UNIVERSIDAD TÉCNICA PARTICULAR DE LOJA
La Universidad Católica de Loja

ESCUELA DE CIENCIAS DE LA EDUCACIÓN
MENCIÓN INGLÉS

MODALIDAD ABIERTA Y A DISTANCIA

A DESCRIPTIVE ANALYSIS OF ANGLICISMS
USED IN ECUADORIAN MAGAZINES

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

AUTHOR:

BASTIDAS MERIZALDE FELIX EDMUNDO

ADVISOR:

MGS. VARGAS ALBA

CENTRO UNIVERSITARIO QUITO

2011

Certification

Mgs. Alba Vargas

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, January 25th, 2011

Mgs. Alba Vargas

THESIS ADVISOR

Contrato de Cesión de Derechos

Yo, Félix Edmundo Bastidas Merizalde declaro ser autor del presente trabajo y eximo expresamente a la Universidad Técnica Particular de Loja y a sus representantes legales de posibles reclamos o acciones legales.

Adicionalmente declaro conocer y aceptar la disposición del Art. 67 del Estatuto Orgánico de la Universidad Técnica Particular de Loja que en su parte pertinente textualmente dice: "formar parte del patrimonio de la Universidad la propiedad intelectual de investigaciones, trabajos científicos o técnicos y tesis de grado que se realicen a través, o que el apoyo financiero, académico o institucional (operativo) de la Universidad".

Félix Bastidas

AUTOR

Authorship

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

Date: January 25th, 2011

Felix Bastidas

AUTHOR

Dedication

I would like to dedicate this research to my wife Daniela for her loving

support, and to my children Ariel, Bernardo, Marcos, Paolo and Joaquin

for their genuine patience.

Felix

Contents

Abstract

The topic of this research is "A descriptive analysis of anglicisms used in Ecuadorian magazines," and it was conducted in Quito using three types of Ecuadorian magazines, namely, cultural, scholarly, and general interest magazines. The cultural magazine is La Casa published by Casa de la Cultura Ecuatoriana Benjamín Carrión; the scholarly magazines are Gestión and PCWorld; and the general interest magazine is Vistazo.

This study used a qualitative and quantitative design. The magazines were entirely scanned for anglicisms which were tabulated in charts to determine the total number of anglicisms, the frequency of each one, and the frequency of anglicisms per variable.

The results evidence the fact that the highest number of anglicisms in the researched magazines was found in the scholarly magazines, specifically in the area of technology. As a general conclusion, it can be stated that Ecuadorian magazines tend to use anglicisms despite the fact that many anglicisms have a semantic equivalent in Spanish. The author of this research believes the use of anglicisms should be discouraged in order to defend the linguistic nature of Spanish.

Introduction

Due to the natural evolution of languages and the linguistic phenomenon of contact languages, English has had a significant influence on Spanish by means of anglicisms. Thus, this research "A descriptive analysis of anglicisms used in Ecuadorian magazines" has arisen, first of all, from the fact that there has not been an in-depth study in this regard, and secondly, from the interest in conducting a descriptive and linguistic analysis of anglicisms which appear in Ecuadorian magazines.

The purpose of this study is to research on the linguistic phenomenon of anglicisms used in Ecuadorian magazines, to identify the syntactic and lexical anglicisms more commonly used in Ecuadorian magazines, as well as to make a deep analysis of the anglicisms found in Ecuadorian magazines regarding syntactic, semantic, and morphological aspects. Similarly, to establish which variable (cultural, scholarly, and general interest magazines) contains the highest number of anglicisms, and to determine which anglicisms are mostly used are part of the purpose of this research as well.

This research is of prime importance since it sheds light on the extent the English language is influencing our native language through anglicisms, and explores Spanish native speakers' opinion on the use of anglicisms.

The methods used were qualitative and quantitative in order to analyze the linguistic data in a systematic manner. The resources used were the Dictionary of the Royal Spanish Academy (DRAE) to analyze the anglicisms accepted by the Royal Spanish Academy (RAE) and the Merriam-Webster Online dictionary for anglicisms not accepted by the RAE. The samples for this research were taken from the following magazines: La Casa (two samples), Gestión (one sample), PCWorld (one sample), and Vistazo (two samples). The research was done in Quito.

There have been several studies conducted on the topic of anglicisms. Solis (2010) analyzes anglicisms in the computer and technology field. She comes up with an in-depth classification of borrowings and explains how these borrowings are not only part of a specialized field but are being incorporated into the general vocabulary. Another relevant study is that of López (2005) who provides a comparative insight into the study of lexical interference in English and Spanish in the field of Economics and explains the cultural impact of globalization on Spanish. In addition, Valikova (2007) explains that the usage of anglicisms does not go against a language and exposes on the predominant role of the United States in the history of the world as a major factor for the spreading of anglicisms. Another interesting study is one by Olivares (2009) who analyzes anglicisms in teenage magazines that deal with pop stars and music. She argues that teenagers feel

identified with these topics and want to read on a regular basis. Moreover, magazines use a colloquial register understandable for teens, and it is this way that anglicisms are introduced into Spanish.

The first beneficiary of this research is myself who is interested in gaining insight into the linguistic analysis of anglicisms, and anyone else who wants to deepen their knowledge and inquire about the influence of anglicisms in Spanish. The present study offers a significant contribution to the linguistic community since it shows the implication of globalization from a linguistic perspective and the tendency to prefer the use of anglicisms although it deteriorates the language.

The objectives have been achieved not only because the six magazines were thoroughly scanned in order to find all the possible anglicisms afterwards tabulated in charts, but also because thirty anglicisms taken from the different samples were exhaustively analyzed regarding their origin, grammatical functions, the functions most widely used, morphological changes from English to Spanish, the sentence in which they appear, and if they are accepted or not by the RAE.

Methodology

A descriptive analysis of anglicisms used in Ecuadorian magazines is a study conducted in Quito. The research started with an ample review of literature about the topic in different sources such as books and the Internet in order to provide the theoretical foundation to the study and to understand each one of the key terms of the investigation. The techniques used to collect information for the literature review were skimming, scanning and note-taking, and the instrument used was cards. In the bibliographic cards, the relevant information of the books and the journal articles were cited in APA format.

Then different magazines were reviewed, but the most appealing were La Casa, Gestión, PCWorld, and Vistazo. These magazines were thoroughly scanned for anglicisms which were identified and underlined. The samples consist of two cultural magazines, namely, La Casa, #68 (2009) and #70 (2010), which is the official magazine of La Casa de la Cultura Ecuatoriana Benjamín Carrión; two scholarly magazines, namely, Gestión #186 published by Dinediciones in December 2009, and PCWorld Ecuador #330 published by Ediworld S.A. in August 2010; and two general interest magazines, namely, Vistazo #1009 published by Editores Nacionales S.A. September 3 2009 and #1018 January 28, 2010. Each type of magazine was considered a

variable; thus, there were three variables, one chart for each one. All the research process was done in Quito.

The Merriam-Webster Online dictionary was used to verify if the words were actually anglicisms, whereas the Dictionary of the Royal Spanish Academy was used to confirm if the anglicisms have been accepted or not by the Royal Spanish Academy. For the tabulating process, one chart per variable for a total of three charts with the headings *Table* and *Variable* were made. The column headings were *Magazine and Date, Anglicism, Examples, Lexical Category, Word repetition number, Heading* and *Page.* Each space was filled out according to the context in which the anglicism was found in the different magazines. Afterwards, each anglicism was recorded in another table along with the number of times that term was found. Then the anglicisms were added up, giving a total of 135. In another chart, the number of anglicisms per variable and the percentage were recorded.

The methods used were qualitative and quantitative. The qualitative (linguistic) analysis for each anglicism stated the origin of the word and its first known use. It also included a syntactic analysis specifying the word's most common grammatical function as well as its function within the context it was found. The semantic analysis stated the definition of the word and the meaning it had within context. In addition, the morphological analysis pointed out any changes the word

has suffered in Spanish. It was also mentioned if the word has been accepted or not by the Royal Spanish Academy and if there is a Spanish equivalent or not. The linguistic analysis concluded with the author's opinion as to why anglicisms deteriorate Spanish. On the other hand, the comparative (quantitative) analysis determined the most frequent anglicisms in all variables and which variable contained the highest number of anglicisms as well as the reasons for such results.

Discussion

Literature Review

English, the lingua franca per se, is present everywhere. It is used in signs, instruction manuals, books, the Internet, movies, medicine, sports and countless other areas which in one way or another influences our society. In view of such matter, we cannot overlook the influence of English in the media, especially magazines which are widely available and contain numerous anglicisms. For this reason, anglicisms are the object of our study, and it is imperative to undertake a profound analysis of this topic.

In order to provide a better foundation to this research, the following topics are presented: linguistics; branches of linguistics such as morphology, semantics, pragmatics, phonology, and syntax; lexical categories; contact languages; language vice; barbarisms; anglicisms; borrowings and loans; and magazines. Another major component of our literature review is the theoretical support on previous studies regarding the use of anglicisms in magazines which are presented in detail as well.

Linguistics is the study of language as a system. Theoretical linguistics is the establishment of the underlying structure of language, while applied linguistics are the concepts relevant for pedagogical purposes. Linguists may use either a synchronic approach to language

study which is the description of a particular language at a particular time or a diachronic approach which traces the development of a particular language through its history (Encyclopaedia Britannica, 2005).

Greek philosophers of the 5th century BC were the first to come up with a linguistic theory. In the 1st century BC the first complete Greek grammar was written and it served as the basis for grammars of vernacular languages written during the Middle Ages and Renaissance. During the Renaissance scholars dedicated themselves to the study of Latin and Greek and after that period, an interest in other modern languages started to grow. This interest led to important discoveries that helped establish linguistics as a science in the 19th century.

The linguists of the 19th century elaborated the comparative method of diachronic description. This method compared different languages regarding grammar, vocabulary, and pronunciation and tried to discover the common ancestral language which turned out to be the Proto-Indo-European language (Encyclopaedia Britannica, 2005).

The Swiss linguist, Ferdinand de Saussure (n.d.), changed the course of linguistics in the late 19th and early 20th centuries. He not only drew the distinction between diachronic and synchronic linguistics, but also introduced the distinction between language and speech. In his *Cours de Linguistique Générale* (1916), Saussure said that language

referred to the unobservable underlying structure of language and speech was the outward manifestation of that structure.

The U.S. linguist Noam Chomsky (n.d.) challenged the structuralist approach and affirmed that there are universal patterns that are present in all languages. He also claimed that linguistics should study a native speaker's unconscious knowledge of his or her language and not the speaker's actual production of language. Thus, he devised what is known as transformational grammar which is a set of rules that can describe the grammatical sentences of a language (Encyclopaedia Britannica, 2005).

