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

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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 10, 2011

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## **Abstract**

This study aims to identify and analyze the use of anglicisms in Ecuadorian magazines, taking as variables the scholarly, cultural and general interest magazines. Examples of words which come from the English language are provided to illustrate how this language has influenced the Spanish written and to help the readers to understand the morphological, semantic and syntactic approaches of those anglicisms as well as the possible causes for their introduction into the Spanish language.

The research was conducted in Quito- Ecuador; the magazines analyzed were: El Búho and El Apuntador for the Cultural variable; Ecuador Terra Incógnita and Capital for the Scholarly variable and Cosas and Diners magazines for the General Interest variable.

This study was addressed using a qualitative and quantitative approach. Each magazine was carefully analyzed by using skimming and scanning, reading techniques and note taking in order to collect data about the anglicisms used in Spanish magazines.

This research evidences that there is a bigger amount of anglicisms in general interest magazines, a forty percent as opposed to the nineteen percent of English terms found in scholarly magazines which aim to convey a more formal language due to the audiences they approach.

## **Introduction**

This study has been conducted as a means to identify how the English language influences writers of magazines in Ecuador and leads them to include English terms into their publications, how often do they do it and which type publications contain the highest number of anglicisms.

The present investigation has one general objective which is to research on the linguistic phenomenon of anglicisms used in Ecuadorian magazines. And four specific objectives which are: to identify the syntactic and lexical anglicisms most commonly used in Ecuadorian magazines; to make a deep analysis of the anglicisms found in Ecuadorian magazines regarding syntactic, semantic and morphological aspects; to establish which variable (cultural, scholarly and general interest magazines) contain the highest number of anglicisms; to determine which anglicisms are mostly used.

The methodology used for this research has taken a qualitative and a quantitative approach, using three variables which are: cultural, scholarly and general interest magazines, taking as samples for the study the magazines El Búho and El Apuntador for the first variable, Capital and Terra Incógnita for the second and Cosas and Diners for the third one.

To collect the information found in the magazines, charts were used in which the information found was tabulated to present a statistic approach on the number of anglicisms per variable.

The anglicisms were found within these magazines using skimming and scanning procedures and note taking. To identify the origin of the terms found the tools used were the Merriam Webster dictionary and the dictionary of the Royal Academy of the Spanish Language.

Previous studies have shown the recent and powerful influence of the Anglo- Saxon culture in Spanish speech over the last few years, as it is the case of a study conducted by Rollason (2010), where it was demonstrated that smaller speaking communities such as the Spanish or even the French ones, have suffered the overbearing power of the English language taken over some of the important parts of its speech.

The beneficiaries of the present document are primarily the students of English as a Foreign Language who need to be aware of the impact of their study in our society, also the English students who may encounter these features throughout their readings and in general all students and readers who look into magazines every day and come across these terms who in advance will be aware of the causes for the inclusion of anglicisms in Ecuadorian magazines.



The present research did not present many limitations, perhaps one of them would be the fact that some words that at the beginning were considered anglicisms do not come from the English language, which has led to a deeper investigation and in some cases to the exclusion of a word that was considered to be an anglicism.

The general objective of this research was accomplished thus the linguistic phenomenon of anglicisms was studied and the samples collected allowed to analyzed how these are being used in Ecuadorian magazines. The specific objectives were also accomplished, especially in the part concerning the analysis of results, were there is a detailed description of each feature in terms of syntax, semantics and morphology. It has also been established that the cultural and scholarly magazines bare less anglicisms that the general interest ones and finally several tables have been designed to show the reader which anglicisms are most commonly used and the frequency of their appearance in each particular case.

## **Methodology**

To conduct this research three variables were taken into consideration: cultural, scholarly and general interest magazines written and produced in Ecuador between the years 2009 and 2010, taking two items per variable.

To gather the bibliographic support the research used dictionaries both in the Spanish and in the English language; books taken from libraries and the internet. The guide provided by the UTPL was used in the compiling of information as well.

The research was conducted in Quito, Ecuador, using the following magazines: for the cultural variable the magazines chosen were El Búho magazine which deals with literature affairs and El Apuntador magazine, dedicated to theater issues. For the scholarly variable the magazines of study were Capital magazine, dealing with economics and statistics and Terra Incógnita which treats environmental affairs. Finally for the general interest magazines the chosen ones were Cosas magazine, which deals mostly with fashion, celebrities and social events and Diners magazine which covers a broader specter, dealing with cultural, economics, social and other aspects of interest.

The methodological approach for the present investigation was qualitative and quantitative, using skimming and scanning procedures and note taking, reading the magazines cover to cover and outlining all the words or terms coming from the English language, afterwards those

terms were checked in the Merriam Webster dictionary to verify if they came from an English root and the Spanish Royal Academy dictionary to see if those terms were already accepted into the Spanish language or were only used in the every day speech of people.

After the information was gathered, the anglicisms were incorporated in charts that contained the following information: the name of the magazine, the examples in which they were found, the lexical category they belong to, the number of repetitions in the same article, the name of the article and the page in which the article is.

Two other charts were made in addition; one to tabulate the number of anglicisms that were found and a third one to establish the percentage of anglicisms found per variable.

The steps taken to gather the information, as mentioned above, were the reading of the magazines and highlighting of the anglicisms, secondly the verification of the root they belong to and the tabulating procedure using the charts already mentioned.

Finally the research presents a linguistic analysis in which the thirty most recurrent anglicisms are analyzed in terms of syntax, semantics and morphology. Then the ten anglicisms most used in all three variables undergo a comparative analysis that permitted this study to reach the main objectives and come to conclusions.

## **DISCUSSION**

### **Literature Review**

If the study of language throughout history has taught people something is that language is not an absolute figure but a constant change of structures that is meant to accommodate its users. From the first spoken languages until the present era, it can be seen how speech has experimented the introduction of new terms that are as diverse as the forms of existing languages.

The reason for these changes may rely on the fact that people speak to communicate with others and sometimes these others do not happen to speak the same language. So, what is the aim of speech? To cast people away because of the idiomatic barriers? Or to bring their interlocutors closer by taking some of the expressions, words, dialects, and make them their own? The question may be who is adopting the majority of these features, which community welcomes them and which excludes them and why?

In a third world country like Ecuador, which is making its way through progress, it is important to ask questions like: is it essential to learn and to incorporate English words to make this path shorter, or is there a way to accomplish progress and maintain the Spanish language intact? Given that language is a trade mark of people's identity. These and further questions will be explained in the present report, that is aimed to explore the number of anglicisms that Ecuadorian magazines

include in their pages, the frequency in which they do it and which anglicisms seem to be the most used, the ones that nowadays make a part of the daily Spanish speech.

This study addresses anglicisms by exploring related topics such as linguistics and its branches (morphology, semantics, pragmatics, phonology and syntax), contact languages, language vice, barbarisms, borrows and loans and finishes with the mere description of anglicisms and structural definitions of magazines. It also shows how previous studies have contributed to this matter and content information that will provide the reader with a fair explanation about the use of anglicisms in Ecuadorian magazines.

### *Linguistics*

According to Martinet (1972, p. 11) “One can learn how to speak without knowing anything about linguistics, as they can digest without knowing the theory of digestion...” letting us understand until what point linguistics is an innate part of our lives. Spoken language connects us with the world around us, it gives meaning to everything we know and it would take very little to demonstrate that not having this ability would be similar to be a handicap. That is why linguistics have shown to be one of the most studied science to comprehend the process of thinking and how it affects our development. Lyons (1974), in his study about Chomsky, described linguistics merely as the science that studies the language, and this somewhat shortsighted approach is what

took the last mentioned linguist to findings on the topic that may have been seen as too futuristic for his time but now are gaining more and more attention as how we already said, it is an inherent though crucial process of the human being.

### *Morphology*

A not very ancient research of the term morphology carried out by Geert (2007) stated what we already knew about the subject though putting more emphasis as to say that it studies the internal, not only external structure of words, he also claims that this is the starting point for the semantics viewed in the interconnection of words themselves. These are the same words that will further suffer the melting into other idiomatic cultures which will input them a new meaning and by consequence a new morphology.

### *Semantics*

As established by Frawley (1992, p. 1) "Linguistic semantics is the study of literal meanings that are grammaticalized or encoded..." perhaps the most relevant branch of linguistics, or at least the most related to knowledge. That is how we define our codes; how we decide which grammatical structure is better suited to refer to an object, a circumstance or even a feeling. Frawley goes beyond that same definition when he suggested that aside from being a part of the linguistic sciences, semantics constitutes the core of the study of a more specialized subject called semiotics. This gives us a hint as to how

correlated speech is to our thinking process. Therefore it is no surprise that we have included these definitions to help us understand why we decide to incorporate new features to our speech, given that this is a conscious act that requires both a sociological and a linguistic approach. Semantics will eventually inherit the new words we borrow, such as anglicisms, and will also have to deal with their meaning, which is why its definition becomes necessary.

### *Pragmatics*

One of the most accurate definitions of pragmatics is the one proposed by Levinson (1983) perhaps a little too particular when he mentions that this subject deals with the study of language from a functional point of view. Looking at the word pragmatics that is exactly what it does, thus pragmatics is the theory taken to practice. Therefore in this description it can be found another clue to the study on anglicisms, they have been helpful to Spanish in matters of use, which is practice. It has accommodated itself to the use of these borrowed words for no other reason than the fact that it needs them in its practical everyday speech.

### *Phonology*

Some languages distinct themselves only by their hearing features, in several speech communities words differentiate from one another only by a sound, so it is not rare that this study brings up phonology since it is one of the science of linguistics most related to the

senses. From a very specific approach, phonology is the study of the phoneme, which is a unit of speech, or the sounding version of a written word. According to Roach (2000, p. 44) phonology is concerned with “studying how phonemes function within a language and the relationship among them”. In other words, phonology deals with the pronunciation part of speech, which has also suffered modifications with the introduction of words from other languages, because along with the word comes the pronunciation of it, which production is different in each language, in Spanish it is said that words are spoken the same way as they are written, in English however, is the other way around, this shows us that the Spanish speakers had to obligate themselves to think backwards to cope with the new structures they learn when they incorporate the English language into their speeches.

