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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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CERTIFIES THAT:

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

Loja, November 2010

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

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DEDICATION

To my parents, wife and daughter who have been my motivation to face those difficult times when it seemed impossible to continue studying and never let me lose my hope. Their support and comprehension gave me the strength to go on and reach my goals and it is because of them that I have been able to complete this work.

César Hidalgo G.

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ABSTRACT

This study was carried out in Tumbaco which is a valley located next to Quito. The main objective of this research was to make a descriptive analysis of anglicisms used in three Ecuadorian newspapers, and to include etymological, syntactic, lexical-semantic and morphological aspects about anglicisms using the quantitative and qualitative method. The current research was performed using three different Ecuadorian newspapers: a National, a Local and a Tabloid. These three newspapers were chosen in order to find out what the most common anglicisms used in these newspapers were.

After choosing the newspapers, the next step was to find out and analyze the anglicisms used in the different newspapers. However, the results were very disappointing because it could be found many English words used in these newspapers although, only a few of them were anglicisms. In some cases the Anglicisms were repeated more than once.

The methods used to collect the information for this research were the analytical and the bibliographic methods, which served as the scientific and theoretical support in the analysis and description of the newspaper materials. Also, observation and interviews were used in this investigation. Furthermore, charts and notes were used to tabulate the results obtained from the newspapers, which were the most important tools for developing this research.

One of the main goals was also to find out which anglicisms were the most common in the newspapers and in the context they were used. As a result, the reader of this thesis will notice that the anglicisms usage depends on the formality of the newspaper and the people whom the newspaper is addressed to.

In conclusion, it is also important to mention that the use of anglicisms in our country is very common; people add anglicisms to their daily speech because of our high level of consumption and imitation of other cultures.

INTRODUCTION

The study of the influence of English in other languages involves analyzing the target language and its integration in the receptor language and how English words are borrowed and implemented into the spoken and writen language every day. This tendency of borrowing words from English can come from the need to have shorter snappy words or expressions which facilitate the production and dissemination of ideas, even more the creation of new linguistic behaviors.

An anglicism is a word borrowed from English and introduced into another language. Furthermore, some people consider the use of anglicisms undesirable because they think that their use is a way of language contamination, while in other circles, it is considered that anglicisms enrich the language.

An anglicism also describes English syntax, grammar, meaning and structure.The changes of meaning of the borrowed words constitute a very rich area for linguistics and that has produced an extensive bibliography about this subject. There is a general concern about the incorporation of so many anglicisms into the Spanish language and their linguistic consequences. Pratt (1980) and Lorenzo's (1996) benchmark research focused on the influence of English on Spanish by compiling the most common anglicisms and studying their process of incorporation of anglicisms into the second language , a concern which has been a constant feature up to now.

Recently, different approaches about this topic have been carried out. Rodriguez (1997) highlighted the cultural influence among English and Spanish speaking countries; Gimeno (2003) stated different lexical types according to the category changes collocations and lexical calques, focusing on social multilingualism; Pramo Garcia (2003) introduced a historical perspective by studying the lexical anglicisms used in translations during the period 1750-1800; Medina Lopez (2004) established the possible extra-linguistic factors which may explain the use of anglicisms as well as a practical approach towards their classification.

Rodriguez Segura (1999) studied the influence of English on mass media; Alcaraz Ariza (2000) wrote her doctoral thesis about the importance of anglicisms in Health Sciences; Castelo Montero (2003) compiled a specific dictionary of English business terms used in Spanish, as well as the most recent paper by Alejo (2004) concerning the huge impact of English on economic terminology, among others.

During the research, it was very difficult to find the correct words to be analyzed because there were many English words used in the newspapers but only a few of them were anglicisms. For that reason, it was very important to use an online dictionary to discriminate the words that were anglicisms from those that were not. It was also determined which of them were accepted by the Royal Academy of the Spanish Language and which were not. Another limitation during the research was the little period of time to find out

the words with all their variables.

English words have a very high influence in the Spanish language. The amount of English words in the Spanish language has increased lately, not only in the newspapers, but also in literature, music, theater, politics, sports and economy.

To develop this research, five specific objectives were identified. The first specific objective was to establish the English influence on the linguistic expressions used in Ecuadorian newspapers and it was accomplished in the sense that the influence level of anglicisms is frequent and newspaper writers commonly use them.

The second specific objective was to identify syntactic and lexical changes of the anglicisms more commonly applied in Ecuadorian newspapers. This objective was achieved in almost 100% because the research work was done through direct observation to Ecuadorian newspapers.The language usage was described and identified successfully.

The third specific objective was to analyze the anglicisms found in Ecuadorian newspapers regarding to their etymological, syntactic-semantic and morphological stages. It was accomplished through the linguistic analysis. According to this analysis, it could be found that there are some anglisisms that have been accepted by the RAE, but there are many other ones that have not been accepted in spite of their frequent use.

The fourth specific objective was to determine the written sections of Ecuadorian newspapers in which anglicisms were mostly used. After classifying the anglicisms it was possible to identify the sections of the newspapers where there were more anglicisms, these sections were: the Ads section and the Social Pages section.

The fifth specific objective was to know the level of acceptance Ecuadorians have on the use of anglicisms in the newspapers. This objective was accomplished by means of interviews to a linguist and a newspaper reader using a questionary. This survey was about the importance of anglicisms, advantages and disadvantages of their use in the Spanish language and finally, if they enrich or deteriorate the language (See annex #3). According to this research, it could be said, that the level of acceptance of anglicisms in Ecuadorian newspapers is high, especially in the Social Pages section and the Ads section.

To conclude, it can be mentioned that language is a communication system used by human beings. Language changes as people and the environment do. Language develops everyday and it gets influences form other languages.

METHODOLOGY

This research was carried out in Tumbaco, it is a valley located near to Quito in order to get the Bachelor's Degree in Teaching English as a Foreign Language.

This section of the investigation has the necessary information about how the research process was conducted; it explains the techniques and methods that were used to build this research.

During the research process, some techniques and materials were used such as: bibliographic research, dictionaries, reading, tabulation, statistical calculation and interviews. The instruments used were cards, charts and surveys. The interviews and the formats of the charts can be found in the annexes at the end of this work.

The theoretical background was built in order to obtain the necessary information of this study. The information used for writing the theoretical background was mainly gotten from the internet because it is the most accessible and complete source of information that we have in any field of study. Also, this information was gotten from the books and guides which were kept from previous semesters. After reading all the information, it was time to select the most relevant, interesting and, at the same time, the most appropriate anglicisms in order not to lose sight of the objectives and purpose of this study.

The bibliographic research consisted on finding out the opinions, descriptions, assertions, experiences, etc. of experts in

different areas related to linguistics, culture, society, and in all the areas in relation to the use of written anglicisms. This information was gotten mainly from articles published in the internet as well as from information found in textbooks. The information was then classified, reorganized, edited, and finally, documented in the best possible way.

As for the quantitative and qualitative analysis, it was necessary to use the collecting data method, which consisted on collecting and analyzing each word that was found in the newspapers.

While the theoretical background was being completed, the field research was carried out. For this purpose, three different newspapers were chosen, the first one was a National Newspaper (El Universo), the second one was a Local Newspaper (El Hoy) and the last one was a tabloid (El Extra) all of them Ecuadorian newspapers. They were collected every day for a week from the 7th to the 13th of December 2009. In total, twenty one newspapers were collected to develop this investigation. After that, all the anglicisms from each newspaper were collected and classified.

Then, a dictionary was used to find out which of them were anglicisms and which of them were not. In order to analize all the information in a proper way, the theoretical background and the field research were applied.

During the process, the tabulation of the collected data was difficult because there were a lot of English words used in the newspapers; however not all of them were anglicisms, it was necessary to look for each one of these words in an online English dictionary. After this work was done, the information was filled in the corresponding tables. The tables include four parts: Qualitative Tabulation, Quantitative Tabulation and The most Frequent Anglicisms. The charts were sub-divided in: anglicisms, examples, number of times that the words are repeated, title of the article and finally the date when each anglicism was found. Then, some graphics were designed to summarize the information obtained from each investigated variable. Furthermore, the tables contain the corresponding information and their representative diagrams. Ten anglicisms from each variable were analized in order to obtain the specific linguistic analysis of each one. This specific analysis studies each word in terms of its etymological, syntactic, lexical-semantic and morphologycal aspects and determines if the word enriches or deteriorates the Spanish language.

Also, a questionnaire was used in order to obtain essential data, which was answered by a linguist and a newspaper reader. It consisted of nine questions in Spanish about the impact that anglicisms have in Spanish.

RESULTS

The field research for obtaining the necessary information for this thesis was performed by using three different newspapers from Ecuador. More precisely, the three newspapers were: a National Newspaper, a local Newspaper and a tabloid. The Newspapers chosen for this project were: "El Universo", "El Hoy" and "El Extra".

"El Universo" is a morning newspaper published in the city of Guayaquil founded in 1921. This is one of the most important ones in Ecuador and it is the second one of the Ecuadorian press, being only equaled by "El Comercio" newspaper of Quito.

"El Hoy" is a morning newspaper in Ecuador, it has been published continuously since 1982. Its main building is in Quito, but currently it is published simultaneously in Quito and Guayaquil. With the passing by of the time, "El Hoy" has an important space in the Ecuadorian press. It is also highly read due to its opening to different kinds of opinions. It has sections such as Politics, Economy, Community, Events, Culture, Society, Sports, World News, Entertainment, Daily Life, and Business.

"El Extra" newspaper was founded in Guayaquil on the 23th of October in 1974, and it is the largest-selling newspaper nationwide. This mass-circulation newspaper is characterized by its

sensationalistic and censored images about crime reports, accidents, murders, suicides, punishments, impunity and criminals. It also includes highly erotic photographs. This kind of newspaper is sold in popular areas because of its relatively low cost and its informal content.

Qualitative Tabulation

Chart One

Variable: National Newspaper El Universo
Subvariable: News

Angicisms	examples	Times that the word is repeated	Title of the article	date
Ranking	El año pasado el país ocupó el sexto lugar del **ranking** en la actividad emprendedora.	1	Los emprendedores se transformaron en los protagonistas del desarrollo economic.	07/12/09
Shock	La Fiscalia determino que tenia un **"shock"**	1	La Amnistia a un ambientalista acusado de violación se revisara.	7/12/09
Marketing	Gente especializada en **marketing** realizó su trabajo.	2	profesionalizacion para ejercer la comunicacion, debate latent.	07/12/09
software	Use **software** legal hasta el 18 de este mes.	1	Amplían plazo para participar en la campaña.	07/12/09
Fire wall	60 millones de blogeros ¿Conoce el **firewall**?	1	Obama pide a China que ponga fin a la censura en Internet	7/12/09
show	Colegio de la ciudad dará un **show** con música de navidad.	3	Villancicos en fusion darán en navidad.	07/12/09
Chat	Los **chats** por ejemplo, utilizaran twitter	1	El comercio.com con nueva imagen.	08/12/09
Stickers	Folletos, **stickers** y demás se ofrecieron a los consumidores.	1	gastronomia del pais se ofrecio a los londinenses	08/12/09
Mountain bike	Panamericano de **mountain bike** con los mejores deportistas.	2	Natación y ciclismo,entre lo mejor del año	08/12/09
Software	Independent **software**	1	Negocios: Microsoft	09/12/09
laptops	Otros más serenos observan en sus **laptops.**	1	La proforma se debatió con poca atención.	09/12/09

Internet	Lanzamos una iniciativa que es marketing en el **internet.**	1	Accenture se mani-fista firme pese a que viejos socios in-vaden su territorio.	09/12/09
Record	Cada dia rompe el **record**	1	Chavez insulta a Uribe y a Bermudez	10/12/09
Gay	Federación Argentina de **gays**, lesbianas, transexuales y bisexuales.	1	La boda gay debe esperar en Argentina.	10/12/09
western	La invitación es de estilo **western** con pistolas.	1	Las bodas de Caín o Ñaño Fabricio.	10/12/09
holding	Los accionistas crearon un **holding** para agrupar las operaciones.	1	La fusión de Avianca y Taca tiene visto bueno.	11/12/09
marketing	Lanzamos una iniciativa que es **marketing**.	1	La fusión de Avianca y Taca tiene visto bueno	11/12/09
Internet	Para saber como está el servicio de **internet**.	1	Sonde de opinión sobre el internet.	11/12/09
Hacker	En este contexto un **hacker** ataco.	2	Buenos Aires Chile respondera la proxima semana a Peru por Caso espia	12/12/09
Ranking	Grandes inversiones en tecnología, **software** y sistemas.	1	Accenture se mani-fista firme pese a que viejos socios in-vaden su territorio	12/12/09
software	Página **web** de la Presidencia de la República.	1	Chiriboga viaja a España	13/12/09
laptops	Con un **show** de construcción un grupo de **ciclistas** a bordo.	1	Los actos de las fiestas tuvieron problemas de organización.	13/12/09

