer net, which is formed by the direct connection between computers by means of a special protocol of communication. And according to The Merriam Webster Dictionary it is an electronic communication network that connects computer networks and organizational computer facilities around the world. Now we are going to analyze an extract taken from one of the ads posted in El Universo:

*Acesoramiento juridico en **Internet**.*

You can find this kind of advertisements in the newspapers for many different purposes. Here the word *internet* has been used as a noun, so syntactically it has not suffered any changes. Morphologically the word internet has not had any adaptation.

Internet is an international network. Its use is producing its own technical language, being English its official tongue. Thereby, everyone who uses internet gets involved with the word itself and all the terminology that comes with it, that of course is written in English.

The word Internet falls into the barbarism category because we can use the Spanish expression “*en la red*”, but even its translation would be in English. As you can see in the former Spanish term, it takes more than one Spanish word to make up such a single English term. Finally, the word *internet* is one of the most famous anglicisms in our language. It enriches our language since it is used everywhere around the world. Almost everyone understands this word and understands its meaning completely, the word internet without a doubt is very important, and it has expanded our vocabulary.

**WEB \ 'web **

Based on the etymological point of view given by The Merriam Webster Dictionary, the word *web* comes from English, from Old English; similar to Old Norse *vefr* web, Old English *wefan* to weave. The word web is registered in The Royal Spanish Academy Dictionary, and the meaning given to it is a computer net. To do a deeper analysis we have chosen a pattern found in El Universo in its ads pages:

*El sitio en la **web** mas buscado.*

As you can see the word web in the sentence given above has not suffered any morphological adaptation; syntactically it maintains its original function as a noun; and, semantically it has not varied its significance.

Taking into account the definition given by Merriam Webster Dictionary the word web has many different uses such as, 1: a fabric on a loom or in

process of being removed from a loom. 2: a network of silken thread spun especially by the larvae of various insects and usually serving as a nest or shelter. In conclusion, the word web has not suffered any morphological, semantical or syntactical changes while becoming an anglicism. In our opinion this word has deteriorated our language because only people who are into computers and the computer savvy will know its authentic meaning; even though, it does not replace any words in our language. In consequence, the word web falls into the foreignism category since it is usually considered “unwanted” is that it is frequently misused or overused by the layperson, thereby creating more confusion for others who use this particular word. The word web is considered a foreign term since it has been borrowed from another language due to the lack of a way to say it in Spanish.

LOOK \ˈlʊk

Taking into account the etymological point of view given by The Merriam Webster Dictionary the word *look* comes from Middle English, from Old English *lōcian*; akin to Old Saxon *lōcōn* to look. The word look is registered in The Royal Spanish Academy Dictionary and is defined as people’s image or aspects and it is also used for things; moreover, it is especially used for a distinction or reason. Here is an example found in one of our daily newspaper El Universo: “...con el **look** típico...”

Here, in this context the word *look*, syntactically, is used as a noun and for describing that someone is almost always dressing the same way; in other words, has the same style. And According to Merriam Webster Dictionary it functions as a verb, yet in the sentence above the word *look* is being used as a noun which implies that this anglicism has suffered a syntactical change. On the other hand, no morphological changes have been done to it, and again not everyone understands the anglicism completely. The word *look* has a low equivalency value and it replaces other words in Spanish such as *estilo, forma, manera de vestir, etc.* Consequently, the use of the word *look* in our language falls into the barbarism category because we do have Spanish words or expressions that could be used instead. Taking into account the information given above we can say that use of this word has deteriorate our language.

**Fan: \ 'fan **

According to The Merriam Webster Dictionary, the word *fan* comes from Middle English, Old English *fann*, from Latin *vannus* and dates back before the 12th century. Here are a few syntactical definitions given by The Merriam Webster Dictionary: 1. as a noun; an instrument for producing a current of air. As a verb: to drive away the chaff of (grain) by means of current of air. And taking into account The Royal Spanish Academy ´s definition, the word *fan* is defined as someone who admires, follows

someone else or feels enthusiastic about something. Let us take a look the following example found in El Universo's social pages.

*“Miles de **fans** despidieron...”*

This sentence has been taken as an example of an anglicism, syntactically, the word fan is being used as a noun and tells the readers that the singer who had died was well known. Morphologically the word fan has not suffered any changes. The use of the word fan in our speech falls into the barbarism category, because it does not have an equivalent in Spanish which is *fanático*, but people prefer using fan which is an English word for many different reasons such as: English is a better marketing tool than Spanish. They also help save space and money since each word in an advertisement has its cost. To sum up, it is a short version of the Spanish word “*fanático*”; moreover the word *fan* comes to replace it, and it seems like a perfect and efficient anglicism which makes our language better.

CLOSET \ 'klä-zət -

Taking into account The Merriam Webster Dictionary's background, the word *closet* dates from the 14th century and comes from Middle English, from Anglo-French *closett*, diminutive of *clos* enclosure —more at; and syntactically, it is defined as a noun that has many uses, among them we have. **1.a:** an apartment or small room for privacy. **1.b:** a monarch's or official's private chamber. **2:** a cabinet or recess especially for china,

household utensils, or clothing. **3**: a place of retreat or privacy 4: a state or condition of secrecy, privacy, or obscurity.

The word closet has not yet been included in The Royal Spanish Academy, in the way it is written in our language, yet there is a word that is really close to its writing with a minimal difference. This is a small mark on top of the letter **ó**, which in Spanish is called *tilde*, and it is used to show stress in that part of the word. Since this word has not been accepted by the RAE yet, let us take into account a definition given by *Larouse*, which is a Spanish dictionary printed in Argentina. It defines the word closet as an embedded closet that is used to store clothing. To have a clearer view about how this word has been used in our daily speech it will be analyzed in the following sentences, found in El Universo in one of its social pages, *La puerta de su **clóset**.*

Within this sentence, syntactically the word closet is being used as a noun to describe a place where you keep your clothes which in Spanish is called *guardaropa*; morphologically this word has been added a mark that in Spanish is usually used on top of a vowel to show a stress sound. Here is another sentence where the anglicism under study has been used,

*Pedro todavía no sale del **closet**.*

As we can see in the given example, the word *closet* has been used for a long time as an insult to someone who hides something such as his or her sexual preferences. Here is an example which clears up that semantically

the word *closet* is used with the same intentions in both Spanish and English:

Come out of the closet.

This expression or phrase which can also be called an idiom is used to ask someone to tell the truth or give information that in some way is being hid. Here the word closet is used as a noun which semantically has changed because its meaning will vary depending on whom this sentence is address to. Let us assume that this idiom is addressed to someone who behaves differently than what he or she is supposed to, in this sentence the addresser might be asking him or her to tell the truth about his or her sexual preferences.

RECORD \ri-'kórd\

According to The Merriam Webster Dictionary, the word record, dates back from the fourteenth century and comes from Middle English, literally, to recall, from Anglo-French *recorder*, from Latin *recordari*, from *re-* + *cord-*, *cor* heart — more at HEART : of, relating to, or being one that is extraordinary among or surpasses others of its kind.