### *Syntax*

Here the study presents what is probably the most complex branch of linguistics, syntax. The term syntax comes from the Greek word *syntaxis* which means arrangement. Van Valin (1997) believes that this arrangement has a connection with the meaning words have within a sentence, this is a proven fact because, at least when it comes with the English language, a word can be rather a noun, a verb, and adjective, all depending of the position they are in a particular sentence or clause. For Chomsky (1979) syntax means productivity, when people talk they put words to work, they produce this unconscious act without



knowing that all the phrases we elaborate have a given set of rules, even as children, they are being respectful to those rules because without them, their speech would have no meaning, it would be impossible for them to make themselves clear. So before they even learn how to spell their names, people follow all the rules of the grammar of their native language, but maybe it is only when they attempt to learn a second one that they have to comprehend this intricate system of production that is what syntax is all about.

### *Lexical categories*

When syntax is being discussed it is important to understand that there nouns, verbs, adjectives, adverbs and prepositions and bare this name because the possess lexical meaning, they are sometimes called content words as well. The functional category is reserved for those words that we need to put our speech together but which do not possess a meaning of their own, these words being the auxiliary verbs, conjunctions, articles, etc. Each language functions differently, that is why the grammar rules of one can be useless to another, the purpose of these rules is to come to the conclusion that as far as we can be from other speech communities, we have things in common, as far as structure, this may make sense in the universal grammar theory with which Chomsky surprised the world of linguistics not too many years ago, and in the field of anglicisms this theory has a lot to teach us, thus the introduction of different forms of a language, coming from another one

with a whole new set of structure rules, into ours proves that the so called universal phenomenon is possible and moreover, it happens already. There also exist lexical categories in which this subject can be further subdivided. Van Gelderen (2010) speaks about two main categories: the lexical and the functional.

### *Contact languages*

According to Siemund and Kintana (2008, p. 5) “The relevance of the social factor manifests itself in the modules of language preferably affected by language contact...” This is the core of our investigation, thus it aims to explain how one language is affected by another and why. There are no few questions as to why the Spanish language has been affected by the contact with English, why isn't it modified to fit with its Latin pairs? But this contact that we refer to goes beyond a simple alteration of speech, it has changed the grammatical structures and that is why they are even accepted within our dictionaries, the contact to which we refer to is not the product of a decade or two but a process which has taken many years to the point that it may not be recognizable for the new generations, when they stumble across a word that they thought of as their own when in fact was the result of the contact with another speech community way beyond its geographical borders.

### *Language vice*

As it has been established, language is not an absolute and unstable parameter; it is a sort of speech factory, always in movement, always progressing towards something that can bring it closer to a global understanding. But what if this progress does not come in the form of a perfect variable, thus when we introduce another language feature into our own, we also introduce the errors that may come along with them, the grammatical misconceptions that were not resolved yet in its mother tongue. This is what is called language vice, or as better said by Lyons (1974, p. 95) "...the fact that the announcements produced will contain a diversity of errors and distortions (mispronunciations, changes in constructions, etc.) due to the malfunctioning of the psychological mechanisms implied or their limitations."

If we have not yet mastered our own language, how can we transfuse it to another speakers without the inevitable blank that we have not been able to fill, and in turn, how can we receive this transfusion if it comes with an error, or is this not much of an error if we do not posses the structure to judge it as such. That being said, this study claims that many of the features that the Spanish language has inherit, are not the best ones and the fact that we incorporate it to our language does not imply that we are saved of this grammatical mistake. Sometimes the mere syntax of the language does not allow the words to

be transformed to fit into another one, so the error becomes a constant and with it, the vice that we put into our daily speech.

### *Barbarisms*

Continuing with the above mentioned subject, one can only hope that the words we inherit come to make an improvement in our language, that they will help us develop a tighter connection with the world, in order for that to happen the way we speak has to be enriched, but as we said before, what kind of structures are we enriching it with? Webster (1994) recognizes the existence of three kinds of borrowed words called barbarisms: obsolete words, new words and words “new modeled”.

This meant that some structures of our speech are too dusty to be used; others are so new that they have not been yet accepted and some other ones are not even considered words but sort of words elaborated to accommodate a circumstance for which there are not any. This happens in our mother tongues, it happens to us during childhood when we do not know how to spell correctly or to conjugate all the verbs, we come up with words like “hacido” instead of hice (the young boy who says to his mother: yo no hacido eso) for example. This may seem funny and in deed it is, but what if it becomes more popular and people in that speech community starts using it, perhaps just for laughs but then it progresses until the point where it's normal to use it in a conversation and further more, to loan it to another language. The fact that we've

been using the incorrect form of a word for a long time does not exactly make it right, it is what constitutes a barbarism.

### *Anglicisms*

This point may encounter the touch stone of this study, the definition of anglicisms. One of the simplest explanations of this item is the one proposed by Miseska and Radovanovic (2000) when they establish, among other things, that anglicisms are words borrowed from the English language that when entering into our, or any other language, go through the necessary modifications to fit in with the receiver's syntax. A much more specific definition is the one provided by Gorlach (2003) when he claims that the morphology, spelling and phonology are also integrated into the receptor's speech when they adopt these idioms that are recognizable to have an English background. As already said this phenomenon is not only a characteristic of Spanish, this can happen within French, German or even languages so distant as Japanese or Mandarin. A fair explanation to this fact would be easily summarized in a single word: globalization.

The communities, who would still be reluctant as to welcome global expressions, whether these are idiomatic, cultural, economical, etc. into their core, would probably be left out of the so called progress of our era. Given that language is one of the most important functions of our knowledge, this may be the sponge which sucks up the first changes, the first approaches of a global phenomenon. In a small

country like Ecuador, it is no surprise that these approaches have been more than welcomed and that their features form now an essential part of our daily speaking. Let us take for instance the word bar; almost nobody stops to analyze its grammatical ancestors, it has already been included in our dictionaries, we teach it to our children, at home and in the classroom.

Nevertheless, this small word does not belong to us, it was borrowed from the English language so long ago, that we don't even have a Spanish equivalent to replace it. That is one of the reasons that we need to borrow words, because we don't own them in our language. May be because they correspond to items that were brought into our countries with a given name, we did not get to name them ourselves, like would probably be the case of the word bar; the bar was an Anglo-Saxon invention, therefore, its name is just part of the package: you receive an item, you inherit a word, period.

But what about the items that already had a name in Spanish (which, as already said, can be the case of French, Italian, German, etc.), and that we rename it to accommodate the global needs for a general understanding and gave it a new English name? Due to reasons that may be part of further studies, the English speaking community has become the strongest one in the world, even when is not the language spoken by a larger number of people; there are products made

in Asia with names already given in English, that is the power that it has over the world.

We may say that among all the things that the American community has conquered, language may be the vastest. So it is hard to grasp over a magazine one day in Quito or any other city of our country and not come across with words like fashion, bar, rock, cyber, etc. If we can not beat them we may as well understand them and unravel their anatomy so we can give it the best possible use.

#### *Borrowings and loans*

What constitutes a borrowing and when this borrowing goes beyond to become an anglicism? Is it necessary to be bilingual to loan words from another language? Nowadays almost every person of the new generation knows at least a few words in English, that does not necessary make them bilingual, but it already, gives them permission to borrow some of the words they do know to incorporate them in their language when they feel the need to do so. Evidently this phenomenon is much more common and repetitive among true bilingual individuals.

There may be a blank in a conversation between a person who was born in Ecuador but who grew up in Illinois, what is there for them to do when they do not find the exact adjective, noun or verb to make their speech more understandable? To remain quite does not seem to be the choice, so, whether they like it or not, whether they are aware of it or not, they borrow the word of the language they know better to fill the

blanks in their conversation. That is what linguists have named borrowings and loans. Hock (1991) explains this phenomenon as a result of linguistic contact; he claims that we not only borrow single items of speech but whole clauses if we feel like we have to. As he stated, this is the product of a linguistic brotherhood, we would not borrow words from Japanese, we have never been in near contact with it and therefore we do not know any words from it.

With English, however, we are almost too close, maybe this language has overwhelmed us to the point of being essential to borrow some of its words to make ourselves clear. It is present in all settings: the formal ones, in the business meeting of an airline staff when using the word overbooking; in an informal one, when two kids tell each other a gossip using the word man to refer to any given individual, regardless of its gender. When this happened to a foreign visitor from the United States many years ago, it was considered a borrowing, today; it has already fallen into the category of an anglicism. It is true that for a person to borrow a word from another language they have to be at least very familiar with it, if not totally bilingual, we have seen this happen with small children coming from abroad, but it may be the starting point of a new addition to the Spanish language, a new word that has come to stay.



## *Magazines*

Some of us may almost never buy a newspaper, it is astonishing to discover how small is the population that buys books if not only for academic purposes, people in the present days do not often read for pleasure, as sad as it is to find out. But almost every one of us has ever stumbled across a magazine. In a doctors waiting room, in an airport, while waiting in line at the supermarket; a magazine is always there to keep us company. Martinez (1973) believed that magazines were very important vehicles of cultural and informative feedback in the present times. He puts them in a medium point between the complexity and richness of a book and the simplicity and quick approach of a newspaper. This may sound too progressive, as Martinez is claiming that a magazine may be the substitute of both a newspaper and a book, but its somewhat controversial asseveration is not too far from the truth.

The statistics of sales would serve as a means to corroborate that affirmation as well as a brief sample of readers that will not be lying if they say that they have at least once in their lives grasp over a magazine but maybe never bought a book or even a newspaper. A magazine is a not too thick written publication that appears weekly, monthly, annually, etc., as stated by Webster (1978), it contains general events, talks about the recent most important ones or it can be specialized in an specific subject such as science, culture, sports, among others. As they appear to be very close to people's needs and interests, it is only natural

that we have taken magazines as the source of our investigations, thus they contain a language that people are related to and their audience goes from children to grown ups from every social status and cultural background.