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Chart Two

Variable: National Newspaper El Universo
Subvariable: Ads

Anglcisms	examples	Times that the word is repeated	Title of the article	date
Thriller	**thriller**	1	galeria de cines	07/12/09
laptop	Automaticamente te llevas una **laptop** con tus compras.	2	Visa Produbanco	07/12/09
chip	Importador de celulares doble **chip**.	1	Products	07/12/09
Family room	2 dormitorios, **family room y** amplia cosina.	1	clasificados	07/12/09
Full	auto **full** equipo	21	clasificados	07/12/09
Web	La página **web** también tiene acceso a legislación.	4	course	07/12/09
Stock	Promoción valida hasta agotar **stock**	3	clasificados	07/12/09
Link	En el **link** de hidrología el visitante puede encontrar estudios.	1	Culture	07/12/09
Stand	visita nuestro **stand**	2	clasificados	08/12/09
kit	Fabuloso **kit** de productos	2	mejores ofertas	08/12/09
stock	Promoción hasta agotar **stock.**	1	Products.	08/12/09
Self service	Cocina industrial 8 servicios **self service**	1	Linea blanca	08/12/09
offside	No te quedes **offside**	3	mejores ofertas	08/12/09
Short	enterizo **short**	1	mejores marcas	08/12/09
snack	Aqui encuentras los mejores **snacks**	6	Mejores ofertas	08/12/09
Marketing	Con mencion en **marketing**	2	Pontificia Universidad Catolica	08/12/09
boom	Y en este **boom** del emprendimiento.	1	Course	09/12/09

fan	Un shoping **fan**	5	Mejores ofertas	09/12/09
Web	En la **web** puede hallar información de en los entes de control de ministerio.	2	Punto Web	09/12/09
Link	También hay **links** hacia la fuerza aérea y la marina.	1	Punto de enlace	09/12/09
Full	Vendo optra 2005 **full** cuero	2	Automobile	10/12/09
Links	Además este instituto ha dispuesto un **link** sobre la sequía.	1	Punto de enlaces Ecuador.	10/12/09
on line	Entre ellas están: la tienda "**on line**" los festivales.	1	Markets	10/12/09
Full	Impecable Sportage 2002,4 x4 **full** equipo.	11	Automobile	10/12/09
notebooks	Un DVD portátil para utilizarlo con **notebooks**.	1	Products	10/12/09
Chip	Importador de celulares doble **chip.**	1	Products	10/12/09
Full	Renault **full** flamante.	15	Automobile	10/12/09
VIP	Acceso a los salónes **VIP.**	2	Jobs and services	10/12/09
record	Durante 8 meces se establecieron en tiempo **record.**	1	Ecuador sin barreras.	11/12/09
Web	Las secciones del sitio **web** se dividen por su contenido.	3	Punto de enlace judicial	11/12/09
Web	Esta es la página **web** del Servicio de Rentas Internas.	3	Punto de enlace society.	11/12/09
Link	En el **link** Corte Provincial puede consultar cualquier juicio.	1	Punto de enlace. Judicial	11/12/09
stock	Promoción hasta agotar **stock.**	1	Market	11/12/09

master	Arriendo departamento 2 dormitorios, dormitorio **master** con jacusi.	1	Real state	12/12/09
internet	Instalamos todo tipo de negocios, cabinas, **internet**,etc.	2	Business	12/12/09
ranking	Ecuador **ranking** 2008 y **ranking** 2007.	2	Social Events	12/12/09
Full	Optra **full** acepto vehículo.	11	Automobile	12/12/09
Web	Voluntarios que ayudan a mantener esta página **web**	2	Piunto de enlace. Business	13/12/09
Full	Vendo Dimax **full** año.	13	Automobile	13/12/09
show	Además **shows** en vivo cada hora.	2	Programs	13/12/09
feedback	Contaremos con **feedback.**	1	Market	13/12/09
blog	Uno de los **blog** sobre literatura más leídos.	1	Culture.	13/12/09
internet	Se requiere secretarias ejecutivas que domine **internet**.	1	Job and services.	13/12/09

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Chart Three

Variable: National Newspaper El Universo
Subvariable: Social pages

Anglicisms	Examples	Word Repetition number	Title of the article	Date
Fan	El goteo de **fans** se increment.	1	Fanaticos esperan por Luna Nueva	07/12/09
ok	No te revuelques en la arena! **ok**.	2	Comics	07/12/09
jet set	Faranduleros, de negocios y de **jet set**.	1	Los integrantes de TV Olé alistan las grabadoras.	07/12/09
staff	En la gráfica constan, quienes forman parte del **staff** de TV Olé.	1	Los integrantes de TV Olé alistan las grabadoras.	07/12/09
Shopping	Entradas a la venta en el Condado **Shopping**	1	Raphael llega con su tour 50 años después	07/12/09
test	La actriz fue detenida por no pasar el **test.**	1	Una actriz fue detenida por conducir ebria	07/12/09
charts	La cantante amateur escocesa se encumbró en los **charts** británicos.	1	Boyle vende 410000 copias en una semana.	08/12/09
hitparade	Una cifra superior a cualquier otro álbum debut en la historia de este **hitparade**.	1	Boyle vende 410000 copias en una semana.	08/12/09
film	El **film** estadounidense recaudo USD 42,5 millones.	1	Luna Nueva es la más vista	08/12/09
stand	Aneta presentó su **stand** con el fin de dar charlas a niños.	1	Los niños del Ecuador aprenden sobre educación vial con Aneta.	08/12/09
blues	Reyes cantará **blues.**	1	Una muestra colectiva y venta de libros.	08/12/09
Sexy	El hombre mas **sexy** del planeta	2	El rostro de la semana: Jonny Depp	08/12/09
Golf	Tiger Woods estrella del **golf**	3	Top 5	08/12/09
cd	en este **cd** encontraras toda la información.	2	protagonistas	08/12/09

Rock	Los mejore clásicos del **rock** en concierto.	4	agenda de fin de semana	09/12/09
standard	automovil **standard** en promoción	3	automoviles	09/12/09
piercing	Te hacemos **piercing** y algo mas.	1	tiendas	09/12/09
stress	Masajes para el **stress...**	1	agenda de fin de semana	09/12/09
day	free **day**	1	Título	09/12/09
hot cakes	Crear **hot cakes** diferentes	1	Eloisa dice:	09/12/09
miss	**miss** Ecuador 2008 demostró la moda ecuatoriana.	3	Diez años dentro de la moda ecuatoriana	10/12/09
fashion	Miami **fashion**	1	Diez años dentro de la moda ecuatoriana	10/12/99
geeks	regalos muy **geeks**	2	10 regalos muy "geeks"	10/12/09
tour	Postres y sabores en el **tour** de París	1	Postres y Sabores navideños del mundo	11/12/09
web	Se han convertido en el último fenómeno de la **web.**	3	Los Muppets causan furor en la web, con un tema de Queen.	11/12/09
internet	¿Los Muppets conquistan **internet**?	2	Los Muppets causan furor en la web, con un tema de Queen.	12/12/09
show	El **show** siempre debe continuar.	2	Los Muppets causan furor en la web, con un tema de Queen.	12/12/09
rave	Las escenas proyectadas dan forma a una larga fiesta **rave**.	1	El público vio juventud, sexo y drogas en Mentiras Gordas.	13/12/09

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Chart Four

Anglicisms	examples	Times that the word is repeated	Title of the article	date
online	Puedes acceder a música **online**	2	proveedor de música	07/12/09
web	Los encontrarás en paginas del sitio **web**	3	myspace compra proveedor de música	07/12/09
club	La motivación de la fidelidad es lo más vital para un **club**.	2	La sociedad anónima no garantiza un título.	08/12/09
web	En la página **web** del festival se destaca su presencia.	1	Ecuador en el festival de cine de la Habana.	08/12/09
mails	¿Cómo se escribe sin chequear los **mails**?	1	Yo creo en el blog, pero el libro no desaparecerá: Pedro Maizal	08/12/09
laptop	El escritor tenía una máquina de escribir que hora se convirtió en una **laptop**.	1	Yo creo en el blog, pero el libro no desaparecerá: Pedro Maizal	09/12/09
ranking	Las conchitas asadas y los cebichesestán dentro del **ranking** de los más pedidos.	1	La comida tradicional rodea a la plaza.	09/12/09
blog	Ahora, yo pongo un texto en mi **blog** y lo leen.	1	Yo creo en el blog, pero el libro no desaparecerá: Pedro Maizal.	09/12/09
zapping	La vida viene hecha **zapping**.	1	Yo creo en el blog, pero el libro no desaparecerá: Pedro Maizal	10/12/09
club	Y que va a ocurrir cuando el **club** no genere utilidades.	2	La sociedad anónima no garantiza un título.	10/12/09

Web	Hace unos meses, en la página **web** de Grafitat, encontró el anuncio del concurso.	1	Aurelio Valdez, reconocido en Bolivia	11/12/09
Software	Equipos de computación y **sofware**	1	La Rectora de la U de Otavalo dice que el Conea erro	12/12/09
Rock	El **rock** una forma de estar en el mundo	3	En busca de nuevas sensaciones	13/12/09
Punk	Movimiento alternativo de los **punk**	1	El muro existe aun en la memoria	13/12/09

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Chart Five

Variable: National Newspaper El Universo
Subvariable: Sports

Anglicisms	examples	Times that the word is repeated	Title of the article	date
challenger	Ganador del **challenger** de Salinas	1	polideportivos	07/12/09
look	Jugaba con un **look** surfista.	1	Nadal en Baja potencia.	07/12/09
Break	El joven ganador del US Open no logró concluir ninguna de sus bolas de **break.**	1	Nikolay Davidenko ganó por primera vez el Masters de Tenis.	07/12/09
ranking	El número uno en **ranking**	1	mejores deportistas	07/12/09
software	El comunicador maneja el **software**.	2	Xavier Burbano es el espía digital de los técnicos de Liga.	08/12/09
set	Gano en tres **sets** Lapenti logro igualar y forzo "tie break"	2	Lapentti jugara el abierto de Australia	08/12/09
Posters	El inmueble está lleno de **posters** de la maqueta de la Casa blanca.	1	En la Oficina de Paz solo caben liguistas.	08/12/09
set	Fastuosas reuniones del Jet **set** mundial	1	Agassi	09/12/09
DVD	¿Está bien conectado el **DVD?**	1	Xavier Burbano es el espía digital de los técnicos de Liga.	09/12/09
clubes	Disfruta el mundial de **clubes**	2	deportes tv	10/12/09
champions	Fútbol **champions** en **HD**	4	programacion	10/12/09
top	Nadal pudo recuperar el nivel de los jugadores **top**.	1	España ganó la Copa Davis con un categórico 5-0 en Barcelona	10/12/10
show	Habrá un **show** artístico antes del cotejo.	1	El D. Quito prepara una gran fiesta en el Atahualpa	10/12/09
Lunch	Los infantiles saborearon un **lunch**	1	15 niños de SOLCA se mezclaron con los hinchas albos	10-12-09

club	Dicen que viene debido a que el **club** es cuna de los mejores jugadores.	4	La 'Academia'	11/12/09
champions	Los mejores partidos de la **Champions**	1	rubin kazan eliminado	11/12/09
pitcher	el **pitcher** de 30 años	1	polideportivos	11/12/09
Club	Uno de los seguidores del **club**.	1	Ellos conocen el manual de las finales.	11/12/09
wakeboard	Hubo muchos participantes en la categoria **wakeboard**	2	hubo exitos en judo, karate y pesas	13/12/09
relax	El asunto es pasar inadvertido para encontrar el **relax** total.	1	Los matadores se entrenan como deportistas.	13/12/09
Masters	En el dia previo al inicio del **Masters**	1	Los 8 mejores tenistas se enfrentan en Londres	13/12/09
gol	El capitán dl Bayerm hizo su segundo **gol** en el campeonato.	1	Bayern golea 4-1 y clasifica	13/12/09

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Chart Six

Variable: Regional Newspaper El Hoy
Subvariables: News

Anglicisms	examples	Times that the word is repeated	Title of the article	date
miss	**miss** Mundo 2009 se realizará en Italia.	2	miss mundo en Italia	07/12/09
backups	Incluso los **backups** y el USB estaban en el maletín.	1	Un taxista les robó su computadora.	08/12/09
rating	Gobierno sataniza a periodistas por elevar el **rating**	2	el gobierno sataniza a periodistas	08/12/09
gays	Los **gays** no van al cielo	1	Los "Gays" no van al cielo dice cardenal mexicano.	09/12/09
hacker	Miles de **hackers** en la web	3	tecnología	09/12/09
shock	Juan T. padre de Luis y de Javier está en **shock.**	1	Tragedia familiar ocurrió en Guamaní.	11/12/09
express	Incrementan víctimas desecuestro **express** en las ultimas semanas.	4	delincuenciua no da tregua	13/12/09
web	segùn la **web algunos artistas** ya no estan a la moda.	2	cheetah no vuelan desde el 2008	13/12/09
laptop	Yo nunca dejo mi **laptop** sola	1	Un taxista les robó su computadora.	13/12/09

Author: Hidalgo Garzón César Alexander

Chart Seven

Variable: Regional Newspaper El Hoy
Subvariable: Social Pages

Anglicisms	examples	Times that the word is repeated	Title of the article	date
touch	Nuevo Ipod tiene un **touch panel**	1	tecnología	07/12/09
office	Microsoft ofece nuevo sistema de **office.**	1	tecnología	07/12/09
show	También shows cristianos.	3	Programs	10/12/09
laptops	Vendo **laptop** casi nueva.	1	Products	10/12/09
bar	Señoritas para atender **bar**	3	Jobs and services	10/12/09
internet	Navega todo el año con **Internet**.	2	Products	11/12/09
shake	Celular nokia tiene **shake**	1	tecnología	11/12/09
chat	**Chat** y redes socials.	1	Products	11/12/09
stickers	Una lámina de **stickers**.	1	Products.	12/12/09
marketing	Se necesita personal para **marketing.**	1	Jobs and services	12/12/09
outdoor	Tiene características **outdoor**	1	Jobs and services	12/12/12
sexy	**sexy** locuras	1	Jobs and services	13/12/09
music	hoy **music**	1	Jobs and services	13/12/09
laptops	**Laptops** nuevas y usadas, reparaciones.	5	Products	13/12/09
clips	tv **clips**	2	Jobs and	13/12/09
brother	te amo **brother**	1	cine y tv	13/12/09
internet	**Internet** banda ancha sin mensualidades.	1	Services and jobs.	13/12/09
laptop	Vendo **laptops** nuevas y usadas.	2	Products	13/12/09
web	Visita nuestra página **web.**	1	Products	13/12/09
center	Visita nuestro sport **center.**	1	Services	13/12/09

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Chart Eight

Variable: Regional Newspaper El Hoy
Subvariable: Social pages

Anglicisms	examples	Times that the word is repeated	Title of the article	date
show	En el **show** participan siete enanitos	3	enanitos toreros en la plaza	07/12/09
ripley	Ecuador es un pais de **ripley**	1	opinion	07/12/09
rock	Una revista de **rock** presenta a los Rolling Stones.	2	rolling stone lanza apuesta	07/12/09
shopping	Cantante ecuatoriano se lo vio de **shopping.**	1	opinión	09/12/09
rock	El **rock** cristiano con Dam.	1	Rock y chicha en Solanda para decir no al alcohol.	09/12/09
clusters	Pequeñas empresas y **clusters**	1	opinión	10/12/09
feeling	El **feeling** con el que me quedo es de una ciudad apasible.	1	Claudia González.	10/12/09
gallery	Auto **gallery** destinadoa la comercializacion	1	mall del sol se agranda	13/12/09
rating	El bajo **raiting**	1	El deporte tiene prioridad en el canal.	13/12/09
rock	El **rock** de Guns n' roses sonará en Ecuador.	3	el rock de Guns n' roses podria sonar en Ecuador	13/12/09
top	La controversia, en **top** ten de libros	1	la controversia, en top ten de libros	13/12/09