The word record is registered in The Royal Spanish Academy as an item or collection of data. Syntactically this word can work as a transitive verb, **1** *a (1)* : to set down in writing : furnish written evidence of *(2)* : to deposit an authentic official copy of <record a deed> . **b**: to state for or as if for the record <voted in favor but recorded certain reservations> **c (1)** : to register

permanently by mechanical means<earthquake shocks recorded by a seismograph> **2** : to cause (as sound, visual images, or data) to be registered on something (as a disc or magnetic tape) in reproducible form. As an *intransitive verb*: to record something. In the following paragraph we are going to analyze a piece of sentence taken as an example of anglicism from El Universo from its reports section,

“*En su **record** migratorio...*”

Syntactically the word record in the sentence above is used as a noun; semantically it has a few meanings but this time it has been used to name a file or documentation in which someone's arrivals and departures are kept. Even though, there is an equivalent for the use of this word in Spanish people got used to the word *record* for many different purposes. Morphologically the word has remained in its original writing from the language borrowed. This word is also very famous in Spanish and has an important meaning which people understand right away, making it a word which enriches it rather than deteriorates it. To conclude, the word *record* has been introduced in our language, Spanish, without suffering any morphological, semantical or syntactical changes and it has been used in many different contexts for a great number of purposes as it is used in English. Indeed the use of the word *record* is another borrowed word that has widened our vocabulary without deteriorating it.

Rally \ 'ra-lē \

According to the etymological point of view given by The Merriam Webster Dictionary, the word rally dates to 1603 and comes from *rallier*, from Old French *ralier*, from *re-* + *alier* to unite — more at ally. Here we have some of the most important definition given by The Merriam Webster Dictionary: 1. A mustering of scattered forces to renew an effort. 2. A mass meeting proposed to awaken group fervor. 3. This one is the most well known: an automobile competition using public roads an ordinary traffic rules with the aim of maintaining a specified standard speed between checkpoints over a route unknown to the participants until the start of the event.

The word rally is registered in The Royal Spanish Academy as a car or motorcycle-competition generally held off the track making different stops according to what has been planned. In order to do a deeper analysis we have taken the following example from a national newspaper *El Universo* from its sport section,

“*La jornada del **rally**...*”

As you can see in the example given above the word has suffered no morphological changes, while being introduced in our speech. Taking syntax into account, the word rally has not suffered any change either; and semantically the word rally in the pattern under study was used to name an automobile competition using public roads and ordinary traffic rules with the object of maintaining a specified average speed between

checkpoints over a route unknown to the participants until the start of the event.

The word rally is a lesser known anglicism in Ecuador and it falls into the foreignisms category because this word names something which previously had no name in our language, so you could say that it enriches it, even though not everyone might understand it.

**Jeans \ 'jēnz **

According to The Merriam Webster online dictionary, the word *jeans* dates from 1577 and comes from Middle English *Gene* Genoa, Italy + *fustian*. This dictionary defines the word jeans as: 1: a durable twilled cotton cloth used especially for sportswear and work clothes. 2: pants usually made of jean or denim —usually used in plural.

The word *jeans* is registered in The Royal Spanish Academy as trousers made from denim which is a rugged cotton. Morphologically the word *jeans* has not suffered any modifications, while being introduced in our daily speech; semantically and syntactically the word under study has not changed either. Now we are going to analyze a sentence found in the national newspaper El Universo in its ads section in which the word under study was used,

*Estos **jeans** estan muy apretados.*

Here, the word jeans is syntactically used as a noun representing a piece of clothing worn on the lower half of the body; it is another name for pants.

The word *jeans* is a very popular anglicism in our society which, morphologically has not been modified and has enriched our language even though there are other words for pants, like the common word *pantalones*. This is because pants can be made of different fabrics while this specifies those made of denim and are the most used by people.

Flash: \ 'flash

According to The Merriam Webster online dictionary, etymologically the word flash comes from: Middle English *flaschen*, of imitative origin and dates back from the 13th century. The word flash is registered in The Royal Spanish Academy as a device which by a gleam of light helps take clearer pictures when a scenery is kind of dark or nor bright enough; another definition from the same dictionary is a brief news broadcasted by the different means of communication. Here is an example of how this word is used in our language. It was found in the news section in El Universo, “Los **flashes** de las cámaras...”

The syntactical function of this word in the sentences given is as a plural noun and syntactically refers to the light they produce but not to the devices that produce them, since this sentence was taken from an article about a woman who was followed by the cameras wherever she went.

Flash *informativo*.

Here in this sentence the word under study is working as an adjective qualifying the noun *informativo* which is a brief piece of important

information taken from the regular news report which last for no longer than 3 minutes. This is an anglicism which is very well known because of its technological meaning rather than its informative counterpart. It has not had any morphological changes and its equivalency factor is high, which means that many people understand it. The conclusion for this anglicism is that enriches our language because it provides a clear understanding for its use, without replacing any other words which could provide the same effect.

This next section of the linguistic analysis will consist of the anglicisms found in the tabloid newspaper “El Extra”, and are analyzed word for word.

FULL \ 'ful *also* 'fəl\

This is an anglicism which is not included in the dictionary of the Royal Spanish Academy. The etymological background from the word full can be found in the Merriam Webster Dictionary as: Middle English, from Old English; akin to Old High German *fol* full, Latin *plenus* full, *plēre* to fill, Greek *plērēs* full, *plēthein* to be full. First Known Use: before 12th century.

The same dictionary can provide us with definitions such as:

1: containing as much or as many as is possible or normal. 2 a : complete especially in detail, number, or duration b : lacking restraint, check, or qualification. c: having all distinguishing characteristics.

The sentence in which it was found in the newspapers is as follows:

Full informatica

In the sentence above, the anglicism full is semantically perceived as an adjective, and as we can see from a morphological point of view it has stayed true to its original form. It refers to a course in informatics, when applying the word full previously to the word informatica, the reader is going to understand that the course or seminar will completely cover all the points which entails the academic field of informatics. Even though the word is understandable by many people we feel that there is no need for this word in our vocabulary, because it replaces the word completo; thus making it a word which deteriorates our language.

DEBUT \dā-byü, dā-\

This word is accepted by the Royal Spanish Academy, and is defined as:

1. a first public appearance on a stage, on television, etc.
2. the first appearance of something, as a new product.
3. (of a young woman) a formal introduction and entrance into society, as at an annual ball.
4. the beginning of a profession, career, etc.

Its etymological meaning from the online dictionary dates back to French 1745–55; F *début*, derived. of *débuter* to make the first stroke in a game, make one's first appearance, equiv. to *dé-* *de-* + *-buter*, v. derived of *but* goal. Here is the example of the anglicism found in a sentence:

“En su **debut** professional”

The word in the previous example explains the action of a person who is being introduced for the first time to her job or career venue, and according to the Merriam Webster dictionary, if utilized in this manner it can be considered a noun. Semantically the word debut is a barbarism for our language, because it is used instead of the correct word. In our opinion this word deteriorates the language because other words can be used in Spanish, like estreno, o inicio. Morphologically the anglicism is the same, the reason again being that it is a new word in our language.