According to Richards (1992), *morphology* is the study of morphemes which is the smallest meaningful unit in a language and their different forms, known as allomorphs. A morpheme cannot be divided without changing or destroying its meaning. For example, the English word *kind* is a morpheme. If the *d* is removed, it changes to *kin*, which has a different meaning. Just as there are words that consist of one morpheme, there are others that consist of more than one. For instance, the English word *unkindness* consists of three morphemes: the stem *kind*, the negative prefix *un-*, and the noun-forming suffix *–ness*. Morphemes can have grammatical functions as well. For example, in English the –s in *she talks* is a grammatical morpheme which shows that the verb is the third-person singular present-tense form.

Crabtree (1991) states that some words are not composed of other morphemes. *Car*, *spider*, and *race*, for example, are words, but they are also morphemes as they cannot be broken down into smaller meaningful parts. Morphemes which are also words are called *free morphemes* since they can stand alone. *Bound morphemes*, on the contrary, never exist as words themselves, but are always attached to some other morpheme. For instance, some bound English morphemes are *un*, *ed*, and *s*.

Richards (1992) reports that *semantics* is the study of meaning. But what is meaning? This question has been posed by linguists and philosophers throughout the ages. Meaning is a highly complex phenomenon and a complete explanation of it must take into account a variety of different facts.

In our culture, there is a widespread use of the dictionary. Everybody turns to it to look up the meaning of a word. The majority do not even question the authoritative accounts of the meanings of the words they define. However, we must consider that the people who write dictionaries arrive at their definitions by studying the ways speakers of the language use different words. Thus, a word's meaning is determined by the people who use that word, not by a dictionary.

A further problem arises when one reflects upon the fact that in order to understand the dictionary definition of a word, one must know

the meanings of the words used in that definition, and so on. The process is endless.

The meaning of a word is not only defined by its dictionary definition, a word also carries a mental image. But this mental image varies from person to person and tends to be only of ideal examples of the things they symbolize. For example, if we take the word *lecture*, the mental image associated to it from the perspective of a student differs from the mental image a professor may have (Crabtree, 1991).

Knowing the semantics of a language is not enough to fully understand a language. We must also understand the context in which a sentence was uttered. The study of the contribution of context to meaning is often called *pragmatics* (Crabtree, 1991).

Context can be divided into four subparts. The first aspect is the physical context, that is, where the conversation takes place, what objects are present, and what actions are taking place. Second, we have an epistemic context, background knowledge shared by the speakers and hearers. Third, we have a linguistic context, utterances previous to the utterance under consideration. Finally, we have a social context, the social relationship and setting of the speakers and hearers. Thus, pragmatics concerns itself with how people use language within a context and why they use language in particular ways (Crabtree, 1991).

Robins (1989, p.20) states "*phonology* is concerned with the patterns and organization of languages in terms of the phonetic features and categories involved." There is phonological information that cannot be extracted from a list of the sounds of a language. This information is part of the "internal grammar" or linguistic competence that speakers have. Linguists attempt to characterize this information about the sound system of a language by grouping the sounds in the language's phonetic inventory into classes. Each class contains all of the sounds which a native speaker considers to be the "same" sound. For example, [p] and [p^h] in English would be members of the same class. But [p] and [b] are members of different classes because they are distinctive. A class of speech sounds which are identified by a native speaker as the same sound is called a *phoneme*. The members of these classes are called *allophones*. Thus, an allophone is a phone that has been classified as belonging to the same class, or phoneme (Crabtree, 1991).

Syntax is the study of how words combine to form sentences and the rules which govern the formation of sentences (Richards, 1992). We do not normally think about how sentences are structured and yet it turns out to be a quite complex matter. We must consider two basic principles of sentence organization: linear order and hierarchical structure.

In linear order, the words in a sentence must occur in a particular sequence if the sentence is to convey the desired meaning. In English, the syntax requires that the grammatical subject of a sentence normally precedes the main verb, which in turn normally precedes its direct object. We must emphasize, however, that the rules of word order are language-specific. In other words, languages vary in the ways in which they order words (Crabtree, 1991).

Not only is linear order important, the internal hierarchical structure is significant as well. That is, the individual words in a sentence are organized into natural, semantically coherent groupings, which are themselves organized into larger groupings. The largest grouping of all is the sentence and the smallest is individual words. These groupings within a sentence are called *constituents* of that sentence. Let's consider the following sentence:

Many executives eat at really fancy restaurants.

We can easily identify meaningful groupings of words such as *many executives* and *eat at really fancy restaurants*. Since they contribute into making a coherent sentence, they are constituents of this sentence.

Richards (1992) argues that *lexical categories* or *parts of speech* are traditional terms to describe the different types of word which are

used to form sentences, such as noun, pronoun, verb, adjective, adverb, preposition, conjunction, and interjection.

Referring back to Priscian (sixth century), Malmkjaer (1991) states his eight parts of speech. First, the noun is a part of speech that assigns to each of its subjects, bodies, or things a common or proper quality. Second, the verb is a part of speech with tenses and moods that signifies acting or being acted upon. Third, the participles are not explicitly defined, but it is stated that they should come in third place rightfully, since they share case with the noun and voice and tense with the verbs. Fourth, the pronoun is a part of speech that can substitute for the proper name of anyone and that indicates a definite person. Fifth, a preposition is an indeclinable part of speech that is put before others, either next to them or forming a composite with them. Sixth, the adverb is an indeclinable part of speech whose meaning is added to the verb. Seventh, the interjection is not explicitly defined, but is distinguished from an adverb by reason of the syntactic independence it shows and because of its emotive meaning. Eighth, the conjunction is an indeclinable part of speech that links other parts of speech, in company with which it has significance, by clarifying their meaning or relations.

When at least one of the languages is influenced by the other it is known as *language contact*. This influence takes place when the languages are spoken in the same or adjoining regions and when there

is a high degree of communication between the people speaking them. The influence may affect phonetics, syntax, semantics, or communicative strategies such as address forms and greetings. Language contact occurs or has occurred in areas of considerable immigration such as the USA, Latin America, Australia and parts of Africa (Richards, 1992).

Another issue to consider in language contact is the definition of bilingual. How well does one have to know a second language before being considered bilingual? Differences in competence will certainly arise, depending on the exposure to each. Further, there are many paths to individual bilingualism. The languages may be learned sequentially or more or less simultaneously, in a variety of differing contexts, and with varying degrees of community support (Strazny, 2005).

Bilinguals may alternate between languages, or *code-switch* for several reasons: first, for purely linguistic reasons, such as the "triggering" effect of a loanword; for situational reasons, such as to mark transitions from one domain to another; for discourse reasons, such as to emphasize a point made, to clarify, or to mark a change in topic; and for social reasons, such as to signal a particular identity, to express solidarity or distance (Strazny, 2005).

Strazny (2005) also states that in addition to purposeful code-switching, bilinguals may incorporate features of one of their languages

while speaking the other. This phenomenon, known as borrowing, transfer, or interference, may be due to incomplete dominion of one of the languages and in this way it is similar to certain interlanguage phenomena seen in second-language acquisition. Nonetheless, transfer may also take place when speakers are fluent in both languages. Transfer may affect either language and may involve any linguistic feature, such as morphology, syntax, vocabulary, pronunciation, or semantics.

It is highly desired by the academic community to speak and write any language appropriately, respecting its structure and style and at the same time showing clarity in the discourse. However, this not always happens and that is when certain *language vices* appear, such as syntax alteration, ambiguities, barbarisms, archaisms, neologisms, among others. If we understand how these phenomena work, we can produce high quality texts (Merino, n.d.).

If the goal of academicians is to produce high quality texts and guard the purity of a particular language, then diction must be taken into account. *Diction* is the way words are used in order to make sentences, whether they are spoken or written. Good diction is achieved when the usage of words in a given language is correct. Diction comes from the latin diclio or dicleo, which means "manner of speaking." To have a good diction, pronouncing correctly, stressing with elegance,

pausing adequately when you speak, and varying the tone of voice are needed (Wikipedia, Diction).

It must be emphasized that language vice is mainly concerned with written academic language. Thus, what may be a mistake in one region may not be in another, or what was a mistake in the past may not be one in the present anymore. Similarly, certain words or expressions which are considered wrong today might be correct in the future (Morales, n.d.).

According to en.wikipedia.org (2010), *barbarism* refers to "a non-standard word, expression or pronunciation in a language, particularly an error of morphology, while a solecism is an error of syntax." The term is used prescriptively in writing. Furthermore, es.wikipedia.org (2010) states that barbarisms end up being accepted by the academic community and their uses are adopted in all registers, even in literature. Originally, the term barbarism was used by the Greeks to refer to foreign words used in their language.

There are several causes for the spreading of barbarisms, such as the relationship with foreigners due to tourism, migration, cultural exchange programs, and the media. Foreign correspondents for newspapers, radio and television so often have to write their reports under pressure without consideration for a proper use of language. The

same situation happens in films regarding the subtitles used for translating the script of a movie (Cantera, 1991).

Barbarisms take different names depending on the language from which they come from. If barbarisms come from German, they are called Germanisms; if they come from French, they are known as Galicisms; if they come from English, they are known as *Anglicisms*, which is the object of study of this research. Wikipedia.org (2010) defines "anglicisms as linguistic borrowings from English to another language." Many times they are the result of deficient translations of printed material or spoken discourse. Anglicisms are also created when there is not an appropriate word that translates a specific term.

Anglicisms are widely used among teenagers due to the influence of foreign media and to the technical language of the sciences and engineering since it is mainly the English-speaking countries which contribute vastly to the research and development of new technology.

There are two types of borrowings. Lexical borrowings are words that come from another language. They keep the same meaning of the original word, and normally such a word must be modified in its spelling or phonology, for example, football (fútbol) o whisky (güisqui). Semantic borrowings are words that take on a new meaning originated by the influence of a term in another language, such as mouse (ratón). Moreover, loans are defined as a type of borrowing which is consistent

with the translation of a word. Basketball (baloncesto) or theme park (parque temático) are examples of this type of anglicisms (Calzada, 2010).

Whenever there are culture contacts between the speakers of different languages, they will use words from other languages to refer to things, ways of behavior, or thinking, for which words were not available in their own language. As the speakers adopt them, these words suffer changes in their pronunciation. These words are known as *loan words* and their acquisition by a particular language is called *borrowing*. The most obvious examples of loan words are related to foreign products, such as the English words for coffee, tea, and tobacco come from Arabic, Chinese, and an American-Indian language respectively (Robbins, 1989).

Robbins (1989) further states that loan words are assimilated to the phonetic sound classes and the phonological patterns of the borrowing language, the original consonants and vowels being replaced by consonants and vowels as close to them as are available and are no longer recognizable by their form as loans. There are certain words, however, that continue to be recognized and treated as foreign in origin, and attempts are made to pronounce them as such. English *coupon* and *restaurant* when pronounced with the final analyzed vowel are examples of this. This does not mean that they are pronounced in the same way as they are in the languages from which they have been taken, but it

does mean that they continue to be uttered with sounds or sequences of sounds not found in the bulk of the vocabulary of the borrowing language.