Author: Hidalgo Garzón César Alexander

Chart Nine

Variable: Regional Newspaper El Hoy
Subvariable: Reports

Anglicisms	examples	Times that the word is repeated	Title of the article	date
internet	Puedes lleva el **internet** en tu bolsillo	2	innovaciones tecnológicas	07/12/09
hall	En el **hall** del antiguo edificio	1	De la serenata Quiteña a la farra.	07/12/09
web	Ingrese a la página **web** del Municipio de Quito.	1	19 año de deuda municipal.	10/12/09
lunch	Con media hora de **lunch**	1	¿Tiene trámites en el Municipio? Vaya temprano.	10/12/09
clic	Haga **clic** en la sección ciudad.	1	Qué opina de la elección de reina de Quito?	11/12/09
web	Nuestros vecinos opinaron en la **web.**	2	¿Qué opina de la elección de reina de Quito?	12/12/09
spray	Vienen ahora en **spray**.	1	9 tips para freir bien sus alimentos.	12/12/09
crack	El **crack** con gente de mucha chispa	1	En Quito si hay un mundial.	12/12/09

Author: Hidalgo Garzón César Alexander

Chart Ten

Variable: Regional Newspaper El Hoy
Subvariable: Sports

Anglicisms	examples	Times that the word is repeated	Title of the article	date
challenge	campeónes sin **challenge** round	3	copa davis	08/12/09
record	Bayer the Munich un **record** en la historia	2	Bayer the Munich se acerca a los lideres	08/12/09
software	En el Nacional todavía confían en la maquinita **software**.	1	Nueva dirigencia ¿Nuevos cerebros?	09/12/09
penal	Con un tanto de Salvador Cabañas de tiro **penal**.	1	Ayoví está en semis del torneo Azteca.	09/12/09
web	Campaña de la U en la Sudamericana desde nuestra **web.**	4	Para coleccionistas	09/12/09
fútbol	Enfrentamiento del **fútbol** capitalino.	1	Clásico quiteño en el 2010.	10/12/09
rating	Clasificados en el **rating** provincial	4	Ases de la carambola se citan desde el lunes	10/12/09
posters	La de los **posters**	1	Los campeones anónimos.	10/12/09
sets	Se definió en tres **sets**.	1	Sigue la Copa Quito Tenis	10/12/09
ranking	logica del **ranking** beneficia a Basil	3	lógica del ranking beneficia a Brasil	10/12/09
rock	Un grupo de **rock** simpatizante del equipo.	1	Festejo fue hasta que salió el sol.	12/12/09
tenis	Confederación Sudamericana de **Tenis**.	2	El Quito Junior Open acabó con buen desempeño nacional.	12/12/09
internet	Línea telefónica, de **internet** y hasta de satélite.	1	Festejo empezó con unas "Antárticas"	12/12/09

Author: Hidalgo Garzón César Alexander

Chart Eleven

Variable: Tabloid " El Extra"
Subvariable: New

Anglicisms	examples	Times that the word is repeated	Title of the article	date
miss	**Miss** Ecuador y la Fundación San Martin	7	miss ecuador – italia 2009	07/12/09
club	Se denominaba "**Club** de oficiales"	1	Las piscinas policiales ya son de todos.	07/12/09
hospital	Una pulmonía lo llevó al **hospital.**	1	Familia de muerto pide justicia.	07/12/09
dólares	Las venden en las tercenas a más de 2 **dólares**.	4	El queso criollo y otros derivados subieron.	10/12/09
night club	Lo quebraron de un solo balazo en un **night club**	2	Lo quebraron de un solo balazo en un night club	10/12/09
posters	**Pósters** hallados en su vivienda.	1	¡Ex dirigente deportivo cabecilla de narcos!	11/12/09
hospital	Lo llevaron al **hospital** de Piñas.	1	¡Comprador de oro muere baleado!	13/12/09
crack	Bryan de la Torre pinta para **crack**	1	Bryan de la Torre un as bajo la manga	13/12/09

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Chart Twelve

Variable: Tabloid " El Extra"
Subvariable: Ads

Anglicisms	examples	Times that the word is repeated	Title of the article	date
sexy	Chica **sexy** para diferentes shows.	2	Hot zone	07/12/09
sexy chat	Puedes unirte al **sexy chat** al numero	1	Hot zone	07/12/09
outlet	La navidad regalona en el **outlet**.	1	Products	07/11/09
discjockey	**Discjockey**, cursos, locución.	1	Courses	07/11/09
hot	Chicas super **hot**	1	Hot zone	07/12/09
stripers	el mejor **striper** de Guayaquil	3	Hot zone	07/12/09
nightclub	Vendo **nightclub**	1	Realstate	07/12/10
market	Monocabinas para tiendas mini **market**.	1	Real state	07/12/09
night club	Solicita señoritas en nuestro **night club**	1	Hot zone	08/12/09
sex shop	Tiendas **sex shop**	30	Hot zone	08/12/09
hunter	Contiene dispositivo **hunter.**	2	Vehicles.	08/12/09
shop	Visita nuestro natural **shop.**	2	Sexual services.	08/12/09
Shop	Natural **shop**	1	markets	08/11/09
spray	**spay's** en venta	8	Hot zone	08/12/09
nightclub	Vendo **nightclub** de oportunidad.	1	Real state	08/12/09

gay	Videos **gay**	1	Products	08/12/09
sexy	**Sexy** tienda.	2	markets	08/12/09
chat	**Chat** caliente	3	Sexual services	09/12/10
brother	Te amo **brother**	1	Hot zone	09/12/09
sexy	Relleno labios carnonosos, **sexys**, voluminosos.	1	Beauty services	11/12/09
stress	Masajes anti-**stress.**	1	Beauty services.	11/12/09
center	Aprenda taekwondo en el mejor **center**.	1	Services	11/12/09
récord	Rehabilitación **récord** policial.	1	Services and jobs.	11/12/09
sex	**Sex** shop	1	markets	12/12/09
hot	Chicas **hot.**	4	Sexual services.	12/12/09
full	Terios **full** equipo	4	Vehicles.	12/12/10
discjockey	Locución con un **disjockey** profesional.	1	Services.	12/12/09
full	Auto **full** equipo	3	Vehicles.	12/12/09
internet	**Internet** inalámbrico ilimitado	1	Jobs and services	12/11/09
spray	**Spray**, cremas, lociones.	1	Products.	12/12/10
relax	Completo **relax.**	1	Beauty services.	13/12/09
zone	Venga a motor **zone**	3	Hot zone	13/12/09
nightclub	Visite nuetro **nightclub**	2	Sexual services.	13/12/09
Record	Rehabilitación **récord** policial.	1	Jobs and services	13/12/09
Set	**Se**t parrillero	1	Products	13/12/09

stock	Precios no incluyen iva hasta agotar **stock.**	1	Products.	13/12/09
software	**Software** video ecográfico fetal.	1	Medical services	13/12/09
kit	**Kit** de cocina	1	Products	13/12/09

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Chart Thirteen

Variable: Tabloid " El Extra"
Subvariable: Social pages

Anglicisms	examples	Times that the word is repeated	Title of the article	date
rock	Gracias a su **rock** clásico	6	el abuelo del rock	07/12/09
concert	Visita nuestro café **concert.**	1	Beatriz Gil en la noche bohemia.	07/12/09
fans	Quiere revivir en los corazones de sus **fans.**	1	Tercer Mundo confirma su gira nacional.	07/12/09
sexy	Ella era la imagen **sexy**	1	La Teletón con tinte internacional	07/12/09
look	Tiene un **look** llamativo.	2	La Teletón con tinte internacional	07/12/09
show	Aficionados disfrutan del **show.**	1	Aficionados disfrutan del show.	08/12/09
click	Dar un **click** para escribir	1	A inventar el final de Cardoso.	08/12/09
casting	Se dedicó a revisar más de 400 **cástings.**	1	Divas de la televisión	08/12/09
Miss	La ex **Miss** Ecuador Andrea Jácome.	1	Andrea Jácome, a punto de ser mamá.	08/12/09
look	Transformando e innovando cada año el **look** a estos carritos.	1	¡ Y que toquen los trompudos ¡	10/12/09
casting	Ingresó al espacio a través de un **casting** público.	1	Divas de la televisión	10/12/09
hobby	Su **hobby** es sembrar plantas.	3	Divas de la televisión.	10/12/09

volleyball	En su época estudiantil fue jugadora de **volleyball.**	1	Divas de la televisión.	10/11/09
bar	Ganó el concurso **bar** millonario.	2	Divas de la televisión.	12/11/09
sexy	Muy bella y **sexy**.	2	Divas de la televisión.	12/11/09
rock	Festival de **rock.**	2	Disfrute del festival.	13/12/09
show	Tiene **show** para largo rato	4	Hoy Quito tiene show para largo rato	13/12/09
hobby	Su **hobby** es bailar.	2	Divas de la televisión .	13/12/09

Author: Hidalgo Garzón César Alexander

Chart Fourteen

Variable: Tabloid " El Extra"
Subvariable: Reports

Anglicisms	examples	Times that the word is repeated	Title of the article	date
reality	Al ser parte de este de este **reality** de cantantes.	6	Fernando todo un Idolo	07/12/99
gay	La primera playa **gay**	14	¡Gayrotos!	07/12/09
Miss	Ecuador en reñida competencia en **Miss** Mundo	4	Ecuador en reñida competencia en Miss Mundo.	07/12/09
stress	Vienen a liberarse del **stress**	1	¡Gayrotos!	07/12/09
fan	Compartira con sus **fans** antes del concierto	1	Mirella Cesa	09/12/99
Top	El **top** 20 de Miss mundo 2009	1	Ecuador en reñida competencia en Miss Mundo.	10/11/09
ripley	Parece cosa de **ripley**	1	14 hijos y busca gemelos.	10/12/09
hobby	Cual es tu **hobby**	1	Un volcán llamado Carolina	10/12/99
night club	Diferentes **night clubs** del país se dieron cita.	4	¡ Estas si son las verdaderas reinas del Tubo!	11/12/09
jeans	**Jeans** Levi's	1	Mall Express	11/12/09
fútbol	Corridas de toros entre sus canchas de básquet y f**utbol**.	1	Un sueño que inició en la boletería.	11/12/09

stress	El **stress** produce insomnio	1	Consejos para dormir mejor	11/12/09
show	Los aficionados disfrutan del **show**	1	Un sueño que inició en la boletería.	13/12/09

Author: Hidalgo Garzón César Alexander

Chart Fifteen

Variable: Tabloid " El Extra"
Subvariable: Sports

Anglicisms	examples	Times that the word is repeated	Title of the article	date
master	Ganadores en la categoría **master**	3	Nuevos ganadores	08/12/09
gol	Segundo tiempo y **gol**	3	Chullas con medio título en el bolso	08/11/09
sport	El club **sport** Emelec	1	Rival de Emelec	08/12/09
marketing	Estudia **Marketing**	1	¡Bryan De la Torre es el as bajo la manga de Llop!	08/12/09
club	Presidente del **club**	1	Quevedo a dejar todo en la cancha.	10/12/09
posters	**Posters** , camisetas y frases de bicampeón.	1	¡Y dale, y dale, y dale Quito dale!	10/12/09
gol	Un **gol** en el mundial.	6	¡Méndez, "Luz en Sudamérica"	11/12/09
club	Sotuvo el presidente del **club.**	1	Quevedo, a dejar todo en la cancha.	11/12/09
Cheerleader	Las **cheerleaders** soñadas	2	Regalo soñado	11/12/09
show	Recordar el **show** del arquero	1	José Francisco Cevallos el más "Querido" de los Brasileños.	13/12/09
crack	Tiene 18 años y pinta para **crack.**	1	¡Bryan De la Torre es el as bajo la manga de Llop!	13/12/09

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Quantitative Tabulation

Chart Sixteen
Variable: Nacional Newspaper: "El Universo"

	Section	f	%
	News	27	10%
	Ads	140	53%
Anglicisms	Social Pages	45	17%
	Reports	22	8%
	Sports	32	12%
	Total	266	100%

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Chart Seventeen
Variable: Local Newspaper: "El Hoy"

	Section	f	%
	News	17	17%
	Ads	31	31%
Anglicisms	Social Pages	16	16%
	Reports	11	11%
	Sports	25	25%
	Total	100	100%

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Chart Eighteen
Variable: Tabloid: "El Extra"

	Section	f	%
	News	18	9%
	Ads	94	46%
Anglicisms	Social Pages	33	16%
	Reports	37	18%
	Sports	21	11%
	Total	203	100%

Author: Hidalgo Garzón César Alexander

The Most Frequent Anglicisms in all Variables

Chart Nineteen

Anglicisms	Word repetition number
Full	80
Web	32
Sex shop	30
Rock	22
Show	21
Gay	17
Miss	17
Internet	14
Laptop	14
Club	12
Night club	11
Sexy	11
Gol	10
Spray	10
Fan	8
Ranking	8
Software	8
Marketing	7
Rating	7
Hobby	6
Reality	6
Record	6
Snack	6
Stock	6
Bar	5
Champions	5
Chat	5
Hacker	5
Hot	5
Manager	5
Mall	5
Top	5

Challenge	4
Dollars	4
Express	4
Link	4
Look	4
Posters	4
Stress	4
Golf	3
On line	3
Kit	3
Offside	3
Shop	3
Stand	3
Stripers	3
Standard	3
Zone	3
Blog	2
Blues	2
Brother	2
Casting	2
Cd	2
Center	2
Cheerleader	2
Chip	2
Click	2
Clips	2
Clubes	2
Crack	2
Discjockey	2
Geeks	2
Futbol	2
Hospital	2
Hunter	2
Mountain bike	2
Lunch	2

Ok	2
Relax	2
Ripley	2
Shock	2
Shopping	2
Sticker	2
Tenis	2
Vip	2
Wakeboard	2
Crack	1
Backups	1
Boom	1
Break	1
Chart	1
Cluster	1
Concert	1
Day	1
Dvd	1
Family room	1
Fashion	1
Feedback	1
Feeling	1
Film	1
Firewall	1
Gallery	1
Hall	1
Hitparade	1
Holding	1
Hotcakes	1
Jeans	1
Jet set	1
Mails	1
Market	1
Music	1
Notebooks	1

Office	1
Outdoor	1
Outlet	1
Penal	1
Piercing	1
Pitcher	1
Punk	1
Rave	1
Self service	1
Sex	1
Sexy chat	1
Shake	1
Shorts	1
Sports	1
Staff	1
Test	1
Thriller	1
Touch	1
Tour	1
Volleyball	1
Western	1
Zapping	1
TOTAL	568

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DISCUSSION

This part of the research contains the Theoretical Background, Description and Analysis of the Results and Conclusions.