CASINO \kə-sē-nō

The Royal Spanish Academy accepts this anglicism, and the definitions for it according to the random house dictionary are as follows: 1. a building or large room used for meetings, entertainment, dancing, etc., esp. such a place equipped with gambling devices, gambling tables, etc.

2. (in Italy) a small country house or lodge. 3. Also, casino is Cards a game in which cards that are face up on the table are taken with eligible cards in the hand. The word as read on the online etymology dictionary comes from Italy 1744, "public room for music or dancing," from It. casino, diminutive of casa "house," from L. casa "hut, cottage, cabin," of uncertain origin. The card game is attested by that name from 1792

*Los **casinos** en Las Vegas son los mejores*

In the example above the anglicism is used as a noun, and it explains the use of the word as a house for game playing, it has not been changed in our language; it remains the same as in English, one of the main reasons for this is that the spelling allows for an easier pronunciation for Spanish speakers. It is quite equivalent in part because it is a new word which facilitates the understanding when speaking of a place for gambling.

SEX APPEAL \seks\ \ə-pēl\

This is a two worded phrase which is accepted by the Royal Spanish Academy and they define it as a physical and sexual attraction. Wikipedia has its definition as a person's ability to attract in a sexual or erotic manner the interest of another person. The attraction may be to a physical quality of a person, or to other, more amorphous qualities of the person.

1: personal appeal or physical attractiveness especially for members of the opposite sex. 2: stimulating attractiveness. The online etymology dictionary states that its origin and word background goes back to 1920–25. Sex comes from 1350–1400; ME < L *sexus*, perh. akin to *secāre* to divide. Appeal is from Middle English *apel*, from Old French, from *apeler*, to appeal, from Latin *appellāre*, to entreat. The next sentence will be the basis for the analysis: La modelo tiene mucho **sex appeal**. In the example the person is described as having a lot of sex appeal, this means that the model is considered physically attractive to the opposite sex, or in simpler terms that this person is good looking. The Merriam Webster dictionary

makes it clear that if it used in this context it is a noun. It has some type of relevancy because much of the upper class region is known to use this word in their environment. It has not had any changes to it but its use is limited to some areas of our country, more specifically the middle and low class areas. Since not many people use the anglicism, it is a fact that it has little effect in deteriorating or enriching our language.

BASKET \bas-kit, *British also* bäs-

This word is accepted by the Royal Spanish Academy. The word's background according to the online etymology dictionary is 1892, Amer.Eng., from basket + ball (1). The game was invented 1891 by James A. Naismith (1861–1939), physical education instructor in Springfield, Mass. A definition of the word as read on the free online dictionary says:

1. A game played by two teams of usually five players each on a rectangular court having a raised basket or goal at each end, points being scored by tossing the ball through the opponent's basket.
2. The round, inflated ball, approximately 30 in. (76 cm) in circumference, used in this game.

*Vamos a jugar **Basket***

The anglicism on the example above is a reference to the playing of the game, in this case it used as a noun. This word has been used in Spanish for a long time but as seen in the sentence it has suffered changes in spelling, this again is done to make the word look as it sounds in our

language. This word is practically used by almost everyone who speaks about this topic, this causes a problem, which is that when the word is pronounced, the listener cannot tell whether they are using the anglicism **basket** or the regular word basquet. We feel this word deteriorates the language because the word baloncesto is already in use for our speaking preference.

SOFTWARE \sóft-wer

The Royal Spanish Academy accepts this anglicism. The word's background according to the online etymology dictionary is 1851, "woolen or cotton fabrics," also, "relatively perishable consumer goods," from soft + ware (n.). The computer sense is a separate coinage from 1960, based on hardware. We have found some definitions for software in the Merriam Webster Dictionary. This word is something used or associated with and usually contrasted with hardware: as **a**: the entire set of programs, procedures, and related documentation associated with a system and especially a computer system; *specifically*: computer programs **b**: materials for use with audiovisual equipment. The example where we found the anglicism will be analyzed next: Esta computadora tiene el mejor **software**. The use of the word is in sync with technology; it refers to the actual programs which are used in the computers, and in this context the word is used as a noun. Like most terms of technology it remains unchanged and because it is a technological term it adds value to our language, we cannot

make up our words for every technological invention or advance made in history, so we are forced to borrow the original name and enrich our language.

HACKER \ha-kər

The online Etymology Dictionary says that it is "one who gains unauthorized access to computer records," 1983; see hack (2). Said to be from slightly earlier tech slang sense of "one who works like a hack at writing and experimenting with software, one who enjoys computer programming for its own sake," 1976, reputedly a usage that evolved at Massachusetts Institute of Technology (however an MIT student from the late 1960s recalls hack (n.) being used then and there in the general sense of "creative prank," which clouds its sense connection with the "writing for hire" word, and there may be a source or an influence here in hack (1)). The verb hack meaning "illegally enter a computer system" is first recorded 1984. Related: Hacked; hacking.

In relation to the word hacker, there are some definitions such as **1**: one that hacks **2**: a person who is inexperienced or unskilled at a particular activity <a tennis hacker> **3**: an expert at programming and solving problems with a computer **4**: a person who illegally gains access to and sometimes tampers with information in a computer system.

Hacker is another technological term which we have adopted into our use, and it is always used as a noun. Morphologically we can deduce that it has

not suffered any changes since its inclusion in the English language, and it has also remained the same in ours. This word is created along with many other words due to the technological advances, hence it enriches the Spanish language. This anglicism must be utilized instead of creating our own word.

**PUNK \ 'pəŋk **

Its etymology is uncertain, but according to The Merriam Webster Dictionary the word *punk* may be an alteration of *spunk* which is known as a noun. Syntactically this word can be used as an adjective or noun depending on the context.

The word *spunk* is registered in The Royal Spanish Academy Dictionary as a word used to describe someone whose origin is unknown, or someone who belongs to the movement *punk* which is a musical movement spirit that appeared in England at the end of the decade of 1970s. It rose with character of juvenile protest and whose followers adopted attires and non conventional behaviors.

We have chosen the following sentences from *El Extra* to analyze and see if the word *punk* has suffered any morphological, syntactical or semantical changes.

*La banda de **punk**.*

Here, syntactically the word *punk* is used as an adjective to describe a group of young people who play a type of music, and who often have

brightly colored hair, and wear torn clothing with a lot of chains and pins. Now we are going to analyze another example found in an American magazine:

*He's a **punk***

In this sentence it is functioning as a noun which in American Informal English is considered as an insult to a young man who has no status, breaks the law, and is often violent. Semantically, this word has different meanings in English but it is only used in one of those meaning in Spanish, which is the music genre. This word has not suffered any morphological changes and has limited equivalency value because it gives something a meaning but is not really used by many people, so the use of the word *punk* in our speech could be argued that in some way enriches our language.

HOTEL \hō-'tel, 'hō-,\

According to the Merriam Webster Dictionary, etymologically the word *hotel* comes from French *hôtel*, from Old French *hostel/* *hostel*. It is accepted by The Royal Spanish Academy Dictionary as: 1. a hostelry Establishment able to house guests or travelers with comfort. 2. A small house isolated from the adjacent ones and inhabited by a single family.

