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

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

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CERTIFICATION

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CERTIFIES THAT:

This research study 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, March 2011

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THESIS ADVISOR

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AUTHORSHIP

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

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Pinto Andrade Ramona del Pilar
Author

DEDICATION

I want to dedicate this thesis to all those without whom this project might not have been written, specially to my God and Lord, to my lovely husband 'Oscar' and my best friend and daughter 'Nicole' for all the wonderful things they do for me, and the emotional support, understanding and encouragement they have provided since the beginning of my studies. As well as to my parents who have been an extraordinary source of inspiration throughout my life.

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Abstract

The theme for this research is “A DESCRIPTIVE ANALYSIS OF ANGLICISMS IN ECUADORIAN MAGAZINES”. The investigation took place in Quito - Ecuador, and was done based on the analysis of three variables: Cultural, Scholarly and General Interest Magazines. The samples were taken from the following Ecuadorian magazines: Vistazo, Estadio, PC World Ecuador, Gestion, La Casa and Letras de Ecuador.

The methods used to carry out this research were descriptive, bibliographic and analytic methods; they helped me to collect information from magazines and transcribed it in charts. The criterion for the analysis was the linguistic and the comparative analysis between variables.

As a result of this study, 115 anglicisms were found, most of them in Scholarly Magazines followed by General Interest Magazines and the last, but not least Cultural Magazines.

The analysis of the three samples demonstrated that our country is being influenced by the English language, especially in terms related to science, economics and technological advances.

To conclude, this research revealed that the use of anglicisms is increasing because of globalization related to technological advances, especially in economics, computing, and sports.

Introduction

This research is A DESCRIPTIVE ANALYSIS OF ANGLICISMS USED IN ECUADORIAN MAGAZINES. The principal elements taken to accomplish this project were based on the observation, analysis, and description of anglicisms found in the three types of magazines; “Scholarly Magazines”, “General Interest Magazines” and “Cultural Magazines”.

I consider this research very important for Ecuador, because there are not enough investigations related to the use of anglicisms in the Spanish written Language. Moreover, this investigation provides reliable information about the way English is influencing our native language in terms of anglicisms. Therefore, this study supplies a great deal of anglicisms which were analyzed intensively in the descriptive, linguistic and comparative aspects.

The methods used to reach the proposed objectives were the descriptive, bibliographic and analytic methods. Additionally, under this investigation I found very useful the books of my personal library, public libraries, dictionaries, and the internet, because, those scientific materials helped me to have an excellent tool to develop a deep study in order to determine the use of anglicisms in Ecuadorian magazines.

To develop this research it was important to analyze previous studies related to anglicisms, in which I found good articles and studies that gave me many different opinions to provide the basis of my study; some of the most representatives were: Onysko with the article “Der Spiegel Magazine” who made a comparison of the most frequent anglicisms between 1980 and 2000. Timofeeva, who did a study in order to establish the way how anglicisms are

used in localized promotional websites of global companies. Fortin is another author, who completed an investigation about a comparative study of English loan words in French from France and Quebec. Lopez in her study “Economic Anglicism adaptation to the Spanish linguistic system” provides a comparative insight into the semantic study of the lexical interference between English and Spanish.

In my thesis project, I experienced a couple of problems in the difficulty of finding reliable information about the etymological origin of words. Therefore, the uses of the internet as well as personal dictionaries were particularly important to overcome this problem.

One of the objectives for this thesis was to identify the syntactic and lexical anglicisms more commonly used in Ecuadorian magazines. This was achieved in a 100% as a result of the deep study made on the three variables.

A second objective was to make a deep analysis of the anglicisms found in Ecuadorian magazines regarding to syntactic, semantic and morphological aspects. It was totally accomplished as the linguistic analysis of thirty words demonstrates.

Another objective was to establish which variable of Cultural, Scholarly, and General Interest magazine contains the highest number of anglicisms. This objective was achieved in 100% as the chart four of the results reveals.

The goal to determine which anglicisms are mostly used has been achieved in a 100% because after making the comparative analysis among the

three variables; it could identify the ten most commonly used anglicisms in Ecuadorian magazines.

To sum up, I believe that this research has reached all the objectives proposed in order to provide information about the way English is influencing our native language. To develop this research, a linguistic expert was interviewed who was capable to analyze the influence of anglicisms into the Spanish language.

Methodology

This study was started on April 2010, in Quito Ecuador. The first thing that I had to do was to collect the bibliographic information in public libraries, internet and personal books.

After collecting the data, the obtained information was organized in charts. Additionally, the scientific material and some concepts related to the use of anglicisms helped me to develop the theoretical background, which is the conceptual basis of this research. Then, the descriptive, bibliographic and

analytic methods were used in order to classify and tabulate the information concerning to the found anglicisms in each variable.

The next step was to make an analysis of thirty anglicisms regarding the etymologic, syntactic, semantic, and morphological aspects. This project was concerned with a descriptive and analytic field research; for this reason it was necessary to apply the bibliographic method for gathering the scientific material. It was also imperative to apply the descriptive and statistical analyses, which were really necessary for the data collection formats, cards and tables proposed by the Universidad Particular de Loja.

After applying all these procedures, I was able to continue with the present study. Therefore, the tabulation of the found anglicisms was done using frequency and percentage of the data. Then, the next step was the analysis and discussion of the obtained results.

Finally, it is important to mention that in order to support my research an interview was made to a linguistic expert who helped me to build up the conclusions considering the results that this research has found.

DISCUSSION

Literature Review

The present study was aimed at making A DESCRIPTIVE ANALYSIS OF ANGLICISMS IN ECUADORIAN MAGAZINES. It is imperative to mention that anglicisms are present in much of our daily speech, and making reference to our investigation, of course, in most of the magazines published in our country. For this phenomenon, we will make a deep analysis of the influence of anglicisms especially in three kinds of magazines. In this study, we will carry out a descriptive and linguistic analysis of present written language in Ecuadorian magazines.

It is important to state that this research was previously made searching information in books, magazines and the internet where I realized that this kind of research is a field that needs to be developed because there is a lack of information about the use of anglicisms. For this reason, the aim of this study

is to provide data about the way English is influencing our native language through the use of anglicisms.

To give theoretical support to this research, it is imperative to include some definitions about the meaning of the following topics:

Linguistics

A very good definition of Linguistics is provided by Akmajian, Demmers, Farmer, & Jarnish (2001), who argue that Linguistics is the scientific study with an important impact on fields as diverse as education, anthropology, sociology, language teaching, cognitive psychology, philosophy, computer science, neuroscience, and artificial intelligence among others.

According to Nunberg & Wasow (2009), from the Linguistic Society of America, Linguistics concerns itself with all aspects of how people apply and know language. They also state, it is an universal characteristic of the species and that modern linguists concern themselves with many different facets of language, from the physical properties of the sound waves in utterances, to the intentions of speakers towards others in conversations, and the social contexts in which conversations are embedded.

As explained in Wikipedia (2009), “there are many sub-fields concerned with the particular aspects of linguistic structure, meaning and the relation between language and social context. Most of them focused primarily on form,

others focused on meaning. They are: Morphology, Semantics, Pragmatics, Phonology, and Syntax”.

Branches of Linguistics

The branches of linguistics are concerned with how languages are structured, how languages are used, and how they change.

Morphology

As defined by Burneo (2008), “Morphology deals with the formation and structure of words. Thus, Morphology is in charge of the identification, analysis, combination and description of morphemes by using a set of word-formation principles”.

The same author states that morphemes are the most elemental important units in any human language. In this way, Burneo said that there are words formed by a single morpheme and there are others formed by more than one morpheme. Morphemes might be free or bound. A free morpheme is meaningful on its own, which means that it does not need to be joined to other morpheme to have meaning. Contrary morphemes need to be linked to other morphemes to have meaning.

On the other hand, Wikipedia (2009), states: “Morphology is a branch of linguistic that deals with word’s pattern and structure words. Morphology is the identification of the structure of words. Whereas words are generally

accepted as the smallest units of syntax, it is obvious that in most languages, words can be related to other words by rules”.

Semantics

According to Sebba (1997), semantics is the branch of linguistics concerned with the nature, structure, development and changes of the meanings of speech forms, or with the contextual meaning.

Wikipedia (2010), states the word semantic signifies a variety of ideas, from the most common to the highly technical words.

Burneo (2008) states: “Semantics is a field of linguistics dealing with the study of meaning. Then, it studies the signs, symbols and structure of meaning. Consequently, it is concerned with the meaning of morphological and syntactic units such as morphemes, words, phrases, clauses, sentences, and any piece of discourse”.

Pragmatics

This branch of Linguistics deals with the study of language use in communication. Pragmatics analyses the relationship between utterances and the social context in which they are produced. Thus, Pragmatics is concerned with linking word or sentence meaning with speaker’s meaning (Burneo, 2008).

As stated in Wikipedia (2009), “Pragmatics is another sub-field of linguistics, which studies the way context of language contributes to the communication and meaning. Pragmatics explains how language users are able to overcome apparent indistinctness in language”.

The same source says that the framework in which utterance is produced refers to any linguistic or social situation that may influence the realistic understanding of expressions. This branch of Linguistics makes the distinction between sentence meaning and speaker meaning, this is extremely fundamental for both semantics and pragmatics.

Phonology

It is a branch of Linguistics. It studies the speech sounds, including phonetics and phonemics. It is an overall description of the sounds of a given language (Webster's New World Dictionary, 1988).

Conforming to Morris & Chomsky in "The Sound Pattern of English" (1968), English phonology is an area under discussion which deals not only with English articulation, but also with various hypotheses about speech sounds and how they are used in language, this theoretical context is called: Phonetics and Phonemics. Phonemics is the study of the sound system, while phonetics is in charge of the study of particular speech sounds from their articulatory, acoustic and auditory forms.

Syntax

It is a branch of linguistics; it studies the arrangement and relationships among words, phrases, and clauses, forming sentences (Webster's New World Dictionary, 1988).

In concordance to Burneo (2008), "Syntax is a subfield of linguistic that studies the main principles and rules that manage the way words are joined together to form phrases, clauses, and sentences. That is to say, the syntax of

language is the set of constitutive rules that speakers follow when they combine words into sentences. She goes on to state that Syntax is the study of the grammatical relations between words and other units within a sentence.

To sum up, the same author stated that syntax of English can be regarded as the core of the language, because it links meaning with sounds and written symbols to form words.

Lexical Categories

According to Gelderen (2010), “The lexical categories include noun, verb, adjective, adverb, and prepositions and are called lexical because they carry lexical meaning. They are also content word since they have synonyms and antonyms, syntactically; lexical categories are head of phrases”.

Baker (2003), states that lexical categories are the division of words into distinct categories or part of speech. It is one of the oldest linguistic discoveries insights; it is often recapitulated in contemporary education; when students enter to their first linguistics class, one of the few things they know about grammar is that some words are nouns, others are verbs, and others are adjectives. Furthermore, linguistics classes teach them many fascinating things that go far beyond this basic categories distinction.

Contact Languages

Thomason (2001), “In the simplest definition, language contact is the use of more than one language in the same place and the same time”. It is not hard to imagine a situation in which this definition might be too simple.

For instance, if two groups of young travelers are speaking two different languages while cooking their meals in a kitchen of hostel, and if each group speaks only one language, and there is no verbal interaction between the groups, then this is language contact only in the trivial sense. Language contact does not require fluent bilingualism or multilingualism, but some communication between speakers of different languages is necessary.

Language contact occurs when two or more languages or varieties interact. The study of language is any language which is created through contact between two or more existing languages. This may occur when people who share no native language need to communicate or simply when a language of one group becomes used for wider communication with other groups (Sebba 1997).

Language Vice

Carreño (2009), states that we must be careful in the use of appropriate language, without losing the freshness and modernity of electronic media. In addition, language sometimes falls into errors classified as defects of language. He argues that the systematic study of verbal communication is important not only those terms that enrich our language, but also to identify those terms that stay back in the same language when we exclude the exchange of experiences.

According to Vargas (2009), defective language is divided into three main groups:

Pragmatics defects are based on archaism and neologism. The first one is related to the little use of words, and the second one deals with literary progress. New words come from mainly science and technology.