The Theoretical Background involves important definitions about anglicisms and it was useful to develop the field research.

The Description and Analysis of the Results includes a careful investigation about the use of anglicisms and examples of some of the most common English words used in our language. Finally, conclusions will be drawn.

Theoretical Background

The Theoretical Background is based on the bibliographic investigation that becomes the scientific foundation in which the result of the analysis is based. This section has been divided in the following parts: language, linguistics and its branches (morphology, semantics, syntax, pragmatics and phonology), the morphological procedures (derivation, composition and parasynthesis), Historical linguistics, language change, language vice, neologisms, barbarisms, anglicisms, the foreign language interference, newspapers, tabloids and previous studies. All of these topics have been carefully checked and investigated in order to have enough data to understand the way angliscisms were introduced and used in the Spanish language. Nowadays the use and study of Anglicisms is very important.

Language

Language is an essential element for our cultural and intellectual lives because any kind of knowledge coexists with it. Since the importance given to it along the time, many definitions of language have been proposed, but most of them have a lot in common because all of them see the language as a tool to achieve communication.

We can take the words of Henry Sweet (1899), an English phonetician and language scholar, who said that "Language is the expression of ideas by means of speech-sounds combined into words. Words are combined into sentences, and this combination permits the expression of ideas into thoughts" (p.9). Another good definition of language we can include is taken from Wikipedia the free encyclopedia which states that **"**A language is a system of signals, such as voice sounds, intonations or pitch, gestures or written symbols which communicate thoughts or feelings." In this sense, human spoken and written languages can be described as a set of symbols (sometimes known as lexemes) and the grammar rules by which those symbols are manipulated. Language learning is normal in human childhood. Most human languages use patterns of sound or gesture for symbols which enable communication with others around them. There are thousands of human languages, and these seem to share certain properties, even though many shared properties have exceptions.

Bernardez (2001) from the Complutense University of Madrid analizes language by treating it as a tool and proper (innate) knowledge that every man has; he defines language as "a group of individuals' set of linguistic enactions." He explains it by saying that each individual decodifies the information he gets in a diferent way; and, based on it, everyone builds one's own thoughts. Every individual has knowledge of the language.

For Saussure (1916), language is the link which ties thoughts and sounds, and it is the way people use for expressing their thoughts as a sound. Thoughts have to become ordered, and sounds have to be articulated for language to occur. Saussure says that language is really a borderland between thoughts and sounds, where thoughts and sounds combine to provide communication. He also argues that language is a structured system of arbitrary signs. On the other hand, symbols are not arbitrary. A symbol may be a symbol, but in contrast to a sign, a symbol is never completely arbitrary. A symbol has a rational relationship with what it means.

Linguistics

The 19th century saw the flowering of comparative philology, which studied the historical development of language families. Modern linguistics is generally said to have begun with the publication of "*Course in General Linguistics*" Witten by Saussure (1916), which introduced the essential distinction between *diachronic*

(historical) linguistics, and *synchronic* (descriptive) linguistics, and laid the foundation for the era of structural linguistics, which dominated the first half of the 20th century. According to Saussure (1916), linguistics is "the study of languages and the study of the manifestations of human speech". He says that linguistics is also concerned with the history of a language, and with the social or cultural influences that shape the development of language. Based on the work of Saussure, many structuralists, especially Bloomfield (1942), stressed the uniqueness of language systems, and the need to base structural descriptions on observed evidence alone. The major development in the second half of the 20th century was the emergence of generative grammar, originally proposed by the linguist Chomsky (1957), and since elaborated in a wide range of works. Since the 1960s, several developments and alternatives to Chomsky's original model have been proposed. Also, many points of contact between linguistics and other academic areas have been explored, leading to the growth of such 'hybrid' fields as *sociolinguistics* and *psycholinguistics*.

Another definition for linguistics, taken from Wikipedia, is very similar to that expressed by Saussure and says that "linguistics is the scientific study of a language". In this sense, it endeavors to answer the question "what is the language and how is represented in the mind?" Linguists focus on describing and explaining a language and it is not concerned with the prescriptive rules of the language.

Linguists are not required to know many languages and linguists are not interpreted. Linguistics is a social science that shares common ground with other social sciences such as psychology, anthropology, sociology and archeology. It also may influence other disciplines such as English, communication studies and computer science. People can consider linguistics as a cognitive science. Along with psychology, philosophy and computer science, linguistics is ultimately concerned with how the human brain functions.

In a similar way, the Department of Linguistics of Michigan State University, also defines linguistics as the scientific study of the nature and the characteristics of the human languages. Linguists is interested in understanding the common properties to all human languages through the study of linguistics structure (phonology, morphology, syntax, and semantics) and language history, function, and acquisition. Besides, linguists explore many specific aspects of individual languages, language groups, and language uses. In addition, Linguists investigates similarities and differences between languages, how children and adults learn languages, and how we value and judge the speech and language usage of others. In both theory and applications, linguistics can be seen as the most scientific of the humanities and the most humanistic of the sciences.

Linguistics, as the scientific study of a language, includes such fields of study as *phonetics*, *phonology*, *morphology*, *syntax*, *semantics*, *pragmatics*, and *language acquisition*, which will be briefly described below:

Phonetics.- Chomsky (1968) argues that Phonetics is the study of the sounds of a language and their physical properties. Phonetics describes how speech sounds are produced by the vocal apparatus (the lungs, vocal cords, tongue, teeth, etc.) and provides a framework for their classification. Two practical applications of phonetics are speech synthesis, the reproduction by mechanical means of the sounds produced in human language; and speech recognition, the developing capacity of computers to comprehend spoken input.

Phonology.- for Chomsky (1968), Phonology is concerned with the analysis and description of the meaningful sounds uttered in the production of human language, and how those sounds function in different languages. The letter "p," for example, can be pronounced in several different ways: an English speaker interprets these different pronunciations as one sound, whereas a speaker of some other language might interpret the pronunciations as two or more sounds. It is phonological analysis such as this that allows the foreign language teacher to pinpoint and correct students' pronunciation difficulties in the foreign language classroom.

Morphology.- Chomsky (1968) says that Morphology is the study of the structure of words. Morphologists study minimal meaning units, or morphemes, and investigate the possible combinations of these units in a language to form words. For example, the word "imperfections" is composed of four morphemes: im+perfect+ion+s. The root, "perfect," is transformed from an adjective into a noun by the addition of "ion," made negative with "im" and pluralized by "s."

Syntax.- For Chomsky (1965), Syntax is the study of the structure of sentences. It describes how words combine into phrases and clauses and how these combine to form sentences. For example, "I found a coin yesterday" is embedded as a relative clause in "The coin which I found yesterday is quite valuable."

Syntax describes the rules to convert the first sentence into the second one. In other words, **Syntax** investigates how words (and grammatical elements) are combined to form sentences, How much speakers know about the grammatical structure of their language, how sentences are interrelated, and what the general grammatical and cognitive principles are. Which explain these arrangements, relationships, and knowledge.

Semantics.- Chomsky (1957) argues that Semantics is the study of the meaning of a word in a language. The goal of semantic study is to explain how sequences of the language are matched with their proper meanings and placed in certain environments by

speakers of the language. A demonstration of the importance of meaning on grammar of a language is the well-known example from Chomsky (1957): Colorless green ideas sleep furiously. This is a grammatical sentence; but because semantic components have been ignored, it is meaningless in ordinary usage. In short, we can say that Semantics is the study of meaning; it is used to describe, how we represent the meaning of a word in our mind and how we use this representation in constructing sentences. Semantics is based largely on the study of logic in philosophy.

Pragmatics.- For Chomsky (1957), Pragmatics is the study of the ways in which context affects meaning. Thus, as a function of context, the intended meaning of an utterance is very often significantly different from its literal meaning. For example, a sentence such as "I'm expecting a phone call" can have a variety of meanings. It could be a request to leave the phone line free; or a reason for not being able to leave the house; or it could suggest to a listener who already has background information that a specific person is about to call to convey good or bad news.

Branches of Linguistics

The branches of linguistics are used to develope models of linguistic knowledge. The fields that are generally considered of theoretical linguistics are syntax, phonology, morphology and semantics.

Cognitive and Semantic Approaches

This section comprises three articles that deal with the cognitive, communicative and semantic motivation for contact-induced innovation.

The article, "Anglicisms in Europe: Linguistic Diversity in a Global Context" written by Esme Winter (2008), summarizes the past and current theoretical approaches and classifications that belong to borrowing, assimilation and integration processes, and proposes a new classification based on criteria that account for the cognitive processes involved in the introduction of new contact-induced lexical items. The author presents the main strategies to contact-induced lexical innovations, such as the importance of a word from the source language, analogical innovation and independent innovation, and their further subdivisions based on the degree of adaptation and the presence of word-formation processes or semantic change. The fundamental issues discussed are the contexts of use which promote these different strategies, the speaker-related and hearer-related cognitive operations involved in each of them and the cognitive and communicative aspects which determine later uses of the resulting contact induced items. Finally, the author discusses the ease of learning and memorization of these items for different types of learners and the implications of particular strategies for international communication.

The paper by Alexieva (2008) tries to answer the question why many Anglicisms defer lexically from their English source words, and argues that the traditional treatment as foreign words in the receptor language fails to answer this question convincingly. The author offers an alternative approach which recognizes the active role of the borrowing language. This role is interpreted as an ability to create close lexical copies of the respective model words in the source language; the loanwords created in this way share with the rest of the receptor language lexicon the structural and semantic potential for dynamic development leading to the creation of further new meanings and words. This approach is supported with an analysis of the independent lexical development, often along similar lines, of some Anglicisms in the Dictionary of European Anglicisms.

This issue of the creation of linguistic difference between the source and recipient languages, rather than their greater linguistic homogenization, as a result of processes related to lexical borrowing, reappears in John Dunn's article.

Lexical

Lexical borrowing is by far the most common type of transference between languages. In fact, "borrowing" has been traditionally identified with "lexical borrowing", as we can see in the classic work of L. Deroy (1956). This being the largest group of all, a further división becomes essential. Humbley and Meney follow the formal criterion set up by the American descriptivists E. Haugen

(1950) and U. Weinreich (1966), that is, the degree of modification of the lexical units of the model language, Humbley (1971). According to this criterion, in fact one of our cross-categories, we have three main types of lexical borrowing.

Importation

"Importation" for Haugen (1950) is defined as the direct transference of a lexeme, that is, both meaning and form. In fact, importation is usually identified with "lexical borrowing" itself: anglicisms such as club,pop, best-seller,poster, show, CD-Rom are shared by nearly all the Romance languages.

These terms were defined by Haugen (1950) as those instances of lexical borrowing in which we find both "importation" and "substitution", or "transfer" and "reproducción", in Weinreich's terms. According to further divisions outlined by Weinreich and Humbley, we propose these types of loanblends:

a) Transferred stem and reproduced derivative affix: English filth-y > Pennsylvania Germán fil-sig; English swing-ing > French swing-ant (Weinreich 1953 and Humbley 1974). Concerning Anglicisms in Spanish, we can quote footballer > futbolista, leadership.

b) Indigenous stem and transferred affix: uncommon situation, illustrated by French four-age > Germán Futter-age (Weinreich 1953). A possible example in anglicisms of Spanish is behavior-ism > conduct-ismo (Lorenzo 1996) "Anglicismos hispánicos" pg125).

c) Hybrid compounds: anglicisms such as porte-containers in French (Humbley 1974) and the manager de carretera (road manager), tenis de mesa (< table tennis), and juego de rol < role playing) in Spanish. Lorenzo (1996)

Syntactic

Syntactic borrowing always takes the form of "morphemic substitution" because, as some scholars state, syntactic borrowing deals with relations, not with mere words. Syntactic borrowing is sometimes difficult to separate from "morphological borrowing": as we already have seen, the latter implies the transference of morphemes and morphological patterns;"syntactic borrowing", on the contrary, takes into account grammatical relations, especially those of order, agreement, and dependence, according to Weinreich (1953). In order to establish further divisions within this category, we can only make use of our second cross category: the degree of novelty of the foreign element, in this case, the foreign construction. Therefore, following Pratt, we can distinguish between:

a) **"Syntactic innovation"**: the construction is completely unknown in the recipient language, for instance, estar siendo+past participle in Spanish as a syntactic loan translation from English am/are/is being+past participle. Pratt (1980)

b) **"Syntactic borrowing of higher frequency"**: this construction was known in the recipient language, but it was not very common or was limited to certain distributional contexts. Pratt (1980)

Pragmatic

Pragmatic borrowing was first proposed by the Australian scholar Michael Clyne. Clyne (1977) suggested the study of "language contact at the discourse level," mentioning several aspects, such as discourse markers, preformulated discourse, and differences concerning speech rules and discourse routines. A more elaborated proposal is found in antoher work by Clyne, where the expression "pragmatic transfers" is first used. Starting from the operative concept of "communicative competence", this scholar draws attention to the fact that in different languages (even in those as closely culturally related as Germán and English)differences in discourse routines can lead to a "communication breakdown" when intention is not properly understood, and even to a "communication conflict", when the intention conveyed is just the opposite. Clyne himself illustrates that, answering an offer, the Germán Danke (schón) conveys an affirmative intention; on the contrary, the theoretical English equivalent, thanks/thank you usually has a negative intention. Therefore, the German-speaking immigrant in Australia is likely to make a communicative mistake when he uses the English thanks/thank you with an affirmative intention.