Likewise, borrowed words are normally assimilated to the grammatical patterns of the borrowing language, along with its phonological patterns. German *Kindergarten* as a loan word in English has the English plural *kindergartens* (the German plural form is *Kindergärten*). On the other hand, where a large number of words of one grammatical class are taken from a single source language, and especially if that language is itself an object of study, grammatical inflections may be borrowed as well. Thus, we have in English Greek and Latin plurals like phenomena and desiderata, along with some doublets such as *cactuses/cacti* and *narcissuses/narcissi* (Robbins, 1989).

According to Malmkjaer (1991), he states that only in relatively rare instances are sounds or sequences of sounds alien to the adopting language borrowed. The word-initial consonant cluster [kn-] does not occur in native English words, having been reduced to [n] in the past and persisting only in the orthography, but the word *knesset* 'parliament' from Hebrew has been taken over intact. Malmkjaer (1991) also argues that borrowing is one of the primary forces behind changes in the lexicon of many languages. In English, its effects have been

substantial to the extent to which the common language was influenced by Norman French, which brought hundreds of words into the language relating to every aspect of social and economic spheres, e.g.

Government and social order: religion, sermon, prayer, faith, divine

Law: justice, crime, judge, verdict, sentence

Arts: art, music, painting, poet, grammar

Cuisine: venison, salad, boil, supper, dinner

Thomason and Kaufman (1988) propose a 'borrowing scale' in which lexical borrowing occurs with only 'casual contact', while at the upper end of the scale 'very strong cultural pressure' leads to 'heavy structural borrowing'. Strazny (2005) suggests that lexical borrowing often occurs with only minimal contact. The English word, kangaroo, was borrowed into English from the Australian Aboriginal language Guugu Yimithirr when Captain Cook and his crew were making repairs to their ship on the northeast coast of Australia, and none of the crew ever learned to speak Guugu Yimithirr. More than likely, the word was brought into English after one of the crew pointed at an animal and was told by one of the local Aboriginals that the animal concerned was a 'kangaroo'. Sometimes, the same word has been borrowed more than once, at different times and with different meanings: the English word 'chief' came from Old French *chef* meaning 'head' or 'boss'. The English

word 'chef' was borrowed much later from the modern French expression *chef de cuisine* or 'head of the kitchen'.

Borrowing is often thought to occur for either reasons of necessity or reasons of prestige. Necessity can explain the borrowing of 'kangaroo' from Guugu Yimithirr, 'banana' from Wolof, or 'kayak' from Eskimo. English has borrowed numerous terms for flora, fauna, and other things that were not traditionally found in Britain. Prestige is often involved in situations where one language is thought by its speakers to have more prestige than the other. This motivation explains all of the French words that came into English after the Norman conquest (Strazny, 2005).

Ellmore (1996) in his Mass Media Dictionary defines a *magazine* as a periodical publication containing stories, articles, advertising, and so on. A magazine may be specialized or designed for the general reader. Etymologically, the word magazine is derived from an Arabic term meaning "storehouse of information on any subject." However, the term "periodical" has come to be used as a convenient synonym for "magazine." At one time, a periodical was any publication issued at regular intervals, but it now refers only to publications appearing serially, excluding newspapers (Grolier Incorporated, 2003).

Grolier Incorporated (2003) states that it is quite difficult to categorize magazines because of the incredible diversity on the market. However, it appears there is a magazine for nearly every human activity

and interest. The broad divisions are *general* (often called *consumer*) magazines and *specialized* magazines. Specialized magazines encompass the larger category, within which business, industrial, and professional magazines make up the dominant group. These magazines tend to be put out by conglomerate publishers. In the United States we can mention McGraw-Hill, Cahners Publishing, Chilton, and Ojibway Press. In Great Britain we can mention the giants International Publishing Corporation and the Thomson Organization.

A general overview of *previous studies* about anglicisms evidences the interest of some researchers in explaining this phenomenon.

The first study to be considered is that of Solis (2002) in which a linguistic analysis of the use of anglicisms in the field of computer science is presented. Solis defines anglicisms and specialization languages and mentions how this specialized terminology is not only a part of certain fields but that they are being incorporated into the general vocabulary. This author furthers defines borrowing, explains how these borrowings enter a new language and describes the terminology involved such as loanwords, hybrids, loan translation and semantic loans. Then the phonological importation is discussed stating that the time of existence of a loanword can be determined based on its phonological form. Recent loanwords have suffered less phonological changes whereas the older ones have had greater phonological changes.

Thus, Solis explains the linguistic use of the lexical units which replace the usage of lexical paraphrases in the target language.

Another study on anglicisms is that of Haensch (2005) from the University of Augsburg in which the anglicisms in North American Spanish are analyzed. He presents a glossary of anglicisms frequently used in American Spanish. The information of these terms which were obtained from native informants and lexicographical sources sheds light on the differences between European and American Spanish. Haensch states that countries which have had less contact with the U.S. tend to a graphic and morphological adaptation of Spanish contrary to those countries that have been under a strong American influence. For example, in Cuba the word *lunch* is used while in Colombia it is *lonche.* Haensch also states that some anglicisms are used in an abbreviated form, such as *kinder* for *kindergarten, sleeping* for *sleeping bag, shopping* for *shopping center.*

An additional study is one by López (2005) from the University of Cádiz who provides a comparative insight into the study of lexical interference in English and Spanish in the field of Economics. Regular adaptation devices include borrowings, calques, equivalents, and simple and explicative periphrases. The changes in lexis usually bring about changes in semantic relations which may result in the generalization or specialization of the term. Unfortunately, globalization has an impact on

culture and Spanish is no exception. López states "language is a defining characteristic in the idiosyncrasy and identity of a country." Spanish equivalents should be preferred in order to avoid excessive English borrowings whose usage implies redundancy. Nevertheless, there are cases in which economic development makes borrowings necessary since there are no semantic equivalencies in Spanish, as in joint-venture, leasing, commodity, etc. Although anglicisms are present in every field, it is Marketing where they have the strongest influence.

Valíková (2007) explains that the usage of anglicisms does not go against a language. This study also describes the position and expansion of the English language, especially focusing on the consequences of World War II and the predominant role of the U.S. Hana states that it is not easy to define anglicism since it is a very complicated topic, but she compares several definitions of various linguists. The core of her research is the charts containing all the anglicisms from the *Gran diccionario de uso del español actual*. Each chart contains anglicisms of a specific lexical field, the pronunciation and the definition of the word. The study also includes two graphs. The first graph indicates the percentage of each lexical field, and the second graph shows the exact number of anglicisms found in the dictionary.

Another study worth mentioning is one conducted by Olivares (2009). In this study, Olivares analyzes the lexical formation as well as

the different variations of anglicisms in the musical field in teenage magazines. Her hypothesis is that teenage magazines, namely, *Bravo, Vale* and *Super Pop*, within the field of music play an important role for the introduction of anglicisms to Spanish. Olivares also explains that teenagers buy the most popular magazines at least once a month in which they find out about the lifestyle of their pop stars, as well as information on commercial music. The main objective of these magazines is to get closer to adolescents and make them feel identified by using their informal language. Thus, language is used as a persuasive tool in whose colloquial register a great number of anglicisms are used. The words used are simple keeping in mind that adolescent readers know Basic English and therefore will not be able to understand a complex lexis.

Delgado (2005) analyzes the use of anglicisms in newspapers and how this phenomenon affects the Spanish spoken in Costa Rica. The newspaper chosen was *La Nación,* and the sections were National news, International news, Viva magazine, Sports, Opinion and Economy. The results of the analysis showed that the section with the highest number of anglicisms is Viva magazine with 45% of the articles analyzed, 23% for Sports, National news with 18%, 7% for Economy, 6% for Opinion and 2% for International news. Within Viva magazine, the articles which use anglicisms more frequently are "Entertainment" and "Society". In

"Entertainment", it should be mentioned that the names of movies are not translated even if there is a possible translation in Spanish. The same phenomenon happens for Latin American bands and music events. Delgado believes that the language must be respected and that there should be appropriate translations of anglicisms so that the purity of a language is maintained. Excessive borrowings and loans lead to a loss of linguistic and cultural identity.

Otheguy (2001) researched what is known as simplification and social adaptation. These are two aspects which derive from contact languages. He argues that simplification stems from the fact that a bilingual speaker, faced with the reality of having to use two languages on a daily basis, tends to simplify both languages. His study involved Spanish speakers of New York coming from many Latin American countries and Spain. Factors, such as their time of residency in New York and their knowledge and usage of the English language were considered. Another concept closely related to simplification is that of adaptation. As in biological adaptation, an organism survives inasmuch as it adjusts to the environment, linguistic adaptation, likewise, states that the introduction and survival of syntactic elements of languages have to do with their cognitive and communicative utility.

Another study referred to is that of Pountain (2006) from the University of London titled "Syntactic borrowing as a function of

register". The author mentions that the nature of syntactic borrowing varies considerably according to circumstance and that a crucial variable involved is that of register in the sense that syntactic calques and transfers take place initially in well-defined circumscribed areas of a language.

Gómez (1997) in his study Towards a Typological Classification of Linguistic Borrowing, conducted in Valencia, outlines an illustrated typology of linguistic borrowing in which the main criterion is the level where the foreign element belongs whether it be formal, morphological, semantic, lexical, syntactic, phraseological, and pragmatic. Further, two cross-categories are devised, the degree of modification of the foreign model and degree of novelty of the foreign form. This typology refers in particular to present situations of cultural borrowing from English to the Romance languages. Thus, special attention is paid to the importance of contemporary English as a model for Western languages.

The last study included in this research is one conducted by Luján (1998). The author attempts to point out the influence of the English language by means of the number of English words that have introduced in the Canarian Spanish. The research was centered on the two main capital cities of the Canary Islands: Las Palmas de Gran Canaria and Santa Cruz de Tenerife. The primary sources used were an analysis of the Canarian press, the daily watching of two Canarian

television programs and a questionnaire that was answered by a representative sample of the population of the two capital cities. The Canarians' attitudes towards the English language seem to be quite positive, and most Canarians are aware that with the mastery of English they have influence and power. Although some respondents were concerned with the influence of English, they do not regard this influence as an 'invasion'.