Syntactic defects is the most affected linguistic in communication. Catachresis happens when someone employs one word for another, even though, the meaning is different. Solecism is when, without any justification the language is compressed. Monotony deals with the lack of enough vocabulary to communicate. At last, Vargas says that semantic defects are based on barbarism of importation and expression.

Barbarisms

As stated in Wikipedia (2009), Barbarisms refer to a non-standard word, expression or pronunciation in a language, particularly an error of morphology, while solecism is an error of syntax. The term is used prescriptively in writing.

In concordance with “Thesis Project Tutoring” (2009), “The word barbarism comes from the Latin Barbarum; this word has two important features. First, it refers to the people who used to live out of the Roman Empire, and second, because the Roman citizens considered the foreigners as wild people. For this reason, we have two types of barbarisms: Expression and importation”.

The author states that Barbarism of Expression refers to the words that have had their origin in their natural language, and have adopted some degenerative forms. They could be explained in three mayor parts: Words written with mistakes, words without the proper pitch intonation, and words with defective expression.

The same author argues that Barbarism of Importation refers to all the words that do not belong to natural language of a specific community, but these communities have incorporated words as valid idiomatic expressions. Most Spanish speakers consider that barbarisms are anglicisms that come from the English language.

Anglicisms

“Anglicism is the direct or indirect influence of English language over other languages. These influences are contemplated in lexical, syntactic and phonology structures (Novotna, 2007).”

Alfaro (1950) said, “An anglicism is a word from British or American English language used in a non-English language”. Alfaro continues go on to state that today, our world is closer linked than ever before. Consequently, the cultural identities of the countries around the world combine more and more from individual identities into one general identity. This is due to a process called globalization. This term means a social change, an increased connectivity among societies and their elements because of transculturation.

While the process of globalization steps further, American life will continue having influence over other cultures.

Alfaro states that, nowadays, United States is particularly where comes from most of the anglicisms, as consequence of the powerful influence that this nation exerts over activities of other countries. The industries that this country has developed in the last century have been undoubtedly: movies, music, communication media, electronics devices, medicines, clothes, food, and other goods. Furthermore, there are some anglicisms that are considered as linguistics calques. For instance, the word hot dog is used in English as well as in Spanish.

The same author said that, “Constantly, there are a lot of words that come from other languages and get into a specific language. Some of them are words that enrich the vocabulary, but others are unnecessary. However, the great deal of anglicisms do not have precedents in history, the continue interchange of words develop even more this phenomenon”.

Another investigation made by Perez (1984), considers that anglicisms are all the linguistics elements formed by the influence of the English language. The same author states that there are two types of loans: simple loans and semantic loans. The calques are considered as a form of semantic loan while the hybrids were interpreted as a consequence of simple loans.

It is important to give relevance that Technology and Scientific advance have been the mediators in the anglicism use, for this reason Wikipedia (2009), states “The use of Anglicisms in scientific and technological information is very

common, there are some words that have its origin in American society and have passed to the Spanish speaker without any change in meaning, semantic, and sometimes in the syntax way. For instance, the word '*chip*' which is used to refer to an item of a computer device, and has the same meaning and syntax in Spanish too.

Wikipedia also states that due to this assertion made by some linguistics, they have suggested dividing anglicisms into four types: direct phonetic imitation, lexical, grammatical calques, and contamination of orthography.

Wikipedia states that computer jargon is generally full of direct imitation, e.g. "swap". Other uses of languages with plentiful anglicisms are pop music, gaming, fashion, automobile and to some extent scientific terminology. This is considered a sign of overspecialization, of being used outside the context of the jargon. In addition, Lexical calques take an English expression, and it is important to know the English equivalent term to understand this.

Borrowings and Loans

In the article written by Ranez (n.d.) "Types of Borrowings and reasons for Borrowings II" he states that there are the following groups: phonetic borrowings, translation loans, semantic borrowings, and morphemic borrowings.

Phonetics borrowings are most characteristic in all languages; they are called loan words proper. Words are borrowed with their spelling, pronunciation and meaning. Then, they undergo assimilation, each sound in the borrowed language. In some cases the spelling is changed. The structure of the word can also be changed. Such words as: labour, travel, table, chair, people are phonetic borrowings from French; apparatchik, nomenclature, sputnik are phonetic borrowings from Russian; bank soprano, duet are phonetic borrowings from Italian etc.

It is important to mention the concept of the Merriam-Webster Dictionary (2009), which states as Borrowing and Loans “Word derived from another language. English has borrowed thousands of words from other languages over the centuries. Some are used without adaptation, but others have been changed slightly to fit in with the patterns of English”.

For example, *banana* is form Spanish or Portuguese, *marmalade* is from Portuguese, *thug* is from Hindi, and *slim* is form Dutch. **Telephone** is formed from two Greek roots, *tele* meaning “far off” and *phone* meaning “sound”; *debt* is from the Latin word debitum; *awkward* has its origins in the Old Norse word *ofugr* meaning “turned the wrong way round” (Merriam-Webster 2009).

Magazines

According to Linsheid Library User Instruction (n.d.), a magazine is a periodical that usually contains a miscellaneous collection of articles, stories, poems and pictures; it is directed to the general reading public. Usually,

weekly or monthly, mostly is about popular, fiction, pictures, sports and games, travel and tourisms, fashion, sex, humor, comics, etc. Magazines could be seen as science, social, political and cultural. Besides, opinion, criticism, and autistics are published for a general public.

Webster's New World Dictionary (1988), defines magazine as a publication, used usually with paper back and sometimes illustrated, that appears at regular intervals and contains stories, articles, etc. by various writers and usually advertisements.

Theoretical Support on Previous Studies

There are many different opinions about the use of anglicisms among some researchers in other languages. It is important to mention that for these previous studies, 13 to 15 studies had been investigated and chosen in order to build up the present research.

The framework made by Onysko (2007), who wrote in his research called "Anglicisms in German Borrowing, Lexical Productivity and Written Code-Switching" about how large is the general numerical impact of anglicisms in German; with this study he demonstrated which anglicisms were most frequently used and what extent are anglicisms distributed among the salient grammatical categories of gender and plural.

Onysko showed in his study that the total number of anglicisms per article in "Der Spiegel Magazine" constantly increased from 1950 to 1980; "Der Spiegel" 2000 on average contains 6.65 anglicisms per article page. This confirms the tendency that the number of anglicisms in "Der Spiegel had

constantly increased since the foundation of the magazine. A comparison of the most frequent anglicisms between 1980 and 2000 is closely connected with innovations in the computer and communication industry.

The researcher concludes that the polemic strategies against the use of English words boil down to a few simple mechanisms. For most Germans linguistics English anglicisms represent a menace to German. In a similar manner the term globalization is often used with Anglo-Americanization to denote the increasingly use of anglicisms.

The following study was made in 48 web pages in Best Western Italy website, here, the author Timofeeva (2009), tries to establish in what way the use of anglicisms on the localized promotional websites of global companies may be beneficial for the corporations. She identified the frequency and the word class distribution of anglicisms. She performed a semantic and etymological analysis, in the same way, a grammatical analysis of anglicisms was conducted that focused on the word formation processes.

Timofeeva (2009), suggests that the use of anglicisms on a localized promotional website may help to designate the target audience of the website, economize space on a website by using shorter English words, avoid the ambiguity caused by homonyms, create an authentic atmosphere of international environment, and enrich the user's vocabulary items and new concepts.

Finally, the author states that it is necessary to know that the effectiveness of such a marketing strategy depends on certain characteristics of

the target market, and the usage of anglicisms might be very popular among a particular speech community, but ineffective and harmful when considering a broader population.

For this study, the investigator had to restrict her analysis to a particular Website due to the huge amount of data that it is not possible to compare the use of anglicisms between various Websites.

As we can see in the research work made by Fortin (2009), “Anglicisms in the French Language: A comparative study of English loanwords in French from France and Quebec”, where she took nine similar sequences from both countries on the theme of sport and six different ones on the theme of renovation users of the sitcom, she found out the differences in the use of anglicisms in the French language from Quebec and from France. Her study demonstrated that the Quebec’ people in the sitcom, used more English loanwords that are considered as integrated into their language, but they also used loanwords that have a negative connotation.

Fortin (2009), concludes that it is interesting to note the divergence of opinions among scholars in the field of study. When one scholar considers anglicisms as part of the French language, another scholar thinks it is a negative influence, a loanword that should not be used.

Another study made by Oncinns (n.d.),”Towards a Corpus-Based analysis of Anglicisms in Spanish: A case of study” shows us the ways the Spanish lexicon is being influenced by English. He took the evidence from two mayor English corpora: the BNC and the COCA were used. For the author the

most prominent features that the corpus reveals is that in contemporary Spanish the adverb collocates with several gradual completion verbs such as change (cambiar), increase (incrementar), and even improve (mejorar) as happen in English. The presence of this later verb in the corpus was especially significant. In fact, due to the negative prosody of the Spanish adverb, the collocation “mejorar dramáticamente” improve dramatically could be regarded by many speakers of Spanish as a “collective dash”. A careful reading of the data also reveals a steady increase in the frequency of the adverb throughout the thirty years covered by the CREA.

Finally, for the author, the evidence found in the corpus reveals the important role of translation in the diffusion of anglicisms. This case study has used corpus evidence to support some of the suggestions made in the mayor studies on anglicisms, and also to show how the influence of an English word can contribute to changes in the meaning of a cognate form in Spanish. It is important to say that only one example was under demonstration.

In the article “English borrowings in Venezuelan Spanish” written by the Northern Arizona University, they looked what is the frequency of English borrowings in a sample related to computer Venezuelan Spanish magazines and what is the language policy of official languages institutions regarding English borrowings in Venezuelan Spanish as used in computer related fields. In the results they determine the frequency of the English borrowings identified in the corpus and establish the status of the borrowings in the terms of language policy.

To conclude the authors suggest that the speakers tend to use English words to refer to concepts, innovations and objects related to computers and the internet. The use of foreign words seems to indicate a tendency in these language users to prefer adoption from English over the creation of new terms in Spanish. The findings of this study also support previous scholars' belief that the RASL language policy regarding the use of English in computer related Spanish because it seems to be slow in proposing Spanish equivalent terms to English ones. The authors identified the phenomenon in different varieties and fields so the research has a lot of information.

According to Alfaro (1950), there had existed some words coming from the French language, but now they are less frequent. Instead, anglicisms have gained a notorious transcendence because they have various ways of penetration which is emphasized in the new agencies, newspapers, industry, commerce, science, film industry, sports, the international relationship between countries, and of course the predominant growth in economics, politics, and scientific of the English countries.

Alfaro states that the English influence over Spanish has been extensive and deep, and his research on anglicisms promotes the real use of the language avoiding the use of anglicisms and to be proud of the beauty of our language.

In concordance to the study of Vivien (1971), determines if a given group of people can use certain degree of anglicisms and if all anglicisms can cause an equal amount of difficulty or linguistic problems in Quebec City. The

sample was chosen from six schools in different areas, the test has already confirmed that the degree of Anglicization is dictated by the social class, for the author was obvious that some kinds of anglicisms are more difficult to detect than others, a classification based on this, might be practical and effective. Vivien considers that several of his examples are no longer in use in Quebec and many of them are now part of International French.

Lopez (2005), in her study “Economic Anglicisms: Adaptation to the Spanish linguistic System”, provides a comparative insight into the semantic study of lexical interference in English and Spanish within the economic terminological field. She made her research in specialized books, written news, internet pages, and media (TV. Radio). The results of the study provided semantic and lexical conclusions about the use of anglicisms into the economy field.

Lopez states that in some cases the rapid growth of economic development makes borrowings necessary because there are no semantic equivalences in Spanish within the economic scope, although anglicisms are all tested in every field, for instance, marketing, where they have the strongest influence while this tendency is taken place in Iberian Peninsula Spanish. Its main effect is observed in South America Spanish, where language contact brings about continuous interference.