Morphologycal Procedures

Morphological borrowing is an uncertain category, since some scholars have denied the possibility of direct transference of

morphemes. Several scholars have stated that the borrowing of morphemes is only possible by indirect means: certain borrowed morphemes are felt to be particularly common within the mass of loanwords introduced into a given language; thus, the speakers of that language analyze these loanwords, identify these morphemes, and become acquainted with them; later on, these morphemes become productive or generative in the receiving language.

Interference in the formation and use of singular and plural, also mentioned by J. Darbelnet (1976): French banlieues, in plural, because its English equivalent, suburbs, is plural (84). In Latin American Spanish, J. J. Montes Giraldo (1992) notices the pluralization of abstract nouns according to the English patterns: políticas, calquing the English policies "plan of action", ideologías following English ideologies; tecnologías following English technologies.

Historical Linguistics

Historical linguistics studies: as languages change over time, how languages are related, the history and development of particular languages.

The main thing is that all languages changes over time, there are patterns and regularities to the language changes; they don't change randomly.

The accumulation of small changes over long periods of time

can lead to a language overall changing drastically.

Because devices for the audio recording of sounds have only been around for about a century, the vast majority of data used for historical linguistics derives from written texts inscriptions, manuscripts, letters, literature, etc.). This is only a matter of circumstance, however – as discussed before, the spoken language is primary; we only analyze the written language if we have no other option.

Language Change

Languages undergo changes at all linguistic levels: phonetic, phonemic, morphological, syntactic, semantic, and pragmatic.

1. Phonetic:

Old English had [y] (as [i] but rounded) and [x], Modern English has none of them [y] was replaced by [I] or [aI]: [pyt] → [pIt] pit, [my:s] → [mis] → [maIs] mice.

2. Phonemic:

In Old English, [v] and [f] were allophones (variants) of one phoneme. In Modern English, they are two distinct phonemes.

3. Morphological:

In Old English, nouns had case endings (nominative, genitive, dative, accusative)

4. Syntactic:

In Old English, all questions could be made by inverting the

subject and the verb.

In Mode, inversion possible only with auxiliaries, other verbs use do.

5. Semantic & lexical:

In Old English, girl referred to young men and women and nice meant ignorant.

Languages change for a variety of reasons:

Language split – A language may split into two or more languages if the speakers become separated into two or more groups with little or no contact.

Latin → French, Provencal, Spanish, Catalan, Portuguese, Rumanian.

English → British, American, Indian, South African, Australian, borrowing between language in contact (because of trade, etc.)

Less frequently in phonetics, phonology; sometimes also syntax, morphology and semantics.

English has borrowed words from many languages, e.g. French (design, court, table), Latin (deficit, sponsor), Scandinavian lgs. (They, law), German (kindergarten, noodle), Spanish (canyon, tornado), Italian (isolate), Greek (comedy, theater), Native American lgs. (Chipmunk, kayak), South Asian (sandal), Dutch (cruise), Arabic (algorithm,giraffe), Chinese (tea), Russian (czar), Czech (robot, howitzer, pilsner).

Language Vice

Keerthi (2007) said that Language vice refers to the bad translation from one language to another; it means that when people translate something must be proficiency in both language to translate the sentences in the correct form.

English is the official language of only seven countries comprising little more than five percent of the world's population. Yet the majority of online content is in English. While many business people speak English as a second language, most prefer to communicate in their native tongue.

Natural languages translation in a traditional way requires a one-one translation of both languages which is a tedious process, requiring translators who are proficient in both languages.

Neologism

Samuels (1972) says that a natural language such as English is not static. Changes occur in pronunciation, grammar, and vocabulary. New words are introduced, old words fall into disuse, the meanings of words change, pronunciation shifts, and grammatical changes occur. If there is a written version of the language, that also changes. The process of language change has been extensively studied by linguists. Overviews may be found in many linguistics books.

It seems reasonable that examining the mechanisms of change

in natural languages can provide insights into the design and use of programming languages. Consider the example of English neologisms. A neologism is a new word; it may be either a newly created word or an existing word whose meaning has changed. The formation of English neologisms shows parallels to similar processes related to programming languages, the choice of keywords by the designer, and the choice of identifiers by the programmer.

Sturtevant (1947) argues that neologisms in English are rarely created out of thin air. They have roots in preexisting languages and are often very closely related to existing words. There are several common mechanisms by which new words or new versions of old words are formed. Such words are usually borrowed from other languages, formed in some way from preexisting words, or changed in form. On rare occasions a word may be made up with no obvious relation to preexisting words. The classification of neologism formation given here follows that of Samuels.

Words that are taken from other languages are loan words; they may be changed somewhat to fit the patterns of the new language. English has a large number of such loan words. The use of English words as programming language keywords may be seen as parallel to such borrowings in natural languages.

Barbarisms: Anglicisms

The use of Anglicisms in Spanish is one aspect of sociolinguistics which has been focused on as part of the study of the language contact. As Shibatani (1990) argues, regardless of the fact that languages such as Chinese also took a crucial role in Japanese context, it is English that has accounted for a larger part of the phenomenon since the late-19th century.

Even the research conducted more than decades ago indicates the dominance of English loanwords in Spanish. This shows just how significant Anglicisms have been in Spanish.

The sociolinguistics study of borrowing was launched by Haugen (1950) and was later taken over by Lahmann (1973), Thomason and Kaufman (1988) and Myers-Scotton (2002). Those analysts were mostly concerned about the typological analysis of borrowings, and so consequently they ended up producing categorizations of loanwords. In addition, their work was based on a foundationalist point of view, as other aspects of the language contact were. Pennycook (2004), in this tradition language was merely viewed as a reflection of preexisting reality. Under these circumstances, the study of loanwords in Spanish also concerned how they could be categorized and what social identities would pair with the linguistic variables.

Spanish has been described as one of the few languages which can compete today with English, and it has the advantages of up to

400 million speakers and a particular status as the second most widely spoken language in the US. Within Europe, Spanish, unlike French with its Swiss and Belgian variants, is spoken as a native language within only one country, Spain.

In Spain, there is an official Academy that attempts to lay down usage, while there is also a long-established tradition of accepted Anglicisms that precedes today's US-led free-market environment. Examples of older Anglicisms are 'el líder' ('leader'), 'el boicot' ('boycott') and 'el mitin' ('meeting', of the political kind) - all, it should be noted, orthographically modified.

Foreign Language Interference

Interference is the process in which a communicative behavior for the first language influences the second language.

Student tends to demonstrate interference when using English in informal settings, as in a testing situation, rather than playing on the playgroup.

Practitioners are recommended to consider the possibility that foreign language learners' errors in English may result from language interference or from limited English experience.

Stephen (1988) argues that Interference in second language learning is maintaining that 11 interference is one of the several sources of errors learners make. Of the research findings, first language

knowledge in complex word order and in word – for- word translation of phrases may lead to error of the L2 learners.

Besides, Duskova (1969) Morphological errors, such as omission of plurals on nouns, lack of subject-verb agreement, adjective-noun agreement may occur, but not through the influence of the first language.

Schachter and Rutherford (1979) found that ESL subject might be inclined to "overproduce" L2 sentence to suit a discourse function resulting from their first language. Krashen (1988).

Language interference, as define by Lehiste (1988), constitutes the "deviation from the norms of either language that occurs in the speech of bilinguals as a result of their familiarity with more than one language".

Such deviations have been described as involuntary. As noted above, Grosjean (1989) and Lehitse (1988) Interference can occur at various levels of language structure, such as the phonological, lexical, and syntactic levels.

Newspaper

According to the New York Department of Taxation and Finance (1979), A newspaper means a publication that is printed and published and consisting wholly or in part of political or other news or of articles relating to other current topics, with or without

advertisements and whether printed for sale or for gratuitous distribution.

In order to constitute a newspaper, a publication must conform generally to the following requirements: it must be published and printed or written form at stated short intervals, usually daily or weekly. It must not, either singly or, when successive issues are put together, constitute a book; it must be available for circulation to the public; and it must contain matters of general interest and reports of current events.

Not withstanding the fact that a publication may be devoted primarily to matters of specialized interest, such as legal, mercantile, financial, theatrical, political, religious, or sporting matters, nevertheless, if in addition to the special interest it serves, the publication contains general news, it is entitled to the classification of a newspaper.

Tabloids

Weiner (1990) Tabloids, on the other hand, need not to be easily read newspapers that are meant to entertain.

They can also be respectable papers. In his definition of tabloids, stresses the factor of credibility: "Tabloid is a newspaper of less-than-standard size, generally about 1,000-1,200 agate lines on a page that is 14 inches high and has four or more columns".

Originally published for mass appeal, tabloids featured large

sensational headlines on the front page and developed a disreputable reputation. Today, tabloids are an important part of journalism and include the Christian Science Monitor and News day, as well as the National Enquirer and some other large-circulation weeklies'. Weiner (1990)

Previous Studies

There are many works about Anglicisms in many countries, but there isn't an article that talks about the Anglicisms used in South America. There is only one that speaks about the Anglicism used in Argentina but it could be because in Argentina there are many Brithish people. There are some previous studies about the use of anglicisms in some countries.

Anglicisms in French

Rollason (2004) argues that Anglicisms and pseudo-Anglicisms are scarcely a new phenomenon in French, as such long-established usages as 'le dandy' and 'le smoking' (for 'dinner-jacket') attest. A degree of cross-linguistic contamination has always been inevitable between such close neighbors as Britain and France, and until relatively recently the process has been a two-way one, with French enriching English with such usages as 'maître d'hôtel' or 'nouvelle cuisine'. In the last few decades, however, the question has taken on a clearly different dimension, as the prime source of Anglicisms in

French - as in all other languages - is no longer Britain, a country with approximately the same population and political and economic weight as France, but the United States, since 1989 the planet's sole hegemonic power. The issue of Anglicisms now appears in France as an aspect of a much broader problem, namely the identity of Europe and its defense against perceived US domination in the economic, political and cultural fields.

Rollason (2004) Spanish has been described as one of the few languages which can compete today with English, and it has the advantages of up to 400 million speakers and a particular status as the second most widely spoken language in the US. Within Europe, Spanish, unlike French with its Swiss and Belgian variants, is spoken as a native language within only one country, Spain.

Anglicisms in Spanish

Rollason (2004) argues that Paradoxically, inside Spain the capacity of Spanish to assert itself is constrained by competition with the three other officially recognized languages of the Spanish state - Basque, Galician and, especially, Catalan. Indeed, in 'progressive' circles in Spain (though not in Latin America) it is not considered politically correct to speak of 'el español' at all, the preferred term being 'el castellano' (Castilian). The Spanish of Spain does not deal with various national attitudes towards Anglicisms, and their reflection in the respective languages. Apart from the issue of the

possible Anglo-Saxon cultural dominance, the motivation and success of institutional attempts to influence the influx of Anglicisms are discussed.

The articles in this section deal with various national attitudes towards Anglicisms, and their reflection in the respective languages. Apart from the issue of the possible Anglo-Saxon cultural dominance, the motivation and success of institutional attempts to influence the influx of Anglicisms are discussed.

Fischer and Pułaczewska (2008) Languages respond to the changing needs of communication, following changes in the world and ways of living. The growing influence of English on the languages is an example of a linguistic change under contact conditions. It can be traced back to political, economic and technological developments, which have been taking place at a growing pace in the past few decades.

An interlingual means of communication certainly has its merits but also involves a number of problems, such as disadvantages for lack of language proficiency, the diversity of cultures and their history, and the different structures and meanings of the various languages. In addition, national languages form national identities, and a nation may fear being foreignized by means of the Anglo phone culture represented by the English language.

<center>**Description and Analysis and Results**</center>

In this section three different analyses will be presented: The Linguistic analysis, which is a description of linguistic aspects for each word included; the Comparative Analysis, which presents a comparision among variables and sub-variables and the English words commonly used in Spanish, and the Sociological Analysis to obtain real data about the level of acceptance of anglicisms.

Linguistic Analysis

This analysis has been done with thirty words taken from a national newspaper, a local newspaper and a tabloid. Ten words were taken from each one. For the analysis each word will be analized in terms of its etymological, syntactic, lexical-semantic and morphological aspects.

Brother

The word "brother" dates from the 12th century and it has not been accepted by the RAE.

It functions as a noun in English and in Spanish. As a noun this word has the following etymological changes: Middle English, from Old English *brōthor;* akin to Old High German *bruodor* brother, Latin *frater,* and Greek *phratēr* member of the same clan.

In Spanish, it was found that "brother" was used as a noun, which means a male who has the same parents as another or one parent in common with another. During the research, this word was

used in the following context: "te amo **brother**". In this case the word "brother" has the same meaning in Spanish as it has in English. In this case this word is replacing the term "amigo" in Spanish. It is also important to mention that the meaning of English of this word is also used in Spanish "hermano". The word "brother" is a new term incorporated into the Spanish Language and it does not suffer any morphological changes.

In my opinion, this word deteriorates our language because we have the correct words with the same meaning in the Spanish language but people prefer to use the English term.

CD

It comes from the English language and it is accepted by the RAE. In Spanish it has the following meaning: "disco compacto". This word appeared as a noun in 1979 with the following meaning: **"**a small optical disk usually containing recorded music or computer data".

Generally, it functions as a noun in English and in Spanish. During the research this word was used in the following context: "En este **cd** encontramos diferentes programas". I consider that this word is replacing the phrase "disco compacto". In Spanish people recognize its meaning without any problem.

In my opinion, the word "cd" is a new word incorporated into the Spanish Language and it deteriorates our language because there is a phrase with the same meaning in the Spanish language.

Chat

It functions as a verb in English and in Spanish. As a verb this word has the following etymological changes: Middle English *chatten,* short for *chatteren.* It comes from the English language and it is not accepted by the RAE.

This word appeared as a verb in the 15th century and as a noun in 1530 with the following meanings as a verb: "to talk in an informal or familiar way", and "to take part in an online discussion in a chat". As a noun: **"**idle small talk", "light informal or familiar talk; especially conversation" and *"*online discussion in a chat room; also*:* an instance of such a discussion".

During the research this word was used in the following context: "conectate al mejor **chat** al número..." in this context the word "chat" functions as a noun.

This word   is   used in the Spanish Language in many phrases and contexts, and people recognize its meaning without any problem.

In my opinion the word "chat*"* is a new word incorporated into the Spanish Language and it is used with some variants as: Chat - chatear. This verb is frequently used in Spanish and it enriches our language because there isn't a word with the same meaning in the Spanish language.