### *Language used in magazines*

As already mentioned by Martinez (1973, p. 335) a magazine “...constitutes one of the main cultural and informative vehicles of our time” it would not have been so if its language was uptight and pretentious, nor if it would have been way to colloquial. But more truthfully, it is not the reader who accommodates to the language used in a magazine; it is the magazine that uses a language that it considers better suitable for its target audience. It will contain very casual expressions familiar to kids and very scientific words directed to the reading of biologists. Therefore, if the phenomenon of anglicisms has come to be so global among the speakers, how could we not expect to find them in a magazine? In fact we would feel in the boarder of unliteracy if we did not know at least a few. A magazine’s language has to address what people needs and if people in Ecuador have become so familiar with the use of a word like fashion, a magazine is going to be one of the first places we could expect to find it in.

### *Magazines’ audience*

As we mentioned above, there are as many magazines as groups of people, we have the ones address to children, filled with puzzle games

and cartoon characters; the ones suited for teenagers which will talk to them about musicians, celebrity gossips and even make up advices; there are magazines for those who enjoy literature or theater and also for the ones who enjoy to travel around the world without leaving their houses. Of course some magazines are more popular than others; we would find more teenagers in the need of finding out their favorite musician's favorite color, than theater lovers who want to review a critic of the newest play they saw. The State News Media (2004, abstract) claims that "...readership surveys indicate that the audience for news magazines is holding steady, while the audience for pop culture, entertainment and lifestyle magazines is growing". This is a mass media fact; nevertheless, our study will address the different kinds of magazines in the search for anglicisms. We hope to clarify the question of which specific group uses them the most, when and how often, as well as what are the anglicisms with which people in Ecuador relates the most.

#### *Previous studies about the use of anglicisms in magazines*

In a study carried out by Rodriguez (1996) it has been suggested that Spanish also has loaned some words to the English language, though the frequency is far from equal. The globalization theory leads us to believe that it is normal for us to speak the language of the most powerful, they did not advice us, however, as how to keep our identities intact. As much as we want to believe that or language is still as pure

and unique as the one from Cervantes, it would be better to come to terms with the fact that it has adopted many children, some of them more useful and necessary than others, but as far as purity is concerned, there is not a language in the world which has not been altered throughout the history, even so, it is not hard to notice which languages have been more so than others.

Anglicisms are just one of the ways in which it has been modified, though due to the contact with that speech community, it may easily be the phenomenon that has had the most influential power of them all.

Although for some specialized fields, the introduction of words from the English language has been widely accepted, as for example, for the technological field, even more so for the branches which are most related to the media. Timofeeva (2007), found that the use of anglicisms has improved the specter of communication within the world of websites and global business, because they have adopted terms that are now very popular amongst those who work with tools like computers, software, and internet. Although this study took only one website to carry out the investigation, it proved to be very successful, because of the generalized tendency to adapt the language to the field of expertise in which it was learned.

In a third study carried out by Oncins- Martinez (2009) it was found that some words were less likely to be adapted from English to Spanish and vice versa, because of the nature of the language and the

fact that Spanish has a more linguistic features than English. He took as an example the Spanish adverb *dramáticamente*, and from then on showed how the translation of words like these is not only impossible but also diminishing to the richness of the language. That is why the anglicisms most found correspond to the lexical categories of nouns, which are easy to translate and do not need conjugation.

Spanish is not the only language that has adopted words coming from English, nor are the so called lesser languages. German magazines and newspapers also saw themselves affected by the influence of this phenomenon. In a study conducted by Onysko (2007) it was found that in the most recent years, German magazines adopted several terms in English, mostly when talking about popular culture, recent events or the red carpet. But the phenomenon spread to economical and even political issues, which proves that the anglicism trend went beyond the borders of the nearest speech communities.

Going deeper in the study of how the English language has influenced European speech communities, Hartmann (1996) took the eastern Europe countries as a sample of how far the phenomenon has gone and explained that the changes have not only been structural but that the semantics, morphology and even phonology of those languages have been altered by the introduction of English terms, but he also claims that these aspects have not yet been taken into account as much as they should be.

Despite the fact that some European languages have adopted English features in the various printed publications they own, it would be inaccurate to say that they are the ones who have taken the biggest load of this approach. In a study conducted by Rollason (2010), it was demonstrated that smaller speaking communities such as the Spanish or even the French ones, have suffered the overbearing power of the English language taken over some of the important parts of its speech, some times replacing words already existing in the host language. Rollason explains that the socio economical factor is the most important one in the globalization of the countries as well as the languages.

After the dissolution of the Soviet Union, small countries like Croatia and Slovenia got their independence and do did their languages. Beaugrand & Seidholfer (1998), in a study carried out in those countries, concluded that given that the students were recently entered in the ESL educational system, as well as the cyber culture, they had some trouble understanding the jargon used to master those fields, but that the necessity of doing so, took them to approach the Anglo-Saxon speech community in order to get familiar with the new subjects they were studying, proving until what point the introduction of that language was essential to complement the academic process.

As far as the amount of anglicisms per field of speech, some have seen themselves benefit form this language addition better than other, as for example, the economy field. In a study done by Lopez (2006), it

was found that the globalization strike directly into the language of its users, thus they were eager to make the most possible contacts they can, and they were obligated to learn the terms that came along with it.

Examples of that would be the wide spread use of words like marketing, which is a term already accepted into the Spanish dictionaries.

Another field highly influenced by the anglicism phenomenon is the field of informatics. Since computers and software are American inventions, the language that comes with them is an inherited part of the usage of those equipments. One can not learn how to use a computer or navigate through the internet without being familiar with the subsequent terms that are, of course, English related, as found out in an investigation performed by Sampedro (2000).

The final approach of the present literature review is one similar to the first statement: is the Spanish language being affected for better or for worse by the introduction of words coming from a bigger speaking community as is the English one? Is it normal to adapt ourselves to the fact that our once purer and richer language is being shortened in expressions and molded into something new? This question is too being asked in countries whose languages also come from a Latin root, such as French.

In a study carried out by Anderman & Rogers (2005) focusing on press publications in France, it was determined that certain terms introduced in the French language coming from English were totally unnecessary, thus the words that they represented were already existing in that speech and furthermore, that the richness of French was being diminished by the melting of words between languages which result in barbarisms which are now very popular, specially among young people and university students.



## Results

Table One  
Variable: Cultural magazine

Magazine and date	Anglicis m	Example	Lexical Category	Word repetition number	Heading	Page
El Búho December 2009/ February 2010	Festival (es)	El <b>Festival</b> de La Lira se realizó del 9 al 13 de noviembre del 2009, y tiene dos tiempos: ayer y hoy.	Noun	12	El Festival de La Lira: una fiesta de versos en una ciudad de poesía	26-30
		Y un buen prestigio para los <b>Festivales</b>				
		El <b>Festival</b> de la Lira: una fiesta de versos en una ciudad de poesía				
		Y un buen presagio para los <b>Festivales</b> del futuro				
		Hoy, el <b>Festival</b> de la Lira convoca a la poesía contemporánea en lengua española				
		El <b>Festival</b> de la Lira representa a la poesía contemporánea en Ecuador				
		Esta segunda edición del <b>Festival</b> de la Lira reunió algunos de los nombres emblemáticos de la poesía neobarroca latinoamericana				
		Esta segunda edición del <b>Festival</b> de la Lira reunió algunos de los nombres emblemáticos de la poesía neobarroca latinoamericana				
		El trajín del <b>Festival</b> galopaba				
		Fue cerrado por el ganador del <b>Festival</b> , Arturo Carrera				
		La clausura del <b>Festival</b> se forjó en los jardines de San Joaquín				
		Este <b>Festival</b> se augura como uno de los más importantes.				

El Búho December 2009/ February 2010	Iceberg	Una buena ilustración de esta tendencia es el aumento de la astrología, pero ello es apenas la punta del <b>iceberg</b> .	Noun	1	El científico frente a la anti y la pseudociencia	32
	Off	Una voz en <b>off</b> que recita unos cortos poemas del mismo artista.	Adjective	1	Cuatro en el CC de la PUCE. La muestra de fin de año	58
	Bar	De aquí a un recital de poesía en la Casa de la Cultura, previo a una visita al <b>bar</b> .	Noun	1	Hotel Crespo: un hostel con historia	22
El Apuntador / January 2010	Clown	Producciones escénicas confían sus propuestas al <b>clown</b>	Noun	1	El teatro como mirada	12
	Talk Show	No obstante, motivo del <b>talk show</b> , motivo de análisis y más disparates comerciales.	Noun	1	Locura y escena	40
	Rol	Incluso devolver al actor su <b>rol</b> de hacedor y creador.	Noun	2	Festivales y encuentros	32-39
		También se requiere precisar el <b>rol</b> del estado				
	Box	Eso pensaba, en <b>Box</b> , donde unos pocos espectadores vecinos tenían también una actitud de espera	Noun	1	En pocas palabras	53
	Hobby	Hay otros que les gusta el teatro como <b>hobby</b> , no como carrera	Noun	1	En pocas palabras	52
	Web	Recorro la <b>web</b> revisando, leyendo sobre otras revistas	Noun	1	Primera llamada	3
	Gay	Soy <b>gay</b> , le dijo tajantemente el calvo y estuvo a punto de levantarse y marcharse.	Noun	2	Café Gay	56
		Café <b>Gay</b>				
Festival (es)	Los <b>festivales</b> y encuentros de teatro y danza nacionales han copado el espectro artístico del país	Noun	19	Festivales y encuentros	32-39	
	<b>Festivales</b> y Encuentros					