I would like to mention a study made by Gonzalez (2003) “Anglicismos innecesarios en el habla culta de las Palmas de la Gran Canaria” where the author measures the lexical disposition that shows a quantity of anglicisms

represented by a group of well educated people from Las Palmas de la Gran Canaria. For this study were considered twelve people between 28 to 71 years old, who have a university career. Through this survey were gotten 50 anglicisms definitions most often used in Las Palmas de la Gran Canaria. The number of unnecessary anglicisms used in this survey by people seems to be acceptable. The use of Spanish terms hardly ever overcomes the frequency of anglicisms used in this case.

Gonzalez (2003) concluded that the people surveyed demonstrated consciousness in the use of anglicisms. This research reveals that men use anglicisms more frequent than women. This project also shows that young people use more anglicisms than the other surveyed people.

It is important to talk about the study elaborated by Guzman (2003), "The impact of lexical anglicisms in Spanish film magazines: a case study across time" because she found out the use of anglicisms and how the Spanish lexicon is being influenced by English in film magazines.

Guzman states that in contrast to the tendency discussed here, magazines tend to employ Spanish words to refer to jobs and activities in the world of film, as "director de fotografia", "director de produccion", "diseño de produccion" and "post produccion" but they are conscious that the use of anglicisms in the last decades are part of the Spanish lexicon. It is important to remark that style sheets for newspapers and periodicals may have had a significant impact here, since the Spanish equivalent is preferred whenever possible, even when this generally produces loan translations.

For the author, the reasons to use anglicisms are the difficulty or impossibility of finding Spanish equivalents, for her, this is particularly so in three cases: technical vocabulary, words denoting people, things, situations and words which simply do not exist in the Spanish world and trademarks.

Finally, the author concludes with a few words on the attitudes towards the phenomenon of anglicisms in general. She affirms it is true that there are some apocalyptic voices that raise a clamor against the deterioration of Spanish by the hordes of unnecessary anglicisms entering the language that tend to overlook the difference between isolated usages, temporary fashions, and permanent additions, but as a rule such people are not linguistics, who generally have a more detached perception of what is going on.

According to the authors cited here, most of them agree that it is important to note the influence of the Anglo culture along the last decades because with the increase of the industry, technology, and science. The lexicon have incorporated many new words in different fields, and some of the studies state that sometimes it is difficult to create that kind of technical words in Spanish.

Results

Qualitative tabulation

Table: One

Variable: Cultural Magazine

LA CASA, 2010	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
	Land art	Me refiero al arte minimalista, al land art, body art, performances...	Noun	1	Fernando López, el arte no cesa	11
	Body art	Me refiero al arte minimalista, al land art, body art, performances...	Noun	1	Fernando López, el arte no cesa	11
	Performances	Me refiero al arte minimalista, al land art, body art, performances...	Noun	1	Fernando López, el arte no cesa	11
	happenings	¿Qué le parecen los happenings?	Noun	1	Jaime Villa, pintor de los sentimientos	19
	POP art	El POP art, impuesto por Andy Warthol, el gay...	Noun	1	Mario Ronquillo, el pintor de una ciudad llamad Quito	22
	Gay	El POP art, impuesto por Andy Warthol, el gay...	Noun	1	Mario Ronquillo, el pintor de una ciudad llamad Quito	22
	punk	El punk y el rock de la nueva ola	Noun	1	Mario Ronquillo, el pintor de una ciudad llamad Quito	22
	Facebook	Poetry and facebook: poesía en la red	Noun	1	Poetry and facebook: poesía en la red	34
	Internet	El Internet permite la circulación de contenidos literarios	Noun	1	Poetry and facebook: poesía en la red	34
	Web	Podemos encontrar páginas web...	Noun	2	Poetry and facebook: poesía en la red	34
	Blog	Tiene un blog que bajo la apariencia de revista...	Noun	2	Poetry and facebook: poesía en la red	34
	LA CASA, 2010	New-age	Regodeos new-age, ejemplificaciones de taller literario...	Noun	1	Poetry and facebook: poesía en la red
Ipods		Con sus Ipods, esperando que regresen al jardín	Noun	1	Leer con los niños, otra forma de decir te quiero	39

	Comics	Sus comics favoritos, revistas de todo tipo...	Noun	1	Leer con los niños, otra forma de decir te quiero	39
	Gay	Lo gay en el arte, la mujer y el arte	Noun	1	Parece que fue ayer	65
	Full	Se imprimió a full color	Noun	1	Parece que fue ayer	65

LETRAS DEL ECUADOR MARZO, 2010	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
	coctel	Acudirían a un coctel	Noun	1	Gil Gilbert y la zaga internacional de nuestro pan	51
	boom	No existía crisis sino auge por el boom petrolero	Noun	1	El juego, la fiesta y la risa responsable	66
	sketch	El contenido de un sketch callejero	Noun	3	El juego, la fiesta y la risa responsable	67

Author: Pilar Pinto Andrade

Table: two
Variable: Scholarly Magazines

ECUADOR	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
	software	Proveedor de software	Noun	1	Info adquirió Bridgelogix	5

	RAM	Memoria RAM	Adjective	1	Nueva línea Vaio de sony	6
	GB	Memoria RAM de 2 gb	Noun	1	Nueva línea Vaio de sony	6
	software	Publicada bajo licencia de software	Noun	1	Androide llego a Ecuador con movistar	7
	tweeter	Con las sistema andriode podrá acceder a tweeter y facebook	Noun	1	Androide llego a Ecuador con movistar	7
	facebook	Con las sistema andriode podrá acceder a tweeter y facebook	Noun	1	Androide llego a Ecuador con movistar	7
	laptops	Además las laptops y netbooks de toshiba	Noun	1	Toshiba dispone de políticas de eficiencia energetica	7
	netbooks	Además las laptops y netbooks de toshiba	Noun	1	Toshiba dispone de políticas de eficiencia energetica	7
	display	La tecnología display	Noun	1	Toshiba dispone de políticas de eficiencia energetica	7
	smartphone	Dispositivos o smartphone	Noun	1	Compu 2010	8
	Power point	Diapositivas de power point	Noun	1	Compu 2010	8
	laptops	Telephones móviles y laptops	Noun	1	La feria	9
	Internet	Banda ancha de Internet, trendnet	Noun	1	La feria	9
	Trendnet	Banda ancha de Internet, trendnet	Noun	1	La feria	9
	smartphone	Inclusive a un smartphone	Noun	1	La feria	9
	software	Computadoras y software	Noun	2	La especialización es el factor identificador de agrosoft	12
	Amateur	Los peligros de la asistencia amateur	Noun	1	Los peligros de la asistencia amateur	13
	ECUADOR	PC	Muchos usuarios de de PC	Noun	7	Los peligros de la asistencia amateur
Internet		Diferencia entre la Internet y AOL	Noun	1	Los peligros de la asistencia amateur	13
software		Algun error de software	Noun	2	Los peligros de la asistencia	13

A D O R A U G					amateur	
	Bluetooth	La versión Bluetooth	Noun	1	Multimedia y protocolo Bluetooth	15
	marketing	Para el marketing de proximidad	Noun	2	Multimedia y protocolo Bluetooth	15
	Internet	Visibles en el Internet	Noun	1	Multimedia y protocolo Bluetooth	15
	WEB	Cámara web	Noun	2	Multimedia y protocolo Bluetooth	15
	modem	Estos modem y puntos calientes	Noun	7	Nuevo y mejor	17
	USB	El clear USB 4 GB modem	Noun	5	Nuevo y mejor	17
	megabits	Descarga de 2.1 megabits	Noun	1	Nuevo y mejor	17
	software	Inalámbrico sin software adicional	Noun	2	Nuevo y mejor	17
	overdrive	El overdrive operado por baterías	Noun	13	Nuevo y mejor	17
	firmware	Actualización de firmware de overdrive	Noun	1	Nuevo y mejor	18
	Internet	Gira en torno a la Internet	Noun	2	Vida digital	18
	Web	Cámaras web, discos duros	Noun	1	Vida digital	18
	USB	Unidades USB	Noun	1	Vida digital	18
	Internet	Sumamos la existencia de la Internet	Noun	1	Vida digital	18
	LCD	Sus televisores LCD	Noun	5	Vida digital	22
	PC	Capacidad de incorporarse a una PC	Noun	1	Vida digital	22
	Full HD	Una resolución Full HD	Noun	1	Vida digital	22
	DVD	Reproductor de DVD	Noun	2	Vida digital	22
	GPS	Incluye un GPS	Noun	1	Vida digital	22
	POP	En la cultura POP	Noun	1	Variedad al granel	23
	lapdesks	Lapdesks portátiles	Noun	1	Variedad al granel	23
	Laser	Impresoras laser y multifuncionales	Noun	3	Impresoras laser y multifuncionales	24

U A D O R	WEB	Imprimir desde la web	Noun	3	Impresoras laser y multifuncionales	24
	PC	En la pantalla de su PC	Noun	3	Impresoras laser y multifuncionales	24
	USB	Incluidos en interfaz USB	Noun	1	Proyectores	26
	DVD	Reproductor de DVD o equipo de video digital	Noun	1	Proyectores	26
	GB	Para un GB de memoria	Noun	1	Proyectores	26
	netbooks	Las netbooks relativamente nuevos	Noun	4	Portatiles y Netbooks	27
	USB	Han incluido herramientas útiles como un Puerto USB	Noun	1	Portatiles y Netbooks	27
	Sleep and charge	Un puerto USB sleep and charge	Noun	1	Portatiles y Netbooks	27
	software	Incluyen el software Unique Phoenix	Noun	1	Portatiles y Netbooks	27
	zoom	Hacer zoom mientras se toma el video	Noun	1	Zoom, Zoom, Zoom	32
	flash	El flash se abre automaticamente	Noun	1	Zoom, Zoom, Zoom	32
	zoom	Con zoom optico	Noun	1	Zoom, Zoom, Zoom	32
	Tilt-shift	Simulan una lente de tilt-shift	Noun	1	Zoom, Zoom, Zoom	32
	Megazoom	Las megazoom de bolsillo	Noun	2	Apunte dispare Acción	33
	GPS	Equipada con GPS	Noun	1	Zoom, Zoom, Zoom	34
	USB	El conector de USB	Noun	1	Zoom, Zoom, Zoom	34
	filma	Mientras filma usted...	verb	1	Zoom, Zoom, Zoom	34
	Megazoom	Las megazoom de bolsillo	Noun	2	Zoom, Zoom, Zoom	36
	PC	Cuando compra una PC nueva	Noun	2	Cuando compra una PC nueva	38
	Chip	Por un chip para su sistema	Noun	1	Cuando compra una PC nueva	38
CPU	Familias de CPUs diferentes	Noun	6	Cuando compra una PC nueva	38	
chips	Juegos de chips	Noun	3	CPU términos	39	
CPU	Cualquier conversación sobre los CPU	Noun	7	CPU términos	39	

	Facebook	Personalización instantánea de facebook	Noun	5	Seguridad	44
	WEB	Al servidor de la WEB	Noun	4	Seguridad	44
	software	El software Kaspersky	Noun	1	Tecnología en accion	45
	GPS	A través de ubicación GPS	Noun	1	Tecnología en accion	45
	Phishing	La principal tendencia en Phishing [para smartpones	Noun	1	Tecnología en accion	45
	Smartphones	La principal tendencia en Phishing [para smartpones	Noun	2	Tecnología en accion	45
	PC	Problemas en una PC	Noun	1	Trabaje con su tecla de Windows	48
	hardware	Quitar hardware con seguridad	Noun	2	Corrija nimiedades	48
	WEB	Trucos y secuencia para navegador de la WEB	Noun	1	Trucos y secuencias para navegador de la WEB	50
	Internet	Un fanático de Internet	Noun	1	Trucos y secuencias para navegador de la WEB	50
	podcast	Películas,música,podcast	Noun	1	Administre sus medios	52
	PC	Puede que su PC ocupe más espacio	Noun	2	Administre sus medios	52
	DVD	Su colección de DVD	Noun	1	Administre sus medios	52

ON MAYO,	WEB	La pagina web de la facultad	Noun	1	Concurso nacional de investigación económica	12
	futbol	El futbol , el deporte más apasionante	Noun	6	Futbol pasión gloria y dinero	16