Club

It comes from the Middle English word "clubbe", from Old Norse word "klubba" that is similar to Old German word "Kolbo". The word club has its origin in the 13th century, and it has been accepted by the RAE.

In English, this word functions as a noun and as a verb. As a verb, it means to hit or beat with a stick or to contribute to a common purpose. As a noun, it means a vertical stick, usually thicker at the end suitable to use as a weapon. It also means an organized group of people that meets regularly for an athletic purpose or team organization. In Spanish the word "club" functions only as a noun, and this word was found in the following context: "Y que va a ocurrir cuando el **club** no genere utilidades".

Finally, the word "club" has morphological changes in its plural form: "clubs" in English and "clubes" in Spanish. The term "club" has been used in the newspapers since many years ago without being conscious that this term was an English word. It is because of this that I consider that this word enriches Spanish language.

Crack

In English, it functions as a verb, as a noun and as an adjective. This word appeared as a verb in the 12th century, as a noun in the 14th century and as an adjective in 1793 with the following meanings: as a verb: "to break, split, or snap apart" and "to

tell especially suddenly or strikingly. As a noun: **"**a loud roll or peal".

As an adjecive: "of superior excellence or ability".

This term comes from the English language and it is accepted by the RAE.

In Spanish it usually functions as a noun and in some cases it functions as a verb with the following different meanings: "drugs derived from cocaine", "a sportsman of extraordinary quality" and "to activate free software". (trans. by the author).

During the research, this word was found in the following context: "Eduardo Hurtado pinta para **crack** en el club "El Nacional". In this case this term is fuctioning as a noun. This word is used in the same syntactic way as in English.

In Spanish the term "crack" does not have any morphological change. This term helps to express ideas about drugs, sports and technology for example: "Carlos es adicto al **crack", "**Eduardo es un **crack** para el futbol", and "Daniel no puede **crackear** su juego de computadora". In conclusion, it enriches our vocabulary because it is very useful in many ways, and does not exist a specific word with the same meaning in Spanish.

Fan

Etymologically, the term "fan" comes from the Middle English, the Old English word "fann" and the Latin word "vannus". It dates before the 12th century. The word "fan" is accepted by the RAE.

In English, this word functions as a noun and as a verb, but in Spanish it only functions as a noun. The meaning of this word is: admirer or ventilator. In Spanish it was found in the following context: "Sus **fans** la reconocieron".

The term "fan" does not have any morphological change in Spanish. In my opinion, this word deteriorates our language because it replaces the words "fanatico or admirador" in Spanish.

Full

The word "Full" was created before the 12th century. It comes from the Middle English, the Old English word that is similar to the Old German "fol", from Latin "plenus" and from the Greek word "pleres". The word "full" has not been approved by the RAE.

This word functions as an adjective that describes something that contains all that is normal or possible. "Full" is also a noun that means the maximum or complete size or amount. In the Spanish language, it functions as an adjective, and it means complete, whole, containing a lot of detail; also it means the greatest possible; maximum. In this research, this word can be found in the following context: "camioneta, **full** equipo"

The term "full" does not have any morphological changes. From my perspective, it deteriorates our vocabulary because there is a word with the same meaning in Spanish "lleno" or "completo". This term is commonly used in the newspapers and in the spoken language and people recognize its meaning without any problem.

Gay

This term, is accepted by the RAE and it was originated in the 14th century. It comes from the Middle English and from Anglo-French "gai".

In English, this term is used as an adjective and as a noun, but in Spanish this term is used only as a noun.

As a noun, "gay" is a person whose sexual orientation is to people of the same sex (homosexual) and as an adjective this term means happily excited. In Spanish, This word can be found in the following context: "Este bar es frecuentado por **gays**".

When the term "gay" is used as a noun it has the same meaning in English and in Spanish, it does not have any morphological change. In my opinion, this term enriches our language because it does not sound so rude as its Spanish equivalence does.

Gol

This word appeared in 1531 and it functions as a noun in English and in Spanish. This word has the following etymological changes: Middle English *gol* boundary, limit. Though this term comes from English, it is commonly used in Spanish with a morphological changes for example in English the form of this word is "goal" and in the Spanish language it is "gol".It comes from the English language and it is accepted by the RAE. In Spanish it means

the act or action of causing a ball or puck to go through or into a goal.

During the research this word was used in the following context: "Michael Jackson Quiñones convirtió un **gol** ".

This word has been adapted in the Spanish Language and it is used in many phrases and contexts, and people recognize its meaning without any problem.

I consider that the word "gol" enriches our language because there is not an equivalent in Spanish to express the same idea.

Hobby

The word "Hobby" comes from the Middle English word "hobby" and from Anglo-French "hobel", "hobé". This word dates from the 15th century, and it has already been accepted by the RAE.

In English "hobby" is an activity or interest done outside one's regular occupation and engaged mainly for pleasure. It functions as a noun, and this word can also be found in Spanish written texts having the same meaning as it does in English. In this investigation, this word was found in the following context: "Su **hobby** es sembrar plantas".

Though this term comes from English, it is commonly used in Spanish without any morphological changes.

In my opinion, I consider that this term deteriorates our language because this word is replacing the term "pasatiempo" in

Spanish.

Jeans

The word "jeans" is accepted by the RAE. It comes from the English language. This word appeared from *gene fustian* (name of the cotton cloth).

In English, the word "jeans" is a noun and in Spanish it is too. This term was foun in the following context: "Lucen **jeans** desgastados". Semantically, the meaning of "jeans" used in English is "pants made of denim" (a kind of material for clothes, strong, cotton cloth) used specially by cowboys. In Spanish this term means a kind of pants made of a resistant material.

This term is used without any morphologycal change in English and in Spanish. In the given example, this word is functioning as a noun. This term does not have any equivalent in Spanish; it is a new incorporation to our language.

In my opinion, this word enriches our language because there is not a word with the same meaning in Spanish to name this element.

Laptop

The word "laptop" is not accepted by the RAE. It appered in 1984 and it has not had any morphological change since that date.

This word means a portable microcomputer having its main

components (as processor, keyboard, and display screen) integrated into a single unit capable of battery-powered operation".

Furthermore, in the English language this word functions as a noun and as an adjective. In the Spanish language it only functions as a noun.

During the research this word was used in the following context: "te llevas una fabulosa **laptop**".

This word is used in many phrases in Spanish and people recognize its meaning easily. This word is replacing the phrase "computadora portátil" in Spanish.

In my opinion, the use of this term deteriorates the Spanish language because it is replacing a word that already exists.

Miss

The word "Miss" appeared in the 14th century, and it is accepted by the RAE. It comes from the short term "mistress", Middle English "maistresse", from Anglo-French "mestresse", and feminine of "mestre."

The term "Miss" in English is used as a title before the name of a young unmarried female. It is also used to call a female who participates in a beauty contest. This word is used as a noun in English and in Spanish with the same meaning.

This term was found in the following context: "**Miss** Ecuador participará en un desfile de modas." Moreover, this term does not

have neither syntactic nor morphological changes.

In my opinion this term enriches our language because it is more commonly used than the word "señorita" in Spanish.

Night Club

The term "night club" dates before the 12th century, and it is a compound word. Etymologically, the term "night" comes from the Middle English, and from the Old English "niht". The word "club" comes from the Middle English "clubbe", from Old and Norse "klubba" similar to Old High German "kolbo", and it dates from the 13th century. Furthermore, the term "night club" is accepted by the RAE.

Syntactically, This term functions as a noun in English and in Spanish and it means a place of entertainment open at night usually where one can be served food or liquor and can listen to music and have a space for dancing and in some of these places there are prostitutes. This word was found in the following context: "Lo quebraron de un solo balazo en un **night club**".

"Night club" does not have morphological changes in Spanish. The meaning in English and in Spanish is the same.

In my opinion, this term enriches our vocabulary because it is more commonly used than the phrases "Club Nocturno" or "Cabaret" in Spanish and people recognize its meaning without any problem.

Ranking

Etymologically, the word "ranking" appeared in 1847, and this term has not had any morphological changes since that time. This term is accepted by the RAE.

This word has the following meanings: "A list of items in a group, such as schools or sport teams, according to a system of rating or a record of performance"..

Furthermore, the word "ranking" functions as an adjective in English and Spanish.

During the research this word was used in the following context: "después de los estudios, la lógica del **ranking** fue como se esperaba".

In my opinion, this term deteriorates our language because there is an equivalent in Spanish that expresses the same meaning. This word is "lista" but people prefer to use the English expression.

Rating

The term "rating" appeared in 1702 with the following meanings: **"**A position assigned on a scale; a standing and the popularity of a television or radio program as estimated by a poll of segments of the audience". This term is accepted by the RAE.

It functions as a noun in English and in Spanish. The word "rating" does not have morphological changes in the Spanish language.

During the research this word is used in the following context:

"los productores deben elevar el **rating".**

In my opinion this term deteriorates our language because there is a word with the same meaning in Spanish "sintonía", however, people prefer to use the English term.

Record

There are certain characteristics about this term that will be mentioned next. This word is dated in the 14th century, and it comes from the Middle English, literally, to recall, from Anglo-French *recorder,* from Latin *recordari,* from *re- + cord-, cor* heart — more at heart. This term is accepted by the RAE.

It functions as a verb and as noun in English, and in Spanish only as a noun. This term has a morphological change: "record" in English and "récord" in Spanish. As it can be seen, the word in Spanish has an accent.

This word has the following meaning in Spanish: "the best result of a performance in a sport". (Trans. by the author).

During the research this word was found in the following context: "un **récord** en la historia".

In my opinion, the word "récord" enriches the Spanish language because there is not a specific word with the same meaning in Spanish and people recognize its meaning without any problem.

Relax

This term dates from the 15th century, and comes from the Middle English, from Latin "relaxare", from *re-* + "laxare", and from laxus.

This word functions as a verb and as a noun in English and in Spanish. It means to become lax, weak, or loose. In addition, it has been accepted by the RAE.

This term was found in the following context: "Ofrecemos, hospedaje, caminatas y **relax**".

Though "relax" has different syntactic uses in Spanish, it does not have any morphological changes.

In my opinion, this term deteriorates our vocabulary because there are many terms in Spanish that can express the same idea, for example: "relajar", "aflojar" or "sitio de relajación"

Rock

The word "rock" dates from the 12th century and has the following linguistic features: it comes from the Middle English *rokken,* from the Old English *roccian;* akin to Old High German *rucken* to cause to move. This term is accepted by the RAE.

This term functions as a noun and as a verb in English and in Spanish. This word does not have any morphologycal changes when it functions as a noun but when it is used as a verb it has morphological changes example: "vamos a rockear".

This word has the following meaning as a noun: "popular music usually played on electronically amplified instruments and characterized by a persistent heavily accented beat, repetition of simple phrases, and often country, folk, and blues elements". And as a verb it means shake or tremble.

During the research this word was found in the following context: "El **rock** de Guns n´ Roses". In this example the word is functioning as a noun and this word does not have any equivalent in Spanish with the meaning with which it is used in the given example; it is a new incorporation into Spanish.

In my opinion, this word enriches our language because we do not have a word with a similar meaning in Spanish.

Set

The word "set" has its origin in the 12th century, and it has been accepted by the RAE. Also, "set" comes from the Middle English word "setten", from the Old English "settan" that is alike to the Old High German word "sezzen."

Furthermore, in English the word "set" functions as a noun, adjective or verb, so as a noun it means a number of things of the same kind that belongs to the same group or it is used together, as an adjective it means firm or stable, and as a verb it means to place oneself or something.

In Spanish, the term "set" is used with the same noun

equivalence as in English. During the research this term was found in the following context: "te ganarás un **set** parrillero o una carpa playera". It does not suffer any morphological changes in the Spanish language.

In my opinion, it deteriorates our language because there are words with the same meaning in Spanish such as "conjunto" or "juego".

Sexy

The word "sexy" has its origin in 1925, and it has been accepted by the RAE. The word "sexy" has not had any changes ever since.

It functions as an adjective in English and in Spanish. This term has the following meanings: "sexually suggestive or stimulating" or "generally attractive or interesting".

During the research this word was used in the following context: "esa chica es muy **sexy**". It does not have any morphological changes in the Spanish language.

In my opinion, it enriches our language because there isn't a word with the same meaning in Spanish and it is usually used by people of different ages without any problem.

Shorts

It functions as an adjective in English and as a noun in Spanish. As an adjective this word has the following etymological changes: Middle English, from the Old English "*sceort*"; Old High German "*scurz*", Old Norse "*skortr*". This term appeared before the 12th century with the following meanings: "Having little length; not long, having little height"

It comes from the English language and it is accepted by the RAE. In Spanish it means "very short pants, used for practicing any sport". (Trans. by the author).

We can see that the term "short" has suffered some changes in its morphological form along the time and in Spanish this word is used without "s" at the end of the word.

During the research this word was found in the following context: "la miss usaba un **short** elegante".

This word is replacing the word "pantaloneta" or "pantalón corto" in Spanish and it is used in many phrases and contexts.

In my opinion, the word "short" is a new term incorporated into the Spanish language and I think that this term impoverishes our language because we have the exact word in Spanish "pantaloneta", although many people prefer to use the English word.

Show

The term "show" has been accepted by the RAE. Etymologically the word "show" has its origin in the 12th century. The term "show" has some linguistic characteristics: it functions as a verb and as a noun in English. In Spanish it functions only as a noun. It comes from the Middle English word **"**shewen", "showen" and from the Old English word "sceawian" to look at.

As a verb, it means to permit to be seen, display; and as a noun it means entertainment or an artistic spectacle.

As a noun, this term has the same meaning in English and in Spanish. This element was found in the following context: "Además **shows** en vivo cada hora". The term "Show" does not have any morphological changes in Spanish.

In my opinion the word "show" deteriotes our language because there is a word with the same meaning in Spanish "espectáculo", although many people prefer to use the English term.

Spray

Its origin is from the Middle English in the 13th century. It also comes from the Old English word "spraeg", from the Middle Dutch word "sprayen". The word "spray" is accepted by the RAE

In English it functions as a noun and as a verb but in Spanish it functions only as a noun with a different meaning from English. As a verb it means to disperse a liquid or things, and as a noun it means

branches or something that reduces an object into dust. This term was found in the following context: "Vienen ahora en **spray**". In this case this term is used as a noun. Also, this term does not have any morphological changes in the Spanish language.