Results

Qualitative Tabulation

Table One
Variable: Cultural magazines

Magazine and Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
La Casa: Revista de la Casa de la Cultura Ecuatoriana Benjamín Carrión N° 4 2009	gay	Se suma un interesante dossier sobre 'Lo **gay** en el arte'.	Noun	2	La Casa en la prensa. La Casa 67: Una entrega con perfiles y reflexiones	12
	filmes	La apremiante necesidad de ubicar los **filmes** ecuatorianos en un lugar adecuado…	Noun	1	Consulta Pública: Informe del archivo filmico y documental del patrimonio cinematográfico del Ecuador	21
	filmico	… a través de las Muestras de Tesoros del Archivo **filmico** ecuatoriano…	Adjective	1		
	ítem	…el proceso de catalogación de los dos mil primeros **ítem** de la documentación en papel del cine ecuatoriano…	Noun	1		
	videos	…de los que hablo en mis poemas, narraciones o **videos** realicé una investigación…	Noun	1	La ciudad como un acto poético	26
	estereotipos	…dejando de lado los **estereotipos,** estribillos y lugares comunes	Noun	1		

	hibridez	…la aceptación conformista de la **hibridez** globalizada	Adjective	1	La ciudad como un acto poético	26
La Casa: Revista de la Casa de la Cultura Ecuatoriana Benjamín Carrión N° 4 2009	bares	cambiaron la Carita de Dios con sus **bares,…**	Noun	1	La ciudad y mi literatura	29
	discotecas	cambiaron la Carita de Dios con sus bares, **discotecas** y peñas folklóricas	Noun	1		
	catálogo	tal afirmación sin duda afectaría a los del **catálogo…**	Noun	2	Ecuador y sus letras de bajo perfil	33
		…alumnos y seguidores del **catálogo**…	Noun			
	pirotecnia	…una crisis de identidad donde la **pirotecnia** y el barroquismo son los invitados de honor.	Noun	1	La joven poesía ecuatoria-na	34
	Internet	…así **Internet** está plagado de pésima litereratura.	Noun	2	La joven poesía ecuatoria-na	
		…como ocurre con la televisión, el fútbol, el **Internet…**	Noun		La joven poesía ecuatoria-na	35
	estereotipad as	…con juventudes **estereotipadas,** carentes de creatividad…	Adjective	1		
	bananas	…con todos los demás monos del grupo para despiojarse y comer **bananas.**	Noun	1	Los escritores que frecuentan otros escritores	37
	silicona	con brillantes pepitas de **silicona**	Adjective	1	Lobos hambrien-tos	38

La Casa: Revista de la Casa de la Cultura Ecuatoriana Benjamín Carrión Nº 4 2009	snob	Todos convergen un un islote simulando ser cómplices de los materiales del **snob**	Noun	1	Galería de sombras en un encuentro literario	39
	blog	el nombre de un **blog** en el listado de direcciones…	Noun	15	La literatura ha muerto	40, 41
	Internet	…con el de páginas de **Internet** en las que adolescentes socializan	Noun	1		40
	utopía	…con la **utopía,** con la necesidad de trastocar el sistema…	Noun	1	La novelería de nuestros novelistas La novelería de nuestros novelistas	42
	snob	…partieron tras el **snob** de la época	Noun	1		42
	made in	…en la que unos héroes falsetes **made in** Latinoamérica …	Adjective	1		43
	síndrome	De ese **síndrome** de Ulises no nos queda más que…	Noun	1		43
	boom	…como los fenómenos de una **boom** añejo.	Noun	1		43
	video	…lo primero que vemos los asistentes es un **video** preparado…	Noun	1	Piano: esa noble bestia negra	48
	oh, my God	que alguien dijera ¡**oh, my God**!	Interjection	1	Sobre la competen-cia	54
	guaus	que otros soltaron unos ous y **guaus**	Interjection	1		54
	Bingou	…formando un revólver con el índice y el pulgar de su manito dijera: **¡Bingou!**	Interjection	1		54

La Casa: Revista de la Casa de la Cultura Ecuatoriana Benjamín Carrión Nº 4 2009	confort	…en lo que concierne a ambientación, higienización y **confort** de las personas	Noun	1	Asesoría a la Biblioteca Nacional	56
	web	estamos permanentemente ligados vía **web**	Noun	1		56
	boom	El **boom** del realismo mágico ya está bastante distante aunque hay secuelas.	Noun	1	El narrador en su tinta	63
	best-seller	…una auténtica **best-seller**, como la calificó el gran estudioso	Noun	1	Presenta-ción de Virgen de mediano-che	66
	performance	…la poesía de Euler se encarnó en baile, **performance** poético, canción.	Noun	1	Noche de poesía y danza	69
	link	…recibí un mensaje de correo electrónico, con un **link** para descargar una antología virtual…	Noun	1	De creadores indulgen-tes y críticos asépticos	71
	blog	…nada hubiese pasado con la muestra, si no hubiese sido por una crítica publicada en el **blog**	Noun	1		
	web	Llegué a esta página **web** por pura casualidad.	Noun	1		
	blogger	Ningún tema, a pesar de lo que piense la respetable **blogger,** es despreciable.	Noun	1		

La Casa: Revista de la Casa de la Cultura Ecuatoriana Benjamín Carrión N° 1 2010	land art	Me refiero al arte minimalista, al **land art**,…	Noun	1	El arte que no cesa	11
	body art	Me refiero al arte minimalista, al land art, al **body art**, …	Noun	1		
	performances	Me refiero al arte minimalista, al land art, al body art, instalaciones, **performances,** …	Noun	1		
	pop art	…el **pop art**, impuesto por Andy Warhol, …	Noun	1	El pintor de una ciudad llamada Quito	23
	gay	…el **gay** albino, paranoico y calvo…	Noun	1		
	Internet	…en muy pocas ocasiones o espacios: el **Internet** es uno de ellos.	Noun	2	Poetry & Facebook: Poesía en red	34
		El **Internet** permite la circulación de contenidos literarios				
	web	Podemos encontrar páginas **web…**	Noun	2		
		…que detenta una serie de páginas **web** donde coinciden,…				
	blog	…tiene un **blog** que, bajo la apariencia de revista	Noun	1		
	blog	…y los **blogs** literarios puede permitirnos encontrar más poetas…	Noun	1		34
	new-age	…indigenista milenarista, regodeos **new-age**,…	Adjective	1		

La Casa: Revista de la Casa de la Cultura Ecuatoriana Benjamín Carrión Nº 1 2010	ipod	…con sus **ipods,** esperando que regresen…	Noun	1	Leer con los niños, otra forma de decirte te quiero	39
	comics	…muchos **comics,** las novelas del Oeste…	Noun	1	No existe la literatura infantil simplemen te existe la literatura	41
	set	...un **set** completo de arte…	Noun	1	Primer Salón Nacional de Pintura de los Museos de la CCE	44
	fax	…en la celda de un **fax…**	Noun	1	Poemas para sacarlos a pasear	49
	comic	**…comic** cuyos personajes eran un tucán y el sauce... En marzo de 2006 Francisco Viñachi creó un comic…	Noun	2	Parece que fue ayer…	66

Author: Felix Bastidas

Table Two
Variable: Scholarly magazines

Magazine and Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
Gestión Economía y Sociedad Dic 2009	commodities	El gigante asiático planea influir en los precios de los **commodities** creando mercados de futuros…	Noun	2	Proyecciones 2010: escaso crecimiento …y en la cuerda floja	17
		…la expectiva de buenos precios de los **commodities** hará que América Latina,…				18
	fuel oil	…que utilicen residuos de combustibles que el Ecuador está en capacidad de producir, como **fuel oil**.	Noun	1	Los apagones, oscuridad avisada	25
	gift cards	…y las cada vez más populares tarjetas de regalo o **gift cards**.	Noun	1	La entrega de regalos: expresión de sentimientos, poder y obligación social	35
	market-maker	Su rol fundamental como banca de inversión sería el de hacedor del mercado (**market-maker**)…	Noun	1	El mercado bursátil baila entre la crisis internacional y las reformas 2010	39
	Internet	…en la que se puede intervenir por **Internet,** ha alcanzado una suma apoteósica.	Noun	1	Crónica de una lotería avanzada	46

Gestión Economía y Sociedad Dic 2009	leverage	…los servicios ofertados al formar parte de este mercado es el **leverage.**	Noun	1	Crónica de una lotería avanzada	47
	broker	…ya que tendrán que pagar el préstamo adoptado al **broker…**	Noun	3		47
	stand	Dicen que la feria del libro fue tan exitosa que el **stand** que más vendió…	Noun	1	Nos contaron que…	79
	ticket	…podría ser, después de todo, el **ticket** de entrada a un futuro mejor.	Noun	1	La revolución en una caja	84
	sets	Un mundo de "patatas de sofa" delante de **sets** digitales…	Noun	1		85
	Internet	…alrededor de los brasileños usan **Internet.**	Noun	1		85
	reality shows	…deportes, **reality shows** y, sí, telenovelas.	Noun	1		85, 86, 88
	online	…aumentó en 13% los niveles de donación **online** a organizaciones…	Adjective	1		88
	pop	…para una joven afgana aspirante a estrella **pop.**	Adjective	1		88

	Internet	…ofrecen conexiones a **Internet…**	Noun	2	Nueva línea Vaio de Sony	6
	trackpad	**…trackpad** integrado en la pantalla	Noun	1		6
	Web	…con botón **Web**	Adjective	1		6
	software	…bajo licencia de software Apache	Noun	2	Androide llegó a Ecuador con Movistar y Huawei	7
	hardware	Huawei es una de las 48 empresas de hardware…	Noun	1		7
	bluetooth	…todo ello aprovechando la comunicación **bluetooth.**	Adjective	1	Compu 2010 Vida Digital	8
PC World Ecuador Agosto 2010	core	…que incluyan sus procesos "**core**" principales como negocios agrícolas	Adjective	1	La especializa-ción es el factor identifica-dor de Agrosoft	12
	marketing	Para el **Marketing** de proximidad	Noun	2	Multimedia y protocolo Bluetooth	15
	Internet	…crear hologramas fácilmente visibles en el **Internet.**	Noun	1		15
	web	…una computadora con cámara **Web**	Adjective	2		15
	link	…con un **link** para observar el holograma.	Noun	1		15
	módem	…sería mejor comprar un **módem** dual de 3G/4G.	Noun	3	Los dispositi-vos de 4G se despegan	16

	flash	Mi única queja es que el **flash** tiende a saturar los detalles…	Noun	1	Los dispositi-vos de 4G se despegan	19
PC World Ecuador Agosto 2010	backlighligh	…tecnología de iluminación trasera o **"backlighligh".**	Noun	1	Un mundo conectado	22
	zoom	Estas lentes incluyen un Panqueque, **Zoom** Estándar…	Noun	1		23
	notebooks	Además, las **notebooks** integran las más avanzadas tarjetas de gráficos	Noun	2		27
	netbooks	Las **netbooks,** relativamente nuevas dentro del mundo de la computación…	Noun	2		27
	sleep-and-charge	…se han incluido herramientas útiles como un puerto UBS **sleep-and-charge**..	Adjective	1		27
	easy content share	Incluye otras herramientas como el '**Easy content share**',…	Noun	1		27
	tilt-shift	…luzcan como modelos simulando el efecto de lente **tilt-shift**	Adjective	2	Zoom, zoom, zoom	32
	réflex	…que hemos visto de este lado de una **réflex** digital	Noun	1		34
	chip	…a la hora de decidirse por un **chip** para su sistema.	Noun	9	Enfrenta-miento de chip	38, 39, 40, 42