Taking into account syntax the word *hotel* functions as a noun; and semantically it means **an** establishment that provides accommodation and usually meals, entertainment, and various personal services for the public.

In the next paragraph we are going to analyse a sentence found in *El Extra* in which the anglicism *hotel* was used:

*“Ayer nos quedamos en un **hotel** de pasada...”*

The word *hotel* has not suffered any morphological, syntactical nor semantical changes to be used the way it is now used in our language. Its equivalency is correct in our language. Ever since we can remember this word has been the word known to many people for the use of a place to stay, so from our point of view the word *hotel* has enriched our language. To conclude, to morphology the word *hotel* has not suffered any changes; and syntactically in the sentences above the word *hotel* is functioning as a noun.

**TOP \ 'täp **

According to The Merriam Webster Dictionary, this word dates before 12th century and comes from Middle English, from Old English; akin to Old High German *zopf* tip, tuft of hair. The word *top* has been registered in The Royal Spanish Academy as a female piece of clothing that is generally tight to the body and covers the chest and sometimes goes all the way down to the waist.

In the next paragraph we are going to analyze the following sentences found in *El Extra*:

*Esa chica lleva un lindo **top**.*

As you can see in the sentence given above, syntactically the word *top* is being used as a noun to describe a piece of clothing that is worn on the upper body. Even though, this word can be use as a noun or adjective in both English and Spanish, semantically the word *top* has different meanings. Let´s analyze another pattern taken from El Extra:

*Exitos en la lista **top** 20 de este verano.*

Syntactically the word *top* in this sentence is functioning as an adjective qualifying the number *20* as the most popular songs played during a season. The Merriam Webster Dictionary states that this word has many different meanings and uses, that is why we have selected the most important ones and they are: as a noun 1. The highest point, level, or part of something. 2. The head or top of the head. 3. A piece of clothing that is worn on the upper body. 4. A fitted, integral, or attached part or unit serving as an upper piece, lid, or covering. 5. The highest degree or pitch conceivable or attained. 6. The loudest or highest range of a sound. As a verb: 1. to remove or cut the top of; *especially*: to shorten or remove the top of (a plant). 2. To complete the basic structure of (as a high-rise building) by putting on a cap or uppermost section —usually used *without* or *off*. 3. To bring to an end or climax —usually used with *off* <the event was *topped* off with a relay race. 4. To rise to, reach, or be at the top of. The word *top* is another word which is known mostly in the music genre. This word has remained true to its original spelling and can cause some confusion. Many women may understand this term better than men

making it a deteriorating word because it only adds value to a piece of clothing used by women.

From our point of view, the employment of the word *top* in our daily speech falls into a barbarism category because we do have some words or phrases in Spanish that could be use instead, helping us to preserve our language. Most people who use this kind of barbarism might be because thy have gotten used to it, and others simply because they want to be up-to-the minute.

SHOCK

The word shock has not yet been registered in the The Royal Spanish Academy, but according to The Merriam Webster Dictionary, this word comes from Middle English; akin to Middle High German *schoc* heap, Middle French *choc*, from *choquer* to strike against, from Old French *choquier*, probably of Germanic origin; akin to Middle Dutch *schocken* to jolt. Syntactically the word shock can be used as a noun, adjective and a verb. Among its meanings we have the next definitions: 1 to strike with surprise, terror, horror, or disgust. 2. **b.** to cause to undergo a physical or nervous shock. 2. **c.** to subject to the action of an electrical discharge. The word shock has been used in Spanish in different contexts for many purposes, without suffering any morphological, semantically or syntactical changes.

In the following paragraph we are going to analyze a sentence in which the word shock has been used:

*Murio de un **shock**.*

Within this sentence, which has been taken from a social page from El Extra, syntactically the word shock is working as a noun and it is used to explain how someone died or under what circumstances; semantically the word shock in this example is representing a heart attack. Its use is well known because of its medical reference. It is a popular anglicism known and used by many professionals, so it is obvious that the use of this word in our speech does not lead us into a barbarism; furthermore, it enriches our language as it makes a certain state clearer and it does not replace any word in Spanish.

SAND·WICH \san (d)-wich, sam-; dial-saŋ-

The Merriam Webster dictionary defines it as a: two or more slices of bread or a split roll having a filling in between. b: one slice of bread covered with food. According to the online etymology dictionary its background is from 1762, said to be an allusion to John Montagu (1718-92), Fourth Earl Sandwich, who was said to be an inveterate gambler who ate slices of cold meat between bread at the gaming table during marathon sessions rather than get up for a proper meal (this account dates to 1770). The verb is from 1861. Sandwich board is from 1864. The family name is from the place in Kent, O.E. Sandwicæ, lit. "sandy harbor (or trading center).

This Word is accepted by the Royal Spanish Academy, and has suffered a small change in Spanish because we use it with an accent in our language. In the newspaper the anglicism was found in this sentence: “Comprame un **sandwich**”. The word acts as a noun in the former sentence and it refers to the act of buying the sandwich. In our use of this word there is obviously no change in spelling so the word remains the same. This word is not used us much because people prefer the word in Spanish sanduche, because it is easier to pronounce. This word causes a small confusion in the speaker, because it is not a well known anglicism and because we already have a word in Spanish therefore it seems to be a word which deteriorates the Spanish language.

SWEATER \swe-tər

This Word is not accepted by the Royal Spanish Academy. In the English dictionary Merriam Webster it is defined as: **1**: one that sweats or causes sweating **2 a**: a knitted or crocheted jacket or pullover **b**: a heavy jersey worn in ice hockey. The information found on the online etymology dictionary states that its origin dates back to the 15th century known as a "woolen vest or jersey, originally worn in rowing," 1882, from earlier sweaters "clothing worn to produce sweating and reduce weight" (1828), from sweat (v.). as a fashion garment, attested from 1925.

This word was found in the ads section in this sentence: Lo mejor en **sueters** para damas. In this example in the newspaper we noticed that the

word was used to indicate an item of clothing which is for sale, as a result, it is considered to function as a noun. As we can see it has transitioned in our language in different ways; for example the spelling of the word is now *sueter*, switching the *w* with a *u*, and removing the *a* for easier pronunciation. This word has some equivalency because people understand it, but in general it deteriorates our language taking into account that it replaces the word *chompa* which is commonly used.

KIT \kit

This is another word which is accepted by the Royal Spanish Academy and the Merriam its meaning is: a collection of articles usually for personal use <a travel kit> (2): a set of tools or implements <a carpenter's kit> (3): a set of parts to be assembled or worked up <a model-airplane kit> (4): a packaged collection of related material <a convention kit> (5) *chiefly British:*

The online etymology dictionary states its history as a "round wooden tub," 1275, probably from M.Du. *kitte* "jug, tankard, wooden container," of unknown origin. Meaning "collection of personal effects," especially for traveling (originally in ref. to a soldier), is from 1785; that of "outfit of tools for a workman" is from 1851. The subsequent example demonstrates its use as a noun: *Recepcion de **kits** de uniformes*. In this sentence the word that we have studied is referring to a box or package in which its contents are uniforms of some sort. Morphologically it has sustained its natural

form because it is a new addition to Spanish. This word also deteriorates our language, keeping in mind that other words are readily available, meaning that this word is trying to replace other Spanish words.