	Clubes	Clubes deportivos, medios de comunicación	Noun	2	Futbol pasión gloria y dinero	16
	champions	Ingreso para la champions	Noun	1	Futbol pasión gloria y dinero	16
	rankeado	Fue rankeado por FORBES	Noun	1	Futbol pasión gloria y dinero	16
	ranking	Quinto en el ranking	Noun	1	Futbol pasión gloria y dinero	16
	boom	Ha tenido un boom en los últimos años	Noun	1	Finalizo el convenio automotor andino	29
	timing	El timing de las decisiones	Noun	1	Crisis mundial una recuperación tibia	38
	dumping	Los niveles de dumping social	Noun	1	Oportunidades de exportación tras la crisis	49
	Core process	Un producto y un servicio core process	Noun	1	La gestión de procesos de negocios	53
	Time to market	De soporte , producción time to market , etc.	Noun	1	La gestión de procesos de negocios	53

Author: Pilar Pinto Andrade

Table three

Variable: General Interest Magazines

VISTAZO APRIL 29, 2010	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
	Car pooling	Carros compartidos, pero no car pooling.	Noun	6	BLOGS	6
	blogs	blogs	Noun	1	BLOGS	6

	Pin	Se embarca, ingresa su pin, toma la llave y conduce	Noun	1	Carros compartidos	6
	Spots	El ex mandatario Lucio Gutiérrez volvió a los spots de televisión	Noun	2	Buscando afiliados	8
	Facebook	El primero tiene listos spots que colgara en facebook y twiter	Noun	1	Buscando afiliados	8
	Twiter	El primero tiene listos spots que colgara en facebook y twiter	Noun	1	Buscando afiliados	8
	fútbol	La selección brasileña que en 1988 gano el vice campeonato mundial de futbol	Noun	1	El elefante blanco de Cayambe	21
	Internet	Algunas de las razones para salir de la isla se reflejan en una página de Internet	Noun	1	Ciudadanía Ecuatoriana al granel	25
	clubes	Instituciones privadas, públicas, coleccionistas, clubes de tiro entre otros.	Noun	1	Ruleta rusa	40
	shock	Tal fue el shock, que este operativo provoco en la población	Noun	1	Ruleta rusa	40
	boom	Este "boom" dice la presidenta es el resultado de la restricción	Noun	1	Con vitrinas propias	44

VISTAZO APRIL 29, 2010	mall	El nuevo mall cuenta con 100 locales comerciales	Noun	2	De todo en Plaza Village	46
	mix	Un buen mix expresa José Enrique Rivas	Noun	1	De todo en Village Plaza	46
	ranking	El ranking de la revista FORBES	Noun	2	Slim el más rico del mundo	46
	Best seller	Su best seller "Tu no me entiendes"	Noun	1	Madres exigentes hijas exitosas	49

	rol	Eran juzgadas por su rol de esposas	Noun	1	Madres exigentes hijas exitosas	50
	manager	Productora de eventos y manager	Noun	1	Mama con batuta	54
	Heavy metal	Decidió formar parte de una banda de heavy metal	Noun	1	Mama con batuta	54
	Call center	Es gerente de un call center de una empresa privada	Noun	1	Las joyas de la familia	60
	gays	Lesbianas, gays, bisexuales, transgenero e intersex	Noun	3	Tiempo de destape	68
	swingers	Los "swingers" también podrían atentar a la normativa de la sexualidad	Noun	1	Tiempo de destape	70
	gay	La historia de un adolescente gay	Adjective	4	El final del arco iris	74
	closet	En el closet, para siempre	Noun	1	El final del arco iris	75
	tablet	Se trata de un tablet: mezcla entre un ordenador portátil...	Noun	3	¡Pad: el nuevo ataque de jobs	76
	Internet	Para acceder a Internet	Noun	1	¡Pad: el nuevo ataque de jobs	76
VISTAZO APRIL 29, 2010	bloc	Transacciones que se realizan en un bloc de notas	Noun	1	¡Pad: el nuevo ataque de jobs	76
	Smartphones	Brecha que existía entre Smartphones y computadoras	Noun	1	¡Pad: el nuevo ataque de jobs	76
	marketing	La agencia de marketing digital	Noun	1	¡Pad: el nuevo ataque de jobs	76
	emails	Llamadas, emails, mensajes de texto y otros	Noun	1	List n Do: nueva aplicación	82

	web	Las aplicaciones web en tecnología...	Noun	1	List n Do: nueva aplicación	82
	chip	Para incluir de 2 a 256 chips por servidor...	Noun	1	Poderoso procesador	82
	Data centers	En el caso de los data centers...	Noun	1	Poderoso procesador	82
	DVD	Viene con un lector DVD	Noun	1	Sin Computador	82
	widescreen	Proyecta un pantalla widescreen	Adjective	1	Sin Computador	82
	Zoom digital	Con enfoque manual, zoom digital...	Noun	1	Sin Computador	82
	USB	Utilizando unidades USB	Adjective	1	Sin Computador	82
	look	Su esbelta figura, su look desenfadado...	Noun	1	La confesión	84
	web	Confesión manejada a su manera en su página web	Noun	1	La confesión	84

VISTAZO APRIL 29, 2010	gays	Dedicada a temas gay	Adjective	4	La confesión	84
	POP	Es que es astro POP...	Adjective	1	La confesión	85
	mail	A última hora llega un mail	Noun	1	La confesión	85
	hit	Nunca volvió a tener un hit universal	Noun	1	La confesión	85

	closet	Hoy están fuera del closet	Noun	1	La confesión	85
	sexy	Puede ser una mujer muy sexy	Adjective	1	Una mujer con suerte	86
	Wake-board	Hice wake-board...	Noun	1	Una mujer con suerte	86
	futbol	Me encanta el futbol	Noun	1	Una mujer con suerte	86
	short	Me decía no mucho short	Noun	1	Una mujer con suerte	86
	casting	Me llamaron para un casting	Noun	1	Una mujer con suerte	86
	cheerleader	Es cheerleader, viaja a Panamá...	Noun	1	Una mujer con suerte	87
	sensual	¿Usted se siente una mujer sensual?	Noun	1	Una mujer con suerte	87

VISTAZO ABRIL 29, 2010	mail	Manteniendo contacto vía mail	Noun	1	Relaciones ocultas	92
	Twitteando	Twitteando con el alma	verb	1	Twitteando con el alma	92
	link	Un link con una versión...	Noun	1	Twitteando con el alma	92
	show	Un show que fue uno de los atractivos	Noun	1	Twitteando con el alma	92

	futbol	Guapa del futbol	Noun	2	Guapa del futbol	92
	show	Un show de tipo teatral	Noun	1	Papa Chango entre los Favoritos	100
	Best seller	En su best seller sobre la masonería	Noun	1	Dan Brown al desnudo	100
	POP	Más celebres de la historia del POP...	Noun	2	En la cama con Madonna	101
	coctel	Un coctel en homenaje...	Noun	3	Social/Quito	114
	spa	Se inauguró el gimnasio, spa y restaurante...	Noun	1	Social /Cuenca	116
	Hash brown	Papas a la hash Brown y salchichón...	Adjective	1	El barrio de Obama	128
	tweed	Tipos de aspecto académico y trajes tweed	Adjective	1	El barrio de Obama	129
	piercing	Con piercings	Noun	1	Quiteña musulmana	134

VISTAZO APRIL 29, 2010	Night club	Se pierde en medio de los night club	Noun	1	Los últimos Tsachilas	136
	Show room	Puede visitar su show room	Noun	1	Productos y Servicios	139
	topping	Y topping de chocolate	Noun	1	Productos y Servicios	139

	overol	Me vio con el overol	Noun	1	Paracaidista a los 70	138
	club	Los instructores del Club Garrapateros	Noun	1	Paracaidista a los 70	138
	Internet	Con los amigos a través de Internet	Noun	1	Productos y servicios	141
	megapixel	2 megapixeles y reproductor de música...	Noun	1	Productos y servicios	141
	record	En un tiempo record	Noun	1	Los "Pigs" y el euro	144

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ESTADIO AUGUST 3, 2010	Anglicisms	Examples	Lexical Category	Word repetition number	Heading	Page
	futbol	48 leyendas que marcaron la historia del futbol	Noun	3	48 leyendas que marcaron la historia del futbol	6
	club	Aunque el club de sus amores	Noun	1	Diego Maradona	8
	futbol	Deleito con su futbol	Noun	1	Zico	8
	futbol	4 mejores jugadores de futbol	Noun	1	Alfredo Diestefano	9

ESTADIO AUGUST 3, 2010	futbol	La atención del futbol mundial	Noun	1	Rene Higuita	9
	futbol	Arquero de la historia del futbol	Noun	1	Jose Luis Chilavert	10
	Record	Tiene el record de participaciones	Noun	1	Claudio Taffarel	11
	club	Club con el cual ha ganado	Noun	1	Lionel Messi	11
	clubes	Mundial de clubes	Noun	1	Lionel Messi	11
	futbol	Delanteros de la historia del futbol	Noun	1	Eusebio	12
	Champions league	Gano la champions league	Noun	1	Eusebio	12
	club	El presidente del club	Noun	2	Iker Casillas	12
	futbol	Jugadores del futbol	Noun	1	Johan Cruyff	12
	futbol	Historia del futbol frances	Noun	1	Michel Platini	13
	club	Copa europea del club	Noun	1	Gerd Muller	13
	record	Tiene el record de haber anotado	Noun	1	Zinedine Zidane	13
	club	Su único club	Noun	1	Paolo Maldini	13
	futbol	Por su futbol y las mujeres	Noun	2	Paolo Maldini	13
	record	Tiene el record de anotaciones	Noun	2	Los mejores de Europa	14
	record	Por la recaudación record	Noun	1	La catedra dirigenial	16
	club	Directivos del club amarillo	Noun	1	La catedra dirigenial	16
	futbol	Fichaje más caro del futbol	Noun	4	Los 18 mejores futbolistas	18
	club	Un club de futbol	Noun	1	River Plate	23
record	Tienen el record de campeonatos	Noun	1	Boca juniors	23	
futbol	Campeonato Ecuatoriano de futbol	Noun	1	Bombillo recargado	24	
club	El club panatlon de Guayaquil	Noun	1	Abriendo juego	28	
club	Formaron el club	Noun	1	Jugué tres minutos y fui campeón del mundo	31	

club	Club que queda por la zona	Noun	1	Jugué tres minutos y fui campeón del mundo	31
Jeans	Jeans gastados camiseta gris	Noun	1	No hay ocaso para un campeón	33
futbol	Escuela de futbol	Noun	2	No hay ocaso para un campeón	33
futbol	Del futbol me llevo lo mejor	Noun	7	Del futbol me llevo lo mejor	34
ranking	El ranking de la FIFA	Noun	2	Ranking de la FIFA	36
Hand football	Jamás será hand football	Noun	1	Ranking de la FIFA	37
cracks	Un campeonato con cracks Rioplatenses	Noun	1	Ranking de la FIFA	38
ranking	247 en el ranking ATP	Noun	1	Los cuatro mejores del mundo	41
futbol	Autonomía que tiene el futbol	Noun	4	La ley debe representar la realidad	42
Amateur	El publico amateur y profesional	Noun	1	Las maratones clásicos en Ecuador	44
Trail-running	Llamadas también de trail-running	Noun	1	Elegir un buen calzado para correr	45
boom	Dado el boom de las carreras	Noun	1	Elegir un buen calzado para correr	45
Máster	Máster juvenil y colegial	Noun	1	Guayaquil hecho piedra	46

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Table Four

THE MOST FREQUENT ANGLICISMS	
futbol	41
club	16
pc	16
web	16
CPU	13
gay	13
overdrive	13
internet	12
software	10

USB	10
facebook	8
modem	7
car pooling	6
DVD	6
ranking	6
record	6
chip	5
LCD	5
smartphone	5

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Table Five

Comparison Between Variables

	Variable	Frequency	Percentage (%)
Anglicisms	Cultural Magazines	23	6.69
	Scholarly magazines	169	49.13
	General interest magazines	152	44.18
	Total	344	100

Author: Pilar Pinto Andrade

Description, Analysis and Interpretation of Results

Nowadays, the use of the English Language has been important for the interaction between many countries around the world; for this reason the increasingly use of anglicisms in our Spanish Language has been considerable in the last century.