	chips	dentro de la alineación de **chips**	Noun	9		38-42
	tock	…es el próximo "**tock**" en la estrategia…	Noun	1		40
	tick/tock	estrategia de desarrollo de "**tick/tock**" de la compañía…	Noun	1	Nueva tecnología en el horizonte	40
	die	…construido en un die separado…	Noun	1		41
	Web	…la secuencia de comandos al servidor de la **Web…**	Noun	4		44
	cookie	…y pasa al atacante una **cookie**	Noun	2		44
PC World Ecuador Agosto 2010	video	Cuando su navegador descarga el **video**	Noun	1	Automatización de sitios cruzados	44
	mashups	…a suceder con los **mashups** de la Web	Noun	1		44
	malware	…la más reciente protección contra **malware**	Noun	2		45
	escáner	…con un **escáner** antivirus incluido.	Noun	1		45
	phishing	…la principal tendencia en **phishing**	Noun	2	Kaspersky Mobile Security 9	45
	Internet	…el riesgo de navegar en **Internet**	Noun	1		45
	chat	…incluyendo un mayor uso de características de **chat**	Noun	1		45

	spam	…incluyendo el robo, **spam**	Noun	1	Kaspersky Mobile Security 9	45
	clics	Inutilice los **clics** del panel táctil…	Noun	1	Trucos de Windows	48
	clic	…un toque como un **clic** del ratón	Noun	1		48
	Web	…es un bonito servicio de la **Web**	Noun	1	Domine Microsoft Office	49
	láser	…el poderoso reloj **láser** que James Bond encontró…	Adjective	1		50
	Internet	…un fanático de **Internet** Explorer	Noun	3		50, 51
	Web	…una página de la **Web**	Noun	3		50, 51
PC World Ecuador Agosto 2010	mailto	…cuando pulse un vínculo de **mailto**	Noun	1	Trucos y secuencias de comandos para el navegador de la Web	51
	podcast	…actualizar sus suscripciones de **podcasts**	Noun	2		52
	álbumes	…que sus **álbumes** de fotos	Noun	1		52
	videos	…de **videos** domésticos	Noun	1		52
	podcasts	…si quiere escuchar una serie de **podcasts**	Noun	1		52
	tag	…puede buscarlas poniendo '**tag**'	Noun	1		52
	zombi	Una computadora **zombi…**	Adjective	2	No deje que su PC se una a las hordas de zombis	54
	zombi	El **zombi** espera pacientemente	Noun	2		54
	botnet	…conocidas como una **botnet**	Noun	1		54

PC World Ecuador Agosto 2010	phishing	…patrocinar sitios de **phishing**	Noun	1	No deje que su PC se una a las hordas de zombis	54
	zombis	Los **zombis** tienen la habilidad de esconderse	Noun	4		54
	video	…les está enviando un vínculo de **video**	Noun	2		54
	router	…con un **router** inalámbrico dentro de su arsenal de negocio	Noun	2	Para las PyMEs: nuevo enrutador inalámbri-co	55
	notebooks	…computadoras de escritorio, **notebooks,**	Noun	1		55
	hardware	El IP Office está basado en un **hardware…**	Noun	1	Soluciones para empresas	55
	blu-ray	monitores y unidades **blu-ray**	Adjective	4	Mundo en 3D	56, 57
	álbumes	…sacudir el polvo de sus **álbumes** de fotos	Noun	1	Automatice la colección de medios de su PC	58
	videos	…puede grabar **videos**	Noun	4		58
	podcasts	**…podcasts** de video y series de Web	Noun	2		59
	podcast	…un canal de **podcast** de video	Noun	1		60
	Internet	…si su conexión de **Internet** en la casa…	Noun	1		60
	flash	…desde una unidad de disco **flash**	Adjective	1	Vea, imprima y haga copias de seguridad	61
	flash	…una unidad de disco **flash**	Adjective	2	¿Cómo protejo mi red?	61

43

PC World Ecuador Agosto 2010	álbum	...en un **álbum** de la Web	Noun	2	Guía de manteni-miento de la PC	62
	flash	...una unidad de disco **flash**	Adjective	1		63
	mouse	...es la categoría de **mouse** (ratón)	Noun	1	Tres trucos para personali-zar la interfaz	64
	tweets	...mostrar los **tweets** de usuarios	Noun	1	La velocidad de 4G es menor que la anunciada	66
	blogs	...filtraciones a los **blogs** ...	Noun	1	La tableta Streak de Dell	67
	Web	...el contenido de la **Web**	Noun	2	El gigante de la búsqueda pronto estará en su TV	69
	Wi-Fi	...su petición se envía entonces al televisor por **Wi-Fi**.	Noun	2		69
	Ethernet	...tendrán capacidad de **Ethernet...**	Noun	1		69
	wafer	...cuántos chips se pueden producir en un solo **wafer**	Noun	1	Nuevos procesado-res debutan en Computex	70

Author: Felix Bastidas

Table Three

Variable: General interest magazines

Magazine and Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
Vistazo September 2009 Nº 1009	web	…apareció en la página **web** de las FARC…	Adjective	1	El otro reino de las FARC	36
	pallets	…es capaz de fabricar mesas, tachos y **pallets…**	Noun	2	Una inversión pesada	44
	online	La agencia de viajes **online…**	Adjective	1	Buen despegue	46
	marketing	…están utilizándose los planes de **marketing…**	Adjective	1	Políticas de turismo	46
	misses	…he operado a muchas mujeres antes de ser **misses**	Noun	2	Misses en el quirófano	49
	web	…o si se trata de una **web** segura	Noun	1	Navegar con seguridad	57
	pen drive	Mientras más pequeño nuestro **pen drive**…	Noun	2	Rudo y pequeño	58
	look	…por ello decidieron darle un **look** de diva…	Noun	1	Fábrica de bellezas	61
	jeans	…Jamás usa **jeans…**	Noun	1	Muy de moda	64
	vintage	…y solo se pone ropa **vintage**	Adjective	1	Muy de moda	64
	e-mail	Con un simple **e-mail**.	Noun	1	La Gorda bella de Carondelet	68
	softboll	…practica natación, voleibol, **softboll** y patinaje.	Noun	1	La Gorda bella de Carondelet	68

Vistazo September 2009 Nº 1009	bypass	El **bypass** es una operación compleja…	Noun	2	Cambio extremo	69
	thriller	…este libro no es un **thriller**	Noun	1	Entreteni- da fábula policiaca	78
	staff	…médico del **staff** del OmniHospital	Noun	1	Convenio	90
Vistazo January 2010 Nº 1018	tuiteó	**…tuiteó** en el primer momento…	Verb	1	El día que el mundo acabó	14
	zombis	Se los conoce como **zombis.**	Noun	1		19
	round	¿Se puede considerar esto como otro **round** de la pelea con el Gobierno?	Noun	1	"A mí no me van a hostigar"	36
	shows	Los **shows** y las fotos no sirven.	Noun	1		37
	web	Hemos subido una rendición de cuentas a la página **web…**	Adjective	1	"El aparataje represivo no se ha desmante- lado"	39
	spa	…ha tenido buena aceptación en restaurantes y **spa** internacionales	Noun	1	¡Bon Appétit!	46
	web	…diseño de sitios de interacción en la **web…**	Noun	1	Transac- ciones virtuales	48
	web	La mayor cantidad de sitios **web** son informativos…	Adjective	1		48
	coaching	Con nuestros asesores les vamos a hacer un **coaching**	Noun	1	Promotor de empleo	48
	link	Vamos a ser un **link** entre los pasantes	Noun	1		48

	malls	…pasear por los **malls**	Noun	1	Vestirse bien para ganar mejor	51
Vistazo January 2010 Nº 1018	jeans	…menos **jeans** debe usar	Noun	1	Código de conducta	51
	short	Sólo los golfistas profesionales deberían trabajar con **short.**	Noun	2		51
	casual Friday	…el famoso **casual Friday** en que los empleados…	Noun	1		51
	blogs	Las redes sociales o **blogs…**	Noun	1	Testamento para el ciberespacio	54
	online	La vida **online** es una paralela…	Adjective	1		54
	web	…sobre cada una de las cuentas que tenemos en la **web…**	Noun	1		55
	post	…colocar un último **post…**	Noun	1		55
	blog	…un último post para nuestro **blog**	Noun	1		55
	stock	…al agotar rápidamente el primer **stock…**	Noun	1	El papel pierde terreno	54
	tablet	…este modelo será una **tablet**	Noun	1	Una laptop para niño	55
	stent	…se logra colocar una malla metálica (**stent**)…	Noun	7	Prevenir accidentes cerebrales	56-57
	fashion	…que sirven para cubrir sus gastos **fashion.**	Adjective	1	Hija de Madonna enamorada	65
	jeans	…otros lucen **jeans** y gorra	Noun	1	Una orquesta contra la pobreza	66

47

Vistazo January 2010 Nº 1018	playlist	**Playlist** parte de un criterio elemental…	Noun	1	Playlist 2007-2009	68
	double platinum	…me gusta el **double platinum** de Kiss	Noun	1	Mi CD preferido	69
	reality show	…a la final del **reality show**…	Noun	1	Promocio-nes	78
	fans	…desmayos de sus **fans** inconsolables	Noun	2	Adiós al hombre de la rosa	80-81
	realities	…ídolos prefabricados a punta de **realities**	Noun	1		80
	playback	…falló el **playback** y cantó en inglés	Noun	1		80
	showman	…y su actitud de **showman**	Noun	1		80
	rockero	La reconciliación con el público **rockero**	Adjective	1		81
	sex symbol	Dada su categoría de **sex symbol**…	Noun	1		82
	stand by	…estuvo por espacio de 30 días en **stand by**…	Noun	1	El crimen del surfista	90

Author: Felix Bastidas

Quantitative Tabulation

Table Four
The Most Frequent Anglicisms (in all variables)

Anglicisms	Word repetition number
Web	23
blog	19
Internet	15
chip	9
chips	9
videos	8
stent	7
flash	5
zombis	5
blu-ray	4
broker	3
jeans	3
link	3
marketing	3
módem	3
notebooks	3
online	3
phishing	3
podcast	3
podcasts	3
álbum	2
álbumes	2
blogs	2
boom	2
bypass	2
catálogo	2
comic	2
commodities	2
cookie	2
fans	2
gay	2
hardware	2

malware	2
misses	2
netbooks	2
pallets	2
pen drive	2
router	2
short	2
snob	2
software	2
tilt shift	2
video	2
Wi-Fi	2
zombi	2
backlighligh	1
bananas	1
bares	1
best-seller	1
Bingou	1
blogger	1
bluetooth	1
body art	1
botnet	1
casual Friday	1
chat	1
clic	1
clics	1
coaching	1
comics	1
confort	1
core	1
die	1
discotecas	1
double platinum	1
easy content share	1
e-mail	1
escáner	1
Estereotipadas	1
estereotipos	1
Ethernet	1

fashion	1
fax	1
filmes	1
fílmico	1
fuel oil	1
gift cards	1
guaus	1
hibridez	1
ipod	1
ítem	1
land art	1
láser	1
leverage	1
look	1
made in	1
mailto	1
malls	1
market maker	1
mashups	1
mouse	1
new-age	1
oh my God	1
performance	1
Performances	1
pirotecnia	1
playback	1
playlist	1
pop	1
pop art	1
post	1
realities	1
reality show	1
reality shows	1
réflex	1
rockero	1
round	1
set	1
sets	1
sex symbol	1

showman	1
shows	1
silicona	1
síndrome	1
sleep-and-charge	1
softboll	1
spa	1
spam	1
staff	1
stand	1
stand by	1
stock	1
tablet	1
tag	1
thriller	1
tick/tock	1
ticket	1
tock	1
trackpad	1
tuiteó	1
tweets	1
utopía	1
vintage	1
wafer	1
zoom	1
TOTAL: 135 anglicisms	

Author: Felix Bastidas

Table Five
Comparison between variables

	Variable	f	%
Anglicisms	Cultural magazines	40	29,6
	Scholarly magazines	61	45,2
	General interest magazines	34	25,2
	Total	135	100,0

Author: Felix Bastidas

Description, Interpretation and Analysis of Results

Linguistic Analysis

In this section a deep linguistic and comparative analysis of the anglicisms found in the researched magazines is presented. The linguistic analysis is comprised of the origin of the term, its syntactic functions, the most used meaning, the sentence in which the term appears, and if it is accepted or not by the Dictionary of the Royal Spanish Academy (DRAE) and Merriam Webster Dictionary. The comparative analysis, on the other hand, determines the ten anglicisms most widely used and the possible causes for these results. Furthermore, a comparative analysis of the use of anglicisms among variables to determine which variable contains the highest number of anglicisms will be done.