OKAY \ō-kā, ō-kā\

This word's background is from 1839, only survivor of a slang fad in Boston and New York c.1838-9 for abbreviations of common phrases with deliberate, jocular misspellings (cf. K.G. for "no go," as if spelled "know go"); in this case, "oll korrekt."

Since this Anglicism is not accepted by the Royal Spanish Academy we will use the definitions of the Merriam Webster dictionary.

–adjective

1. All right; proceeding normally; satisfactory or under control: Things are OK at the moment.
2. correct, permissible, or acceptable; meeting standards: Is this suit OK to wear to a formal party?
3. Doing well or in good health; managing adequately: She's been OK since the operation.
4. Adequate but unexceptional or unremarkable; tolerable: The job they did was OK, nothing more.
5. Estimable, dependable, or trustworthy; likable: an OK person.

–adverb

6. All right; well enough; successfully; fine: She'll manage OK on her own.
He sings OK, but he can't tap dance.

7. (Used as an affirmative response) yes; surely.

8. (Used as an interrogative or interrogative tag) all right? Do you agree?

Okey trato hecho

In the sentence above the word is used as an adverb because it is an affirmative response, it is referring to the acceptance or the agreement between two parties in a certain type of business. Although neither okay nor okey are accepted by the Royal Spanish Academy, the anglicism has still suffered a slight spelling change switching the A with the E. In this case this is a very well known anglicism used by quite a large chunk of people in the world not only our country, for this reason it is quite efficient in its use in our language and has enriched it in spite of the fact that it replaces other words in Spanish.

MISS

Etymologically this word comes from Middle English. Its semantically meaning is to use it together with a place name or another word in the winner's title contest or any similar event. A clear example of it was found in the next extract from a social page,

“...las 16 candidatas a **miss** Ecuador...”

Here, syntactically this term is working as an adjective. However, in English this word can be used as an adjective and as a transitive verb “to miss”.

In relation to its morphology, this term does not have any changes when used in Spanish. Its use is very common in beauty contest. Since long ago, this term has been used as a title given to the winner of such contest. Events of this type are many times launched internationally (Miss Universe).

ROCK

Taking into account its etymology, this word comes from Middle English *rokken*, from Old English *roccian*; similar to Old High German *rucken* to cause to be in motion. This word has its origin back in the 12th century.

It's already been accepted by the RAE. This last one defines it as follows “referring to rock and roll, detonation a form of popular music derived from hillbilly style, characterized by repedios melody and rhythm and exaggerate vocal mannerism”. An example of this anglicism was found in the fallowing context,

“... se dará un concierto de *rock*...”

As you can see in the above sentences the word under study is working as an indirect modifier of the noun and has not suffered any morphological change; semantically its meaning has not varied either.

This word has been used for a long time not only as a noun which is its base meaning, but as an adjective that is how this word has been used to qualify music, singers, group of people who like a rhythm that is also called rock. In short, its frequent use is primarily due to its music popularity, especially among youth and dating back to the 1950's.

COMPARATIVE ANALYSIS

After doing a meticulous examination we have found 32 anglicisms in the National newspaper, *El Universo*, which were collected from January first to January eighth. Among them, The ones that have been used the most are *show* and *rock*; even though, there is an anglicism, *daddy*, which was used more than 14 times but in our opinion this word was used greatly since a famous singer was announcing his concerts in many different cities in Ecuador during that time, so if it wasn't for it this word might hadn't been used so many times. In contrast, the former ones are used frequently when announcing a concert, a play, and more events that are connected to musicians, dancers, singers, etc. Yet, *espectaculo* is a word that could be used instead of *show* but people prefer the last one for many reasons, such as: the way it sounds, it's much shorter, or simply they got used to it. And why *rock*? If you take a look into a dictionary its meaning into Spanish is *roca* which has nothing to do with how this word has been used, indeed It has been used as a Spanish musical rhythm that has its source in Mexico.

Now let's talk about what we have found in *El Extra* which is the best sensationalist newspaper in our country. Within it we have found 40 anglicisms, among them we have *market*, *daddy*, *sex* and *club* as the ones that were more frequently used during those seven days (January 1st to January 8th). Once again the word *daddy* appears many times, but as we

explained in the former paragraphs it was used that much since a singer who is known by that name was going to give a concert. On the other hand, the word *market* is well used since people got used to using this word when talking about marketing which translation into Spanish is *mercadeo*, and you know our world these days turns into business. The word *club* has been used lots of times as an adjective to give a name to a brand of beer, as noun to identify a group of people that do different activities in their leisure time. And the one that is also well known for adults *Night Club* but taking into account a definition of it from a dictionary, it defines night club as a place where celebrations are held, yet these days night clubs are places where sex is offered, and as long as I can remember to have a club when we were kids it was a way to identify ourselves from the rest of kids. It's time to do a short description about the anglicisms found in *La Portada* –a weekly newspaper from our city, Azogues, within it we have found sixteen anglicisms. There is a particular one that was used more repeatedly than the others and it's *kits* which its base form is *kit* –was used to identify a group of clothes that students need to wear to start classes. Whoever had used that word did it because he or she was trying to get not only our attention but immigrants' attention that live in other countries where English is spoken such as: The USA since this newspaper is sold there, too.

As we can see from the information above for which only three newspapers were used, all of them used anglicisms in order to give their report a touch

of different style– call attention, in some way to make it look luxury or different from the rest, to be up-to-the-minute, etc. In short, newspapers or any kind of printing media is a great and successful influence to spread out the use of anglicisms.

According to the information gathered through our research we have found that *El extra* is the one which uses more anglicisms (40) but with a short difference from the second place which is occupied by *El Universo* (32); and in last place we have *La Portada* (16) with an extensive difference from the other two.

As this is a comparative analysis, we are going to do an analysis based on each of the different sections that are generally found in a news paper–*news, sports, adds, social pages and reports*. For it we have analyzed each of them in a different chart, as you can see in the above pages; and, now we´re going to give a comparative analysis among them.

Within the section adds the percentage found in these newspapers are: *El Universo* with 4, among them the one that was used more frequently is *internet* which is a word that was not well known in our country back in the nineties but after computers and technology were brought into our country in more amount people got familiar using this word. And many people still don´t know is real meaning–all they know is that nowadays it is used to do a lot of duties without getting out of the house, such as: paying electricity bills, deposits, withdraws, transference, chat, researches, etc.

Most of the newspapers have 2 or 3 pages dedicated for ads, but *el Extra* is full of ads—every single page has at least 3 ads. We found 22 anglicisms most of the deal with sex and marketing. In this newspaper the words *sex, hot, marketing and sexy* are the ones that appear everywhere. What is more, its three last pages are full of them encouraging adult people to be part of it— buying, calling or simply logging into the different web sites announced.

La Portada is a new newspaper, and it is getting space into the world of communication marketing; that's why we think there aren't as many anglicisms as in the former ones. Even though, seven anglicisms were found in it; among them there is the word *sueters*, which has suffered morphological and syntactical changes since its correct writing in English is *Sweater* but the word has been introduced into Spanish according to the way it is pronounced in Spanish. Moreover, it is written in Spanish as its phonological sound.