In the process of this research, thirty anglicisms were analyzed in syntactic, semantic, etymological and morphological aspects. In the same way,

a comparative analysis between variables will be done considering the frequencies and percentages obtained from the investigated variables.

Marketing

The Merriam Webster Dictionary states that “*Marketing*” is a word which origin is English; it was used for first time in the United States in the decade of the 20’s. This word derives from the English word ‘Market’.

It is important to mention that in the Spanish Language, the term ‘*Marketing*’ has been translated as “*Mercadotecnia*” or “*Mercadeo*”. However, many Spanish scholars have adopted the term “marketing” because they consider that this word provides broader market information. Besides, this word is used in many countries without translation especially in the business area. Consequently, I think this word enriches the Spanish Language. Let us look at the following example:

“Para el marketing de proximidad se han desarrollado dispositivos...”

In Spanish, the word “*Marketing*” functions as a noun. In concordance with the given example, “Marketing” means advertising that will be developed to promote a determined product.

In English the word “*Marketing*” functions as a noun; and in agreement with the Merriam Webster Dictionary, it is the act or process of selling or purchasing in a market or distributing a product or service.

Wikipedia affirms that the term “*marketing*” is an anglicism that has been accepted by the Real Academia de la Lengua Española. Although, the RAE accepts its use, they recommend the use of the Spanish word “*Mercadeo*”.

Besides, the word “*marketing*” has not suffered morphological changes; for this reason, it is written in the same way in English as it is in Spanish.

Club

The word “*club*” is accepted by the Real Academia de la Lengua Española. This word comes from the Middle English *clubbe*, its first known use was in the 13th century. The word “*club*” has not undergone any morphological change in its structure. For instance:

“El presidente del club...”

The word “*club*” works as a noun; it means association of people that can share common interests. According to the Merriam Webster Dictionary, the word “*Club*” functions as a noun and a verb. Syntactically, the word “*club*” as noun means “a group identified with some common characteristics” or “the meeting place of some people”, as a verb “*club*” refers to unite or combine for a common cause or contribute to a common fund.

It is important to mention that instead of “*club*” we can use the words: “*asociación*”, “*organización*”, “*fraternidad*”, but the use of the word “*club*” has had good acceptance and it is widely used among Spanish speaking people, for this reason, we can find the word “*club*” in the name of many organizations related to sports, social and cultural issues, for example: “*Club de Leones*”, “*Club Deportivo El Nacional*”, “*Club La Pandilla*”

In our environment, it is common to find the word “*club*” together with another English noun such as: “*Night club*”, “*English club*”, “*Sandwich club*”.

Thus, this word has the same equivalence in both languages. What is more I think the word “club” enriches our lexicon.

PC

PC is an acronym, it means Personal Computer. The first known use of Personal Computer was in the year of 1976. This word does not belong to the Diccionario de la Real Academia de la Lengua Española. Besides, the word ‘PC’ has not suffered any morphological change.

Due to the technological advances the uses of the word ‘PC’ is fairly frequent. It is also important to state that this word has its literal translation in Spanish: Computador Personal. Let us analyze the following example:

“Los usuarios típicos de PC...”

According to the example above, the acronym ‘PC’ functions as a noun, it means computer equipped with a microprocessor designed for individual use.

This word can be found in many contexts, especially if they refer to technology, for this reason, I think this word enriches the Spanish Language and its use does not affect our lexicon.

Ranking

The word ‘*ranking*’ is accepted in the Diccionario de la Real Academia de la Lengua Española. The first known use of Ranking was in 1847. It is an inflection of the verb ‘rank’. In English, the word ‘ranking’ functions as an adjective, it means to have a high position and being next to the chairman in seniority. Let us check the following context:

“...fue quinto en el ranking”

The word ranking works as a noun, it refers to listing people or things in order of importance.

In many sports, it is very easy to find expressions such as “El ranking de la ATP”, “El ranking de la FIFA”, “El ranking mundial”, because these phrases indicate classifications.

It is important to consider that not only in aspects related with sports it is possible to find the word ranking, because it is also used to classify statistical terms. Thus, the use of this term in my personal opinion enhances the Spanish vocabulary.

Finally, the word ranking has not undergone morphological changes; but it is possible to use instead the words “clasificación” or “categorización”.

Coctel

This word comes from the English word ‘cocktail’ it means “*cola de caballo*”. The first known use of this word was in 1806. This word is accepted by the Real Academia de la Lengua Española, it has undergone morphological changes because in English it is written ‘coktail’ and in Spanish language we pronounce and write it “coctel”.

According to the Oxford Dictionary, originally in the seventeenth century the word “Cocktail” was referred to horses that were not of pure blood, in other words they were mixed. There are several theories to understand the exact precedence of this word. In English, the word ‘cocktail’ is used as a noun and an adjective. In Spanish this word functions also in the same way.

In the Spanish language the definition of ‘coctel’ refers to an iced drink of wine or distilled liquor mixed with flavoring ingredients; also it means an appetizer served as a first course at a meal. Let us analyze the following phrase:

“...acudirán a un coctel”

In this sentence the word “coctel” refers to an event where some alcoholic drinks and snacks will be served.

In my personal opinion, I think that the word “coctel” enriches our language, because there is not another word that can replace this term.

Internet

This word is accepted by the Real Academia de la Lengua Española. It is a relatively new acquisition; its first known use was in 1985. Let us analyze the following example:

“el internet permite la circulación de los contenidos literarios...”

In the example above, the word ‘*internet*’ functions as a noun; it means an electronic communication network that connects computer facilities to literature contents.

It is important to mention this word functions as noun in English and the Spanish language. Additionally, this word has not experienced any morphological change.

In concordance to Wikipedia, it is inevitable the influence of some anglicisms in the Spanish Language in reference to the technological advance. For this reason, this term is widely used by public in general not only because

this term deals with electronic communication around the world, but also, its use does not affect our lexicon. Thus, I think the use of the word 'internet' enhances the Spanish vocabulary.

Pop

This word comes from the Middle English '*poppen*'. Its first known use was in the 15th century. The dictionary of the Real Academia de Lengua Española defines 'Pop' as a certain type of soft and popular music, being this term a shortening of the word "popular". This term has not undergone any morphological change.

In agreement to the Free Dictionary, it is important to say that in the last century the term '*Pop*' had been used to describe a genre aimed at the youth market. For instance:

“...en la cultura Pop”

The word '*Pop*' functions as a noun and refers to a culture that it is developed in a popular and youthful environment. In the Spanish language, it is easy to find the term '*Pop*' because it is usually related to

the current music scene. For instance: “la música pop”, “el artista pop”, “la canción pop”.

It is essential to mention that in Spanish this term works as a noun and an adjective. For example: as noun “...los más celebres de la música pop”, and as adjective “...”mejor álbum pop masculino...”. In English this word functions as a noun, an adjective and a verb. In my point of view the word

'Pop' enriches the Spanish Language because there is not a term in Spanish that could replace its translation.

Closet

The word 'closet' comes from the Middle English, from Anglo French. The first known use of this word was in the 14th century. This word belongs to The Diccionario de la Real Academia de la Lengua Española; it means a small space where household utensils or clothing are kept. For instance:

“...hoy están fuera del clóset...”

In this context the word 'closet' has a special connotation because in some cases in the Spanish language this term is used to announce when homosexual people make public their sexual trend. In Spanish language, it is usual to find the expression “salir del clóset” that refers to the publication of this kind of information.

In English the word “closet” functions as a noun, a transitive verb and an adjective. In concordance with the Merriam Webster Dictionary, the word “closet” refers to “a cabinet or recess for especially china, household utensils, or clothing”, as transitive verb means “to shut up in or as if in a closet; to take into a closet for a secret interview” and as an adjective “being so in private”.

It is noticeable that the word “*closet*” in the Spanish language has a morphological change because it is written with an accent mark on the vowel “o”. In my opinion, this word enriches our language because there is not another word that can replace this term.

Show

Etymologically, this word comes from the Middle English *shewen* or *shoven*. The first known use of “show” was in the 12th century. The word “show” is accepted by the Real Academia de la Lengua Española.

For instance:

“...un show que fue uno de los atractivos...”

In concordance to the example above, the word “*show*” functions as a noun and means exhibition or event. In English, this word works as a noun and a verb.

The word “*show*” has not suffered any morphological change and we can replace this term with the following words: espectáculo, actuación, función, exhibición. In Spanish Language, people in general have accepted this word as a part of the lexicon, not only for the American influence over Spanish countries, but also because this term gives Spanish speakers the opportunity to have additional terminology in order to communicate.

Spot

Etymology, the word “spot” comes from the Middle English, its first known use was in the 13th century. Actually the word “*spot*” is part of the dictionary of the RAE. However, it has been proposed to be deleted from the dictionary. Let us check the following example:

“El ex mandatario Lucio Gutierrez volvió a los spots de televisión...”

In the example above, the word “*spot*” functions as a noun and refers to the advertisement that a person is going to present in the television. In the Spanish language, it is easy to find the following expression “spot publicitario”, for this reason people relate this anglicism easily with advertisements. In English the word “spot” functions as a noun, a verb, and an adjective.

Morphologically, this word has not experienced any morphological change. In my personal opinion, the word “*spot*” could be replaced in the Spanish language by words like “anuncio”, “publicidad”, “propaganda”; for this reason, this is an unnecessary anglicism.

Champion

The word “*champion*” has not been accepted by the Real Academia de la Lengua Española; its first known use was in 1605. In English, this word functions as a noun, an adjective and a verb. According to the Free Dictionary, the word champion refers to “one that wins first prize in a competition or one that is clearly superior or has the attributes of a winner”, as an adjective champion signifies “holding first place or to be superior to all others and finally as transitive verb means to fight for, defend, support. For instance:

“...ingresó a la champions...”

The word champions functions as a noun, in this context, it refers to a club where teams belong and have won the first prizes in different kind of competitions. In Spanish, this word functions only as a noun and it is usually found in contexts related to sports. It is important to note that in the example

displayed above, the term “*champions*” is written adding a letter “s”; this is a morphological deformity because in English the letter “s” is used at the end of the word “champion” to indicate that belongs to the “*Champion’s League*”, or to show the plural of this word. In Spanish, it is simply written with the letter “s” but does not represent the plural of this word. I think the word “*champion*” is nonessential in the Spanish language because in our lexicon exist the word “*campeón*” to use instead of ‘*champion*’.

Crack

The word “*crack*” comes from the Middle English ‘*crakken*’; its first use was before the 12th century. In English, this word functions as: verb, noun, and adjective. According to the Diccionario de la Real Academia de la Lengua, the word ‘*crack*’ means a drug derived from cocaine; also it refers to an athlete of extraordinary quality or a horse that is highlighted in his careers. Let us check the following example:

“...un campeonato con cracks rioplatenses...”

The word ‘*crack*’ functions as a noun, in concordance to the context above, it means the union of the best athletes from Rio de la Plata. The word “*crack*” has not undergone any morphological change in its structure. In my personal opinion the word ‘*crack*’ enriches our lexicon because there is not another Spanish word that can replace this term.

Hit

The word '*hit*' is not accepted in the Diccionario de la Real Academia de la Lengua. Etymologically, the word '*hit*' comes from the Middle English; its first known use was in the 15th century. In English, this word functions as a verb and a noun and refers to strike, affect or reach. This word is also used to name a successful and popular song, singer, or book author. For instance:

“...nunca volvió a tener un hit universal...”

In the example above the word *hit* functions as a noun and it is related to a song that was not successful around the world. In Spanish this word is used in various contexts, for instance, in baseball “*hit*” is recorded as the connection made by the batter with the ball, into the field, in Spanish is also used the word “*sencillo*”. The word '*hit*' is also used in the musical industry to present a song that has success. Moreover, this word is used in computing and refers to a request to access a file serving host.

The word '*hit*' has not undergone any morphological change; its pronunciation is “jit”. In my personal opinion this word enriches our Spanish language because it is used in the same context as it is used in English. Besides, in some cases there is not another Spanish word that can replace it.

Jeans

The word “*jeans*” has not been accepted in the Diccionario de la Real Academia de la Lengua Española. The word “*jeans*” comes from the Middle English, its first known use was in the year 1577. In the following example:

“...*jeans* gastados, camiseta gris...”