In my opinion, this term deteriorates the Spanish language because we have the term "roceador" in Spanish, but people prefer to use the word in English.

Stand

The term "stand" appeared in 1950, it comes from the Middle English "standen", from the Old English "standan". This word has been accepted by the RAE, and it has not suffered any morphological changes in the Spanish language.

It functions as a verb and as a noun in English and as a noun in Spanish. In English, it means a small often open-air structure for a small retail business. In Spanish this word has the same meaning as in English.

During the research this word was found in the following context: "visita nuestro **stand** con las mejores ofertas".

In my opinion, it deteriorates our language because there are words with the same meaning in Spanish "puesto" or "lugar" that could be used instead of the English term.

Sticker

It comes from the word "stick". It dates before the 12th century, so it also comes from the Middle English "stik", from the Old English "sticca"; alike to Old Norse "stik", Old English "stician" to stick. The word "sticker" has not been accepted by the RAE

As an English word "sticker" is a noun and it means something that adheres or causes adhesion. It is also a slip of paper with an adhesive back that can be fastened to a surface. This word was found in the following context: "incluye una lámina de **stickers**". This term does not have any morphological changes in Spanish.

In my opinion this word deteriorates our language because we have the word "adhesivo" in Spanish but people prefer to use the English word.

Stripper

This term appeared in 1581, and since that time it has not had any morphologycal change. It functions as a noun in English and in Spanish. This word comes from the English language and it is not accepted by the RAE.

This term has the following meaning: "a performer who provides erotic entertainment by undressing during music".

During the research, this word was found in the following context: "buscas una **stripper…**". The word "stripper" is used in the same way in English and in Spanish. Its meaning does not change.

This term is used in many phrases and contexts and people recognize its meaning without any problem.

In my opinion the word "stripper" is a new term incorporated into the Spanish Language. I consider that this term enriches our language because there isn't a word with the same meaning in Spanish.

Tenis

It comes from the Middle English *tenetz, tenys,* probably from Anglo-French *tenez,* 2nd person plural imperative of *tenir* to hold — more at tenable. This word appeared in the 15th century, and it has been accepted by the RAE.

The word "tennis" functions as a noun in English and in Spanish. This term was found in the following context: "Confederación Sudamericana de **Tenis**". This term has the following morphological change: **tennis** in English and **tenis** in Spanish.

In my opinion, this word enriches our language because there is not another equivalent in Spanish to express the same idea.

Top

This word has the following etymological changes: Middle English, from the Old English; akin to Old High German *zopf* tip, tuft of hair. This word appeared before the 12th century with the following meanings: **"**to remove or cut the top of; *especially*: to

shorten or remove the top of (a plant)" and "the highest point, level, or a part of something". The term "top" comes from the English language and it is accepted by the RAE.

In English, this term functions as a noun, verb or adjective, but in Spanish this word is found only as a noun. In Spanish it means a female garment, usually tight, covering the chest and goes as far to the waist. (trans. by the author). This term was found in the following context: "Carolina Ramos desfiló con un **top** de última moda".

In my opinion, it deteriorates our language because there is a word with the same meaning in Spanish "blusa corta", but some people prefer to use the English term due to its use.

Web

It comes from the Middle English, from the Old English; akin to Old Norse *vefr* web, Old English *wefan* to weave. This word appeared before the 12th century. The word "web" is accepted by the RAE.

In English, the word "web" functions as a verb and as a noun. In Spanish this term is used only as a noun as it can be seen in the context in which the word was found: "Ingrese a la página **web** del municipio de Quito". This term is used without any morphologycal changes in English and in Spanish.

In my opinion, this word enriches our language because it is more commonly used than the term in Spanish "red informática". This is because technology is occupies an important position in a

globalized world.

Zone

It functions as a noun, adjective and transitive verb in English and as a noun in Spanish. As a noun this word has the following etymological changes: Middle English, from Anglo-French, from Latin *zona* belt, zone, from Greek *zōnē;* akin to Lithuanian *juosti* to gird. The word "zone" comes from the English language and it has not been accepted by the RAE.

As a noun, this word appeared in the 15th century, as an adjective in 1795 and as a transitive verb in 1782 with the following meanings: as a noun: one of the sections of an area or territory created for a particular purpose. As an adjective: "of, relating to, or occurring in a zone defense". As a verb: "to surround with a zone", or "to arrange in or mark off into zones; *specifically*: to partition (a city, borough, or township) by ordinance into sections reserved for different purposes (as residence or business)".

During the research this word is used in the following context: "venga a motor **zone**". This word is used in the Spanish Language in many phrases and contexts and people recognize its meaning without any problem.

In my opinion the term "zone" deteriorates our language because this word is replacing the word "lugar" in Spanish, but people prefer to use the English term.

Comparative Analysis

This analysis has been done in order to compare the variables of the three newspapers (National, Local and the Tabloid). Also the analysis will be done with the sub-variables used for this study (news, ads, social pages, reports and sports). Variables and Subvariables will be compared according to the level of frequency in which anglicisms, in terms of percentages, appear in the newspapers chosen.
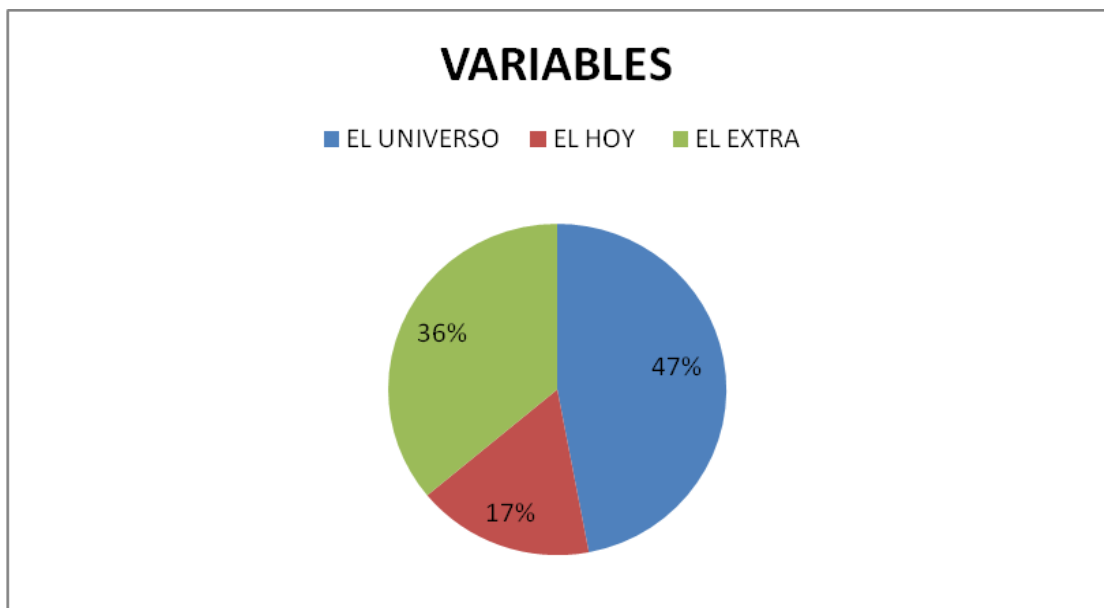
First of all, the percentage among variables will be analized. After tabulating the results, the chart above shows that "El Universo" newspaper has the greatest usage of anglicisms. Two reasons for this result were found, one of them is that this newspaper contains more anglicisms in formal information. Another aspect is that this kind of newspaper is read by people with a higher level of education than people who read the other two newspapers.

Secondly, the tabloid "El Extra" is the newspaper that has a

lower use of anglicisms than the others do due to its informal writing. Furthermore, it has a large use of anglicisms in the Ads section because there are a lot of pages that contain Ads.

Although "El Hoy" newspaper contains more information in the different sections than the other two variables, "El Universo" newspaper has the biggest number of anglicisms. It is clear that newspaper writers are careful in the use of anglicisms and they always take into account the influence of these borrowed words in the Spanish language.
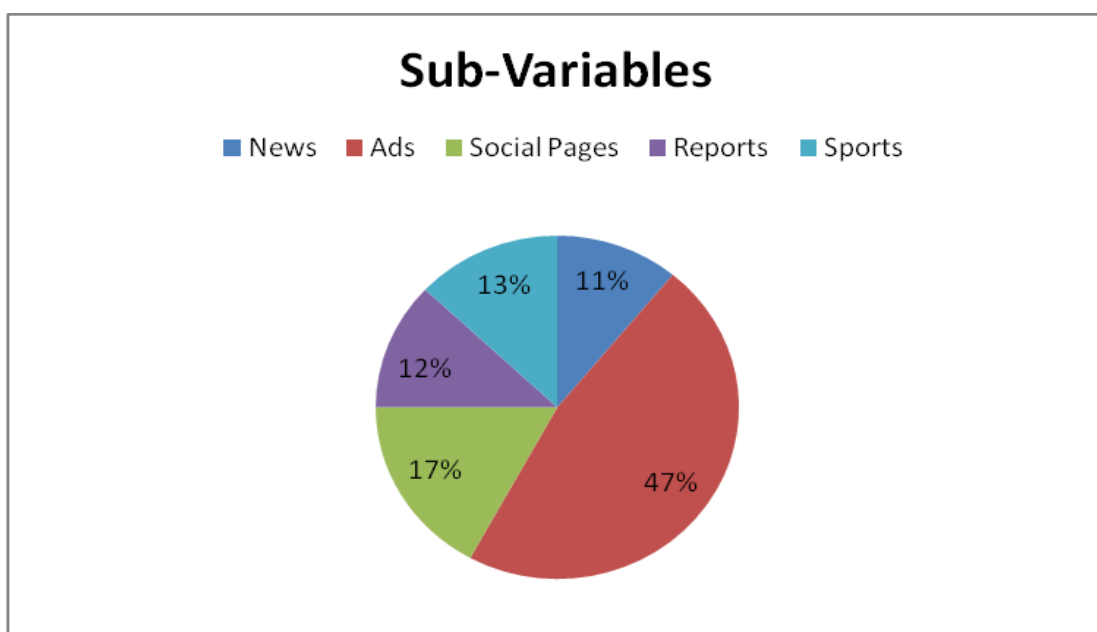
The chart above shows the percentages of anglicisms used in all the variables.

It shows that the most popular sub-variable in which newspaper writers use anglicisms is the Ads section. This could be because writers use words or phrases in English in this section to call the readers' attention. The chart shows that the use of anglicisms in this section is almost half of the total of the anglicisms used in the

Ecuadorian newspapers. On the other sections of the newspapers the use of anglicisms is regular but it is less common than what was found in the Ads section.
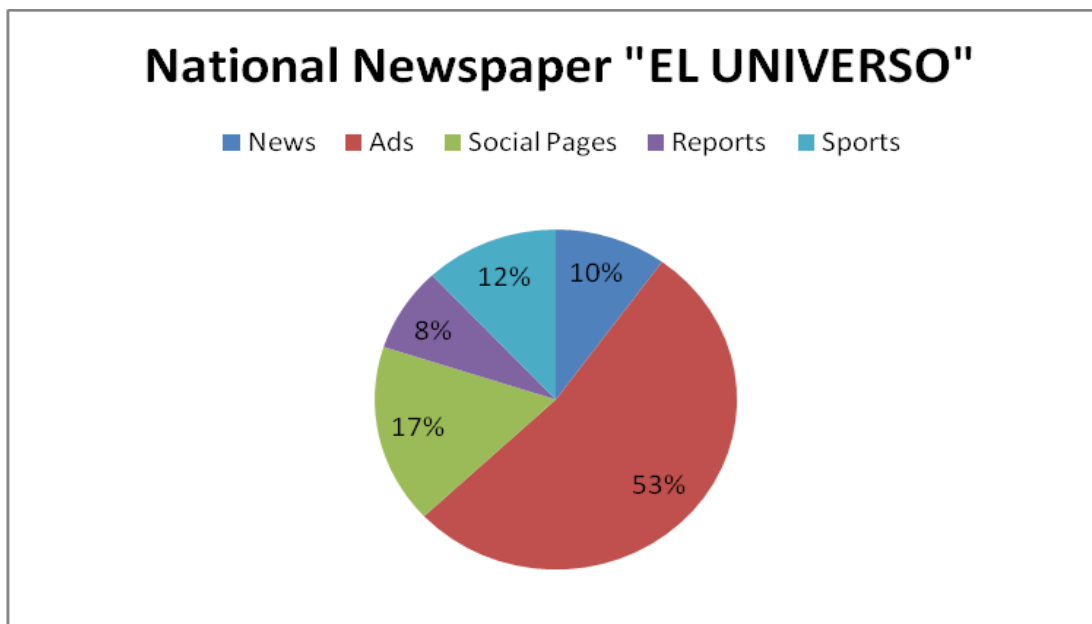
The research determines that in the variable "El Universo" newspaper the anglicisms used are distributed in different subvariables, thus the following results can be observed.

In the Reports section, it could be found that this sub-variable had the percentage of 8%. It means, as we mentioned above, that this sub-variable is focused only on a certain group of people that is interested in this kind of reports, for that reason the use of anglicisms in this section is not so common.

The percentage about anglicisms usage in the News sub-variable was the 10%. This result represents one of the lowest percentages among the other sub-variables. After analysing this result, it was found out that this fact is because newspaper writers in this area are very careful on their writing style in order to reach a

select group of educated readers.

In the Sports section, according to the research, it was obtained the 12%. In this section the research found a frequent usage of anglicisms because sports are globalized. We have found that it is due to the fact that this information is read by a wider group of people from different ages like children, teenagers and adults.

The Social Pages sub-variable had the 17% of anglicisms. This percentage indicates that the anglicisms are not mostly used in this section of the newspaper.

The percentage of anglicisms found in the Ads sub-variable was 53%. This result represents the highest percentage of the total among the other sub-variables because there are many pages that include Ads and writers use English terms in this section because English is a language that can provide high status.