Now that we're talking about ads. It is good to give our own opinion about it. The use of anglicisms in some way depend on to whom the writer is addressing his information because most of the anglicisms were found in the section ads where people publicized their diverse requirements. For example, there was an ad in *El Universo* that said "*Apartment in Salinas for rent. Great view, convenient, Garage included \$ 600 per week more information 095810057*" In my opinion it was addressed to foreigners who

are able to afford paying 600 dollars. Nevertheless, we called to see if the owner speaks English, yet he didn't. Another example was found in *El Extra* and it said "Like new. BMW 98 full. Contact us at 2235645", so my partner and I called to get information and what a surprise it was provided in Spanish. This shows that the use of anglicisms is evident in terms of marketing when trying to reach a specific type of audience.

Social pages were also a good source of anglicisms. The newspaper with the highest number of anglicisms was *El Universo* with 25, within them there are two *rock* and *show* that were brought out more frequently. The word *rock* has been used for a long time not only as a noun which is its base function according to its translation, but as an adjective that is how this word has been used to qualify music, singers, group of people who like a rhythm that is also called *rock*; and in some way this word has suffered a few changes according to the way it is used in our country like: *rockero*, *rockola*, *rocolero*.

Let us analyze the anglicisms found in *El Extra* in its social pages. Nineteen is the number of anglicisms found in it, among them there is one that stood out is- *pop* this one is a verb but in many compound nouns it works as an adjective. For instances: *artista pop*, *musica pop*, *la banda pop*: The word *pop* is present in each of them, and it is qualifying different nouns: in the first one it qualifies a singer as some who is into a rhythm known as *pop*, in the second one it's used to give a name to a type of

music, and in the last one it is use to name a group o people who sing that kind of music. As you can see this word hasn't suffered any morphological, syntactical, not even phonological variations.

In *La Portada* there were not as many anglicisms as in the formers ones; nonetheless, fourteen were found. Among them the word *Grammy* was the one that were used the most. This word appeared in many different contexts as an adjective and a noun. The most well known are the ones related with the world of spectacle. Such as musical, entertainment, etc. In my opinion this world as many others have widened our vocabulary related to the world of entertainment.

Now, taking into account reports, we have noticed that the number of anglicisms was not in great amount as we had thought at the beginning of our research because many people nowadays use them to call attention or to feel stylish, but not this time. The ones that we could find among the three newspapers were *record*, *hacker* and *miss*. The first one was found in *El Universo* working as a noun—an old fashion disc that was used to record songs, back in the eighties, it was also used as verb to expose that a singer had recorded many songs before he died. As you can see one anglicism can be used as a verb, noun and adjective in different aspect or situation in Spanish without changing its original writing in English. On the other hand most of the time in English these words have to suffer some changes in its writing to work as a verb, adjective or noun. The second one, *hacker*,

was used by *El Extra* to tell its readers that someone was getting information from people's computers without owners authorization and doing illegal stuff. This word is well known because it was introduced in our language by the hand with technical words that are related with computers, back in the eighties. And the last one, Miss, which in English is used to identify or give a title to a woman, was found in *La Portada* used as an adjective to prize and honor the most beautiful woman in a town.

The last section to be analyzed is Sport where most of the words found are very familiar to us, since every night or at least twice a week we watch sport news; even more, some of us that we are able to do a sport we do it at least once a week. Here in this section we found these words *rally, club and sport*. The first one was found in *El Universo* in which it was announcing a rally Through South America.

SOCIOLOGICAL ANALYSIS

Taking into account its sociological point of view, this particular theme is not new. It has been gaining space in our language throughout our history by many different matters or factors that in some way have helped it to succeed. If we go back in time, it will be more concrete for us to explain how anglicisms started to be part of our language or how they have been invading it.

From some good sources of information such as encyclopedias and books of Ecuadorian history we found that it was first introduced by Spaniards when they came here to settle down or conquer us, which is known as the *Spanish Colonization*, thus during this period our language was invaded by a great amount of English terms specially the ones related with Anglo technical, industrial and mechanical verbal communication, because most of these terms were new for our people and there was no translation for them, indeed they had to get used to them. It is said that the use of anglicisms could have gained more power and space since many of the British soldiers that were borrowed from England to Ecuador by Simon Bolivar decided to stay in our country after having helped us get our freedom from the Spaniards in the war of independence.

Another fact that helped anglicisms broaden in our country had happened or took place during the railway construction when the president Eloy Alfaro had to hire an American company to develop this project since in our country at that time there was no trained human resources capable to build up this kind of challenging project. So this company brought entrepreneurs and technical staff who later would need to hire the services of our compatriots. Jobs such as peons, assistants, drivers and foremen, who were subject to receiving orders to be able to complete certain tasks, but communication was the hardest part. Once they were hired, the previous ones were forced to learn not only the names

of different tools and instruments used then but some phrases and words that were frequently used while working together. This particular situation encouraged them to gain interest in learning a few words in English hence making the communication easy between Americans and Ecuadorians.

According to our history doing business was certainly another fact that helped anglicisms be introduced in our language. Back in the time in 1830 trade relations that were held with England, the United States at the beginning of our republic hardly pushed to certain sectors of our society to learn English in order to make good deals with countries such as the ones mentioned above, where English is spoken. Due to our government determined to include English as an important new subject in our educational system for high-schools and universities; moreover, some universities such as: UTPL have already specialized hundreds of students in this subject. It's important to take into account what is happening these days with education at the congress where many meetings have been held. Here the educational system is being modified taking out English from the school's curriculum as a second language for elementary and middle schools which in part is not a good idea.

A special social phenomenon that cannot be ignored, and in our opinion has greatly contributed with anglicisms is migration which had its beginnings back in the seventies when a lot of people from our country decided to emigrate because of the lack of employment. So they emigrated,

trying to get a better way of living for their families back in Ecuador, to different countries especially to the ones where English is spoken, but in great amount immigrated to the United States. One of the Ecuadorian regions that have the highest percentage in migration to the United States is the sierra region where cities such as: Azogues, Cuenca and Loja are located. These immigrants forced themselves to learn English in order to find better and well paid jobs. What happened with them had its effects over our language, one of those is when they are back in their hometown interacting with their friends, family, etc they communicate using many confusing American-English terms that at first seemed to be kind of strange or ridiculous but within the time they become popular and spread out by word of mouth.

Ecuadorians who had stayed in The USA for a long time when they interact with their family members on the phone, in a conversation they tend to use new words sometimes just to be seen or because they got used to using them back in the USA, since for them it's difficult to find a word in Spanish that could help him or her to express what he/she wants without changing its meaning or confusing it; so they just continue using them no matter what; as a result, his friends, sons, or people who are surrounding them start using those terms even if they don't know its meaning thus screwing up the information and leading into confusion. People who have a good educational level do not use them often or at least

they do not use anglicisms in formal situations. Anglicisms are used most of the time between teens and youth groups.