In Spanish, as well as in English, the word “jeans” functions as a noun in concordance with the example above, this word has the same meaning in English as well as in Spanish. This term refers to “close-fitting trousers of heavy denim for manual work or casual wear, usually of blue color”. This word is frequently used in plural.

The word “jeans” has not suffered any morphological change. In my personal opinion, this word enriches the Spanish language because this kind of pants is known for its special characteristics and does not exist another Spanish word that can replace this term.

Land Art

The word “*land art*” is a compound word; it does not belong to the Diccionario de la Real Academia de la Lengua Española. This word comes from the Middle English. Moreover, this word has not suffered any morphological change.

In English this word functions as a noun and an adjective. ‘Land Art’ refers to an earthwork or earth art, an art movement which emerged in America as a protest against the artificiality. Let us analyze the following example:

“...me refiero al arte minimalista, al land art, body art, performances...”

In concordance with the example above, the word ‘*land art*’ functions as a noun and refers to a special kind of art in which nature is used.

We can replace this term by “arte de la construcción del paisaje” or “arte terrestre”, and for this reason, I think this word does not enrich our vocabulary.

Look

The word 'look' has been accepted by the Real Academia de la Lengua Española; it comes from the Middle English. The first use of 'look' was before the 12th century. In English, this word functions as a verb and a noun. For instance:

“...su esbelta figura, su look desenfadado..”

In the example presented above, the word “look” refers to personal appearance, image or style. This word does not show any morphological change. Although, the word “look” could be replaced by some terms in Spanish lexicon like ‘*lucir*’, ‘*estilo*’, among others, it is difficult to find a word that can fit perfectly in every context. Therefore, in my personal point of view the word “look” enriches the Spanish vocabulary.

Master

The word “*master*” is accepted by the Real Academia de la Lengua Española. This word comes from the Middle English; its first known use was before the 12th century.

According to the Merriam Western Dictionary the word “*Master*” functions as a noun, an adjective and a transitive verb. It refers to a person holding an academic degree higher than a bachelor’s but lower than a doctor’s. Let us analyze the following example:

“..master juvenil y colegial..”

In the example presented above, the word “*master*” functions as a noun; it refers to players who have performed a skill in a certain sport. Besides, in

Spanish language, this word refers to an academic degree or a degree in certain competitions.

This word has not undergone any morphological change. Thus, this word enriches our vocabulary because there is not a term in Spanish that could replace its translation.

Manager

The Real Academia de la Lengua Española has accepted this word; its first known use was in 1588. Nevertheless, morphologically this word has undergone a change, because in the Spanish language it is written in the following way: “mánager”, to be exact with an accent mark over the vowel “a”.

In the following example:

“...productora de eventos y mánager...”

In reference to the example, the word “manager” functions as a noun, and means a person whose work or profession is management. In English, this word functions as a noun and in Spanish it also has the same function. In the context displayed before, the word ‘*manager*’ refers to a person who conducts business or household affairs.

In my personal opinion, this word is an unnecessary anglicism in the Spanish language because there are other words that can be used instead of “manager” like: “administrador, gerente, representante, apoderado”.

Night Club

This is a compound word. It does not belong to the Diccionario de la Real Academia de la Lengua Española. The first known use of the word “night

club” was in the 1894. In English the word “night club” functions as a noun and an intransitive verb. For instance:

“...se pierde en medio de los night club..”

In the context presented above, the word “night club” functions as a noun and it refers to a place of entertainment. Besides, ‘night club’ can be replaced by the word “discoteca” or “club nocturno”; for this reason, this term does not enrich the Spanish lexicon.

Overol

The word ‘overol’ is accepted by the Real Academia de la Lengua Española. The first known use of this word was in 1797. In this case, the word “*overol*” has suffered a morphological change, because in English language, it is written “overall” and in Spanish it is written with only one “l” and with the letter “a” instead of “o”. According to the Webster New World Dictionary, this word functions as an adverb, a noun and an adjective. In the following example:

“...me vió con el overol...”

As we can see, in the example above, the word ‘*overol*’ functions as a noun and refers to pants with protective trousers, worn over regular clothes. In addition, these kinds of pants are made of strong material. This word enriches the Spanish language, because it had been used by people throughout time, even though the word “mameluco” could replace the word “overall”.

Podcast

The word “podcast” does not belong to the Diccionario de la Real Academia de la Lengua Española. This is a relatively new incorporation to the English language in 2001. In English, this word functions as a noun and refers to a program made available in digital format for automatic download over the internet. Let us check the following example:

“...películas, música, podcast...”

In this context, the word “podcast” functions as a noun. Besides, in the same context the analyzed word refers to an audio or video production. Additionally, this word does not undergo any morphological change.

In my personal opinion, this word enriches our Spanish language because it belongs to the technological field, for this reason it is difficult to find the translation into the Spanish language.

Pop Art

This is a compound word. It has not been accepted by the Real Academia Española de la Lengua. The first known use of this word was in 1957. In concordance to the Merriam Webster Dictionary, “*pop art*” is a noun and it refers to a style of modern art which began in the 1960s. Moreover, this word is related to the use of bright colors and lots of techniques and subject matters from everyday. In the following example:

“...el pop art impuesto por Andy Warthd, el gay...”

In the sentence written above, “*pop art*” functions as a noun. Thus, it has the same equivalence in both languages, Spanish and English. In the context displayed above the word ‘*pop art*’ refers to an artistic movement. In addition, this word has not undergone any morphological change. What is more, its use enriches our language, because this term functions as a proper noun and besides there is not another word that can replace this term.

Sexy

This is an English word. The first known use of the word “*sexy*” was in 1925. The word “*sexy*” has been accepted by the Real Academia de la Lengua Española. In English, this word functions as an adjective and it refers to sexually suggestive or stimulating, generally attractive and interesting. In addition, morphologically this word has not suffered any change in its structure. For instance:

“... puede ser una mujer muy *sexy*...”

In the context of this example, the word *sexy* functions as an adjective and refers to a lady that could become physically attractive. In my personal opinion this word enriches the Spanish language because there is not a word that expresses specifically the exact meaning of “*sexy*” in Spanish.

Shock

This word comes from Middle English in the 14th century. Moreover, according to the Real Academia de la Lengua Española the word “*shock*” has

not been accepted in Spanish Dictionaries. This word has not undergone any morphological change.

According to the Merriam Webster Dictionary, the word “*shock*” functions as a noun, a transitive verb, and an adjective. In the following example:

“Tal fue el shock, que este operativo provocó en la población...”

In the context presented above, the word “shock” functions as a noun; in this example the word ‘*shock*’ refers to some disturbance or agitation that caused an effect to the population. This word is used in different contexts one of them has to deal with the medicine field. However, in the displayed example the word ‘*shock*’ refers to a healthy disorder resulting from ineffective circulation of the blood. Another use of this word is to express commotion or emotional blow for an unexpected situation.

It is important to mention that exists other words to replace “shock”, for instance: “conmoción, emoción, sacudida, sobresalto”. Nevertheless, there is not any word to replace “*shock*” when it is used in a medical sense, for this reason, I think this word enriches the Spanish Language.

Web

The word “*web*” is accepted by the Real Academia de la Lengua Española. This word comes from the Middle English; it refers to a woven or spun network. Let us check the following example:

“...podemos encontrar páginas Web...”

The word '*Web*' functions as a noun. Additionally, in the context of this example this term refers to network pages which can be found. In English language, this word has two functions: as a noun and a transitive verb.

'*Web*' is a word that has the same equivalence in English and Spanish. In my personal opinion, the word '*Web*' contributes to improve the Spanish lexicon because this term is related to the technological advance, evidencing the influence of the English Language over Spanish speaking countries.

Chip

'*Chip*' is a word that has been accepted by the Real Academia de la Lengua Española. Etymologically, the word '*chip*' comes from the Middle English; it refers to a small piece of semiconductor material that forms the base for an integrated circuit. For instance:

“...por un chip para su Sistema..”

In the context presented above, the word '*chip*' functions as a noun and refers to a small semiconductor device that will be used in a system. In the English language, the word "*chip*" has three functions: noun, transitive verb, and intransitive verb.

The word '*chip*' has not suffered any morphological change. This word enriches our Spanish vocabulary, because most people are accustomed with the use of this English term, especially in the computer field.

Gay

This word comes from the Middle English. This word has been accepted by the Real Academia de la Lengua Española. In addition, the word 'gay' has not suffered any morphological change. This term could be considered a new incorporation in the Spanish Language.

For instance:

“el pop art, impuesto por Andy Warthol, el gay...”

In reference with the example the word “*gay*” function as a noun. According to the context displayed before, the word ‘*gay*’ refers to a person who is homosexual. In both languages Spanish and English the word ‘*Gay*’ is performed as a noun and also with the same meaning. However, according to the Webster New World Dictionary this term can be used as an adjective.

This term could be considered as a new incorporation into the Spanish language. In Ecuador, it is used the word “maricón” to define a homosexual person in a rude way. Moreover, there is another word that can replace the word ‘*gay*’ in Spanish and it is the word “homosexual”. For this reason, I think the use of this term is an unnecessary anglicism.

Full

This word comes from the Middle English, in the 12th century; it has not been accepted by the Real Academia de la Lengua Española. In English, this word functions as: adjective, noun, transitive verb, intransitive verb and adverb. Let us check the following example:

“se imprimió a full color...”

In relation to the example, the word “*full*” functions as an adjective. Besides, in relation to the context displayed the term ‘*full*’ refers to an impression that is complete with colors. In English, as well as in Spanish, this word functions as an adjective. The word ‘*full*’ has not suffered any morphological change.

The word ‘full’ is used frequently with Spanish speakers, especially, between the young people who use this word to express that something is complete. The following expressions are commonly used: ‘el bus está full’, ‘estoy a full’ this last term expresses that somebody have eaten enough. Even though, the word ‘*full*’ can be translated by words like “lleno”, or “completo”, its translation could produce meaningless speech in the Spanish language, for this reason, I think that the word “full” enriches our Spanish vocabulary.

Software

The word ‘software’ has been accepted by the Real Academia de la Lengua Española. It comes from the English language in 1958. This term has not suffered any morphological change. For instance:

“...proveedor de software...”

The word ‘*software*’ works as a noun and refers to provide an entire set of programs, procedures, and related documentation associated with a computer system. This word has the same equivalence in both languages and syntactically is performed as a noun. In my personal opinion, this word enriches our lexicon not only because this is a technical computer word related

with technological advances but also, this term evidences the influence of the English language in this matter.

Fútbol

The word '*futbol*' comes from the English word 'football'; this word has been accepted by the Real Academia de la Lengua Española. The first known use of the word 'football' was in the 15th century. Additionally, this word is made up of foot 'pie' and ball 'pelota, balón'.

It is important to mention, that in Spanish, we refer to this term specifically as to the widely practiced sport activity around the world.

On the other hand, in the United States, the word '*football*' is a completely different sport; it looks like "rugby" and it is played most of time with the hands and not with the feet. In some countries, this kind of game is known as 'fútbol americano' but the game that is played most of the time with feet and not with the hands in the United States and Britain is known as soccer. Let us analyze the following example:

“...marcaron la historia del fútbol...”

The word '*fútbol*' in Spanish as well as in English functions as a noun. In relation with the example above, this word refers to some players who were involved in the history of this sport. This word has experienced a morphological change, because in Spanish this word is written "fútbol" with 'u' instead of double 'o' and the letter 'o' instead of 'a'. Considering that the original word is 'football' it is important to note that in some contexts the word

'fútbol' is written with an accent mark and in other cases without an accent mark.

To conclude, I think this word enriches our Spanish language because this word is known widely around the world; and as this research reveals this word has been the one with the most word repetition into the investigation.