Boom

Boom comes from the Middle English bomben, bummen, of imitative origin. Its first known use dates back to the 15th century. Semantically, *boom* can be used as a verb as in the sentence "*California **boomed** when gold was discovered there.*" Merriam-Webster states that it can also be used as a noun as in "a folk music *boom*." As a noun its most widely used definition is "a rapid expansion or increase." In the cultural magazine La Casa, the word *boom*, syntactically speaking,

appears in the following two sentences as a noun: "*Creer que al fin alcanzaron a ser reconocidos, aunque sea por unas horitas, como los fenómenos del **boom** añejo.*" The second sentence states: "*El **boom** del realismo mágico ya está bastante distante aunque hay secuelas.*" Furthermore, there is no morphological difference in English and Spanish. This term is accepted by the Royal Spanish Academy (RAE) which defines it as a success or sudden increase of something, especially a book.

Confort

According to Merriam Webster, *confort* comes from Middle English comfort and this comes from the Anglo-French cunforter, comforter and even before from Late Latin confortare. Its first known use in English dates back to the 13th century. It can be used as a verb as in the sentence *Our family was **comforted** by the outpouring of support from the community*. It can also be used as a noun meaning "a satisfying or enjoyable experience" as in *The suites combine **comfort** with convenience*. From a syntactic standpoint, in the magazine La Casa, *confort* appears as a noun in the sentence "*Diagnóstico sobre la situación de la preservación del acervo, en lo que concierne a ambientación, higienización y **confort** de las personas.*" This word has suffered a couple of morphological changes when used in Spanish. In *comfort,* the letter m has changed to an n and the stress has shifted from the first

syllable to the last one to resemble the stress of many Spanish words. This word is accepted by the RAE and defines it as that which produces well-being.

Snob

According to DRAE the first known use of *snob* was in 1781. *Snob* is used syntactically as a noun as in the sentence *Most of the people in the club are **snobs** who look down on people who attended public schools.* Merriam Webster defines *snob* as one who tends to rebuff, avoid, or ignore those regarded as inferior. In the magazine La Casa, syntactically speaking the following sentence has *snob* acting as a noun: "*Todos convergen en un islote simulando ser cómplices de los materiales del **snob**...magia y acero.*" The word *snob* as such does not exist in the Dictionary of the Royal Spanish Academy (DRAE), but it does have the word *esnob* accepted in 1990. From a morphological perspective, an e has been added to the beginning of the word to facilitate the pronunciation for Spanish speakers.

Best seller

This word was first used in 1889. Merriam Webster defines *best seller* as an article or book whose sales are among the highest of its class. The adjective *best-selling* exists although not as much as the noun *best-seller* as in the following examples: *She has written several*

best sellers. *Her book is on the **best-seller** list.* Adbón Ubidia in the magazine La Casa uses the term in the following sentence as a noun: *"...pues, a un tiempo, es la asambleísta más votada del país, y la escritora que más libros vende en el avaro mundo de nuestras letras; una auténtica **best-seller**, como la calificó el gran estudioso norteamericano Michael Handelsman..."* In both English and Spanish there are no morphological changes. This term is accepted by the RAE and defined as a book or copy with great success and sales. It can be written with or without a hypen.

Silicona

Silicona comes from the English word silicone. It was used for the first time in 1943 and is the portmanteau of silicon + one. Syntactically, in English it is used as a noun and defined by Merriam Webster as any of various polymeric organic silicon compounds obtained as oils, greases, or plastics and used especially for water-resistant and heat-resistant lubricants, varnishes, binders, and electric insulators, for example, a prosthesis made of *silicone*. In La Casa magazine, on the other hand, Jorge Sánchez uses the word as an adjective in his article "Lobos hambrientos" in the phrase *"Succionar, atrapar o seducer, con brillantes pepitas de **silicona**, a los intelectuales, artistas y escritores..."* Indeed, *silicona* is accepted by the RAE. This anglicism has had a couple of morphological changes in Spanish, for instance, the last vowel of

silicone has changed from *e* to *a* and the stress has been shifted from the syllable *si* to the syllable *co*.

Broker

According to Merriam Webster, *broker* comes from 14th century Middle English. It is used mainly as a noun and is defined as one who acts as an intermediary, such as an agent who negotiates contracts of purchase and sale (as of real estate, commodities, or securities). For example, *all of the local yacht **brokers** were at the boat show.* Syntactically, in the article "Crónica de una lotería avanzada" of the magazine *Gestión,* Jorge Tamariz uses the word as a noun in the following three sentences: "*…ya que tendrán que pagar el préstamo adoptado al **broker** que provee los servicios de Forex.*" "*Generalmente, para que uno pueda ingresar a esta bolsa de divisas es necesario abrir una cuenta con un **broker** o corredor que adopta las posiciones requeridas por los inversionistas.*" "*La función del mismo es dar al **broker** una seguridad extra en caso de un fuerte movimiento en las divisas.*" The author, from a morphological perspective, uses the word **broker** with its English spelling not written with a tilde on the letter o, contrary to **bróker** which is the spelling accepted by the RAE.

Stand

Merriam Webster states that the first known use of *stand* dates to 1590. It has several meanings as a verb and as a noun. As a verb, it has meanings, such as to take up or maintain a specified position or posture, to remain valid or efficacious, to endure or undergo successfully, to endure the presence or personality of, etc. As a noun, it may mean a strongly or aggressively held position especially on a debatable issue, the place taken by a witness for testifying in court, a place where a passenger vehicle stops or parks. In the magazine *Gestión*, it appears as a noun meaning a small often open-air structure for a small retail business in the sentence "*Dicen que la feria del libro fue tan exitosa que el **stand** que más vendió fue el de ediciones Paradiso...*" In English and Spanish there is no morphological difference. RAE accepts the word *stand* and defines it as a place within a market or fair for display and sale of products. Interestingly, the article on *stand* has a note which states "proposed to be discarded." It can be inferred that RAE may not accept this word anymore in the near future and that it is about to publish an equivalent word in Spanish.

Reality shows

Merriam Webster defines *Reality TV* as television programming that features videos of actual occurrences, and Wikipedia defines *Reality TV* or *Reality show* as "a genre of television programming that presents

purportedly unscripted dramatic or humorous situations, documents actual events, and usually features ordinary people instead of professional actors." It also states that it has existed in some form or another since the early years of television, but has expanded significantly since the series Big Brother in 1999. From a syntactic viewpoint, in the magazine *Gestión* Charles Kenny uses *Reality shows* in his article "La revolución en una caja" as a noun in the following sentences: "*Y lo que quiere parece ser más o menos lo mismo en todas partes: deportes, **reality shows** y, sí, telenovelas.*" "*Y aunque pueden no ser tan sutilmente persuasivas como las telenovelas o los **reality shows**, campañas de avisos bien diseñadas...*" "*El hecho de que las telenovelas y **reality shows** puedan ayudar a resolver los problemas del mundo real no significa que los políticos del mundo deban adoptar a la TV como la panacea en política.*" RAE only accepts the word *show*, not *reality show*, and just like the word *stand*, its article is subject to elimination.

Pop

According to Merriam Webster, it is an adjective which is the shortened form of popular used for the first time in 1880. *Pop* is defined as relating to popular music or relating to the popular culture disseminated through the mass media. In his article "La revolución en una caja", Charles Kenny uses the word *pop* as an adjective in the sentence "*...y una nueva apreciación de la complejidad de la vida para*

*una joven afgana aspirante a estrella **pop**.*" Morphologically, it is used the same way in Spanish and English. Currently, it is accepted by the RAE which defines *pop* as an American artistic style inspired in the most immediate aspects of consumerism.

Web

According to Merriam Webster, the complete term is *World Wide Web* defined as a part of the Internet accessed through a graphical user interface and containing documents often connected by hyperlinks – called also *Web*. It appeared for the first time in 1990. In the magazine PCWorld, it appears many times since this is a computer specialized magazine. In the article "Domine Microsoft Office" the term is used as a noun in the sentence "*PDF to Word es un bonito servicio de la **Web** que llevan archives PDF al format de Word para que usted pueda editarlos.*" Jared Newman in his article "El gigante de la búsqueda pronto estará en su TV", also uses the term as a noun as in "*Google quiere evitar la diferencia marcada entre el contenido de la **Web** y la televisión tradicional por cable o por satélite.*" The term *Web* has not suffered any morphological changes either in English or in Spanish. RAE accepts the term *web* and even has an entry for *página web* defining it as a document located in a data network which may be accessed by means of hypertext links.

Marketing

The term *marketing* is found in the Dictionary of the Royal Spanish Academy as an accepted term. Its etymological origin dates back to 1561. The Merriam Webster defines the word as the act or process of selling or purchasing in a market. It is also defined as the process or technique of promoting, selling, and distributing a product or service. In PCWorld in the article "Multimedia y protocol Bluetooth", it is used a noun, for example, "*para el **marketing** de proximidad se han desarrollado dispositivos...*" and "*para el tema de **marketing** viral, uso de técnicas que utilizan redes sociales y medios electrónicos...*". However, DRAE also has the Spanish equivalent *mercadotecnia* which is defined as the set of principles that seek an increase of trade, especially the demand.

Flash

The word *flash* in the context of a memory device does not exist either in Merriam Webster or in DRAE. Merriam Webster does define the word *flash memory* as a computer memory chip that retains its data even without a connection to a power source. It first appeared back in 1985. Wikipedia states that *flash drives and pen drives* are USB storage devices based on *flash memory*. The term *pen drive* varies depending on the country. In Spain and Venezuela, they are known with the original term *pendrives*. In Colombia, Honduras, Mexico and Guatemala they are

known as *memorias or memorias USB.* In Ecuador they are known as *flash* as used in PCWorld magazine by Ginny Mies. The sentence "*Mi única queja es que el **flash** tiende a saturar los detalles y el color de las fotos tomadas en interiores*" confirms the usage as a noun. This term has not had any morphological changes in English or Spanish. RAE does not accept the term *flash* in its dictionary.