We have to say that to carry out the interviews, great part of the interviewees are people who love reading, or in some way are involved with it; furthermore, most of them work as teachers in different universities in our city; without a doubt their status and cultural level is above average or better. As you will see in how they have answered the different questions addressed to them. Taking into account their occupation, we have assumed that in some way their references are correct in the use of the language in our environment. Of course, among them there are a few that still do not accept the use of the language under study in some situations, and uphold the use of Spanish; consequently, we can clearly figure out that a language use can define a social group; even more, its principles, beliefs, and background since the language is determined through a relationship between an individual and his social context but not only by the individual himself since it is formed gradually and smoothly, and it goes hand in hand with the technological advance and how organized you are.

Since this particular subject under study is not new. Taking a short trip back to the history we would see that not only ours but lots of the different languages spoken around the world were formed or come from other languages or have suffered many morphological, syntactical and

semantical changes to be used the way they are spelled and spoken now. In short there is a process of incorporating terms into a language and within the time to become popular matching with other terms.

We are going to cite a few of the moments in history where diglossia took place. Let's start with how Latin "*sermo urbanus*" was used in Roma back in the time when it was used in Latin literature text, as well as in inscriptions, records, and in other standard texts was not the same as the Latin used for every day conversation, since this last one lacked of grammar; as a result, it was not a classical Latin; it was known as "*sermo plebeius*" ("discurso plebeyo") used by ordinary people, merchants, soldiers. A novel "*Satyricon*" probably written in the first century AD can be taken as a testimony of diglossia. In this novel the characters express themselves according to their social status using a language that is almost similar to the classic one. We can also find some forms in a sort known as *Appéndix Probi* which dates from the third century and was put together by someone called *Probus* who collected them thus giving birth to what is now known as the words used in the *romance language*. This lively and evolving phenomenon took place during the Roman Empire when thanks to the cultural and military power it was spread all throughout Europe, Asia and Africa where it mixed up with the languages spoken at that time in each of the countries, as a result, new languages like Spanish, French, Portuguese, Romanian, Italian appeared in spite of many people strongly wanting to encourage the population to use the Latin.

As we can see in the former information newspapers are a clear evidence of how a language has been changed and altered within the time by different aspects such as migration and technology. Let us give a clear explanation about how migration has contributed with it. Not only Mexico because it is close to USA has attributed lots of American terms but our Latin American countries too; what is more, in the cities that are close to the borders between Mexico and USA people use a mixing of English and Spanish which nowadays is known as *Spanglish*; and how this terms have been brought into our countries, that are not as close to The USA as Mexico, it is by migrants who had stayed in The USA for many years and after that, they have decided to get back to their original countries. So when they interact with their family back home they tend to use new words sometimes just to get attention or because they got used to using them back in The USA. Because for them it is difficult to find a clear translation into Spanish; so they just continue using them not matter what; as a result of it, the people who are surrounding them start using those terms to be at their level and to be understood. When I said with their level, I did not mean to say that what they do is right or maybe it qualifies people in a high level, “No”. People who have a good level do not use them often or at least they do not use anglicisms in formal situations. Anglicisms are use most of the time between teens and youth groups. Taking into account technology, it has helped a lot with the use of American terms because of the great amount of American technology

brought into our countries that are used not only by professionals but in great amount for our kids and teens who love electronic games, computers, and everything that has to do with it, such as: chatting, mailing, videos, music, and phones, etc. and that's how they have gotten familiar with these new words and their terminology.

To figure out the reasons why our society tends to use and accept anglicisms, and the impact on our society that these anglicisms in relation to our cultural identity have caused; we have to do a study on the data collected as evidence of changes in the language. One of the particular ones and in which morphological, syntactic, semantic changes can be found, is the newspaper, where this particular phenomenon is evident, in its different sections like classified ads, columns, letters and more. These allow people to express their requirements, requests, feelings, etc in their own way and directly using their own expressions and according to the people to whom these ads are addressed, since every individual has its own identity of membership within a society which is characterized by its distinctiveness like its geographical area and vocabulary used there. What was also important to take into account were some definitions of society from a couple well known dictionaries where society is defined as a group of individuals who share goals, culture, and behaviors thus interacting with each other cooperatively. Society has also been recognized as a human society which is shaped by residents' entities whose people and

their surroundings act together in a common scheme that implies: sharing their ideological ties, culture, economical and political among them.

It's true that culture has a lot to do with our distinctiveness, yet it is not homogeneous. Within it there are subcultures which are part of the diversity according to their interest, codes, rules shared by these groups within the leading culture.

CONCLUSIONS

Through this research we have found out that anglicisms are more frequently used in the social and ads sections than in the rest of the newspaper's sections.

This research has demonstrated that the use of anglicisms in ads is because English put up for sale better than Spanish words, and helps saving space and money since each word in an advertisement has its costs.

Having done this research it has been established that the tabloid newspaper "El Extra" is the one with the highest number of anglicisms used. The section which contained the most anglicisms of all is the ads section. This is due to the fact that because the newspaper is a tabloid, it exploits its ads section to the fullest, so that it can have greater monetary retribution.

As we have done our study, it clarifies that the ten anglicisms that were most frequently used in all three newspapers during a specific seven day period are listed according to use, from most to least, as follows: show, rock, hotel, daddy, club, pop, miss, sex, sports and internet.

This research has proven that the major reasons for new anglicisms to become popular are the technological advances and inventions because they are producing their own technical language, being English its official tongue, so everyone who uses one of any of them gets involved with the word that was used to name it and all the terminology that comes with it.

It was a topic worth to be investigated since it has supplied us with a lot of information about how English has been influencing our native language in terms of anglicism; moreover, why words mean what they mean, and how some of our words have been put away as a result of the introduction of new words from other languages.

This research has demonstrated us that a couple of social factors that have greatly contributed in the introduction of anglicisms in our speech are migration and emigration. According to our sociological analysis this phenomena has been gaining spaces in our language throughout our history since Spanish Colonization.

This research has demonstrated that most of the morphological changes that these words have suffered is due to people writing them down as the way these words sound in Spanish without

realizing that English phonology is different than Spanish phonology.

Finally, this research helped us to demonstrate that English language will always influence our media and people's life and ways of communication. Whether or not people accept or refuse this idea, they cannot avoid using anglicisms because it evolves around them and it influences every way of life.