Local Newspaper "EL HOY"

■ News ■ Ads ■ Social Pages ■ Reports ■ Sports
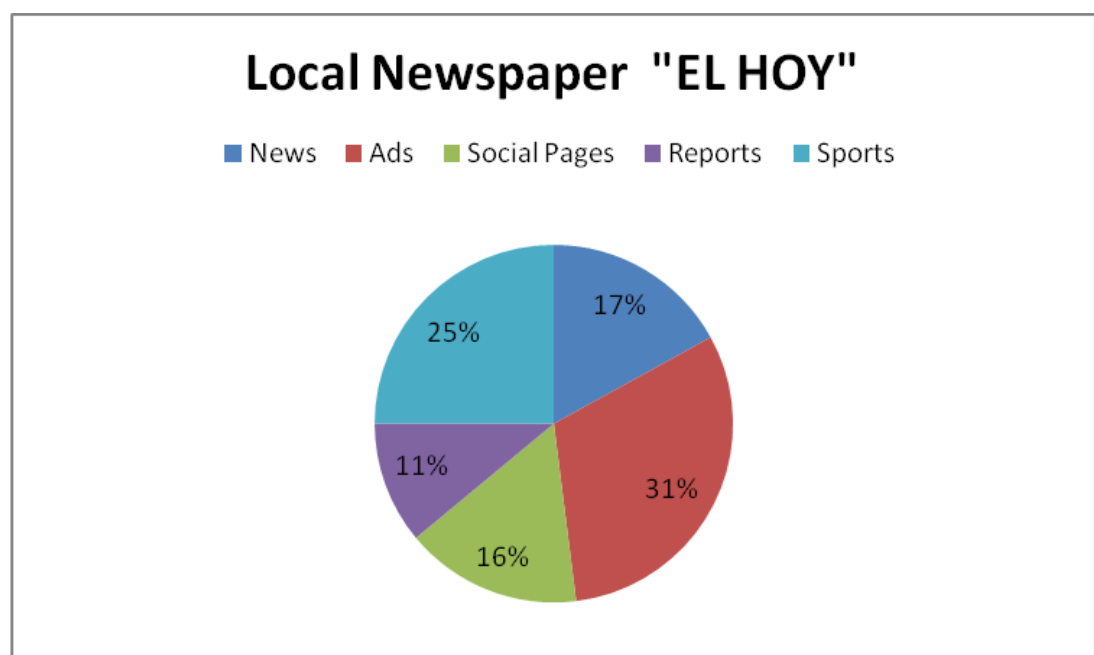
Continuing with the results of the research, the sub-variables in "El Hoy" newspaper were analized. The chart above shows that there is a variety of results related to the usage of anglicisms in this newspaper.

In the Reports section, it was found that the influence of anglicisms in the Spanish language represented the 11%.

According to the research, the use of anglicisms in Social Pages section represented the 16% of the total. The percentage of anglicisms used in this section is not so high.

The use of anglicisms in the News sub-variable was about the 17%. Based on this result, it can be said that most of the people that read the News section have a high cultural level; so, newspaper writers need to use Spanish language properly and try to omit as much as they can the use of anglicisms.

The use of anglicisms in The Sports section was the 25% of the total. In this section, the research shows that writers use a great number of anglicisms because sports are globalized. As a conclusion, it can be said that there is a big influence of anglicisms in Sports section.

The percentage of anglicisms used in the Ads sub-variable was 31%. It was the highest percentage among the other sub-variables. This can be due to the fact that writers use many words in English to call the attention of the readers.

Tabloid "EL EXTRA"

News   Ads   Social Pages   Reports   Sports

9% — 46% — 16% — 18% — 11%
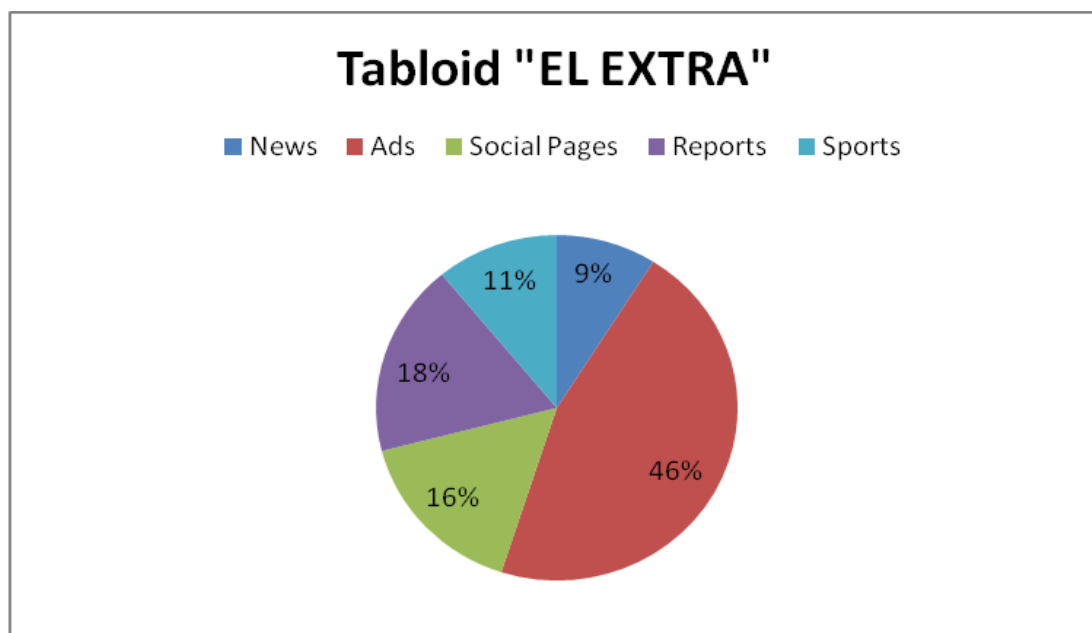
The percentage of anglicisms usage in the sub-variables from the tabloid "El Extra" was analized as follows.

According to the research, the percentage of anglicisms used in the News section was the 9%. It represents the lowest percentage of anglicisms used among the sub-variables. Newspaper writers of these articles prefer using appropriate vocabulary in Spanish to communicate information. It is also important to remark that readers will not have difficulty to understand the context when the newspaper writers use anglicisms.

About the Sports section, it could be observed that the percentage of anglicisms corresponded to the 11%. These figures are not as significant as the other variables are taking in consideration that there is a great influence of anglicisms in our language.

The next subvariable to be discussed is the Social Section which represented the 16% of anglicisms. This section shows that anglicisms are often used in social information, this phenomenon occures because the Social Pages section contains information addressed to all kinds of readers.

In the Reports section the percentage of anglicisms used is 18%. The research shows that the result of this percentage is due to the kind of interviews that are conducted in this section and the cultural level of the people that read this section.

Furthermore, the percentage of anglicisms used in the Ads sub-variable was the 46%. According to the research, it represents the highest percentage of the total of anglicisms used in the sub-variables because the writers of Ads want to sell and buy using English words.

In conclusion, it means that in the Ads section the anglicisms are used very often because the journalists are not aware about how the language is presented but what impression readers are going to receive by reading the Ads section. In addition, many of these advertisements are written only to sell different things or products through this media.

Sociological Analysis

The globalization process affects all the areas in which the society interacts, and of course, the language is affected too, because it is part of the cultural aspects involved in a society.

English, in fact, is the most popular foreign language in the world that is why, some adolescents and young people in their early twenties know English much better than any other foreign language. English has existed as an important language for centuries but only now it has a status of a truly global language in over 100 countries in the world (mostly in Europe, but also in Asia, North Africa and Latin America).

English is also seen as a "powerful" language, in this context "power" can be understood in a political, technological, economical and cultural matter. It is due to the technological development, colonialism, and mainly, due to the wide spread of the broad media that English has become so dominant.

In the long run, anglicisms might have more influence in the evolution of Spanish. However, vocabulary is the most obvious mirror of culture, including, of course, the contact among communities and consequently innovations of all kinds. Words mirror innovations almost immediately, which are both an advantage and a disadvantage: an advantage, because cultural paths and references can be quite easily traced, and a disadvantage because vocabulary is the least stable part of a language. New words appear every day,

whether borrowed or invented, but only a part of them remain long enough to be reasonably observed.

Based on the research, there is an obvious negative influence of the English language on the receiving language when the anglicism under discussion is replacing the original term or phrases which previously existed in Spanish.

Based on the interviews, some different criteria have been given about the use of anglicisms in the newspapers. All of the interviewed agreed that an Anglicism is a word that has been taken from the English language and has been incorporated into Spanish as its own word. Some of them because they are difficult to be translated, others because of the frequency in which they are being used and the increase of trade around the world, phenomenon that is called globalization, and finally words related to scientific and technical terms that are being adapted and used in the Spanish language. A language is so flexible that it can assimilate and apply new words with the same meaning or adaptations.

In conclusion, the use of anglicisms is very important but people must be aware of the fact that it is better to use the Spanish language and try to not deteriorate it.

Conclusions

After the field research was carried out, the following conclusions can be drawn:

- Some anglicisms that are used in Spanish usually change their written presentation to be adapted in Spanish, because people usally try to accommodate the new words to their daily speech.

- Almost all the words in English found in the research were: nouns, adjectives and verbs. Most of these words are used in the Spanish language with the same grammatical category they have in English, only in certain cases they change their morphological aspect, for example: goal - gol.

- Interesting facts about the English language could be found, such as its history, and its changes and evolution. Furthermore, languages have a mixture of terms that come from different languages, not only from English.

- The sub-variable Ads showed the highest rate of written anglicisms. The reason for this is the extension of this section. Also, the Ads section contains an informal language and many people can understand it easily, this is another reason for having many anglicisms in this section.

- The importance of this investigation was the influence of the English language in Spanish. For example, anglicisms can

incorporate new words with new meanings in the Spanish language without any change in their morphology or meaning. However, it is a fact that the use of anglicisms may affect and deteriorate the Spanish language but people need to accept them and at the same time people need to control their use.

- It could be concluded that the population who is more sensitive to use anglicisms is the young people, because they have a great access to technology and they like to be up to date.

- English words are used not only in the Spanish language but also in other languages. This could be because English is used as an International language and it is an important tool in communication among people around the world.

- While anglicisms may annoy many people and present them with comprehension problems, it does not mean that the Spanish language is disintegrating as a language. On the contrary, it is able to adopt foreign words to its own rules like a native word. Also, it is a sign that it is a living and developing language.

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Annex # 1

Qualitative Tabulation

Chart One
Variable: National Newspaper El Universo
Subvariable: News

Angicisms	Examples	Times that the word is repeated	Title of the article	date

Author:......

Chart Two
Variable: National Newspaper El Universo
Subvariable: Ads

Anglcisms	Examples	Times that the word is repeated	Title of the article	date

Author:......

Chart Three
Variable: National Newspaper El Universo
Subvariable: Social pages

Anglicisms	Examples	Times that the word is repeated	Title of the article	date

Author:.....

Chart Four

Variable: National Newspaper El Universo
Subvariable: Reports

Anglicisms	Examples	Times that the word is repeated	Title of the article	date

Author:.....

Chart Five

Variable: National Newspaper El Universo
Subvariable: Sports

Anglicisms	Examples	Times that the word is repeated	Title of the article	date

Author:.....

Chart Six

Variable: Regional Newspaper El Hoy
Subvariable: New

Anglicisms	examples	Times that the word is repeated	Title of the article	date

Author:.....

Chart Seven
Variable: Regional Newspaper El Hoy
Subvariable: Ads

Anglicisms	examples	Times that the word is repeated	Title of the article	date

Author: .....

Chart Eight
Variable: Regional Newspaper El Hoy
Subvariable: Social pages

Anglicisms	examples	Times that the word is repeated	Title of the article	date

Author:.....

Chart Nine
Variable: Regional Newspaper El Hoy
Subvariable: Reports

Anglicisms	examples	Times that the word is repeated	Title of the article	date

Author:.....

Chart Ten

Variable: Regional Newspaper El Hoy

Subvariable: Sports

Anglicisms	examples	Times that the word is repeated	Title of the article	date

Author:.....

Chart Eleven

Variable:Tabloid " El Extra"

Subvariable: New

Anglicisms	examples	Times that the word is repeated	Title of the article	date

Author:.....

Chart Twelve

Variable:Tabloid " El Extra"

Subvariable: Ads

Anglicisms	examples	Times that the word is repeated	Title of the article	date

Author: ......

Chart Thirteen
Variable:Tabloid " El Extra"
Subvariable: Social pages

Anglicisms	examples	Times that the word is repeated	Title of the article	date

Author: .....

Chart Fourteen
Variable:Tabloid " El Extra"
Subvariable: Reports

Anglicisms	examples	Times that the word is repeated	Title of the article	date

Author:.....

Chart Fifteen
Variable:Tabloid " El Extra"
Subvariable: Sports

Anglicisms	examples	Times that the word is repeated	Title of the article	date

Author: .....

Quantitative Tabulation

Chart Sixteen
Variable: Nacional Newspaper: "El Universo"

Anglicisms	Section	f	%
	News		
	Ads		
	Social Pages		
	Sport		
	Reports		
	Total		

Author: .....

Chart Seventeen
Variable: Local Newspaper: "El Hoy"

Anglicisms	Section	f	%
	News		
	Ads		
	Social Pages		
	Sport		
	Reports		
	Total		

Author: .....

Chart Eighteen
Variable: Tabloid: "El Extra"

Anglicisms	Section	f	%
	News		
	Ads		
	Social Pages		
	Sport		
	Reports		
	Total		

Author: .....

Chart Nineteen

The most Frequent Anglicisms

Anglicisms	Times that the word is repeated

Author: .....

Annex # 3

QUESTIONNAIRE

1.- Sabe usted que es un anglicismo?

2.- Cuando lee un periódico o cualquier otro medio informativo escrito a encontrado anglicismos?

3.-Cual cree que es el impacto en nuestra sociedad del uso de anglicismos?

3.- Cree usted que el lenguage se empobrece o enriquece al usar palabras en Inglés en nuestro idioma. Porque?

4.- Cree Ud correcto el uso de anglicismos en nuestro idioma?

5.- cuando usted escribe algo utiliza anglicismos?

6.- Puede decirme algunos anglicismos que Ud conozca?

7.- Cual cree usted que es el anglicismo mas utilizado? Y por que?

8.- Usted tiene problemas en entender frases donde se utilicen anglicismos?

9.- en que parte del los periódicos piensa usted que el uso de los anglicismos es mas frequente?