El Apuntador / January 2010	Festival (es)	<b>Festivales</b> y encuentros: espacios que articulan la sensibilidad	Noun	19	Festivales y encuentros	32-39
		El <b>Festival</b> de teatro de Manta es parte de la red				
		Los encuentros y <b>Festivales</b> han tenido la fuerza para formar públicos				
		El <b>Festival</b> internacional de teatro experimental se realiza en Septiembre				
		Hay que evaluar la incidencia que tienen los <b>Festivales</b> y encuentros				
		Ha sido a través del <b>Festival</b> que hemos podido ver grupos representativos				
		Los <b>Festivales</b> y encuentros no provocan todavía un debate				
		El <b>Festival</b> del sur terminó expandiendo sus fronteras				
		Se llamó al primer <b>Festival</b> de análisis y evaluación				
		La poética del <b>Festival</b> de artes escénicas de Guayaquil				
		Es un <b>Festival</b> con identidad propia				
		El único <b>Festival</b> que tiene el carácter de nacional				
		Los niños cuentan con sendos <b>Festivales</b>				
		El <b>Festival</b> de títeres fue fundado hace nueve años				
		El noveno <b>Festival</b> de títeres tuvo nuevos rostros				
		El segundo <b>Festival</b> alternativo de teatro latinoamericano				
		Los <b>Festivales</b> han podido mostrar lo que los grupos producen				

Autor: Patricia Yépez

Table Two

Variable: Scholarly magazines

Magazine and date	Anglicism	Example	Lexical Category	Word repetition number	Heading	Page
Capital December 2009	Flash	Aprendieron hace cuatro años a dominar el <b>flash</b> , entre otros programas	Noun	1	La informática quiere anular al pizarrón	12
	Rol	Se mantiene aun la expectativa del alcance y el <b>rol</b> que tendrá esta entidad	Noun	1	La unión de naciones suramericanas	26
	Dólar(es)	Lo que significa que por cada <b>dólar</b> invertido en vivienda el producto nacional crece en siete <b>dólares</b>	Noun	6	El banco central del Ecuador como banco de crédito	28-29
		Se debe tener como reserva un monto de 84.5 millones de <b>dólares</b>				
		Se han incrementado los depósitos en <b>dólares</b>				
		400 millones de <b>dólares</b> más para incrementar las reservas				
	Superiores a los 1.000 millones de <b>dólares</b> al año					
	Boom	En los años noventa empezó un pequeño <b>boom</b> del cine chileno	Noun	1	Cero latitud: la semilla crece	38
	Festival	Era una invitación para asistir al sexto <b>festival</b> de cine en Quito: cero latitud	Noun	3	Cero latitud: la semilla crece	38-43
Los invitados llegaron desde otras latitudes al <b>Festival</b>						
	Hay algo que te llamó la atención del <b>Festival</b> ?					
Filme (s)	Empezó a hacer <b>filmes</b> cortos, dibujos y grabaciones caseras	Noun	1	Daniel Johnston, el genio discreto	44	
Show (s)	Daniel daba <b>shows</b> en los que se acompañaba de su guitarra	Noun	1	Daniel Johnston, el genio discreto	45	

Ecuador Terra Incógnita March 2010	Eslogan	El <b>eslogan</b> que introduce la campaña del Ministerio de Turismo	Noun	1	Minas ilegales	6
	Turismo	El eslogan que introduce la campaña del Ministerio de <b>Turismo</b>	Noun	2	Minas ilegales	06-Jul
		El Ministerio de <b>Turismo</b> no se ha inmutado frente a las denuncias				
	Internet	Lo bueno que sale de los concursos es que la noticia se empieza a regar, con el <b>internet</b> todo es tan rápido	Noun	1	Las imágenes de Karla Gachet	19
Show	Su trabajo es armar un <b>show</b> para la gente.	Noun	1	Las imágenes de Karla Gachet	23	

Author: Patricia Yépez

Table Three  
Variable: General interest magazines

Magazine and date	Anglicism	Example	Lexical Category	Word repetition number	Heading	Page
Cosas March 2010	Dólares	La tele maratón a favor de las víctimas del terremoto en Haití recaudó 50 millones de <b>dólares</b>	Noun	5	Un canto solidario por Haití	20-22
		Una tele maratón que recaudó más de 50 millones de <b>dólares</b>				
		Dispuso un avión con ayuda y cientos de miles de <b>dólares</b>				
		1.5 millones de <b>dólares</b> a la Cruz Roja				
		Consiguió recaudar más de 50 millones de <b>dólares</b>				
	Fútbol	El jugador de <b>fútbol</b> americano Tom Brady	Noun	2	Un canto solidario por Haití	20-22
		Un juego de <b>fútbol</b> organizado por Zidane				
	Pop	La reina del <b>pop</b> tampoco se quiso quedar afuera	Noun	1	Un canto solidario por Haití	21
	Internet	Madona aportó 250.000 dólares según se supo desde su sitio de <b>internet</b>	Noun	1	Un canto solidario por Haití	21
	Rapero (s)	El <b>rapero</b> y actor Wyclef Jean es una de las estrellas que más ha sufrido de esta desgracia	Noun	2	Un canto solidario por Haití	20-22
Setenta artistas, incluidos <b>raperos</b>						
Estresa	Y si la tecnología no lo entusiasma sino que lo <b>estresa</b>	Verb	1	¡Cómo hemos cambiado !	46	
Récord	Rafael Correa está rompiendo un <b>récord</b> de permanencia	Noun	1	¡Cómo hemos cambiado !	49	

Cosas March 2010	Fans	Sus <b>fans</b> lo convirtieron en el segundo mejor futbolista juvenil	Adjective	1	Antonio Valencia: de Lago Agrio al Manchester United	54
	Casting	Daniel, hijo de Alan y Marcia, una directora de <b>casting</b>	Noun	1	Daniel Radcliffe, descolar al ídolo de Harry Potter	66
	Show	El <b>show</b> se enfocó en algo que nadie había tocado	Noun	2	Sarah Jessica Parker: de patito feo a ícono de la moda	66-67
		Una de las protagonistas del <b>show</b> es Kim Katrall				
	Sexys	Muy por el contrario, estas cuatro <b>sexys</b> y glamorosas neoyorquinas	Adjective	1	Sarah Jessica Parker: de patito feo a ícono de la moda	67
	Look	Sarah Jessica no puede mirar sus fotografías sin sentir vergüenza de su <b>look</b>	Noun	1		67
	Miss	“Lo de <b>Miss</b> Ecuador es parte del pasado”	Noun	6	Cuando Cosas llegó a Ecuador	80-123
		“Ni siquiera mientras fui <b>Miss</b> Ecuador”				
La gala final de <b>Miss</b> Universo nos llenó de sorpresas						
Ecuador, sede de <b>Miss</b> Universo 2004						
<b>Miss</b> Australia se llevó la corona Universal						
<b>Miss</b> Ecuador no ganó el concurso						
Roquero	A pocos meses de su noviazgo con el <b>roquero</b> Tommy Lee	Adjective	1	Cuando Cosas llegó a Ecuador	80	

Diners / October 2009	Dark	Que siempre tuvieron, de todos modos, algo <b>dark</b>	Adjective	1	Lo mejorcito del siglo XX	40
	Sexy	En aquella ocasión el símbolo <b>sexy</b> italiano	Adjective	1	Cuidado: cámaras indiscretas	45
	Underground	Una galería de arte <b>underground</b>	Adjective	1	Banca roja, cincha y Ponce, de barro y caña	50
	Man	Acabamos de grabar un disco con el <b>man</b>	Noun	6	Mister Mass	66-72
		Tengo que escribir algo sobre ese <b>man</b>				
		Y cuando llegué le vi a la <b>man</b> con otro				
		Yo tampoco la quería a esa <b>man</b>				
		Y con el <b>man</b> hicimos secuencias de patines				
	Nadie patina como el <b>man</b>					
	Mister	Esta podría ser la historia de <b>Mister</b> Mass	Noun	1	Mister Mass	66
	Rock	Se escucha el fantasma de una gran canción de <b>rock</b>	Noun	1	Mister Mass	72
	Jazz	Se escucha música electrónica o <b>jazz</b>	Noun	1	Paris vía Florencia	83
	Thriller	Como un <b>thriller</b> para librería de aeropuerto	Noun	1	Roberto Bolaño, el secreto del mundo	87
Punk	Una pareja <b>punk</b> cercada de perros y mochilas	Adjective	1	Roberto Bolaño, el secreto del mundo	88	
Estatus	Lastimosamente en Quito, el tema es entendido como una cuestión de <b>estatus</b>	Noun	1	El peatón, ese ser invisible	96	

Author: Patricia Yépez



Table Four  
The Most Frequent Anglicisms

<b>Anglicism</b>	<b>Word repetition number</b>
Festival	33
Dólares	11
Man	6
Miss	6
Show	5
Rol	3
Gay	2
Turismo	2
Internet	2
Fútbol	2
Rapero	2
Sexy	2
Off	1
Boom	1
Filme	1
Eslogan	1
Hobby	1
Web	1
Box	1
Pop	1
Flash	1
Estresa	1
Récord	1
Fans	1
Casting	1
Iceberg	1
Look	1
Clown	1
Roquero	1
Dark	1
Underground	1
Bar	1
Mister	1
Rock	1
Jazz	1
Thriller	1
Punk	1
Estatus	1
TOTAL: 38 anglicisms	102

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Table Five  
 Comparison between variables

	<b>Variable</b>	<b>f</b>	<b>%</b>
<b>Anglicisms</b>	Cultural magazines	42	41
	Scholarly magazines	19	19
	General interest magazines	41	40
	Total	102	100

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## **Description, analysis and interpretation of the results**

This section of the present study is aimed to analyze the anglicisms found in Ecuadorian magazines. The variables, as it was already mentioned, are the cultural, scholarly and general interest magazines written and produced in Ecuador.

The analysis focuses first on the linguistic aspects of anglicisms including the semantic, syntactic, morphological, and other aspects that have affected each individual word on its introduction into the Spanish language. The second analysis presents a comparative analysis to determine the ten most recurrent anglicisms and the causes for their use in Spanish magazines. Additionally, a comparison among variables is done in order to discover the type of magazine which contains the highest number of anglicisms.

### **Linguistic analysis**

The linguistic analysis addresses each of the thirty most common anglicisms (ten per variable) in order to interpret the various aspects that these words have undergone to be accepted and/ or used into the Spanish language. Each anglicism is analyzed from the morphological, semantic and syntactic point of view. The research evidences that some of the words were introduced into the Spanish language exactly as they are used in English; meanwhile others have undergone some changes to fit into this language.