Comparative Analysis

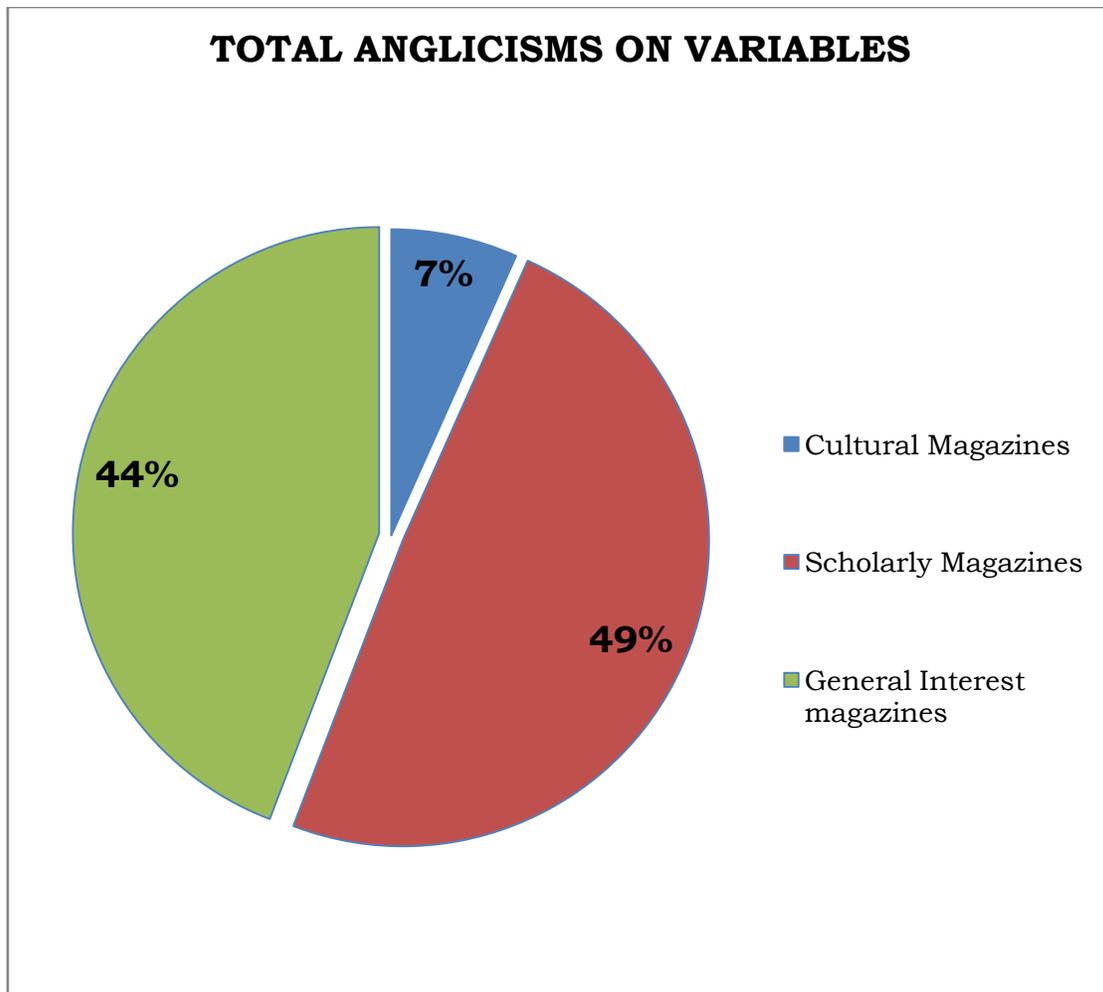
In the following comparative analysis, the frequencies and the percentages of the found anglicisms in each investigated variable have been considered. Besides, this study allowed me to identify the ten most frequent anglicisms and the possible causes for these results. Finally, this research allowed me to determine the variable which contains the largest quantity of anglicisms.

In the study among the three proposed variables, the chart five shows the number and the percentage of the found anglicisms in each investigated magazine.

Anglicisms	Variable	Frequency	Percentage (%)
	Cultural Magazines	23	6.69

	Scholarly Magazines	169	49.13
	General Interest Magazines	152	44.18
	Total	344	100

The above chart scholarly magazines show the highest percent of anglicisms, with a 49.13%, as it is also illustrated in the graph that follows:



In the charts presented above, the '*Scholarly Magazine*' represents the variable with the highest number of anglicisms, 169; they are represented as 49% of the total anglicisms collected. As Onysko said in his study, there exists a great numerical impact of anglicisms on the Spanish language due to the close relationship with technology and computer innovations in the communication industry. I totally agree with his point of view, because it is evident that the Spanish language, specifically, has been influenced by technological advances. Moreover, the use of foreign words seems to indicate a

tendency in the language user to prefer adoption from English over the creation of new terms in Spanish. The RAE supports this idea, because it states that the use of English regarding computer vocabulary in the Spanish vocabulary is extremely important due to the lack of equivalents in Spanish.

It is important to state that there were considerable quantities of anglicisms in relation to economic issues because the fast growth of economic development makes borrowings necessary. In addition, there are not always semantic equivalences in the Spanish language.

In relation with the graphic presented before, the second largest number of the found anglicisms is in '*General Interest Magazines*' with a number that represents 44%. In these results, the big influence of loan terms referring to sports, social pages, and reports were notorious.

It is also quite important to mention what Guzman said about the use of anglicisms in film magazines, specifically in the difficulty or impossibility of finding Spanish equivalence. In my opinion, I agree with this observation because, especially in the sports field it is noticeable the presence of English terms that have a direct relation with technical vocabulary. Moreover, it is important to state that the use of barbarisms of importation is another cause in the use of anglicisms because there are many sport commentators who use this kind of borrowings. These borrowings, which have spread over the community and the community, has incorporated these loans as valid idiomatic expressions. For instance, the word '*club*' is very frequent to find in the sport section.

Another example of barbarism of importation is in reports and interviews related with people, things or situations which simply do not exist in the Spanish vocabulary, or have been adopted as one way of communication. For instance, the word gay, fashion, and look are words that we could find in magazines of general interest.

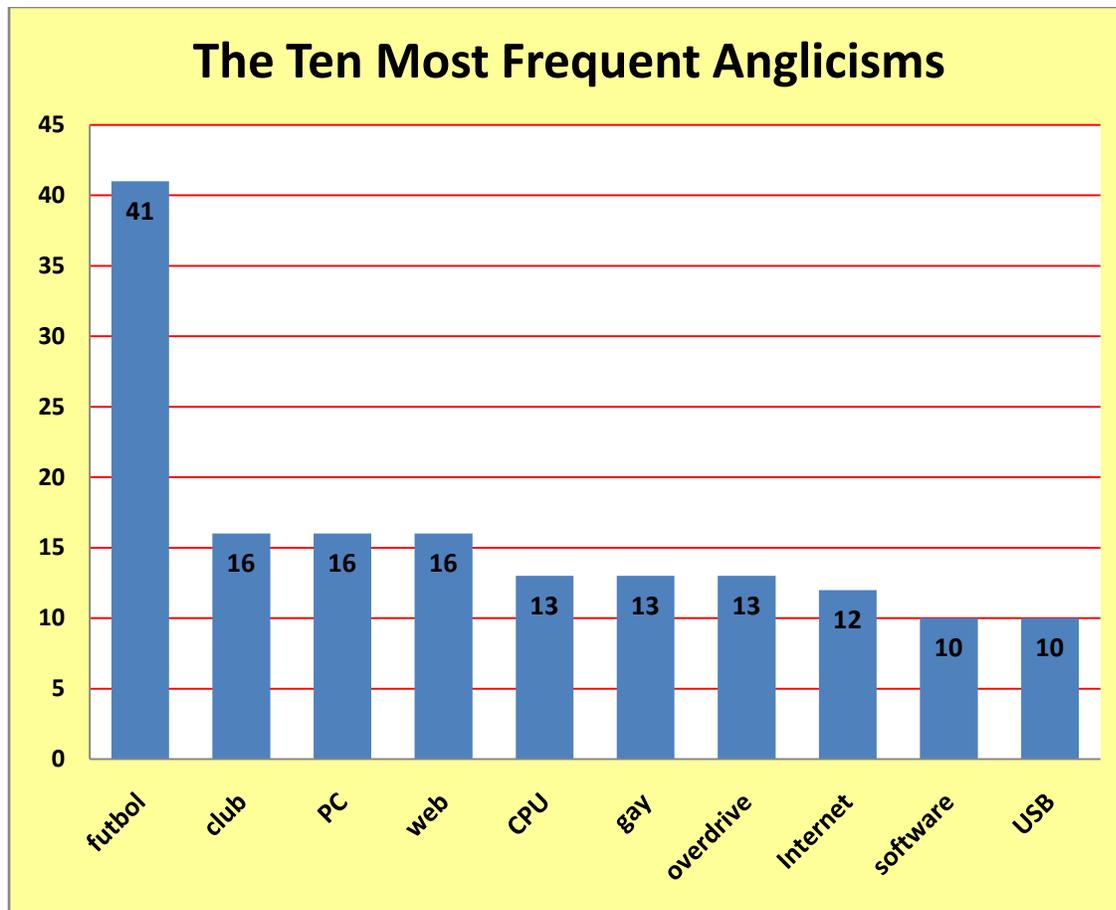
The last analyzed variable was cultural magazines; we can figure out that this has the smallest quantity of anglicisms with 23 occurrences, which corresponds to 7% of the total found anglicisms. Guzman affirms that there are some apocalyptic voices that raise a clamor against the deterioration of the Spanish language by the use of unnecessary anglicisms. In concordance with her point of view, I can say that there are some people who pretend to stay away from borrowings because they consider that the use of them affects and deteriorates the Spanish language. In this group of people are: writers, editors of cultural publications, as well as linguistics who are really worried about the deformation of our language. Additionally, these results evidence the low use of borrowings. This is in agreement with Alfaro who said that even though the influence of English over Spanish has been extensive and deep; every community has to avoid the use of anglicisms and be proud of the beauty of their own language.

The following graphic shows the results obtained in chart 4 which reveals the most frequent anglicisms found under this investigation.

THE MOST FREQUENT

ANGLICISMS	
futbol	41
club	16
PC	16
web	16
CPU	13
gay	13
overdrive	13
internet	12
software	10
USB	10
facebook	8
modem	7
car pooling	6
DVD	6
ranking	6
record	6
chip	5
LCD	5
smartphone	5
blog	4
boom	4
coctel	4
megazoom	4

According to the chart presented above, it is noticeable the ten most frequent anglicisms used in the three variables; Cultural Magazines, Scholarly Magazines, and General Interest Magazine are: fútbol, club, PC, Web, CPU, gay, overdrive, internet, software, and USB respectively.



In the graphic displayed above, it is noticeable that seven of the most frequent anglicisms belong to the Scholarly Magazine variable because they are related with technological advances and goods related to the computer field and the internet.

General Interest Magazines have been the other variable which has grouped the second highest number of found anglicisms. This is because as we explained before, that there are some loan terms related to sports and entertainment. These anglicisms are: fútbol, club and gay.

The least frequent anglicisms found in this investigation were seventy four which appeared only once in this study; in my personal opinion, I think

that most of these anglicisms were used because there were no other words that could replace them.

CONCLUSIONS

- This research demonstrates that the use of anglicisms in the Spanish language is increasing day by day. It is imperative to mention that in this study most of the found anglicisms come from the “Scholarly Magazines”, which confirms the great influence of the English language especially in science, technology, and economics, among others, on Spanish speaking countries.

- In the variable “Cultural Magazine”, it was more difficult to find anglicisms because people specialized in linguistics take care about the use of them. Moreover, they are reluctant to introduce foreign terms because they think it could deteriorate the Spanish language.
- Loan terms associated specifically with sports activities were found specially in the General Interest variable. This happens because there are many anglicisms which do not have an appropriate equivalent in Spanish. Additionally, it is evident that the influence of the English language is in almost all sports activities.
- According to the linguistic analysis, it is remarkable to explain that there is a reasonable quantity of anglicisms that are not accepted by the Diccionario de la Real Academia de la Lengua Española. However, it is notorious that some people have been adopting those borrowings into Spanish as if they were part of our own language, because people have become familiarized with these words.
- In most instances, it is noticeable the fact that most of the anglicisms used in Spanish, function as nouns; and, morphologically most of them are written and pronounced in the same way as it is in English.
- This research shows that it is evident the influence of the Anglo culture in the last decades, which has produced the adaptation of new terms into the Spanish language. However, it is imperative to say that many of those borrowings could deteriorate our language because there are Spanish words that can be used instead of certain anglicisms.