Zoom

This term can be a verb meaning to focus a camera or microscope on an object using a zoom lens so that the object's apparent distance from the observer changes – often used with *in* or *out.* However, it is most widely used as a noun, specifically, as in *zoom lens.* Merriam Webster defines *zoom lens* as a lens (as of a camera or projector) in which the image size can be varied continuously while the image remains in focus. The first known use of *zoom lens* dates to 1936. RAE does not accept this term.

Notebook

It is defined as a portable microcomputer that is similar to but usually smaller than a laptop computer, according to Merriam Webster. Syntactically, it is used as a noun as it appears in the article "Portátiles y netbooks" in PCWorld, "*Las **notebooks**, por su parte, mantienen su protagonismo como la herramienta indispensable del trabajador móvil, y*

en muchos casos las hay tan potentes que sirven como sustitutas de modelos de escritorio." There are no morphological changes in English or Spanish. RAE does not accept this term.

Chip

   Chip can be either a verb or a noun. In the context of PCWorld, it is used primarily as a noun, synonym of *integrated circuit.* Its first use goes back to 1959 and is defined as a tiny complex of electronic components and their connections that is produced in or on a small slice of material (as silicon). In the sentence, "*Estos detalles dan a cada* **chip** *su velocidad, su costo y su nombre...*" the term *chip* is used as a noun, syntactically speaking. RAE accepts the word *chip* and defines it as a small integrated circuit which carries out numerous functions in computers and electronic devices.

Chat

   Merriam Webster states that *chat* can be a verb or a noun. Originally it meant idle small talk or light familiar talk. Nowadays with the advance in technology it also means an online discussion in a chat room. Likewise, a chat room is a real-time online interactive discussion group. In PCWorld, syntactically, it is used as a noun in the sentence "*...incluyendo un mayor uso de características de* **chat** *y mensajería instantánea y aplicaciones de banca en línea.*" Wikipedia states that

there is a Spanish equivalent, namely, *cibercharla,* and that the DRAE accepted *chatear* as a verb related to online discussions as of June 2007. Thus, from a morphological standpoint, the Spanish first conjugation verb ending *ear* has been added to the word *chat.* Previously, DRAE had the verb *chatear* as the action of drinking glasses of wine (*chatos de vino*).

Spam

Merriam Webster defines *spam* as unsolicited usually commercial e-mail sent to a large number of addresses. It was first used in 1994 from a skit on the British television series Monty Python's Flying Circus in which chanting of the word *spam* overrides the other dialogue. Elinet Medina in her article "Kaspersky Mobile Security9: La seguridad en los teléfonos inteligentes" uses the term *spam* as a noun. "*Por tanto, es extremadamente importante que los usuarios de smartphone se protejan a sí mismos y a sus datos contra todos los tipos de ataques, incluyendo el robo, **spam**, ataques de phishing y más.*" This term is not accepted by RAE. Neither in English nor in Spanish have there been any morphological changes. Wikipedia in Spanish states *correo basura* or *sms basura* as the Spanish equivalent of *spam.*

Podcast

According to Merriam Webster, a *podcast* is a program (as of music of talk) made available in digital format for automatic download over the Internet. The term *podcasting* was first mentioned in The Guardian newspaper in a February 2004 article. It is a portmanteau of the words "pod"—from the name of Apple's portable media player, iPod – and "broadcasting". A backronym has been posited where *podcast* means "**p**ersonal **o**n **d**emand broad**cast**". It is used a noun as in the article "Automatice la colección de medios de su PC", i.e. "*¿No sería bueno tener una aplicación que lo mantuviera actualizado con las suscripciones de YouTube, **podcasts** de video y series de Web/TV?*" RAE does not accept the word *podcast,* but Wikipedia in Spanish uses the term *podcasting,* in other words, it has kept the morpheme of the gerund ending.

Tweets

The word *tweets* is not defined by Merriam Webster or DRAE. Wikipedia states that *tweets* are messages of up to 140 characters displayed on a user's profile page on Twitter, which is a social networking and microblogging service website. From a syntactic viewpoint, it is used as a noun in the sentence "*También pudo detector y mostrar los **tweets** de usuarios de Twitter cercanos...*" There are no differences regarding morphology in English and Spanish.

Wi-Fi

According to Merriam Webster, Wi-Fi is a certification mark used to certify the interoperability of wireless computer networking devices. The term suggests Wireless Fidelity and was first used commercially in 1999. It appears in Jared Newman's article "El gigante de la búsqueda pronto estará en su TV" in a couple of sentences, such as "*…su petición se envía entonces al televisor por* **Wi-Fi**" and "*Los televisores equipados con tecnología de Google TV tendrán capacidades de Ethernet y* **Wi-Fi**". The term *Wi-Fi* is not accepted by the RAE and there are no morphological differences in English and Spanish.

Miss

The term *miss* can be either a verb or a noun. As a noun, in the context of the magazine Vistazo it is used before the name of a place or of a line of activity or before some epithet to form a title for a usually young unmarried female who is representative of the thing indicated. Originally, it is short for *mistress*. In the article "Espejito, espejito: cuánto te odio" the term appears with the grammatical morpheme *es* to form the plural *misses* in the following sentence: "*…he operado a muchas mujeres antes de ser* **misses***, y luego de ser* **misses** *también he operado a otras…*" The term *miss* is accepted by RAE and is defined as the winner of a beauty pageant.

Mall

According to Merriam Webster, originally back in the 17th century the *mall* was a pall-mall alley, a public area set with shade trees and designed as a promenade or as a pedestrian walk. "*The pedestrian traffic through the grassy **mall** is heavier during the summer lunch hours.*" Another definition with which people relate to nowadays is the following: an urban shopping area featuring a variety of shops surrounding a usually open-air concourse reserved for pedestrian traffic. "*They spent the afternoon shopping at the **mall**.*" In Vistazo in the article "Vestirse bien para ganar mejor" by Bel Moherdaul, the writer uses the word *mall* in the following sentence: "*…últimamente, tacos altos, ideales para ir a la Universidad, pasear por los **malls** o salir por la noche, pero una desgracia para quien tiene un empleo y planes de properar.*" Morphologically speaking, the word *mall* takes the grammatical morpheme *s* to indicate the plural form in both English and Spanish. Also, the semantics of *mall* does not change in both languages. The Royal Spanish Academy does not accept the word *mall*.

Look

The term *look* has many meanings as a verb and more so as phrasal verbs. As a noun, Merriam Webster offers a few definitions, such as the expression of countenance, attractive physical appearance— usually used in plural, and a combination of design features giving a

unified appearance. Mariana Romero in her article "Fábrica de bellezas", uses the word *look* in the following sentence: "*Su rostro recuerda la belleza clásica de Rita Hayworth y por ello decidieron darle un **look** de diva de los años 40.*" At the moment, RAE has the word *look* as part of its dictionary and defines it as the image of people or things, especially if it responds to the purpose of elegance. However, RAE has a note the article is subject to elimination from the dictionary. It is inferred that RAE has an appropriate Spanish equivalent.

E-mail

The first known use of *e-mail* dates to 1982 and stands for *electronic mail.* It acts as a noun in both English and Spanish. It is defined messages sent and received electronically through an e-mail system. It appears in the article "La Gorda bella de Carondelet" in the phrase "*Así empezó todo. Con un simple **e-mail***". The term *e-mail* as such is not accepted by the RAE. It has the direct Spanish translation *correo electronico* defined as a system of personal communication by computer through data networks. Although there are no morphological changes in English and Spanish, Wikipedia mentions that there is disagreement for spelling among the different groups and associations. The following are mentioned: *email, e-mail, mail, eMail, Email, E-mail.*

Bypass

The complete term is *Gastric bypass* defined by Merriam Webster as a surgical bypass operation that typically involves reducing the size of the stomach and reconnecting the smaller stomach to bypass the first portion of the small intestine so as to restrict food intake and reduce caloric absorption in cases of severe obesity. Its first known use dates to 1972. In Vistazo it appears in "Cambio extremo" in the sentence "*El* **bypass** *es una operación compleja y definitiva, porque corta el estómago hasta una fracción de su tamaño original*". RAE accepts the term but it has changed the spelling to correspond to the Spanish pronunciation. Thus, it accepts *baipás* and defines it as an alternative bypass through which by surgery deviates.

Coaching

The word *coaching* as such does not exist either in Merriam Webster or in DRAE. Merriam Webster, however, does have the word *coach* as a verb and a noun. As a noun, it has several meanings, such as a large usually four-wheeled horse-drawn carriage having doors in the sides and an elevated seat in front for the driver, a class of passenger air transportation at a lower fare than first class, and one who instructs or trains. Semantically, this last meaning applies to the context of the sentence taken from the article "Promotor de empleo" from Vistazo. It states the following: "*Con nuestros asesores les vamos a hacer*

*un **coaching** a los chicos para no permitirles que se caigan.*"
Syntactically, in the previous sentence it is acting as a noun. It is worth
mentioning that Wikipedia in Spanish refers to *coaching* with the
English and does not suggest any other term.

Stock

The term *stock* can be used as a verb, a noun or adjective.
However, in the article "El papel pierde terreno" it is used as a noun. It
is defined by Merriam Webster as a store or supply accumulated or
available, especially the inventory of goods of a merchant or
manufacturer. RAE in its 22nd edition accepts the word *stock* as an
anglicism although it seems it will not appear in the next edition as
stated on its web site. Wikipedia in Spanish uses the word *existencias*
and it points out the use of anglicisms in financial contexts.

Fans

A *fan* is an enthusiastic devotee (as of a sport or a performing art)
usually as a spectator. It is probably short for *fanatic* and its first known
use dates to 1682. Morphologically speaking, the word *fan* appears in its
plural form *fans* in the article "Adiós al hombre de la rosa" by Rosa
Ileana Matamoros of Vistazo magazine. The first sentence states: "*…las
lágrimas y desmayos de sus **fans** inconsolables, hicieron que muchos lo
compararan con el funeral de Gardel…*" The second one states: "*Cada 19*

*de agosto sus novias o sus nenas como llamaba a su incondicional grupo de **fans**, acampaban con una o dos noches de anticipación afuera de su casa...*" In both English and Spanish *fan* acts as a noun, syntactically speaking, and it has the same meaning in both languages, from a semantic point of view. From a morphological point of view, the term *fan* takes the grammatical morpheme *s* to form the plural. It is currently accepted by RAE as an anglicism and defines it as an admirer of someone.

Playback

The first known use of *playback* goes back to 1929 and it is defined by Merriam Webster as an act or instance of reproducing sound or pictures often immediately after recording. It is used in the article "Adiós al hombre de la rosa" in the following sentence as a noun: "*...falló el **playback** y él cantó en un inglés improvisado.*" In English and Spanish there are no morphological changes. The word *playback* is not accepted by RAE, but Wikipedia in Spanish uses the term *sincronía de labios*.