## *Festival*

This word has been a part of the Spanish language for a very long time until the point that almost nobody knows that it has an English background. The word was found in the example “El *Festival* de La Lira se realizó del 9 al 13 de noviembre del 2009, y tiene dos tiempos: ayer y hoy” among others in the same publication.

From the semantic point of view the term *Festival* is used to refer to celebrations that take place within a particular context or have a defined motive. That meaning is the same in both languages.

In terms of morphology the word entered the Spanish language with no changes from its original structure at all. Nevertheless, if it is used in its plural form it will be necessary to add an e plus the letter s since it is a word that ends in a consonant.

In the syntactic field it may be established that this is a noun, it can not be used otherwise in the same way it is written but it refers to all things related to festivities and celebrations, with some changes to its structure it could be also an adjective as in the word *festivo* or an adverb as in *festivamente*, but it will deviate it from the word itself. In the magazines searched the word was only found as a noun, that is, the word *Festival* and no other lexical category related to it was present in any of the variables.

This word was chosen because it seems interesting to know until what point it has been inside the Spanish language without even been

noticed as an outsider, therefore it is an example of the impregnation of anglicisms in our daily speech and it also demonstrates how the roots of our native tongue have already be altered beyond recognition.

There is not an equivalent of this word in Spanish; it could be replaced with words like *encuentro* or *celebración* but those words will not fulfill the same meaning, therefore it has not replaced any word already existing in Spanish and it has been accepted in the RAE dictionary.

### *Rol*

This is an English word with some roots coming from French. Morphologically speaking it has undergone some changes when entering the Spanish speech, for instance the original word in English is *role*, but in Spanish the final vowel (e) has been dropped, because in Spanish there could not be a word ending in a silent vowel. In its plural form the word adopts a letter e plus the s corresponding to plural words in Spanish

Semantically speaking the term *rol* has come to replace the Spanish word *papel*, for example, but it serves a much more specific purpose, therefore it is widely used when referring to the part one plays in any kind of action, especially in the theater. In the example: “*Incluso devolver al actor su rol de hacedor y creador*” it is clearly established the purpose for what it was adapted into our language.

The word *role* is accepted in the RAE dictionary but with the subsequent changes like the removal of the final e.

The word *rol* functions as a noun, it could be transformed into a verb if we look at the word *enrollar*, but the meaning is somewhat different. This word was found in all the variables thus its meaning is suitable for more than one purpose such as the role of an actor in a play or the role of the government in public politics. Both meaning and function are the same in Spanish and in English.

### *Gay*

The word *gay* was first used in English to refer to a homosexual person, man or woman. It originally meant happy and is similar to the word *gai* in French, which also means happy. In Spanish has been used for no more than one or two decades, though it could be said it is rather new, but over the years it has been more and more used. The meaning is the same in both languages.

It has not undergone any changes in Spanish and it has recently been accepted into the RAE dictionary. It may be said that it has come to replace the already existing word *homosexual*, but there are no equivalents that convey the same meaning, which is a lot more informal than the previous mentioned word. The example in which it was found “Soy *gay*, le dijo tajantemente el calvo y estuvo a punto de levantarse y marcharse” was taken from a theatre magazine, which is one of the cultural variables and it was part of the dialogue of a play.

The word *gay* in English can be an adjective when is used to refer to a pleasant mood in a person or as a noun to refer to a homosexual person. In Spanish it is only considered as a noun. It was found mostly in cultural magazines, when referring to a sociological factor or in general interest magazines, when gossiping about celebrities.

The addition of this word into the Spanish language has come to enrich its vocabulary; it can be used in either strictly formal way or in a disrespectful manner. The word *gay* was not always used to express the meaning it has now, but as it is, it is widely used in both formal and informal contexts.

### *Hobby*

This is a term used to refer to activities one does in their leisure time, it carries the same meaning both in Spanish and in English. The example in which it was found illustrates this point rather well “Hay otros que les gusta el teatro como *hobby*, no como carrera” meaning that theatre, for instances, can be an activity performed in a person’s spare time, therefore, a *hobby*.

This word came to replace the Spanish one *pasatiempo*. However its use has become so popular that aside from being accepted into the RAE dictionary, it constitutes the first choice when there is the need to refer to a leisure activity.

The anglicism *hobby* has maintained its original structure coming from the English language, that is, morphologically speaking, the word has remain the same way it was found.

This word is a noun and can not be used otherwise. There is not a transformation of it into a verb, an adjective or any other lexical category. The relevance of this word and the reason why it was chosen as an example is that this anglicism has not change and maintains its original English structure, which is completely different from the regular Spanish words, nevertheless, it has become so popular among speakers that the former word, *pasatiempo*, it has almost disappeared from the Spanish common speech. It can be, therefore, said that this particular anglicism has contributed and introduces an important statement inside our mother tongue.

### *Web*

The word *web* is one of the most popular words in the field of computers, mainly because of the massive use of the internet. Its meaning in both languages is applied to systems found on the internet, though in English it also means entanglement. In Spanish it is borrowed only to convey things related to the internet search, like *web page* or *web site*, like in the example in which it was found “Recorro la *web* revisando, leyendo sobre otras revistas”, found in an opinion article in the *Apuntador* magazine, where the already mentioned point is well made.



In terms of morphology the word *web* has kept its original form and there is no equivalent for it in Spanish therefore no changes or new words on the subject have been registered. It may be said that as the phenomenon of global communication through the internet is property of the English speaking community, all the terms that came along with it are somewhat mandatory for the rest of speaking communities to learn and incorporate if they do not want to be left behind in this process.

The word *web* is a noun; it has not been used or transformed into other lexical categories. The relevance of the word for the present study obeys to the fact that it has been found in all three variables: cultural, scholarly and general interest. The use of the term *web* has spread over the world until the point where many activities of our daily life could not be explained without the existence of this word, that is also one of the reasons why the RAE dictionary has included it in their pages.

### *Show*

The anglicism *show* was introduced into the Spanish language and has replaced the existing word *espectáculo*, as we can see in the present example “Daniel daba *shows* en los que se acompañaba de su guitarra”. This may have happened due to the much broader spectrum it covers, as it can be applied to all kinds of shows.

In the Spanish form, the word *show* does not change at all, except if we want to use it in the plural form in which case we should add the

final s. In terms of semantics it carries the same meaning as it does in its original language. The relevance to our study relays in the fact that even though there is an equivalent word for it in Spanish, people usually prefer the anglicism, maybe because the massive influence of the media, which uses it often and in the present years it has include more branches to the word, like the expression talk show or reality show, also Anglo-Saxon phenomenon widely encountered in television.

The word is a noun; it does not suffer changes to enter another lexical category neither in English nor in Spanish. The term show is already accepted in the RAE dictionary. It is more common to found these type of anglicism in variables like general interest magazines which, for example talk about show business, however, it can also be found in cultural magazines in which people express their thoughts about a particular piece of theatre, concert or other kind of stage presentation.

### *Clown*

This particular word was chosen to demonstrate a point, which is that even when there is a similar word in Spanish, the word payaso, we have chosen this one because it conveys a whole new meaning; the word still refers to what it does in English, but is a totally different type of art. It refers to an actor who plays the role of a mime and a fool but with an artistic approach. It is no longer the clown that amuses children at birthday parties; it is a clown for adults, for theatre pieces and outdoor

shows. The example illustrates this point rather well “Producciones escénicas confían sus propuestas al *clown*”. As we can see, it speaks of a whole new form of art; this has led to the point where the RAE dictionary has included it already.

Morphologically speaking, the word remains the same in Spanish, maybe because we have a word for it which is *payaso*, but *clown*, as we said earlier, does not convey the same meaning. It does not undergo changes of plural forms or other because it is a form of art and not only one character. If it is necessary to speak of more than one clown, the plural will be in the article only

The word functions as a noun and not other lexical categories are derived from it. It is found mostly in cultural magazines when speaking about performances in which these actors have taken a part. This term has been recently introduced into our speaking community, ever since this kind of performances have gained public, before that we use the equivalent word *payaso*, only to refer to the children’s amusement character.

### *Flash*

The meaning of the word *flash* is something that happens really fast, in an almost not noticeable moment. However, it also has other meanings in the technical field when talking about computer memory sticks called flash memories or in photography lights. It also expresses fastness and it has the same meaning in Spanish.

It is accepted in the RAE dictionary and the most used form of this word is currently referred to the informatics item, which could only be explained by the word memoria, but it is added to that word.

In terms of morphology the word has suffered changes only when is used in its plural form, adding an e and a letter s to the end of it.

The lexical category that prevails is the noun, although in Spanish it can be used as an adjective, to referred to someone or something really fast, in English it can be a verb to express something that blinds us but this does not happen in Spanish.

In the example in which it was found “Aprendieron hace cuatro años a dominar el *flash*, entre otros programas” it can demonstrates its implications as a computer related object, it is a noun and it is used to refer to some informatics program.

This anglicism is mostly used in magazines that contain technical issues, this example, however, was found in a general interest magazine. The Spanish speaking community uses it a lot, it can easily be found in television when journalists want to inform a spear of the moment news. It was first spoken with the arrival of the photographic cameras that use this item to project more light into the picture.

### *Dólares*

This is an accommodation of the word dollar; morphologically speaking the word was introduced into the Spanish language leaving one of its l's and with an accent on the first syllable. This accent called

“tilde” is a stress mark used at the top of a vowel to point out that the highest voice of the word is pronounced there. In the case of the word *dólar* the accent is in the first syllable which means that it is a “grave” word because it only has two syllables and the highest voice is in it, in the letter o. We see it in the present example in its plural form “Lo que significa que por cada *dólar* invertido en vivienda el producto nacional crece en siete *dólares*” though it can present itself in singular too.