- This research reveals that the use of anglicisms does not deteriorate the Spanish language as demonstrated by linguistic expert who say that the use of anglicisms does not deteriorate the language, but to abuse them could affect it; the use of anglicisms help to have an appropriate communication without any affect to the Spanish language.

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ANNEXES



Pelé (BRASIL)

Con 17 años consiguió el primer mundial para Brasil en Suecia 1958.

Edson Arantes do Nascimento, mejor conocido como Pelé, nació el 23 de octubre de 1940 y deslumbró al mundo con su técnica, visión de juego y su sentido del gol. Marcó 1.285 goles en diferentes clubes (Santos, Cosmos y la selección de Brasil). Su debut oficial con el equipo santista fue ante el Cubatão el 7 de septiembre de 1956, sin haber cumplido los 16 años y anotando un gol. Pronto Pelé logró sus primeras conquistas logrando durante este período el Torneo Paulista (1956, siendo goleador) y el Torneo Río-Sao Paulo. Ganó los mundiales Suecia 1958, Chile 1962 y México 1970.



Lionel Messi (ARGENTINA)

"Nunca olvidaré que Rijkaard confió en mí con tan sólo 16 años".

Nació el 24 de junio de 1987. En 1995 comenzó en las divisiones inferiores de Newell's. A los 11 años fue diagnosticado con una deficiencia de la hormona de crecimiento. Carles Rexach, director técnico del Barcelona, notó el talento de Messi y lo contrató. Frank Rijkaard dejó que hiciera su debut oficial contra el Espanyol, el 16 de octubre 2004, convirtiéndose en el tercer jugador más joven en jugar para el Barcelona, club con el cual ha ganado la Champions, la Liga y el Mundial de clubes 2009. 😊





Bertha Cevallos Vera se convirtió en la primera septuagenaria en lanzarse en paracaídas desde 3,6 kilómetros de altura sobre Portoviejo.

Cecilia Moreno Mendoza / cmoreno@vistazo.com

“Siempre me ha gustado el desafío a las alturas... Desde niña he querido volar como el cóndor”, lo dice Bertha Cevallos, y no es broma. Bertha Cevallos Vera viuda de Menéndez vio un anuncio en *El Diario* –periódico manabita– y no lo pensó mucho. Se convirtió en la primera septuagenaria en lanzarse en paracaídas desde una altura de 11 mil pies. “Llamé a una amiga de mi misma edad y solo le pedí que me acompañara al aeropuerto. Ella pensaba que me iba a Manta o a Guayaquil. Ya en el aeropuerto cuando me vio con el overol de vuelo puesto recién le dije que la había invitado para ser testigo de algo que ninguna de mis cuatro hijas, dos que están en el exterior y dos que están aquí, ninguna sabía”, cuenta Bertha.

Revela que los instructores del Club Garrapateros de manera muy didáctica le enseñaron en tierra todos los movimientos que debía hacer cuando estuvieran en el

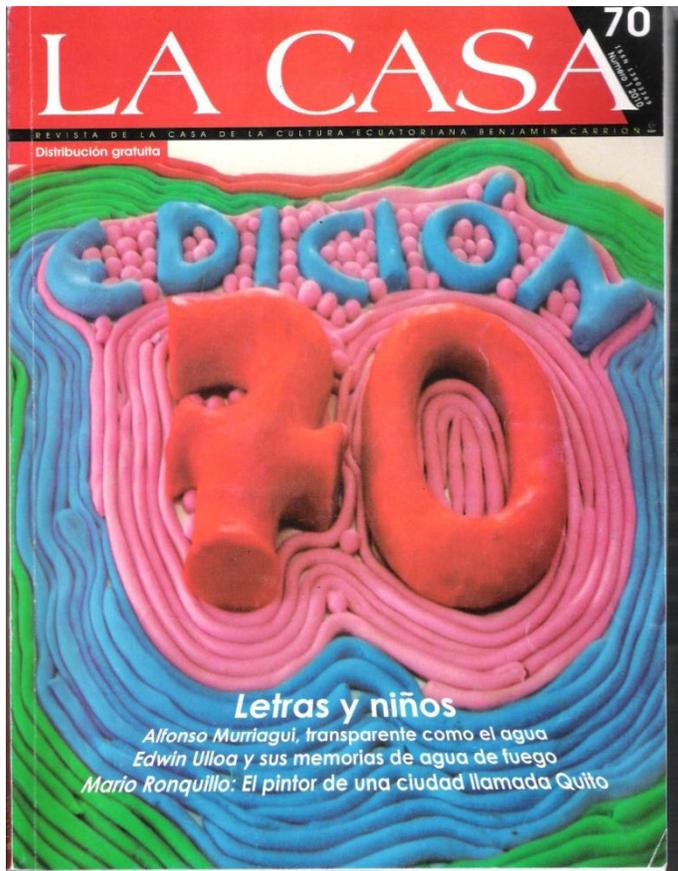
aire. Por ser su primer vuelo se lanzó en tándem, acompañada de un paracaidista experimentado. “En avión sí había volado porque mis hijas me han llevado a Europa, Egipto e Israel. Les cuento una anécdota: Cuando estábamos en el avión había una chica muy joven y guapa a mi lado que debía lanzarse antes que yo, pero no lo hizo porque le dieron ganas de ir al baño. Fue una aventura maravillosa, una experiencia preciosa. No tengo palabras cómo describir porque sentí algo maravilloso que entró en mi vida. No tenía miedo para nada”.

Nacida el 26 de octubre de 1940 y jubilada hace dos años, Bertha Cevallos trabajó como auxiliar de enfermería para el Seguro Social Campesino. Es también la madre símbolo de la Asociación de Abastecedores de Portoviejo, una prestigiosa entidad manabita a la que perteneció su esposo, Simón Bolívar Menéndez, fallecido hace ocho años.



SIN MIEDO AL PELIGRO: Bertha Cevallos es jubilada y como enfermera trabajó para el Seguro Social Campesino.

Quienes hicieron posible el vuelo el Club de Paracaidismo Deportivo “Los Garrapateros”, quienes con la ayuda de la fuerza Aérea Ecuatoriana han organizado demostraciones aéreas en Bahía de Caracuez, Salinas, Canoa y Portoviejo. V



La Casa y las artes plásticas

Fernando López, el arte que no cesa

Simplicemente en rojo

La dignidad de un artista
 La obra de Fernando López, uno de los artistas gráficos más importantes de su generación, ha ido madurando a un ritmo proverbial desde sus años de estudiante. Jamás ha desistido de examinar, averiguar, proponer, pero su composición humana, transparente y sencilla —y acaso un exceso de modestia—, le ha impedido acceder a éxitos y consagraciones que son los horizontes que más busca la mayoría de artistas creadores. El maestro López es, por describirlo así, un desconocido de sí mismo (como dijera Octavio Paz de Pessoa) y, en el mundo de la cultura, apenas se pronuncia su nombre o se lo hace con desdén. Sin embargo, nada ni nadie ha detenido su creación. Ni sus escasos recursos económicos ni aquellos ventuales existenciales propios de los artistas de raza como es su caso.

Solitario, solidario, silencioso, vive por y para su oficio, que no le da tregua ni en sábados, domingos o días de guardar. Sus procesos son múltiples y, aunque sus mayores logros están en el grabado, el agua fuerte, el agua tinta, la xilografía, la serigrafía, la litografía, la linografía, el barniz blanco, los craquelados, entre otras manifestaciones, tienen en el maestro López un excepcional exponente. Y este ha sido el ir vital y creador de Fernando López durante varios decenios: perseverancia, trabajo, insatisfacción, el filo del comienzo siempre, inventando modos de subsistencia, siempre en el severo marco de la dignidad. Creo que no hay peor muerte que la del ser humano que inclina su cerviz ante el poder. El maestro López jamás ha claudicado de su divisa ejemplar: probidad, dignidad, honestidad creadora. Lejos de él promocionar su obra, agasajar a críticos o comentaristas, gestionar entrevistas, asumir poses de geniecillo.

El grabado sigue siendo, entre los artes visuales, un género que no admite engaños. No deja de ser primitivo o prehistórico, a pesar de las vanguardias, sobre las cuales vale aclarar que no deben ser asumidas como artes contemporáneas. No hay obras de arte contemporáneas. ¿De qué época?, sería la primera interrogante. Pero la inquietud más consistente: ¿entiquece en algo el endigar esta palabra a una obra de arte? Y las vanguardias que están en la palestra del arte latinoamericano, ¿ya no dejaron de ser tales en sus lugares de origen? Me refiero al arte minimalista—al (and art) al (body art), instalaciones, performances, proposiciones multimediales, conceptualismos... ¿Seguimos padeciendo esa asincrónica historia que tanto daño ha hecho a nuestra América, esto es, desfase, retraso, respecto de todos los quehaceres de la cultura?

Continuemos con el grabado. Para beneficio de nuestro arte, el grabado aún tiene cultores. El maestro ecuatoriano universal, sin duda.

La Casa 11

...ellos que dieron de comer a la familia... sólo nos quedamos viendo los ojos..." (PC 79). Cfr. Antonio Sacoto. 14 *Novelas claves de la literatura ecuatoriana*. Quito, Casa de la Cultura Ecuatoriana, 4ª. ed., 1998, 363.

12. Esta ideología inconsciente o primitiva es una clave (social) del mensaje de la novela. Naún Briones y el indio José Quimsa son constreñidos por la injusticia de la vida trágica y miserable de los pobres. Cfr. Antonio Sacoto. 14 *Novelas claves de la literatura ecuatoriana*. Op. cit., 365.

13. "Cumple el objetivo de introducirnos, de una manera frívola ni aparental, en la psicología, en la escala axiológica, idiosincrasia, tradición y estructuras de pensamiento y razonamiento de esos seres arrojados en una lucha sin cuartel por la vida. No se trata de adornar una historia más de bandoleros y aventuras, sino de arrancar un pedazo de la tragedia humana con todos sus matices contradictorios y lanzarlo, no sin ternura, a que den cuerpo y alma al arte..." Cfr. H.G. Verzi. *Palvo y ceniza*. políptico ecuatoriano. *El Guacamayo y la serpiente*. Cuenca, N. 24, 62-80.

14. Η Διήγησις o mundo (ficticio) en que las situaciones y eventos narrados ocurren. El lector de *Palvo y ceniza* debe aceptar que la realidad resulte como el mundo, imprevisible, inesperada y siempre diferente, como el juego de lo virtual como la inacabada recreación colectiva de

Naún, aún por venir. Se trata de un desafío a la temporalidad de la lectura de cada lector para así ofrecer la posibilidad de la libertad a través de la metáfora de un texto inconcluso y ("temporal"). Cfr. A. Bergero. La descentralización textual en *Palvo y ceniza*. *Revista Iberoamericana de Pittsburgh*, # 144-145, julio-diciembre de 1988, 933-958, citado en E. Cárdenas. *Palvo y ceniza*. Op. cit., 41.

15. Cfr. Vladimiro Rivas. "Desciframientos y complicidades". México, UNAM, 1991, 36-37, citado en E. Cárdenas. *Palvo y ceniza*. Op. cit., 42.

16. En una entrevista para el *Diccionario Biográfico Ecuator*, Cárdenas "acepta que el título lo tomó de una obra poco conocida de James Joyce. El personaje central nace del contexto semifeudal de la sociedad agraria lojana de este siglo, como respuesta a tanta injusticia se torna bandolero, para hacerse a sí mismo justicia. Es pues, un sujeto rebelde e inconformista ante la crisis y agonía de una sociedad que está por terminar". Cfr. Pérez Pimentel Rodolfo. *Diccionario biográfico Ecuator*. Internet: <http://www.diccionariobiograficoecuator.com/tomos/tomo14/e4.htm>. Acceso (01/04/08).

17. José Alfredo Andaluz Prado, Estreno de obra "Olor a pólvora" Internet: <http://www.diariocorreo.com.ec/archivo/2007/06/05/estreno-de-obra-olor-a-polvora/> Acceso (01/04/08).