Showman

The word *showman* is defined as a notably spectacular, dramatic, or effective performer, according to Merriam Webster. It was used for the first time in the 18th century. This word appears in the article "Adiós al

hombre de la rosa". The phrase states: "*Luego, gracias a su cuerpo fibroso, labios gruesos, una prodigiosa habilidad para mover las caderas y su actitud de* **showman***, se ganó el liderazgo de Los de Fuego...*" From a syntactic point of view, *showman* acts as a noun in both English and Spanish. Likewise, this word has the same semantics and morphology in both languages. Currently, the term *showman* is not accepted by the RAE.

I believe anglicisms deteriorate Spanish for several reasons. First, language reflects the idiosyncrasy and identity of a particular culture. If we readily accept any foreign term just to follow a trend or for status, we are weakening our cultural identity. Second, many anglicisms do have a semantic equivalent in Spanish, but people do not use them. I think the academic community is the one responsible for coining new terms and that educated people who have a sense of appreciation for their language should use the existing Spanish equivalents, so younger generations will not speak a distorted Spanish. Third, unfortunately Ecuadorian children and teenagers do not read as much as they should for neither education nor entertainment, but rather dedicate their free time to other stimulating activities they consider more fun, such as watching TV, playing video games, or listening to music. The consequence is that they read less, and they have less exposure to a varied vocabulary. Ecuadorian children and teenagers need to acquire a

proper lexis encountered in printed material in order to counteract the use of anglicisms in Spanish. I also believe that if children and teenagers are not guided by parents and teachers in the appropriate use of their L1, Spanish will get more and more deteriorated. Therefore, the acceptance and usage of anglicisms in our daily language is unacceptable from my point of view.

Comparative Analysis

In this section the ten most frequent anglicisms of the researched magazines are presented as well as the possible causes of these results. Then, the usage of anglicisms among the different types of magazines is analyzed and the variable that contains the highest number of anglicisms is determined.

The quantitative results of this research show that the most frequent anglicisms in all variables in descending order are the following: web, blog, Internet, chip, videos, stent, flash, blu-ray, marketing, podcast. Some of them have a Spanish equivalent such as *chip, flash, marketing* and *web* and yet magazines and people in general prefer to use the anglicism. These are words that are directly related to technology, a field that is growing rapidly and that involves people from all strata of society. So much so that our present generation of children from a very young age are innately computer literates since they are immersed in a technological surrounding.

Another aspect to consider is that the majority of young people enjoy using technology to the extent that there are even cases of Internet addiction, where teens spend several hours a day being connected to social networks. Technology is an inherent part of their lives, and the use of anglicisms reflects it.

This research shows that these terms all come from PCWorld, the scholarly magazine chosen for this research. This may indicate that magazine writers and editors in the field of computers and technology tend to use anglicisms since anglicisms express what they mean in a more effective way. If this happens with writers of magazines who are considered "highly educated" people, let alone with ordinary people as Solis (2010) states that specialized technology in not only part of certain fields but they are being incorporated into the general vocabulary.

Another reason for the high percentage of the use of anglicisms in scholarly magazines is the impact of globalization. Globalization is an unavoidable phenomenon which influences an entire civilization in all aspects, for instance, economy, the arts, music, politics, business, culture, education, religion, technology, and language is no exception. Lopez (2005) mentions that "language is a defining characteristic in the idiosyncrasy and identity of a country". In a way, our country may be losing its identity since it cannot keep up with the progress of technology by coming up with appropriate terminology in Spanish which effectively reflects the semantics of the original term.

A further reason is the prominent role of the United States in our modern world. Since last century with its participation in World War II, the U.S. has had a leading role in world history (Valikova, 2005). A strong country as it is in many aspects, it has managed, not only to take a firm stand in what it believes, but to subtly influence our culture with its own. This influence has taken place especially in technology as the U.S. houses the main headquarters of major computer hardware and software companies in the world. How can we not be influenced by the English language when we talk about technology?

Conclusions

- The linguistic phenomenon of anglicisms used in Ecuadorian magazines has been researched from a descriptive and linguistic standpoint in order to determine the influence of English in Spanish.

- There are a few anglicisms such as *boom* (La Casa magazine)*, best-seller* (La Casa magazine)*,* and *miss* (Vistazo magazine)*,* which are considered borrowings since they have been accepted by the Royal Spanish Academy (RAE) and there is no semantic equivalent in Spanish.

- Some anglicisms have suffered morphological changes to sound more Spanish-like, for instance, letter changes such as m to n in *confort,* a to e in *silicona,* and y to ai in *baipás;* letter deletion such as the letter k in *click* and the final s in *bypass;* and tilde addition as in *bróker* and *baipás.*

- There are some anglicisms such as *snob* and *stand* (from La Casa magazine)*, marketing, chip,* and *chat* (from PCWorld magazine)*,* and *look, e-mail, web, stock,* and *fans* (from Vistazo magazine) which are borrowings and have a semantic equivalent in Spanish, yet writers prefer to use the original English term.

- There are other anglicisms which are considered loans. Even though these terms are widely used by the Spanish speaking

community, they have not been accepted by RAE. These are *reality show, flash memory, zoom, notebook (laptop), chat, spam, podcast, e-mail, coaching, playback, showman, tweets, Wi-Fi.*

- The findings of this research show that the variable scholarly magazine is the one that contains the highest number of anglicisms with a total of 61 (45%).

- The anglicisms most commonly used in the researched Ecuadorian magazines are *web*(23 times)*, blog*(19 times)*, Internet*(15 times)*, chip*(9 times)*, videos*(8 times)*, stent*(7 times)*, flash*(5 times)*, blu-ray*(4 times)*, marketing*(3 times)*, podcast*(3 times).

References

Calzada, A. (2010). *El uso correcto de anglicisms en español.*

    Retrieved May 14, 2010 from http://idiomas.suite101.net/article.

    cfm/el_uso_correcto_de_anglicismos_en_espanol

Cantera, J. (1991). *Barbarismos.* Retrieved May 14, 2010 from http://

    www.canalsocial.net/GER/ficha_GER.asp?id=9197&cat=literatura

Crabtree, M., & Powers, J. (1991). *Language files.* Columbus, OH: Ohio

    State University Press

Delgado, A. (2005). *Los anglicismos en la prensa escrita costarricense.*

    Retrieved May 15, 2010 from www.latindex.ucr.ac.cr/descargador.

    php?archivo=kan011-08

Ellmore, T. (1996). *NTC's Mass Media Dictionary.* Lincolnwood, IL: NTC

    Publishing Group

Encyclopedia Britannica. (2005). *Linguistics,* 7, 378.

Gómez, J. (1997). *Towards a Typological Classification of Linguistic*

    Borrowing. Retrieved May 15, 2010 from http://rua.ua.es/dspace

    /bistream/10045/5997/1/RAEI_10_08.pdf

Grolier Incorporated. (2003). *The Encyclopedia Americana: Magazine,*18.

Haensch, Günther. (2005). *Anglicismos en el Español de América.*

    Retrieved May 15, 2010 from rua.ua.es/dspace/bitstrem/10045/

    6105/1/ELUA_19_12.pdf

López, Paloma. (2005). *Economic anglicisms: adaptation to the Spanish*

linguistic system. Retrieved May 15, 2010 from www.aelfe.org/
documents/06-Ib10-Zurita.pdf

Luján, C. (1998). *Uses and linguistic attitudes towards the English
language and the Anglo-American culture: the case of the Canary
Islands*. Retrieved May 15, 2010 from www.essex.ac.uk/linguistics
/publications/egspll/volume_3/pdf/lujan.pdf

Malmkjaer, K. (1991). *The Linguistics Encyclopedia: Traditional
grammar*. London: Routledge.

Merino, M. (n.d.) *Vicios idiomáticos*. Retrieved May 14, 2010, from www.
comunicacion.umayor.cl/mat_010_vicios_idiomaticos.doc

Morales, F. (n.d.). *Las faltas de lenguaje*. Retrieved May 14, 2010, from
http://s3.amazonaws.com/lcp/profiris/myfiles/LOS-VICIOS-DEL
-LENGUAJE-vers-iris.doc

Olivares, M. (2009). *El anglicismo en el campo de la música de las
revistas juveniles. Neología Léxica: Anglicismos, Hispanismos y
Spanglish*. Retrieved May 11, 2010 from www.realidadyficcion.es/
Revista.../El_anglicismo_en_el_campo_de_la_música.doc

Otheguy, R. (2001). *Simplificación y adaptación en el español de Nueva
York*. Retrieved May 15, 2010 from http://congresosdelalengua.es
/valladolid/ponencias/unidad_diversidad_del_español/3_el_espa
ñol_en_los_EEUU/otheguy_r.htm

Pountain, C. (2006). *Syntactic borrowing as a function of register*.
Retrieved May 15, 2010 from webspace.qmul.ac.uk/cjpountain/

synborr.pdf

Richards, J., Platt, J., & Platt, H. (1992). *Longman Dictionary of Language Teaching and Applied Linguistics*. Essex, England: Addison Wesley Longman Limited.

Robins, R. H., (1989). *General Linguistics: An Introductory Survey*. London: Longman.

Solis, Nora. (2005). *Análisis lingüístico de los anglicismos en el tecnolecto de la informática*. Retrieved May 15, 2010 from http://sisbib.unmsm.edu.pebibvirtualdataTesisHumansolis_ancap02.pdf

Strazny, P. (2005). *Encyclopedia of Linguistics: Language: Contact – Overview*. New York: Dearborn.

Valikova, Hana. (2007). *El Anglicismo en la Lengua Española*. Retrieved May 15, 2010 from is.muni.145734/ff_b/bakalarsaka_diplomova_prace.pdf

Wikipedia.org, *Anglicismo*. Retrieved May 14, 2010 from http://es.wikipedia.org/wiki/Anglicismo

Wikipedia.org, *Barbarism*. Retrieved May 14, 2010, from http://en.wikipedia.org/wiki/Barbarism_(linguistics)

Wikipedia.org, *Barbarismo*. Retrieved May 14, 2010, from http://es.wikipedia.org/wiki/Barbarismo

Wikipedia.org, *Diction*. Retrieved May 14, 2010, from http://es.wikipedia.org/wiki/Dicci%C3%B3n.

ANNEXES

ANNEX 1

QUALITATIVE TABULATION

Table One
Variable: Cultural magazines

Magazine and Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page

Author: Felix Bastidas

Table Two
Variable: Scholarly magazines

Magazine and Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page

Author: Felix Bastidas

Table Three
Variable: General interest magazines

Magazine and Date	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page

Author: Felix Bastidas

ANNEX 2

QUANTITATIVE TABULATION

Table Four
The Most Frequent Anglicisms (in all variables)

Anglicisms	Word repetition number
TOTAL: xxx anglicisms	

Author: Felix Bastidas

Table Five
Comparison between variables

	Variable	F	%
	Cultural Magazines		
	Scholarly Magazines		
Anglicisms	General interest magazines		
	Total	xxx	100,0

Author: Felix Bastidas

ANNEX 3

COVER OF MAGAZINES