When the anglicism *dólar* becomes a plural word as in the case of the word *dólares*, it is necessary to add a letter e and a final letter s which means that the word no longer falls into the “grave” category but into the “esdrújula”, which means that the accent is in the first syllable of a more than three syllable word. In English the word dollar only adopts a final letter s when it becomes plural.

The meaning is the same as in English, the primarily North American currency, it entered the RAE dictionary with the respective changes and it is a very used word, especially in Ecuador since it turned it in to its national currency ten years ago.

The syntactic approach is very diverse, even when this word is normally a noun, it has been used in Spanish in some other lexical categories like verb in the word *dolarizar*, but this phenomenon does not happen in English.

The word *dólar* is widely used, also because it is an example as to how another language can transform and diversify the words it borrows

to made them fit in to their own speaking community, like we see here, when the word took a Spanish form and was made into a verb. Nevertheless the meaning of the term has not change at all.

### *Filme (s)*

The word comes from the English one film and it refers to the motion pictures in both languages. This anglicism can be found with or without the final e, the addition of this letter is more commonly found in magazines or any other publication coming from Spain, although this example was taken from an Ecuadorian cultural magazine “Empezó a hacer *filmes* cortos, dibujos y grabaciones caseras” as we can see here it is expressed in its plural form, for which the final s has been added.

The RAE dictionary added into its pages with the respective changes, although we do have an equivalent for this word which is película, the term film or filme has been so used that the dictionary had no choice but to include it. This is another example that demonstrate us that the words that represent any sort of item invented or launched in a determined speaking community bears its original name in any other community it may enter.

The word film or filme as we know it in Spanish is a noun, but it can be transformed into a verb as in the word filmar, this verb would have an equivalent word in Spanish, rodar, but the anglicism is much more used. Those are the two only lexical categories it comes in.

It is very common to find this word among magazines which dedicate themselves to the show business, but also in cultural magazines that specialized in film critics and such.

### *Eslogan*

The meaning of this word is the same in Spanish as it is in English; it is very used in the advertisement business when talking about a phrase or clause that reflects or symbolizes the idea of a product. It is usually a catchy sentence that becomes the trade mark of the product in question. The word came to the Spanish language starting from the advertisement industry, therefore there is not an equivalent for it in that language.

Morphologically speaking the word had to undergo changes so it can fit in the RAE dictionary in which it can be found. The addition of the letter e at the beginning of the word being the most important, also a final s could be included if the word takes a plural form.

The word bears the lexical category of a noun and can not be transformed or made into any other category. Let us look at the example in which it was found “El eslogan que introduce la campaña del Ministerio de Turismo” which states clearly that it is a noun and that its meaning is publicity related.

This is another approach that shows us until what point the majority of words that have been introduced into the Spanish language are nouns, words that is that carry a meaning of their own and

represent objects that we as a community did not produce and therefore did not have a name for. Words like slogan or eslogan as we know it, have come to be so popular that nobody stops to think that we are in fact borrowing it from another language.

### *Internet*

The mother of all examples, a word that could not be more introduced into our speaking community. No one in the present era would even imagine their lives without this item, nor without this word in their languages. Although there is a debate as to who invented the internet, it was popularized by the United States, though the word for it came in the language of that country.

The meaning of the word could be defined as a system of massive communication and research through a satellite means. It carries the same meaning in Spanish too and has been accepted in the RAE dictionary for some years now.

In terms of morphology the word has not suffer any changes. Syntactically speaking it is a noun and no other transformations have been made to bring it to another category.

The example from which is taken “Lo bueno que sale de los concursos es que la noticia se empieza a regar, con el internet todo es tan rápido” outlines the importance and advantages of the product. It was found in all the variables always bearing the same meaning. It has been considered in this analysis given the great deal of importance we



have given to the item and also because it is another case of a word for which there is not an equivalent in Spanish and even so it is nowadays one of the most popular in the informatics field.

### *Turismo*

Here we have an example of a word not many people is aware where it came from. Probably it has been used for many years without anybody realizing it was an anglicism, for the word turismo comes from the English language, being tourism the original term. The meaning is the same in both languages: a journey from which one eventually returns to the starting point, visiting probably new places, engaging with the culture but not working or setting roots in there.

The word changed considerably when it entered the Spanish language and form par of the RAE dictionary; it lost the first o and added it at the end of the word, it can also be transformed to the plural form adding a s or into another lexical category.

In terms of syntactic arrangement, this word is a noun, like in the present example “El eslogan que introduce la campaña del Ministerio de Turismo” but it leads to some other categories like an adjective in the case of the word turista (tourist) or turístico (touristic) and adverb in turísticamente, for which there is not an equivalent in English.

This word is unique and does not have a similar one in Spanish, from there its importance to this study. It also proves that many of the words we consider our own are in fact borrowings from another

language. In the case of the word tourism the causes are not known for its introduction into our language, it happen so long ago that no studies have been made in the subject, but it may be so with many other ones.

### *Pop*

This word is a contraction of the word popular and it is used to speak about current events or items that attract the interest of people. The term was introduced into the Spanish language due to the increasing taste for popular music, that is modern and young people related music, then the word pop is very much related, at least in Spanish, to the musical jargon, not very much to other fields although it may be so.

The previous statement can be rather well demonstrated in this example “La reina del pop tampoco se quiso quedar afuera” referring to a pop music singer. The meaning of the word has remained the same in both Spanish and English; the term came to simplify the existing word popular.

The word pop has been accepted into the RAE dictionary with no changes in its morphological structure. Though the word pop is also used in English to describe objects or any kind of thing that comes out promptly, this meaning has not been introduced in Spanish and it is not the one for which reason it took a part of it.

The word pop can be an adjective as in the clause pop music or a noun as in the beforehand showed example the queen of pop. It can be

said that something or someone is pop; being in this case an adjective word or we may take the word pop and analyze its phenomenon, in this case taking it as a noun. The reason for this word to be included in the study is the wide spread use of it, especially in general interest magazines talking about show business.

### *Bar*

Here we stare in front of a word with no equivalent in Spanish, so far beyond that that we consider it our own. There could not be a notion of the word bar in other terms, though this anglicism is way deep into our speaking community.

The meaning of the word bar is the same in both languages, it refers to a place where alcoholic beverages are being served, but in Spanish, and above all in Ecuador, it is also used to define places in schools where they sell snacks and other fast foods to students, so in this case, not alcoholic beverages, therefore the meaning diversifies a little.

The word bar has been accepted in the RAE dictionary and it has remained the same as in its original language, with no changes in its structure whatsoever.

The word bar is a noun, it can not be introduced into any other lexical category, although it extends itself when we talk about a bartender, that is the person who works in a bar, that word would also be a noun and therefore the word bar is and can not be other thing but a noun.

The word bar can be found in all sorts of contexts and variables, this example was found in a cultural magazine “De aquí a un recital de poesía en la Casa de la Cultura, previo a una visita al bar” but in the same way it is found in general interest magazines, especially when referring to the social environment.

### *Fútbol*

The word has the same meaning both in English and in Spanish, it refers to the sport played when a ball is being kicked by a foot, from then its name, football, the most popular sport in Ecuador and Latin-America.

In terms of morphology this is a word that has undergone many changes, although it is probable to find it in its original spelled form in English, the RAE dictionary incorporated it with the respective changes: the replacement of the two o’s by the u letter, thus the voice u is expressed that way in Spanish, the ending syllable bol instead of ball, and the accent placed on the first syllable, as we found it in the following example “El jugador de fútbol americano Tom Brady acaba de entregar 1.5 millones de dólares a la cruz roja” although here the writer talks about American football, a sport totally different from the one played in Ecuador, the Anglo Saxon community refers to it as soccer, nevertheless we may evidence the respective structural changes.

The word football or fútbol as it is spelled in Spanish is a noun, though it can be changed into the adjective futbolista to speak about a

football player, the word itself is a noun and does not intake any other lexical category.

The word has come to be a part of our language ever since the sport was first played, it is not clear yet who invented the sport and its subsequent term, but the word does not have an equivalent in Spanish and neither does the sport.

### *Estresa*

Here we come across a word with many implications and transformations. In the semantic field the word is initially a noun and it is use to express discomfort and a high level of pressure a person may have and which may lead to one or more illnesses that derive from it, being, according to several physicians, the stress itself an illness.

In terms of morphology the word has many changes as we can see in the example from which this is taken “Y si la tecnología no lo entusiasma sino que lo estresa” the word is taken as a verb and therefore it can be conjugated, in this case it is conjugated in the third person of the singular in which case it ends in the letter a, it does not begin by an s as in its original form but in an e. in the noun form stress or estrés as it is known in Spanish, it has been introduced into the RAE dictionary.

As we saw, in the syntactic field the word has many diversifications: it can be a noun, estrés; it can also be a verb, estresar,

and an adjective, *estresado/ a.* in each particular case it changes to fit in the Spanish spelling structure.

The term is also a product of the mass media phenomenon, it has come to fit in perfectly and does not replace any other existing word, but at the same time, before we had the term included into our daily speech, we did not either had the illness, that may be a case of study in terms of what the language does to our subconscious.

### *Récord*

The meaning of this word took a turn when it was adopted by the Spanish speaking community. In its original English it was first meant as a verb, meaning to register something in a certain format. In Spanish it is not use as a verb, it accomplish another goal that also is suitable in English: to establish a mark that someone or something has gotten in any sort of event, as shown in the present example “Rafael Correa está rompiendo un récord de permanencia” which proofs the previous point rather well.

As for the morphology aspect, there is only one change: the addition of the accent in the first syllable, it also bears an accent in English in the same syllable, but as in English the accents are not marked, this is a noticeable change.

The syntactic aspect demonstrate us that the word was taken from just one of the categories it performs in English, the noun category, and it is as such that it entered the RAE dictionary.

There is not an equivalent for this word in Spanish, when we use the verb that it was taken from it is spelled *grabar*, though for the purposes of high score making there is not another word but *record* being used in the Spanish language. The word is found in all the variables, but maybe the scholarly ones bear the majority of its repetitions thus they touch subjects for which the state of a score is important.