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ANNEXES

Chart One

Variable: National Newspaper El Universo

Subvariable: News

Anglicisms	Examples	No. Veces que se repite la palabra	Title of the article	Date

Author: Geovanny Álvarez y Rogelio Rojas

Chart Two

Variable: National Newspaper El Universo

Subvariable: Ads

Anglicisms	Examples	No. Veces que se repite la palabra	Title of the article	Date

Author: Geovanny Álvarez y Rogelio Rojas

Chart Three

Variable: National Newspaper El Universo

Subvariable: Reports

Anglicisms	Examples	No. Veces que se repite la palabra	Title of the article	Date

Author: Geovanny Álvarez y Rogelio Rojas

Chart Four

Variable: National Newspaper El Universo

Subvariable: Social pages

Anglicisms	Examples	No. Veces que se repite la palabra	Title of the article	Date

Author: Geovanny Álvarez y Rogelio Rojas

Chart Five

Variable: National Newspaper El Universo

Subvariable: Sports

Anglicisms	Examples	No. Veces que se repite la palabra	Title of the article	Date

Author: Geovanny Álvarez y Rogelio Rojas

Chart Six

Variable: Tabloid Extra

Subvariable: News

Anglicisms	Examples	No. Veces que se repite la palabra	Title of the article	Date

Author: Geovanny Álvarez y Rogelio Rojas

Chart Seven

Variable: Tabloid Extra

Subvariable: Ads

Anglicisms	Examples	No. Veces que se repite la palabra	Title of the article	Date

Author: Geovanny Álvarez y Rogelio Rojas

Chart Eight

Variable: Tabloid Extra

Subvariable: Reports

Anglicisms	Examples	No. Veces que se repite la palabra	Title of the article	Date

Author: Geovanny Álvarez y Rogelio Rojas

Chart Nine

Variable: Tabloid Extra

Subvariable: Social pages

Anglicisms	Examples	No. Veces que se repite la palabra	Title of the article	Date

Author: Geovanny Álvarez y Rogelio Rojas

Chart Ten

Variable: Tabloid Extra

Subvariable: Sports

Anglicisms	Examples	No. Veces que se repite la palabra	Title of the article	Date

Author: Geovanny Álvarez y Rogelio Rojas

Chart Eleven

Variable: Local Paper la Portada

Subvariable: News

Anglicisms	Examples	No. Veces que se repite la palabra	Title of the article	Date

Author: Geovanny Álvarez y Rogelio Rojas

Chart Twelve

Variable: Local Paper la Portada

Subvariable: Ads

Anglicisms	Examples	No. Veces que se repite la palabra	Title of the article	Date

Author: Geovanny Álvarez y Rogelio Rojas

Chart Thirteen

Variable: Local Paper la Portada

Subvariable: Reports

Anglicisms	Examples	No. Veces que se repite la palabra	Title of the article	Date

Author: Geovanny Álvarez y Rogelio Rojas

Chart Fourteen

Variable: Local Paper la Portada

Subvariable: Social pages

Anglicisms	Examples	No. Veces que se repite la palabra	Title of the article	Date

Author: Geovanny Álvarez y Rogelio Rojas

Chart Fifteen

Variable: Local Paper la Portada

Subvariable: Sports

Anglicisms	Examples	No. Veces que se repite la palabra	Title of the article	Date

Author: Geovanny Álvarez y Rogelio Rojas

Chart Sixteen

Variable: National Newspaper: El Universo

	Section	f	%
Anglicisms	News		
	Ads		
	Reports		
	Social pages		
	Sports		
	Total		

Author: Geovanny Álvarez y Rogelio Rojas

Chart Seventeen

Variable: National Newspaper: Extra

	Section	f	%
Anglicisms	News		
	Ads		
	Reports		
	Social pages		
	Sports		
	Total		

Author: Geovanny Álvarez y Rogelio Rojas

Chart Eighteen

Variable: National Newspaper: La Portada

	Section	f	%
Anglicisms	News	9	14,29%
	Ads	8	12,70%
	Reports	12	19,05%
	Social pages	22	34,92%
	Sports	12	19,05%
	Total	63	100%

Author: Geovanny Álvarez y Rogelio Rojas

Chart Nineteen

Anglicisms	No. Veces que se repite la palabra

Author: Geovanny Álvarez y Rogelio Rojas

Material used to carry out the interviews.

A recording machine and the following interrogations are the materials we used in order to gather people`s opinion about the use of anglicisms in Ecuador.

1. What do they think about losing our cultural identity because of the use of anglicisms?
2. Do they agree with the use of them in our daily speech, if so, Why?
3. What is their opinion about the use of anglicisms in our writing?
4. Have anglicisms enriched or deteriorated our language?

Here are the different answers given by the addressed linguists and readers related to the following question:

-What do you think about losing our cultural identity due to the use of anglicisms? Do you agree with it, if so, Why?

Linguistic: "No"

Interviewer: And, why?

Linguistic: "From my point of view, the use of anglicisms has nothing to do with it because some of them are totally necessary to use; what is more, most of the time, there is no translation for such words into Spanish; and, some of them are technical words that have to be use in a specific environment".

Regular readers:

Reader 1: “Talking about our customs, way of dressing; these anglicisms have not altered them. What they might have done is, influenced in our way of communicating when people talk about a specific topic that is related to an invention, something that is trendy or fashion, but not in a exaggerate way since it does not happen all the time.”

Reader 2: “This particular topic in some way or other does affect it, because some people but especially teens are not using our own expressions in Spanish to communicate but they are tended to use these anglicisms just to be at the same level of the rest which is not good for our language; as a result of it, our expressions, feelings and more that identify us as Ecuadorians are being put apart.”

Reader 3: “You know, everybody is free to do whatever they want, that is why people who use these words or expressions have their own excuses for using them, such as: English is more expressive, there is no translation for such good words, You have to be actualized or up-to-thr minute, etc... Overall, I think it is no worth. If you have a good level of education you can also find in Spanish vocabulary better words or expressions to communicate than

anglicisms; additionally, many people who speak other languages learn Spanish because they say that our language is very romantic.”

Reader 4: “We are not losing our cultural identity. Most of These anglicisms have been introduced in our speech without notice, which in my opinion are part of our language. Ok, If we do a research about how and why they were introduce in our language, you would find out that they are technical words that could not have given another name, since if that had happened, it would have caused a terrible confusing situation.

If we do a short analysis of the information gathered through the question: What do you think about losing our cultural identity because of the use of anglicisms? We have, that some agree that it does affects and others say that It does not affect it. We have reached our point of view about it. Each culture defines itself against others to emphasize the difference with other groups or cultures by its own rules. But in the meeting of two or more cultures there is always one that in some way or through some futures overlaps against the other, consequently the safeguarding of its culture is affected, so if the cultural identity is constructed in opposition to foreigners, the interference of other cultures involve the lost of autonomy, thus the loss of its identity.

-What is your opinion about the use of anglicisms in our language?

Have they enriched or deteriorated it?

Linguistic: “It has enriched our language with thousands of technical words that in the past nobody knew how to use them, but nowadays they are very important for us, even little kids used them to identify their toys, games, etc.”

Reader 1: “Of course, the use of anglicisms has deteriorated our language because many people use these terms just to get attention or because someone told them that they sound better than in Spanish, as a result of it our vocabulary is full of new words that not all of us know their meaning.”

Reader 2: “Our language has not been as much deteriorated as in other countries like Puerto Rico, Mexico where is very difficult to understand its people when they speak Spanish. But if we keep on introducing new English words, one day in the future our language will be full of strange words.”

Reader 3: “Without doubt, it has deteriorated our mother tongue; and many of us might think it is good but not because every time

one of us introduce a new word in a speech or in a conversation, people who are listening to us will use and most of the time without knowing its right meaning thus leading into confusion; what is more, even deteriorating its meaning in English.”

Reader 4: “There are quite a few new words, in or language due to the different aspects of the English language and the way it influences us, for example the word blog which is not grammatically typical of the Spanish Language is very commonly used in the English speaking countries. In conclusion I think it enriches our vocabulary because these are new things in our life and we cannot come up with names for everything ourselves.”