### *Fans*

The word *fan* or *fans* as it was found in the example “*Sus fans lo convirtieron en el segundo mejor futbolista juvenil*” in its plural form, is a contraction of the word *fanatic* that has its roots in old French, although this term was launched and made popular in the English language as the short form *fan* and it is used to describe a person or group of people very devoted to admire someone or something. The meaning is the same in English and in Spanish.

The word *fan* has not experienced any changes in its addition to the RAE dictionary and therefore the Spanish language, although there is a way to express it in that language saying for example, *fanático/ a*, possibly its meaning would not convey the same purpose. It is very used with young people and their favorite singers, actors, sport players or any other kind of celebrity.

In terms of syntactic categories the word is an adjective, it can be confused as a noun but its meaning is the same of the word *fanatic*,

which is an adjective and so the lexical category maintains the status of the previous word.

The word fan is more likely to be found in general interest magazines in subjects of show business and celebrities, as we said although some other word would also accomplish its purpose, the term fan and its plural form fans is widely used, especially among young people and celebrities' followers.

### *Sexys*

The term sexy comes from the root sex, or sex appeal, which refers to someone or something with particularly attractive qualities. The word conveys the same meaning both in Spanish and English as we evidence in the following example “Muy por el contrario, estas cuatro sexys y glamorosas neoyorquinas” when talking about attractive women of the big screen.

The word undergoes changes in its morphological structure only when it is written in its plural form, adding simply an s at the end, though in English there is a rule that establishes that adjectives should not be pluralized, Spanish does not bear the same clause.

The word came to replace many other existing words, because there is a way to express beauty or allure, like bonita, sensual or atratcitva (both masculine and feminine) but the popularity of the word, again due to the media invasion, forced the RAE dictionary to include it in their pages.



The word *sexy* and its plural form is an adjective and there is not any way in which it can become otherwise. As we said, it may come from the word *sex*, which is a noun, but this specific term is only an adjective as far as lexical categories have to do.

The term is most likely to be found in magazines with approaches to modern culture, thus this term is rather new, in variables of general interest but not very much in scholarly or cultural magazines.

### *Look*

The word *look* takes up a whole new meaning when it forms part of the Spanish language. It is not the translation of the verb *watch*, it is referred to as the style or appearance of a person or a thing as can be shown in the example following “Sarah Jessica no puede mirar sus fotografías sin sentir vergüenza de su *look*” of course in English it can also mean that but in Spanish it only has that meaning.

The word stays the same in terms of morphology when it is used in Spanish, even when it is spoken in plural it does not change at all. Although new, the word already is a part of the RAE dictionary.

The lexical category of the word *look*, in Spanish is only a noun, it can not be considered also a verb as it does in English, because it is not conjugated in any form and because Spanish has the word *mirar* when it has to do with the verb *look*.

Even when there are words that can accomplish the function of the word *look* in Spanish, such as *apariencia*, *imagen* or *aspect*, the

term look has become so popular that lately it is more used than the already mentioned ones.

As the two anglicisms before, this word is more commonly found in general interest magazines, especially in the pages dedicated to beauty or fashion advice and the ones which, also as the previous two, speak and gossip about celebrities.

### *Miss*

The word Miss is another example of the previous statements, it is not meant to bear the exact same meaning of its loaner. In English the word is used to refer to young women who have not been married, also to speak about winners of beauty contests, in Spanish the only meaning they share is the last one, the next example illustrates this point rather well “Lo de Miss Ecuador es parte del pasado” talking about the Ecuadorian woman who won the national beauty pageant.

In terms of morphology the word stays the same, no changes except when someone tries to make it plural as in misses, but that would be a miss spelled.

The RAE dictionary has already accepted it, even though there is a perfectly good equivalent in Spanish, the word señorita, which is also used in some beauty contests, but not the most of them, therefore, they had no choice but accepting it, they reserve it though, only to beauty pageant winners.

The word is a noun; no other lexical categories have been accommodated into the term. The translation for it in Spanish is also a noun.

This is another example of the media influencing the choice of words that Hispanic communities used, even when they could choose their own lexicon, they prefer to relate to the majority.

### *Dark*

Now the study presents itself with a word that has not been accepted into the RAE dictionary but which recently has become very popular, especially among the new jargon, that includes far more anglicisms that the publications thrown for instance ten or twenty years ago.

The meaning of the word is the same in both languages: something obscure, related to colors but also to express occultism or unclarity. In Spanish it is used to refer to people or things that are not particularly joyful and that has a tendency to be sad or unknown as shown by the example “Que siempre tuvieron, de todos modos, algo dark” in a very accurate form.

The morphology of the word remains exactly the same, as we said, it has not been accepted into the RAE dictionary, and therefore few changes are made to those who are not.

The syntactic approach for this word is very clear, it is an adjective and in Spanish it is intended to be so as well. We can find it in

magazines of general interest when referring to the aspect of a person, or a trend in music, clothes or any other item.

The relevance to our study relays in the fact that there are many words like this, they do have an equivalent, they have not been introduced into our dictionaries, however their use becomes more and more popular because of tendencies dictated from the English speaking communities, who, as seen before, dominate the music, fashion among other, markets.

### *Rock*

The original meaning of the word rock in English is stone, but it was diversified later with the introduction of the term rock music or rock and roll, which definition goes beyond the interest of this study. The meaning corresponding to the music gender is the one which the Spanish language adopted into its RAE dictionary, given the popularization of this type of music. The original meaning of the word is neither used nor accepted into the Spanish speaking community.

The morphology of the word has remained exactly the same, even though there is no other Spanish construction with that sort of syllables, but the fact that it is a proper noun has helped in that matter.

In terms of syntactic approach the word is as we said, a noun, a proper name as well, it applies to a certain type of music and therefore it carries its category as we see in the example that it was taken from “Se

escucha el fantasma de una gran canción de rock” although in English it can also be an adjective if we talk about rock music or rock singers.

The word can also become roquero, but in this case it has to change and can not maintain its original form, it loses the ck and incorporates the qu structure, very common in the Spanish language.

This anglicism has been analyzed due to its popularity, mostly in cultural interest magazines dedicated to the music business news, but also in cultural magazines that have spaces open to talk about different genres of music.

### *Man*

This is an anglicism that could not be accepted into the RAE dictionary because there is a perfect equivalent for the word in Spanish, which is the word hombre; despite of that the word man is used in Ecuadorian Spanish mostly as a jargon word to refer friendly to man and even women, which has become very popular over the last few years. The morphology is the same as in English; no changes have been registered, although it is common to hear it in its plural form in the word manes, a total barbarism of the original term.

The word is not used in cultural articles or scholarly magazines, it is not used among cultivated or adult people, is a term of the young masses, popularized, according to some sayings in Panama, but this is not clear yet. Syntactically it is a noun.

The example was taken from an article about a young singer written by one of his friends “Acabamos de grabar un disco con el man” it is evident the level of friendship and comfort in his relationship, therefore the article was written to convey this environment.

Though the word is very popular and it is rare to find a conversation, especially in Ecuador or Colombia, that does not include it, it constitutes a barbarism if we stop to think, for example, that it is also used to speak about women or that it is pluralized in a somewhat prosaic form. It has been considered important to the study to portrait the way in which people tend to take terms and assign them the use they consider necessary.

### *Jazz*

The word jazz has the same meaning in Spanish as it does in English. It refers to a music genre mostly played by a group of piano, drums, and sax players. The term was popularized in the Spanish speaking community with the introduction of the subsequent type of music and a few years later it was accepted into the RAE dictionary as well.

The morphology of the word has remained the same, when speaking only about jazz music; one can also talk about jazz musicians, but in that case it is more common to use the word jazzero, making it a totally different word which has nothing to do with the English language.

In terms of syntax the word is a noun, as we can see in the example that follows “Se escucha música electrónica o jazz” it has not been recognize within other lexical categories.

The word jazz is very common in cultural magazines that expose articles of musical critique, because jazz is a much more educated music gender, however, in the last years there have been a great number of jazz festivals in Quito, bringing the music type closer to people and with that the use of the word.

This is another example of words that came along with the item they describe, because there is no other equivalent word for it in Spanish, the same way we would not expect to find an equivalent of the word Sanjuanito in English.

### *Casting*

This word also shares its meaning with the recipient Spanish speaking community; it is used to speak about the selection process of actors, models and such. Although Spanish does have the word selection, the word casting is far more specific and for that reason it has been accepted into the RAE dictionary and there is not an exact equivalent that could replace it.

Morphologically speaking the word has not undergone any changes at all in its original structure, nor can it be pluralized adding more than an s which is also the rule in English.

In terms of syntactic analysis the word casting is a noun and can not be used otherwise. The example in which it was found illustrates this point rather well “Daniel, hijo de Alan y Marcia, una directora de casting” in which the lexical category of the word is perfectly clear and according to the standards for which it was meant.

The word casting is somewhat new; its introduction came with the upper coming movie industry in our countries from which this word and the subsequent meaning forms a very important part.

The reason for choosing this word relays in the fact that it is unique; it indicate us that even new professions have been created that have roots in an English speaking community, therefore it is important to notice that the word we use come from those types of phenomenon.

### *Underground*

Here we come across a term that has not been accepted into the RAE dictionary, however, its recently wide spread use has become a matter of study, mainly because of it meaning, which is sort of the same in both languages.

It is used to speak about people, but mostly cultures that experience a somewhat obscure way of living or expressing themselves. It was used to define some music styles that did not fit in the standard repertoires. The example in which it was found may shed some light into this explanation “Una galería de arte underground” here we ca see that



the writer is referring to a specific form of art, as we said, that is not necessarily according to the vision that we have become accustomed.

Morphologically speaking the term has not suffer any changes, maybe because it is rather new and the Spanish speaking community has not become used to its use quite yet.

When it comes to lexical categories the word is an adjective, because it refers to someone or something's quality and no other categories have been accommodated until the moment.

It is more common to find it in cultural magazines when they are referring to topics related to arts and artists, music, painting, theatre and such, but as the progression of the term has happened rather quickly it is not rare to come across this word in a general interest magazine but not often in a scholarly one.

### *Punk*

This is another anglicism that has its origin in a musical gender, but going deeper into the meaning of the word *punk* we can see that there was a whole movement that originated itself in England and had many things in common, one of which was the music. The Spanish speaking community shared the meaning of the word and is aware of its implications. In this case it is treated for its musical implications and the styles derived from it.

The morphology of the word *punk* is the same in Spanish as it was in English, though there is a diversification towards the word *punkero*, to refer to the person who practiced the punk way of living.

The lexical category of the word is a noun if it is speak as a phenomenon or by itself but if it goes along with someone or something it becomes an adjective as we can see in the following example “Una pareja *punk* cercada de perros y mochilas” which makes us believe that the term is most popular among young people.

The RAE dictionary has included it in its pages, although in English the word is also used to refer to a misbehaved person, in Spanish is only related to the musical gender.

It can be found among cultural magazines, particularly when they treat the phenomenon of the punk culture, in this case it was found in a general interest magazine named *Diners* when it was treating a cultural matter.

### *Thriller*

This is a word related to the movie business. Its meaning is directed to speak about the small shot of a movie, its commercial add, that is usually presented in movie theatres before seeing the actual movie. The meaning is the same for both languages.

Although the RAE dictionary has not accepted this term, it is used a lot and there is not an equivalent in Spanish for this word.

No morphological changes have been registered and the reason for it may be related to the fact that its use is not yet accepted formally in the Spanish speaking community.

The word is a noun; that is its lexical category and can not be otherwise; the following example is a proof of this statement “Como un *thriller* para librería de aeropuerto” no other lexical categories have derived from the use of this word.

The word *thriller* may be found in general interest magazines, as was the case of the present example, to announce the release of a new movie, but also in cultural magazines that prefer to talk about a more profound type of motion pictures.

The roots of the word relay in the word thrill which means overwhelm, but this meaning does not have anything to do with the one the Spanish speaking community has assigned it, it is a word that only accomplish the purpose of launching new movies and nothing else.

It is the opinion of the present investigation that the anglicisms in the Spanish language have had a rather negative effect. It is true that in some cases, where there are no equivalent terms for a word in Spanish, the English language can be helpful and also when it is the case of proper names of things invented by English speaking countries, in those cases it is perfectly acceptable to include an anglicism into the Spanish language.

But the excessive control that the Anglo- Saxon culture has over Spanish speaking communities has allowed that the Spanish language suffered alteration beyond what is considered necessary just to fit in with the new trends of linguistic fashion.

This phenomenon also obeys to the proximity with the English speaking culture, mostly through the media, that introduces terms into Spanish speech on daily basis. As established by Siemund and Kintana (2008, p. 5) “The relevance of the social factor manifests itself in the modules of language preferably affected by language contact...”

As already said by Chomsky (1979) the overbearing cultures that dominate little speaking communities with their language intent to also dominate markets, politics and consciences by having them talk their language but never learning the language of the cultures they try to overbear.

### **Comparative analysis**

This comparative approach aims to describe which are the ten most common anglicisms found in the researched magazines, which variables, cultural, scholarly and general interest contain the highest number of anglicisms and shed some light as to why this phenomenon has taken place in Ecuadorian magazines and why are those the most used terms.

First of all it is important to mention which the ten most frequent anglicisms used in the researched Ecuadorian magazines are, thus the most common anglicisms found in this study are: *festival, gay, rol, show, dólares, fútbol, internet, Miss, man* and *turismo*.

These anglicisms have been chosen for because of their recurrence and t implantation into the Spanish speech. Among these words only the word *man* has not been accepted in the RAE dictionary.

One of the most used words in all the variables has been he word *festival*, found 33 times, although it has been almost forgotten that this word constitutes an anglicism, the word *festival* is used exactly in the same way it was found, it can be found in almost all variables, being the cultural magazines the ones that contain them the most, thus they speak about movies, music theatre and other cultural festivals.

The word *turismo* is another example of a word so used that its English root is almost unrecognizable, it was not very recurrent, it was found in scholarly magazines touching ecology and environmental subjects. The reason why it is included in this analysis is the fact that is an example of words that are so far inside our daily speech that we almost never realize that we are borrowing those terms from another language, being the English one the biggest of our loaners.

Other words like *gay, show, Miss* and *internet* are examples of direct borrowings, fifty percent more frequent than the rest of the

anglicisms. These words are used in the exact same context and form in which they were found in English.

These words represent the item or the phenomenon that they imported into the Spanish speaking culture, giving the idea that not only the community borrows an item but also the word that gives it a name.

The anglicisms Miss, show and internet were found in general interest magazines, in articles about current events; the word gay was found in a cultural variable in a magazine that specializes in theatre, in the transcription of a play script.

Words like *fútbol*, *rol* or *dólares* as we can see have been way altered to fit in our speech, they are found in a frequency twice as high as the rest of the anglicisms but maybe the reason for that relays in the fact that they have been a part of the Spanish language for a long time and people have took the attribution of accommodate them into their standards. These anglicisms were found in general interest magazines treating sport subjects and in scholarly magazines to deal with economical affaires. These terms are widely used into the Spanish language; one of them is the national currency of Ecuador (*dólar*), another one is its national sport (*fútbol*).

The last word that has been chosen for this analysis is the word man, which constitutes a barbarism, which, as established by Webster (1994) are “*obsolete words, new words and words new modeled*”. This

last statement is the one which fits best to the use of this word into our language, especially in Ecuadorian jargon. It is new modeled, it was only meant to refer to man, to the human gender and nothing else, not to a friend simply to call him so and even less to a woman, but among young people in Ecuador and Colombia, this word is so popular, that writers in magazines use it to target this audience and be more approachable to them.

The outcome of this analysis in terms of percentages indicates, as it was seen in table five of the results part of this research, that the variable which contains the majority of anglicisms is the general interest one, followed by the cultural magazines and in the last place with the scholarly ones. However the percentages, which include the repetitions, gives a major percentage result to the cultural variable, this is not accurate thus it is a number including the repetitions of one or more words, whereas the general interest ones are the variables which contain more indicators of anglicisms, for that there is a clear reason.

The scholarly magazines, Capital and Terra Incógnita, contain the least amount of anglicism because they treat subjects of education, environmental issues and because they use less jargon and more technical words, for which the Spanish language bears a great stock.

The cultural variables approach a more educated public, they treat subjects like theatre critiques, art exhibitions, books, poetry, and for those matters, the Spanish language is very rich, it does not have the

need to rely on borrowed words, this is the language of Cervantes, of Garcia Marquez, of several Nobel Prizes in literature, we can go along with our very own vocabulary, that is why the cultural magazines even try to maintain the richness of our beautiful language.

The general interest magazines, however, especially the ones like Cosas magazine (one of our chosen variables) address topics about fashion and celebrities, to launch new products, and because they need to rely on the English language when these type of mass consume products are invented in English speaking countries.

The general interest magazines are directed to young audiences who have more interest in subjects related to the new movies, music, T.V. shows, and therefore, have a direct contact with the English language. They do not aim to rescue our linguistic roots; they prefer to go along with the new trends dictated by them from another country and related language.

The explanation for this may be clarified by the statement of Hock (1991) when he claims that the proximity of another stronger speaking community tends to impose its features to the ones it has taken over.

The speaking community that has most proximity to the Ecuadorian one is the North American culture; this statement is rather well established by the fact that English is the language second to Spanish that children learn at schools, therefore they need to get involve with the language in all possible ways. Young people is also more



exposed to the media, this also bears a significant amount of English topics, so it is not surprising that young people are the ones more touched by the anglicisms phenomenon and that the magazines they read, that is the general interest magazines.

The cultural magazines write topics related with Ecuadorian culture, therefore the language they use is richer in Spanish terms and bears fewer anglicisms. These types of magazines address a more educated and older audience.

Finally the scholarly magazines, in the case of this research have not brought a high quantity of anglicisms because one of them treats environmental issues using an educated language that tries to call the interest of young people and adults on subjects related to Ecuadorian natural resources. The other scholarly magazine addresses topics of economy and has used a higher number of anglicisms, twice more than the other scholarly variable, because they deal with English terms used in the international market and address an older, more specific type of audience.

## **Conclusions**

- Morphologically it has been demonstrated that the anglicisms that are part of the Spanish dictionaries or have been used for a long period of time are the terms most likely to present an alteration to their structure, which does not happen often with the anglicisms that have entered the Spanish language recently.
- The cultural variable is the one most likely to maintain the original Spanish terms in their publications, also the scholarly ones that propose technical matters and uses a much more formal language. The general interest magazines that present more superficial matters tend to use more anglicisms than the previous two.
- The syntactic analysis of anglicisms showed that the majority of the anglicisms found were nouns, the second most common anglicisms go under the category of adjectives and other lexical categories like adverbs or articles have not been found in the present research study.
- The anglicism most commonly found were the ones that brought into our cultures new items like internet or rock music, things that are foreigners to our cultures, therefore the words did not exist, so the item comes first and the word comes along with it.

- In terms of semantics it has been proven that the anglicisms found maintain the meaning of the English language and only in some cases like the word rock that has more than one meaning in its original language (English) the Spanish speaking community only uses one of the meanings (rock as a music genre) the one more suitable for the purposes why it was adopted in Spanish.
- The high exposure to the Anglo- Saxon culture has lead people of Spanish speaking countries to replace words of their original language in order to fit in with the needs of the overbearing culture that imposes them its own linguistic rules.

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## Annex 1

The tables used to gather and tabulate the anglicisms found in all the variables:

Table One, two and three

Variables: Cultural, Scholarly, General Interest

<b>Magazine and date</b>	<b>Anglicism</b>	<b>Example</b>	<b>Lexical Category</b>	<b>Word repetition number</b>	<b>Heading</b>	<b>Page</b>

Author:





Table Five

Comparison between variables

Author: Patricia Yépez

	<b>Variable</b>	<b>f</b>	<b>%</b>
<b>Anglicism</b>			

Author:

## **Annex 2**

The covers of the cultural, scholarly and general interest magazines used as variables to conduct this study.